

GUIDELINES FOR EXHIBITORS 2025

56th SIDO

INTERNATIONAL CONGRESS

*PERSONALIZED AND PATIENT-CENTERED
ORTHODONTICS FOR EFFECTIVE, EFFICIENT,
AND SAFE PATIENT CARE*

Florence, Fortezza da Basso | November 20-22, 2025

INDEX

➤ GENERAL INFORMATION

- OPENING HOURS pag. 3
- ACCESS pag. 3
- BOOTH SET-UP TIMES pag. 4
- BOOTH DISMANTLING TIMES pag. 4
- SHIPPING STAND MATERIAL/SECRETARIAL MATERIAL pag. 5

➤ EXHIBITION SPACES

- ONLY FOR **NON**-STANDARD BOOTHS pag. 6
- PRE-EQUIPPED BOOTHS pag. 7
- ADDITIONAL SUPPLIES AND SERVICES pag. 7
- BADGES pag. 8
- VISITORS PASS (only for MAIN SPONSORS) pag. 8

➤ MANDATORY DOCUMENTATION

- INSURANCE POLICY pag. 9

➤ RULES OF CONDUCT

- CONFORMITY WITH EC LEGISLATION pag. 9
- EXHIBITION SPACE SET-UP pag. 9
- SOUND LIMITATIONS pag. 10
- DAMAGE TO THE VENUE pag. 10
- DISTRIBUTION OF PRINTED MATTER pag. 10
- PHOTOGRAPHS AND VIDEORECORDINGS pag. 10
- PROJECTIONS AND LIGHTS pag. 10
- SECURITY SERVICE pag. 10
- COMMON SPACES pag. 10

➤ SPONSORSHIP OPPORTUNITIES pag. 11

➤ DEADLINES pag. 12

1. GENERAL INFORMATION

1.1 OPENING HOURS

The Trade Exhibition will be organized within the 56th SIDO International Congress, that will take place on 20-22 November 2025 in Florence at the Fortezza da Basso.

Thursday November 20	12.00 pm - 8.00 pm
Friday November 21	8.30 am - 6.30 pm
Saturday November 22	8.30 am - 3.00 pm

WiFi: a free account will be activated during the event days.

Network: SIDO

password: sido2025

1.2 ACCESS

DURING THE EVENT

- **ACCESS:** only PEDESTRIAN, through **Porta Faenza**, in Viale Filippo Strozzi.
- **PARKING:** NO parking within Fortezza da Basso is possible.

DURING SET-UP AND DISMANTLING DAYS

- **ACCESS** through **Porta Santa Maria Novella**, in Viale Filippo Strozzi.

To access the Fortezza on set-up and dismantling days, the names of all exhibiting companies - and of all their fitters - will have to be registered in the portal that will be communicated. Before the start of the event, each exhibiting company will receive the credentials to access the portal to register of all the staff independently. In the attached PDF: [Access Management Regulations](#) you will find the instructions to follow. Please find below the contact details of the person in charge:

Ludovica - Class Services

Ufficio Gestione Accessi Firenze Fiera

Viale Strozzi 1, Firenze

E. accessi@firenzefiera.it

M. +39 055 4972728

From Monday to Thursday, from 10.00 to 12.00

- **PARKING**

NO parking within Fortezza da Basso is possible; it will be allowed to park only for loading and unloading operation. At the end of the day the vehicles should be removed. From 11 o'clock on Thursday, November 20, until the end of the event, no vehicles must be present at the venue, and in case it will be removed.

1.3 BOOTH SET UP TIMES

- **Exhibitors who are NOT renting a pre-equipped booth**

are requested to set up the booth on:

Tuesday November 18	8.00 am - 8.00 pm
Wednesday November 19	8.00 am - 7.00 pm (<u>all structural arrangements must be completed</u>)
Thursday November 20	8.00 am - 11.00 am (<u>only finishing and interior fittings will be allowed</u>)

Each Exhibitor is the solely responsible for his own stand and of the company they engage to set up it. Charges arising from extended set-up times will be charged to the Exhibiting companies responsible for such extensions.

- **Exhibitors renting a pre-equipped booth**

are requested to set up the booth on:

Wednesday November 19	3.00 pm - 7.00 pm
Thursday November 20	8.00 am - 11.00 am

1.4 BOOTH DISMANTLING TIMES

Saturday November 22	3.00 pm - 9.00 pm
----------------------	-------------------

Please note that at 9.00 pm the venue must be completely clear. NO material shall be left in the venue.

The goods must be taken away by you or your fitter, and any disposal costs will be charged to the exhibitor. Otherwise, you can use the services offered by **MEL SRL** to fix the storage and the pick-up of the goods (paragraph 1.5).

Each Exhibitor is the solely responsible for his own stand and of the company they engage to dismantling it. Charges arising from extended dismantling times will be charged to the Exhibiting companies responsible for such extensions.

1.5 SHIPPING STAND MATERIAL/SECRETARIAL MATERIAL

MEL srl is the official supplier within Fortezza da Basso for the shipping, storage or handling of all materials.

MEL SRL

M. +39 3510182386

E. logistica.firenzefiera@mel-expo.com

If you need the assistance of a forklift, a transpallet, portorage or deposit of goods and cases, you can confirm these services by contacting MEL srl **no later than November 10**.

Attached the PDF [MEL Shipping Instructions](#) with services and relative rates.

Any shipment must be agreed directly with MEL, which will manage the collection, storage and return of the material at the indicated stand or in the secretariat area. Any shipment, if not agreed with MEL srl, may be rejected.

The material must be delivered to the event venue **exclusively between November 10 to 17 November** and on each package, it must be specified whether it is **STAND MATERIAL** or **SECRETARIAL MATERIAL (AD FLYER)**.

Below is the necessary information that you will find on the **labels** (attached PDF [labels](#)):

- SHIPPER NAME/EXHIBITOR NAME
- TITLE AND DATE OF THE CONGRESS
- If it is STAND MATERIAL indicate "EXHIBITOR NAME and BOOTH NUMBER"
- NUMBER OF PARCELS and WEIGHT
- DELIVERY ADDRESS:

Mel S.r.l. c/o Fortezza da Basso,

Viale Filippo Strozzi, 1 (Porta S.ta Maria Novella) - 50129 Firenze

M. +39 334 3568683

Delivery acceptance times: Monday – Friday 8am - 1pm; 2pm - 5pm

The format of the adv flyer must be no larger than A4.

Suggested quantities: 1500/2000 pieces.

2. EXHIBITION SPACES

2.1 ONLY FOR **NON-STANDARD** BOOTHS

Each Exhibitor is required to comply with Firenze Fiera's Security Technical Regulations.

Companies should send the **project** and the **forms** included in the [Security Technical Regulations](#) (A-B-C-D-E) to Organising Secretariat (sponsorSIDO@mzevents.it), that everything can be sent to the Fortezza da Basso technical office for approval.

Completion of forms "D" (*declaration for ex post fireproofing*) and "E" (*declaration for use of ex post fireproofed material*) is compulsory only if ex post fireproofed materials are used in the booth set-up.

In case you need extra lighting on the ceiling, we also enclose a table with [appendages walkable](#) (please refer to the attached) in the technical safety regulations with the permitted hangings in the Spadolini Hall in terms of weights and anchoring methods.

All of the above documents (including material certifications) must be carried during set-up for any possible inspections.

PLEASE MIND:

- The maximum height allowed for each stand is:
 - **MAIN SPONSORS:** 3,20 metres, including platform
 - **EXHIBITORS:** 2,50 metres, including platform
- Out of respect for each exhibitor, we ask that all "island stands" be designed open on all four sides. Please take care to not obstruct the general view of other booths.

2.2 PRE-EQUIPPED BOOTHS

Each booth includes:

- LAMINATED WALL PANELS (2.5 m in height)
- EXHIBITOR'S NAME on front of booth
- CARPET (red, green, blue, grey)
If no preference is expressed, the carpet will be blue
- ELECTRICAL MATERIAL
 - 1 kilowatt of power
 - 1 electricity 1000watt rack with multiple plugs
 - 2 LED 50 watts spotlights
- FURNITURE
 - 1 table (120x80)
 - 3 chairs
 - 1 bin
 - 1 coat hanger

A storage (1x1mt) inside the booth costs EUR 70,00 + VAT (if applicable). The request shall be sent to sponsorSIDO@mzevents.it **no later than October 17**.

BOOTH CUSTOMIZATION

- It will be possible to customize the walls with graphics, which can be attached using double-sided adhesive attached onto a paper tape (by the responsibility of the exhibitor.)
- It will be possible to graphicise **entire walls**.

The cost of the graphics is € 42.00 + VAT per sqm.

A quote will be sent according to the request received. The graphics must be sent **no later than October 17**, according to the instructions in the specific document. Please refer to the attached [Guidelines for booth graphics](#).

2.3 ADDITIONAL SUPPLIES AND SERVICES

Any request for additional services shall be sent to sponsorSIDO@mzevents.it **no later than October 17**:

- [electrical needs](#)
- [furniture catalogue](#)
- [cleaning and internet services](#)

SIDO will issue an invoice for such additional services.

2.4 BADGES

Each company is required to notify sponsorSIDO@mzevents.it no later than October 30:

NAME - SURNAME of each staff member who will be present at the stand

The badges will be nominal and provided with a QR code, therefore personal and NOT transferable. Badges allowed to entry to the exhibition area only.

Staff will be able to collect their badges directly at the venue at the Exhibitors' Desk from Thursday 20 November from 08.30.

Any additional badges must be requested to sponsorSIDO@mzevents.it no later than October 30, at a cost of EUR 65.00 including VAT each.

2.5 VISITOR PASS (only for MAIN SPONSORS)

The Visitor pass will be allowed to access the exhibition area on the following days and times:

Thursday 20 November	3.00 pm - 8.00 pm
Saturday 22 November	9.30 am - 3.00 pm

Visitors will not be allowed to access the congress halls.

Each Company will be required to notify sponsorSIDO@mzevents.it no later than October 30:

NAME – SURNAME of each person who will needs to access the trade exhibition

The passes will be given to each visitor at the congress venue, at the exhibitors' secretariat.

3. MANDATORY DOCUMENTATION

3.1 INSURANCE POLICY

Every Exhibitor is required to have an insurance policy for RCT and All Risks.

- **If the Exhibitors wish to use their own insurance coverage for RCT and All Risks**, they must submit the appendices issued by the Company in Italian/English (duly dated and signed) which contains the main and necessary features of the contract to which it refers. Please find attached the necessary elements that the appendices must include: [Insurance Policy](#)

The documentation must be sent by e-mail to sponsorSIDO@mzevents.it and will be examined by a broker of Firenze Fiera. If the Exhibitor is unable to provide the two appendices requested with all the above-mentioned items or the documentation does not comply with what it is requested, they must proceed with the activation of Firenze Fiera's insurance coverage.

- **Exhibitors who do not have an insurance policy of the required type**, may purchase an Insurance Policy with Firenze Fiera through the Organizing Secretariat at the cost of EUR 100.00 + VAT (if applicable), sending a request by e-mail to sponsorSIDO@mzevents.it.

4. RULES OF CONDUCT

Exhibitors are required to observe a behaviour appropriate to the environment and accept the rules governing the event, in particular:

- Promotion of services/products must be truthful and guaranteed and must be carried out within their own stand.
- Products and services and related advertising must not conflict with SIDO policy, ethical principles, the Professional Code or the SIDO Bylaws.
- SIDO may, at its absolute discretion and judgment, prohibit an exhibitor from promoting a product rather than a service that conflicts with its policy or is subject to some governmental action or restriction.

4.1 CONFORMITY WITH EC LEGISLATION

Law no. 7 of 2001 in the trade fair sector provides for the mandatory CE marking of all goods displayed and offered for sale. In this regard, it is also worth mentioning certain agreements, defined as "*Mutual Recognition Agreements on Conformity Assessment*", concluded at European level with certain non-EU States, on the basis of which the markings **obtained in these States are equivalent to the CE marking**. The countries in question are Switzerland, Australia, New Zealand, Japan, the United States of America and Canada.

4.2 EXHIBITION SPACE SET-UP

Exhibitors shall ensure that their booth display in no way obstructs the visibility of other exhibitors' spaces. We ask that all "island stands" be designed open on all four sides.

4.3 SOUND LIMITATIONS

Sound Systems shall be kept at a level that does not cause disturbance to other Exhibitors or participants.

No live music-playing is allowed in the Exhibition Hall, except in such cases that have been granted prior authorization by SIDO.

Audiovisual reproduction is allowed, as long as screens and monitors are positioned in such a way as not to cause congestion in the hallways, and as long as the volume is not excessively loud.

SHORT LECTURES (reserved for DIAMOND/PLATINUM/GOLD SPONSORS)

During the promotional short lectures organised at the stands during the breaks the use of headphone speaker systems for the Participants is recommended, at the Sponsor's cost. Otherwise, the sound should be kept at a low level to not become an interference for others.

SIDO reserves the right to determine at what level the sound becomes an interference for others.

4.4 DAMAGE TO THE VENUE

Exhibitors are liable for any damage caused to the building or to anything contained in it. In particular, walls, wood fixtures and floor covering shall not be touched or interfered with in any way.

4.5 DISTRIBUTION OF PRINTED MATTER

Exhibitors and sales agents shall comply with the Rules and Regulations of the Exhibition Hall in their distribution of printed matter. Printed matter shall not be distributed outside the booths.

4.6 PHOTOGRAPHS AND VIDEORECORDINGS

SIDO does not allow photographs and videos to be taken within the Exhibition Hall for the official photographer of SIDO.

4.7 PROJECTIONS AND LIGHTS

Projections and lights must be within the space of the booth.

4.8 SECURITY SERVICE

There is NO dedicated security service during the trade exhibition.

SIDO, Firenze Fiera, and MZ Events shall not be responsible for any theft or damage to persons or property related to exhibitors and does not guarantee security for exhibitors or their products. Exhibitors are requested to take the necessary precautions to secure their exhibition area before, during and after the exhibition.

4.9 COMMON SPACES

Exhibitors shall not sublet or re-assign to any other person or company, or share with others, any portion of the space they have been assigned by SIDO.

Exhibitors shall not display any product or service in the space assigned to them other than the products or services usually distributed during their normal business activities. Violation of this rule shall lead to the immediate closing of their exhibit space and removal of the display; no refund of monies paid for space purchase shall be due.

5. SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES	
Sponsorship of the OFFICIAL PHOTO SHARING PLATFORM (logo or video and link) with the possibility to collect user data	€ 3,000
1 SIDONEWS – limited availability Possibility to send your promotional message to the Congress participants	€ 1,200
1 AD Flyer in the participants' congress bag (for exhibitors only)	€ 800
Sponsorship of POSTER AWARDS	€ 1,000 each
Logo in the POSTER DISPLAY area (4 screens + 2 totems)	€ 3,000
Non-exclusive supporter of the Get Together (exhibit hall), <i>starting from</i>	€ 2,000
1 COFFEE BREAK for participants	€ 5,000
Non-exclusive support for the President's Reception (max 4 Companies)	€ 6,000
Exclusive support for the President's Reception	€ 20,000
Full-page AD in the Final Program , distributed to all Congress participants Back cover Right Hand page Left Hand page	€ 3,500 € 2,500 € 2,000

The applicable VAT will be added to the costs.

6. DEADLINES

DEADLINES	
10 SEPTEMBER	- PROJECT BOOTH paragraph 2.1 - FORMS included in the Security Technical Regulations paragraph 2.1
17 OCTOBER	- GRAPHICS for booth paragraph 2.2 - ADDITIONAL SUPPLIES (electrical needs, furniture,internet and cleaning service) paragraph 2.3
30 OCTOBER	- BADGES (NAME - SURNAME of each staff member at the stand) paragraph 2.4 - VISITOR PASS (only for MAIN SPONSORS) paragraph 2.5
10 NOVEMBER	REQUESTS TO MEL SRL paragraph 1.5

FOR INFORMATION

Organizing Secretariat
MZ Events



Francesca Lavagnino and Diletta Bovone
sponsorSIDO@mzevents.it