LA LLOTJA

DISCOUNTS THAT INCREASE DEPENDING 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 ADVANTAGES FOR EXHIBITORS

contact and contract:
http://www.firatarrega.cat/ca/llotja

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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost/m²</th>
<th>Discount</th>
<th>Total price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 m² (minimum)</td>
<td>75 €</td>
<td>0</td>
<td>300 €</td>
</tr>
<tr>
<td>6 m²</td>
<td>75 €</td>
<td>10 %</td>
<td>405 €</td>
</tr>
<tr>
<td>8 m²</td>
<td>75 €</td>
<td>15 %</td>
<td>510 €</td>
</tr>
<tr>
<td>10 m²</td>
<td>75 €</td>
<td>20 %</td>
<td>600 €</td>
</tr>
<tr>
<td>12 m² (and over)</td>
<td>75 €</td>
<td>25 %</td>
<td>depending on size</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost/m²</th>
<th>Discount</th>
<th>Total price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 m²</td>
<td>50 €</td>
<td>5 %</td>
<td>285 €</td>
</tr>
<tr>
<td>7 m²</td>
<td>50 €</td>
<td>5 %</td>
<td>332,50 €</td>
</tr>
<tr>
<td>8 m²</td>
<td>50 €</td>
<td>10 %</td>
<td>360 €</td>
</tr>
<tr>
<td>9 m²</td>
<td>50 €</td>
<td>10 %</td>
<td>405 €</td>
</tr>
<tr>
<td>10 m²</td>
<td>50 €</td>
<td>15 %</td>
<td>425 €</td>
</tr>
<tr>
<td>12 m² (and over)</td>
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</tr>
</tbody>
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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.)

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

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.
The fair pavilion brings together

**THE BASIC SERVICES**
- Free internet access / press area / la Fira’s information stand

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**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.

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**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...).

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**LA LLOTJA ALSO HAS TWO AREAS FOR INFORMAL MEETINGS**

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**PERSONALISED ATTENTION**
To help the company, FiraTàrrega 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 Tàrrega).

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 Tàrrega 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 FiraTàrrega 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.
**DISTRIBUTION OF THE STANDS**

Given its size and structure, the fair pavilion allows the visitors to walk around and see all the stands.

There are two access doors (to the north-east and the south-west), which means that the pavilion does not have a front and a back.

The bar in the centre, the meeting point (Moritz corner) and the meeting room on the south side and the information area and Internet access on the north-west part generate a constant flow among the visitors.

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**POSITION OF THE FAIR PAVILION**

**CN Tàrrega Sports Pavilion**  
Exhibitors’ access: C/ La Plana s/n  
GPS Coordinates (41º 38’ 38.21” N  1º 08’ 39.65” E)

Link on [Google Maps](http://goo.gl/maps/7au5)

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