



FIA

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A CULTURES' MEETING
28th Edition



THE EXCELENCY OF FIL'S TRADE MARK



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 /FIA-FIL

A MEETING OF CULTURES FROM ALL OVER THE WORLD

A place to Feel the Past | Live the Present | Experience the Future

A place for the Promotion and “Sale” of Regions and Countries, through the diversity of their CULTURES and PRODUCTS - Handicrafts, Food, Traditional Games, Folklore, Painting ...

A place that brings together Tradition, Contemporary Times, Creativity, Innovation and Design

LAST YEAR'S PERFORMANCE

Exhibitors - 610

Exhibition area - 30.000 m²

Visitors – 112. 000

Countries Attending - 40



THE EXCELENCY OF FIL'S TRADE MARK

HOW TO ATTEND... SHOWING | SELLING | TEACHING



- Collective booth 180 m², in order to promote and sale the goods brought to the event, connected to the traditional culture;
- Live demonstration of handicrafts and presentation of other cultural and artistic activities;
- Catering / tasting of typical cuisine in the stand;
- Seminars, Conferences, Workshops ... incorporated in the Activities Program , that can be carried out next to the stand, at the Animation places or Auditorium;
- Meetings with small groups / businessmen;
- Reception to official guests;
- Restaurant 180m² – built with a Kitchen structure, according to the standards of Hygiene and Food Safety in Portugal- stove and freezing equipment equipment, not included;
- Press conferences or meetings with journalists

Who Participates...

▪ INDIVIDUAL PARTICIPANTS

National and International Artisans
Companies
Start-ups
Artisanal Gastronomy e Restaurants

▪ COLECTIVE PARTICIPANTS

National :

Entities Related to Regional Development
Tourism Regions
Municipal Councils
Artisan and Cultural Associations
Local Development Associations

International:

Embassies
Chambers of Commerce
Official entities supporting Culture and the Economy



“Attendance of honor” Proposal Country Romanian

Attendance of Honour includes:

ASSOCIATED BENEFITS FREE OF CHARGE

Outdoor banners



Advertising panels



ADVERTISEMENT

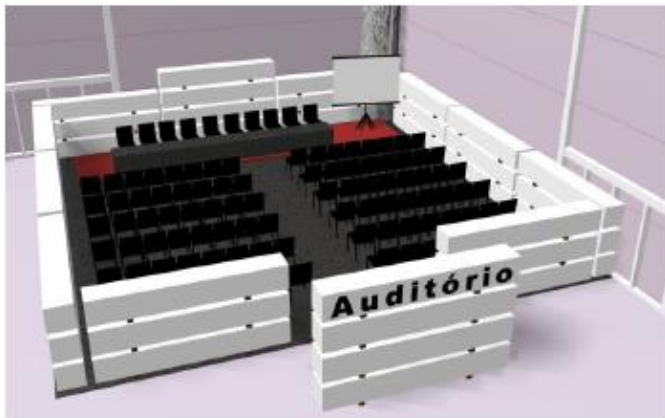
- Use of Animation areas;
- General program of the fair - advertisement of all the activities connected with participation of Romanian;
- Sectoring plants of FIA 2015, distributed along Fair - placement of a logo/ banner (logo provided by Exhibitor);
- Outdoor banners, placed in front of Halls (image provided by the Exhibitor);
- Advertising panels - (image provided by Exhibitor);
- Promotional material of FIA Lisboa 2015- placement of a logo (brochures, newsletter, Guest Guide , ...);
- Website of the FIA Lisbon in 2015 - placement of Logo, connecting to Institutional Website (link address to be provided by Exhibitor);
- Invitations for visitors

OTHER ASSOCIATED BENEFITS FREE OF CHARGE

EXAMPLES

Official Celebration

- The Day of the **“Attendance of honor - Country Romanian”** - Development of activities will be supported by AIP / FIL;
- Prior disclosure of the agenda concerning the **“Attendance of Honor“** near the Visitors, Exhibitors and Press;
- Involvement in the **Official Opening Ceremony** of the Fair;
- Participation in all other official ceremonies and Events.
- Room and Auditorium Use (without audio visual equipment);
- Catering - Kitchen structure 180m², according to the standards of Hygiene and Food Safety in Portugal;



Attendance of Honour

Costs:
Partnership proposal : 25.000€
Without Partnership : 32.831€

Booth EXAMPLES



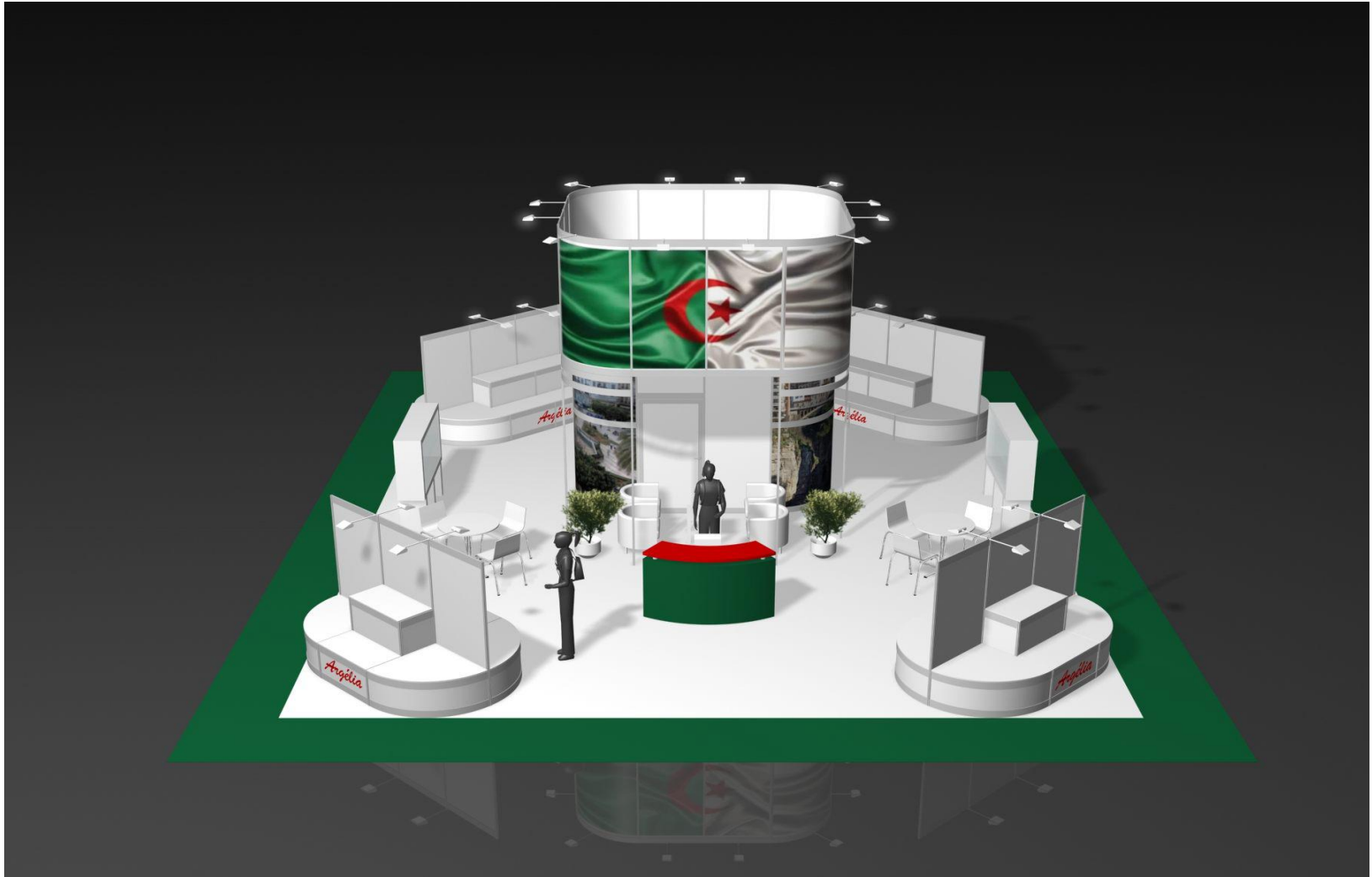
Attendance of Honour

Costs:

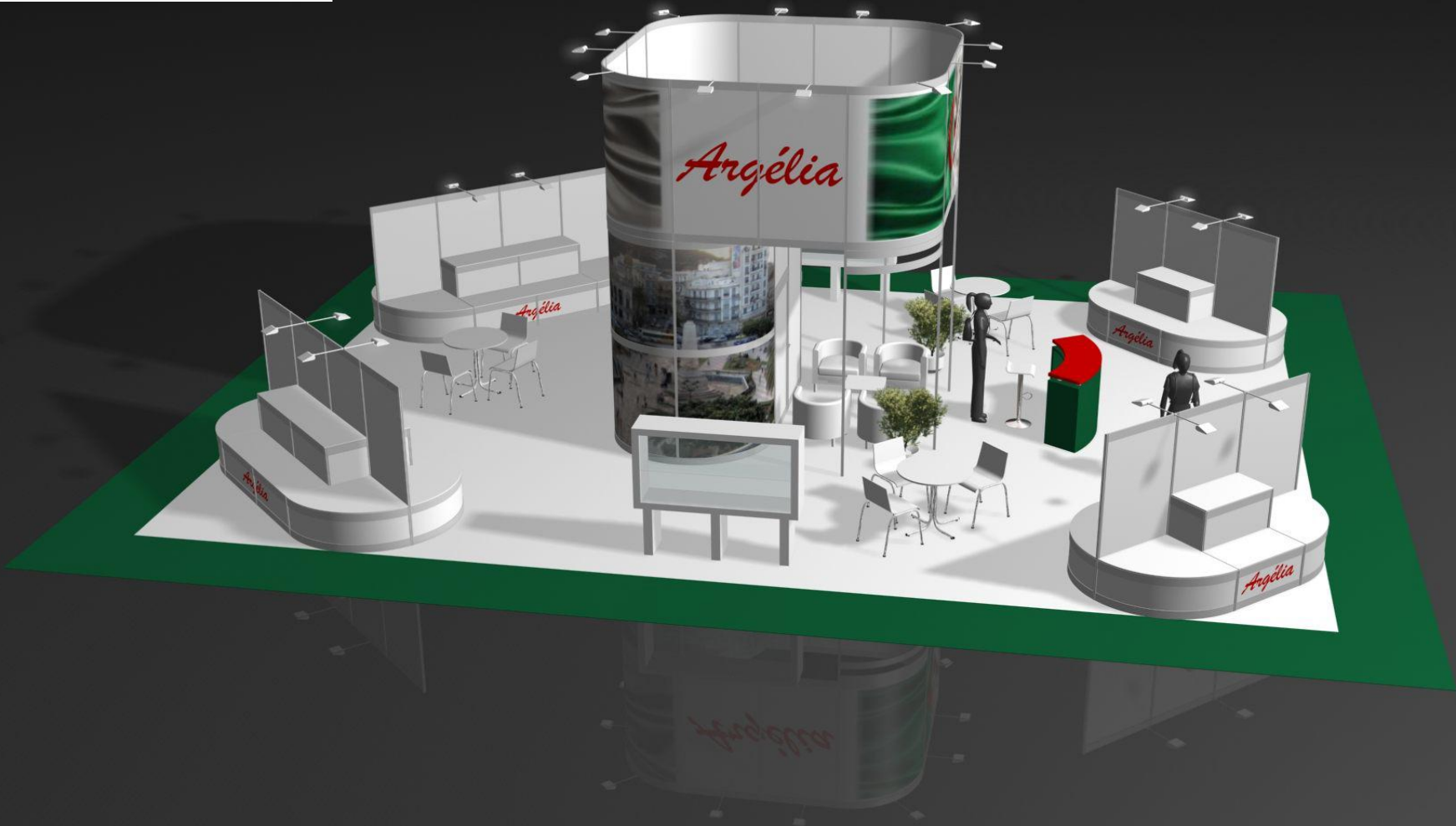
Partnership proposal : 25.000€

Without Partnership : 32.831€

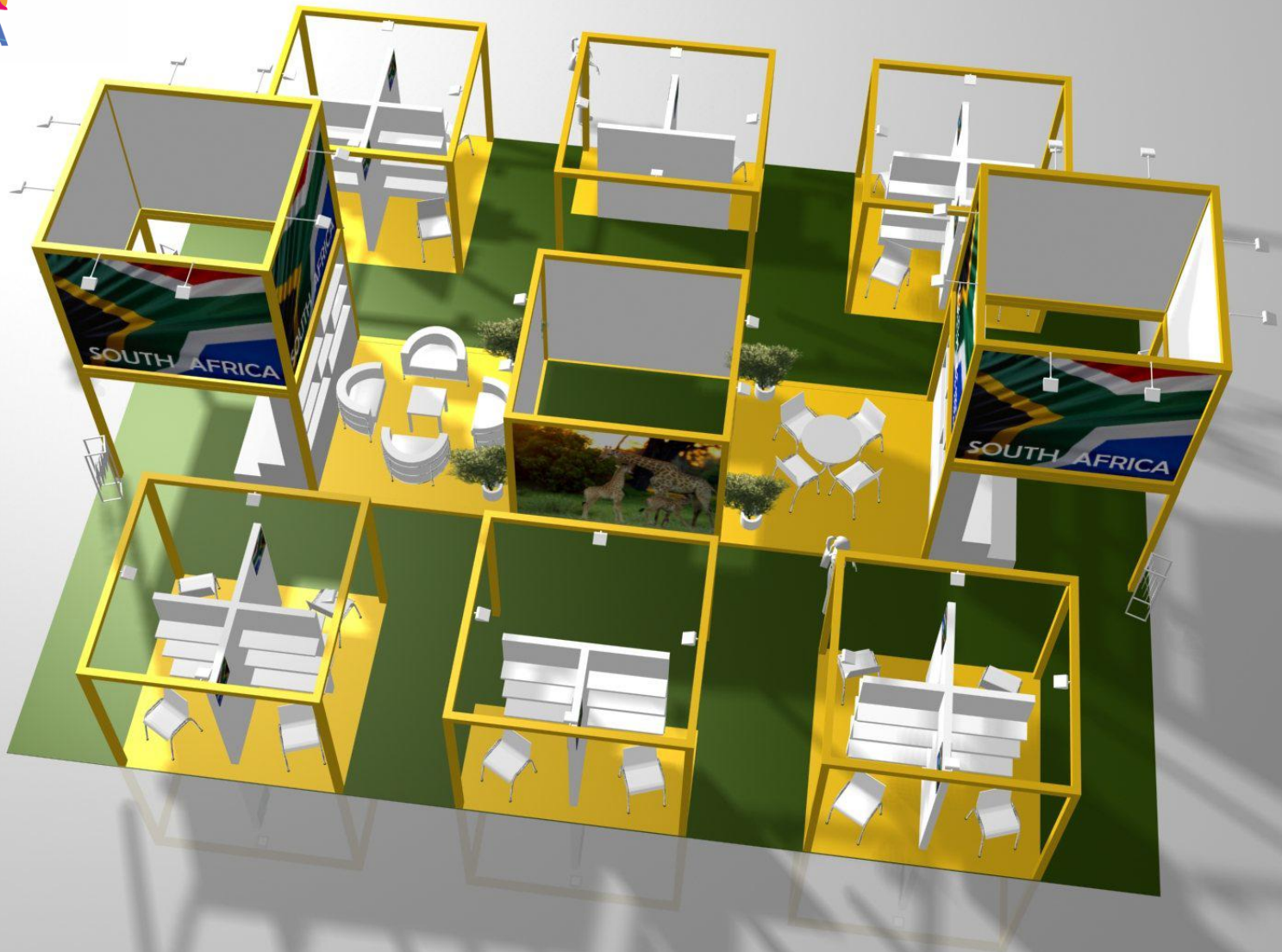
Booth EXAMPLES



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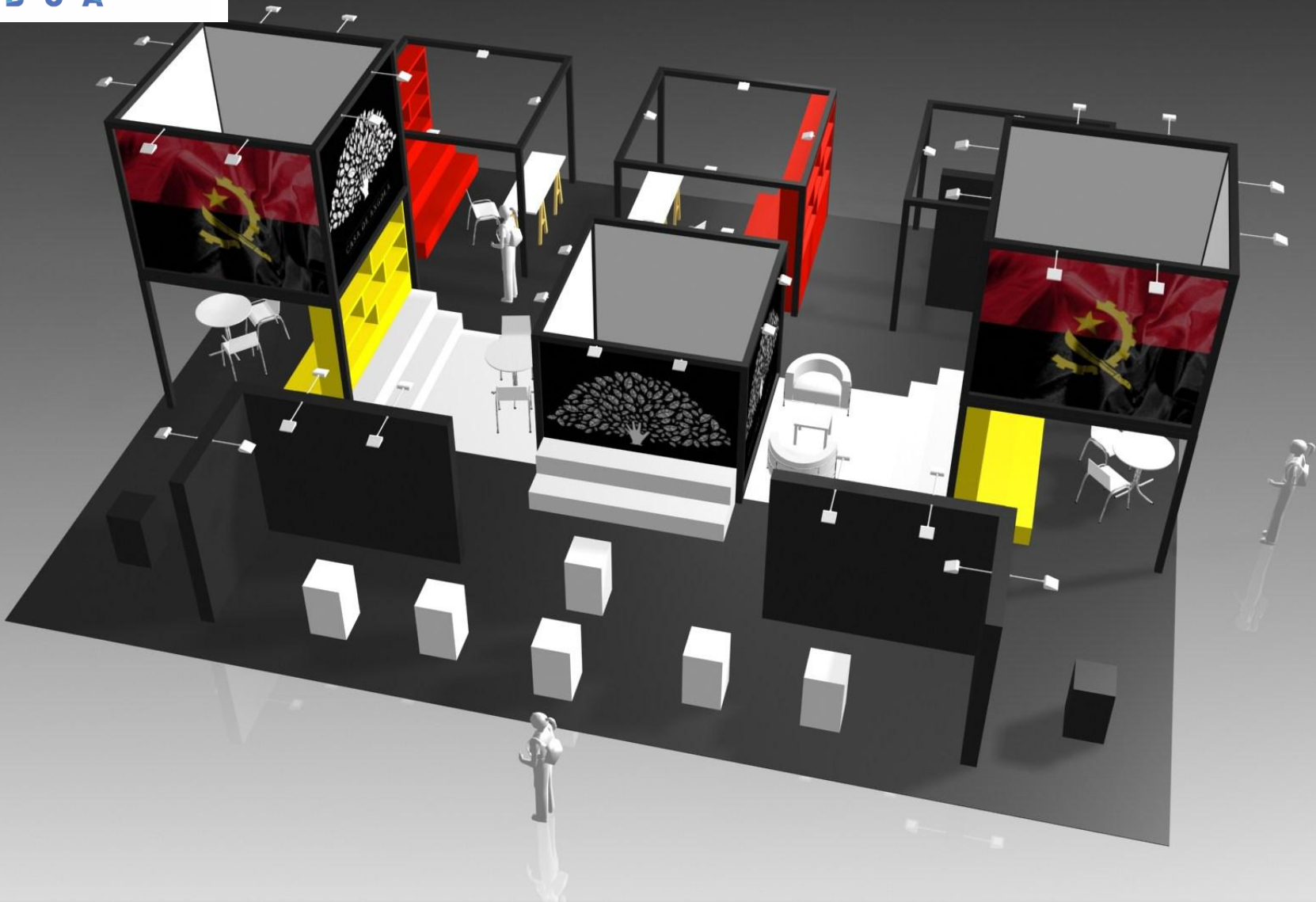






THE EXCELENCY OF FIL'S TRADE MARK





2015 Dates | Schedules | Contacts

Dates and Schedules:

27 th June to 05 th July - 03h00 p.m. to 00h00
- Gastronomy Hall – 12h30 p.m. to 00h00

Contacts:

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