



FIRATÀRREGA

TEATRE AL CARRER



contact and contract:
<http://www.firatarrega.cat/ca/llojta>

information:
Professionals Area
Tel. +34 973 501 368
pro@firatarrega.com

LA LLOTJA

**DISCOUNTS THAT INCREASE
DEPENING ON THE AREA CONTRACTED**

**CENTRAL MEETING POINT
OVER THE 4 DAYS MORE THAN 3,000
PROFESSIONALS PASS THROUGH IT**

**EPICENTRE OF THE
PERFORMING ARTS
IN CATALONIA AND SPAIN**

**PREFERENTIAL ADVANTATGES
FOR EXHIBITORS**



MODULAR STANDS

EXAMPLES

For comfort. Conventional modular stands that the exhibitor only has to decorate.

Without limit of area

Including: table + chairs (depending on size booked), power supply (2.200W / 10A), lighting and a sign with the name above it.

PRICES

| Size | Cost/m ² | Discount | Total price |
|------------------------------|---------------------|----------|-------------------|
| 4 m ² (minimum) | 75 € | 0 | 300 € |
| 6 m ² | 75 € | 10 % | 405 € |
| 8 m ² | 75 € | 15 % | 510 € |
| 10 m ² | 75 € | 20 % | 600 € |
| 12 m ² (and over) | 75 € | 25 % | depending on size |

Prices do not include 10% VAT

FREE AREA FOR STANDS

For freedom. A free spot with the desired area and shape where the exhibitor presents their own staging, with prior approval of the project to ensure that the proposal fits the exhibition area and that the pavilion has available spots.

Includes: power supply (2.200W / 10A).

PRICES

| Size | Cost/m ² | Discount | Total price |
|------------------------------|---------------------|----------|-------------------|
| 6 m ² | 50 € | 5 % | 285 € |
| 7 m ² | 50 € | 5 % | 332,50 € |
| 8 m ² | 50 € | 10 % | 360 € |
| 9 m ² | 50 € | 10 % | 405 € |
| 10 m ² | 50 € | 15 % | 425 € |
| 12 m ² (and over) | 50 € | 20 % | depending on size |

Prices do not include 10% VAT



MODULAR 2x2 metre CORNER STAND



MODULAR 3x2 metre STAND



MODULAR 4x3 metre STAND



MODULAR 5x2 metre STAND

EXAMPLES



2x2 metre AREA



6x6 metre AREA



3x3 metre AREA

ADVANTAGES FOR THE EXHIBITORS

POSSIBILITY OF DOING PRESENTATIONS

■ On the stand itself

- presentations
- brief 5-min demos (image)
- snacks
- etc.

The fair pavilion is not a performance venue but exhibitors are allowed to invite professionals to brief presentations of their products or activities.

■ In the pavilion

- actions
- wandering
- distribution of information
- etc.

If the product to present requires being seen in action or the spectacle is visual and/or itinerant, brief performances can be done at agreed times.

Service companies can also present products with small exhibitions (safety systems, vertical dance, special effects, lighting systems, etc.)

■ In the Auditorium PRO

Room of 65 –square metre located on the first floor of the fair pavilion with capacity for up to 100 people. It's the venue for the major presentations and meetings. Independent from the hall of stands, fully equipped with internet access and with multiple possibilities to distribute the attendees.

■ In the area of presentations

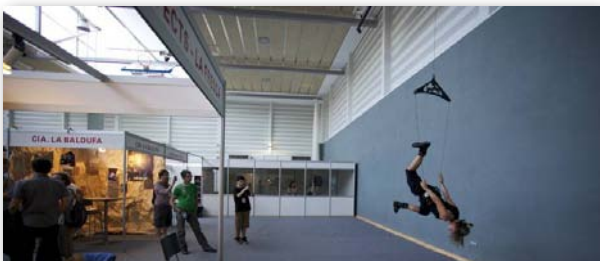
A reliable presentation area, inside the fair pavilion, for brief presentations of projects and activities in a spot with maximum visibility that allows the professionals to attend the activities held there. It is equipped with video and audio and access to Internet.

The exhibitors have preference for booking the day, time and place for a presentation.

To avoid presentations overlapping, **all the activities are previously reserved** until all the room on the agenda is taken up. FiraTàrrrega looks for the best day and time available and advises the entities about the best format for the presentation.

The staff of La Llotja can supply names and contacts from **service companies to guarantee that the activity programmed by the exhibitor is successful** (catering, personal attention to the public, simultaneous interpretation...)

All the activities are included on an agenda that is distributed to the all the registered professionals. If desired, **the exhibitors have a limited number of accesses** to allow their guests who are not officially registered to attend their presentations.



THE PAVILION IS A MEETING PLACE WITH MANY MEETING POINTS

THE STAND SHOULD
BE THE PREFERRED MEETING
POINT FOR AN EXHIBITOR.



COMPANIES

(producers, distributors or artistic companies)

A small stand facilitates quick meetings and does not require too much work to decorate and a large stand allows a more attractive presentation and is more comfortable for the exhibitor and visitors.

SERVICE COMPANIES

The placing and structure are designed to adapt to the company's technical requirements.

For a company, a stand is a privileged showcase for its activities and a place for meeting clients and presenting the company to them.

INSTITUTIONS AND ASSOCIATIONS

A good exhibition area gives a good impression and allows you to have a place to meet inside it.

That is why we offer rising discounts depending on the size, to allow the stands to be big enough to hold the greatest possible number of people in comfort.

LA LLOTJA ALSO HAS TWO AREAS FOR INFORMAL MEETINGS



■ THE INSIDE CAFETERIA

The essential meeting point where it is easy to meet up and a place to see and be seen. It allows meetings over a coffee, a drink or a snack. At midday, it is a place for working lunches.



■ THE MORITZ CORNER

Informal and more discrete. To meet, talk or rest. Next to the meeting room, further from the crowded areas. A place adaptable to the more varied formats of meetings and presentation "one-to-one" (Speed-dating, match-making...).



internet · press · information

The fair pavilion brings together **THE BASIC SERVICES**

Free internet access / press area / la Fira's information stand

PERSONALISED ATTENTION

To help the company, FiraTàrrrega offers the following services:

1. Supply of lists of registered professionals

In mid July there is a first list. This is updated at the beginning of August with those registered to the date and a final list is compiled the week before La Fira with all the registered organisations (ideal to send them reminders of participation in Tàrrrega).

2. Information about the expected professionals

The staff of the Professionals' Area will be available from August on for brief telephone or Skype meetings or in person in Tàrrrega with those exhibitors who require assessment to know who is who among the professionals registered to this year's edition.

3. Facilities for registration.

The exhibiting entities who wish may suggest to FiraTàrrrega the addition of professionals they want to contact on the lists of information for the programmers so they can receive the details to register to the year's edition.



