

MADE IN 
STEEL

CONFERENCE & EXHIBITION

by

siderweb

VADEMECUM
for the exhibition



sponsored by

BPER:

hosted by



FIERA MILANO

Made in Steel 2023

([click on play](#) and watch a short video of the past edition)



Product categories accepted at the event

Please read a more detailed list in our official website www.madeinsteel.it

A. Producers, distributors, traders, service centers, agents, purchase groups and users of the following products:

1. Iron ores and derivatives
2. Iron alloy
3. Cast iron
4. Refractory Materials
5. Waste and scrap of cast iron, iron or steel
6. Ingots
7. Semi-finished products of iron or steel (billets, slabs, blooms)
8. Wire rod
9. Bars
10. Flat-rolled products
11. Sections
12. Wires
13. Forged semi-finished products
14. Railway track construction material
15. Tubes and pipes
16. Tube and pipe fittings
17. Steel products

B. Metal Working and Iron and Steel Mills:

1. Electric arc furnace
2. Induction furnace
3. Reheat furnace
4. Blast furnaces
5. Oxygen converters
6. Continuous casting machines
7. Electromagnetic stirrers
8. Shell molding
9. Ladles
10. Flat-rolling mills

C. Handling systems for iron and steel products and environmental services:

1. Overhead cranes
2. Rail mounted gantry cranes
3. Handling device on rail and trucks
4. Wire brushes for environmental cleaning
5. Insulated panels for covering and/or insulation

D. Service companies for industry firms:

1. Associations, Organizations
2. Research Centers
3. Training Centers
4. Consulting services
5. Media and Specialist journals
6. Economic and data banks
7. Internet, e-commerce
8. Banks and financial services
9. Design, calculation and simulation software
10. Transportation and logistics services
11. Equipment maintenance services
12. Other company services

Participation Fees*

Annual turnover (in million Euros)	<10	Tra 10 e 50	>50
Registration fees	450 €	600 €	800 €
Cost of exhibiting area (€/sq.m)	1 lato aperto	2 lati aperti	3 o più lati aperti
Free area between 33 sq.m and 100 sq.m			
By 31/07/2024	224 €	244 €	255 €
From 01/08/2024	244 €	266 €	276 €
Free area equal to or above 100 sq.m			
By 31/07/2024	212 €	232 €	240 €
From 01/08/2024	230 €	252 €	260 €
Intermediate floor area	90 €	90 €	90 €
Available only for free area equal to or above 90 sq.m			
Area equal to or less than 32 sq.m including shell scheme stand solution			
By 31/07/2024	336 €	355 €	365 €
From 01/08/2024	352 €	378 €	388 €

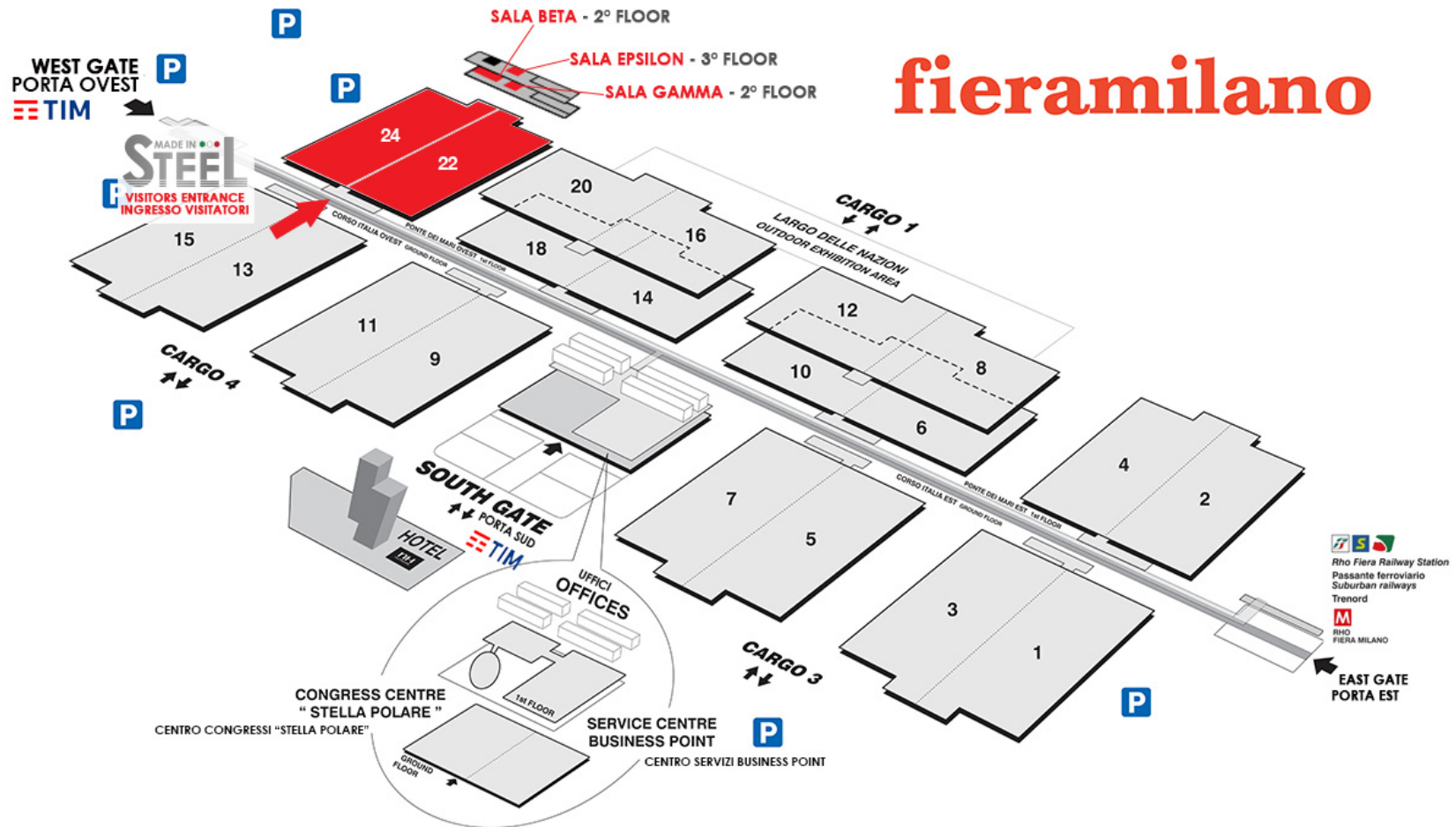
**Exhibitors/Co-exhibitors officially notified will get a free basic insurance "All Risks"
-art. 18 General Rules (vers. May 2024)-**

*VAT not included (if due)

Exhibition area: fieramilano Rho, pavilion 22 & 24



Exhibition area: fieramilano Rho, pavilion 22 & 24



LEGEND:

RED = reserved

YELLOW = on hold

GREEN = available

Halls 22 & 24

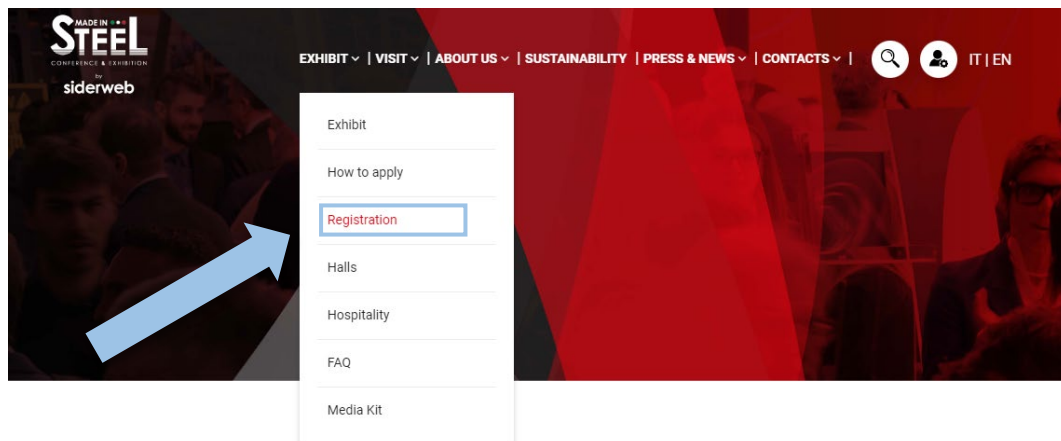


REGISTRATION AND RESERVATIONS

N.B.

If your company participated in the 2023 edition of Made in Steel - as an exhibitor or as a customer on behalf of a third party - entering the email of the event contact person of the past registration, you will receive instructions on how to access the pre-filled registration form with your personal data.

(Please note: only that email address is associated with the company registered in 2023; it will not be possible to retrieve the data using another email)



Registration form

If your company participated in the 2023 edition of Made in Steel click Yes, enter the email of the event contact person of the past registration and press "Next" (**Please note:** only this email address is associated with the company registered in 2023; it will not be possible to retrieve the data using another email). You will then receive instructions on how to access the pre-filled registration form with your personal data.

If you are a new customer/exhibitor, click NO and proceed with registration.

Yes *

No *

NEXT

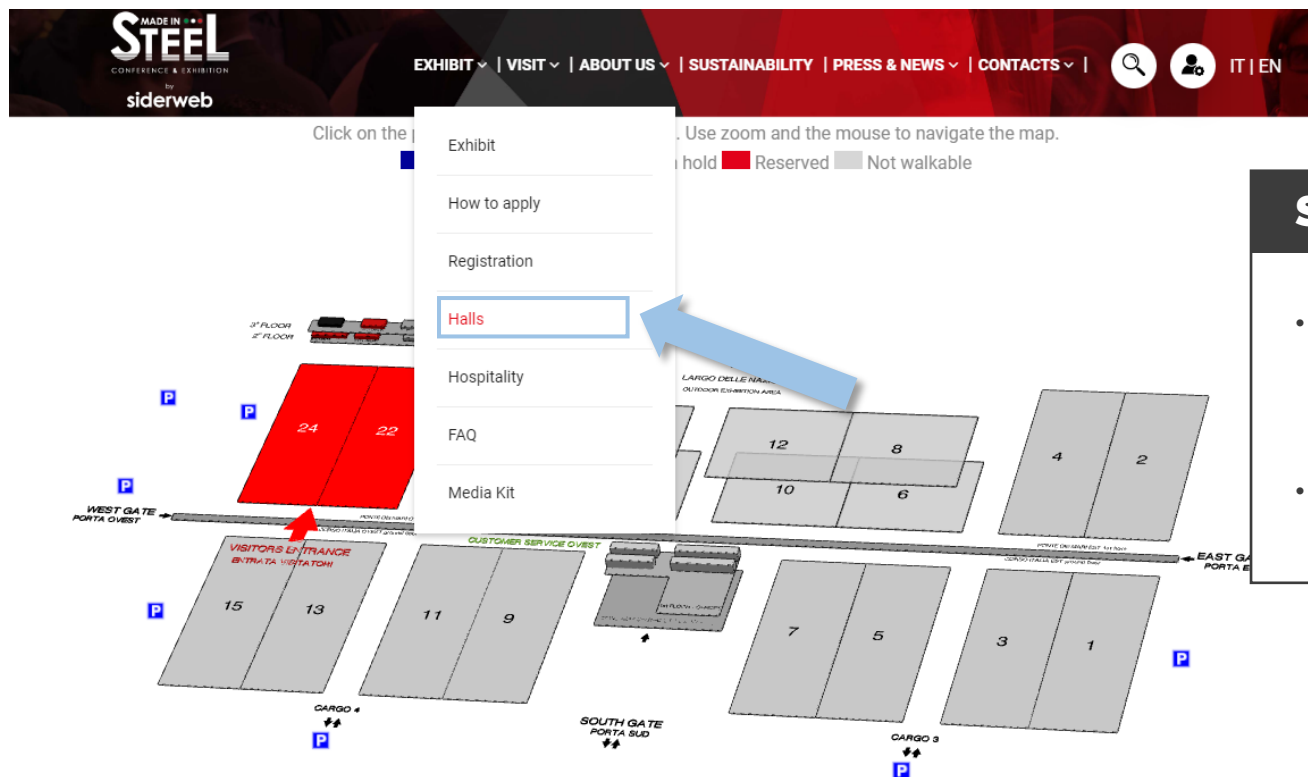
STEP 1

- Click www.madeinsteel.it
- Select "EXHIBIT"
- Select "REGISTRATION"
- Fill in the form **carefully**, following the instructions
- After submitting the form, "**the contact person for the event**" will receive an email confirming registration and account activation (always check also the SPAM folder)

IMPORTANT:

follow the instructions on the screen and store your access credential securely since they will also give you access to the reserved area where you can purchase additional services and consult your documents

REGISTRATION AND RESERVATIONS



The screenshot shows the website's navigation bar with the following menu items: EXHIBIT, VISIT, ABOUT US, SUSTAINABILITY, PRESS & NEWS, CONTACTS. A search icon, a user profile icon, and language options (IT | EN) are also visible. A dropdown menu is open under 'EXHIBIT', listing: Exhibit, How to apply, Registration, **Halls** (highlighted with a blue box and arrow), Hospitality, FAQ, and Media Kit. Below the menu is a floor plan of the exhibition area with numbered pavilions (1-24). Pavilions 22 and 24 are highlighted in red. The map includes labels for 'WEST GATE PORTA OVEST', 'VISITORS ENTRANCE ENTRATA VISITATORI', 'CUSTOMER SERVICE OVEST', 'SOUTH GATE PORTA SUD', and 'EAST GATE PORTA EST'. There are also parking icons (P) and 'CARGO' areas marked.

STEP 2

- Enter "HALLS" following the instructions received by email after your registration or by clicking on the drop-down menu under "Exhibitors"
- Choose a pavilion (click on 22 or 24)

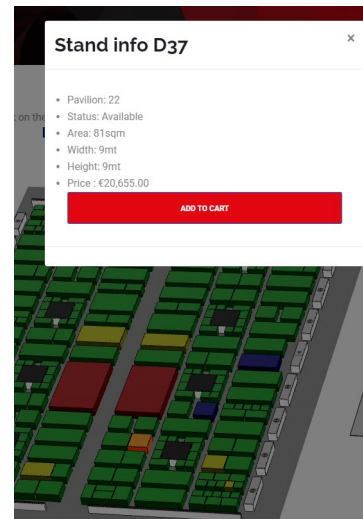
REGISTRATION AND RESERVATIONS

STEP 3



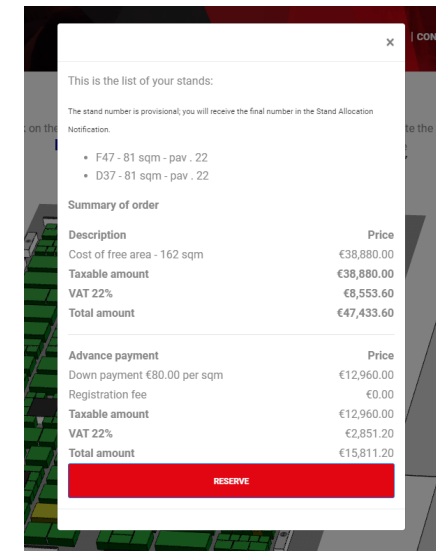
- 1) Select your preferred space (don't forget that pre-fitting is mandatory up to 32sqm).
- 2) Click on the chosen area (after entering your credentials, you can also add more spaces by clicking on them in sequence: the system will automatically add the amount due)

STEP 4



- 1) A "pop up" window will appear in the middle of your monitor with a general indication of the cost of the selected area.
- 2) To confirm your choice, click on "Add to Cart"

STEP 5



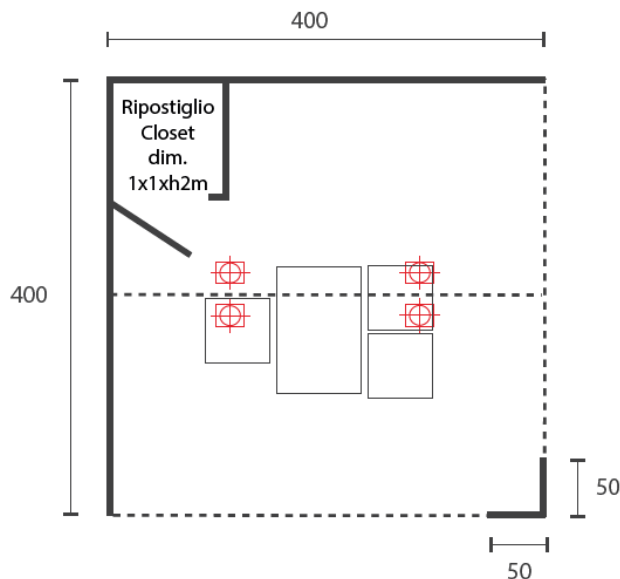
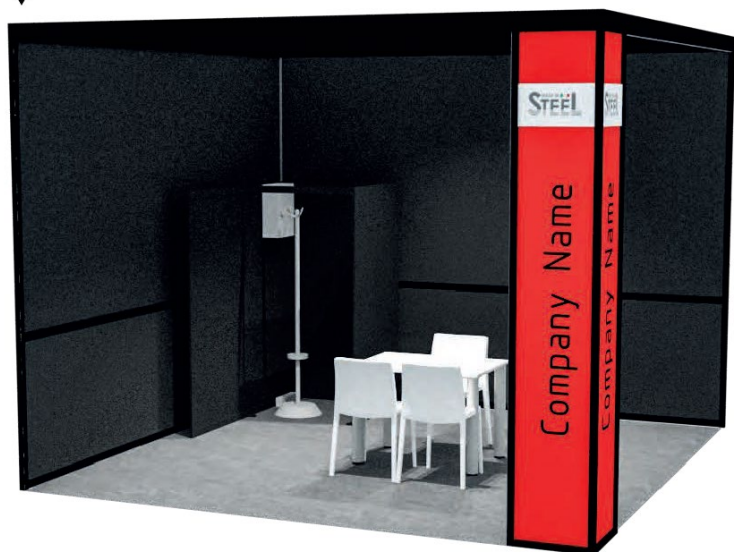
If you are satisfied with your choice, click on "Next" and then, after assessing your quote, click on "RESERVE".

CONGRATULATIONS, YOU HAVE A RESERVATION!



You will now receive a summary email with further application form to be returned stamped and signed.

PRE-FURNISHED BOOTH – mandatory for areas up to 32 sq.m

316cm



16 sq.m pre-furnished booth solution

- structure, h300 cm, with black aluminum frame and black fabric panels
- 2 panels, wide 50 cm, composed by an aluminum frame covered in black, inside the frame graphic's rigid support
- black aluminum crossbeam in the middle to support the led spotlights
- closet, dim. 100x100xh200 cm, with door
-  carpeting color grey n 3
-  Company name on rigid support, dim.301,2xh47,2 cm on every panel board

Furniture and supplies

- 1 white table
- 3 white chairs
- 1 coat hanger
- 1 wastepaper basket
- Electrical panel 3KW
- 4 Led spotlights
- 1 Multipin socket

Official booths constructor: **NOLO STAND**

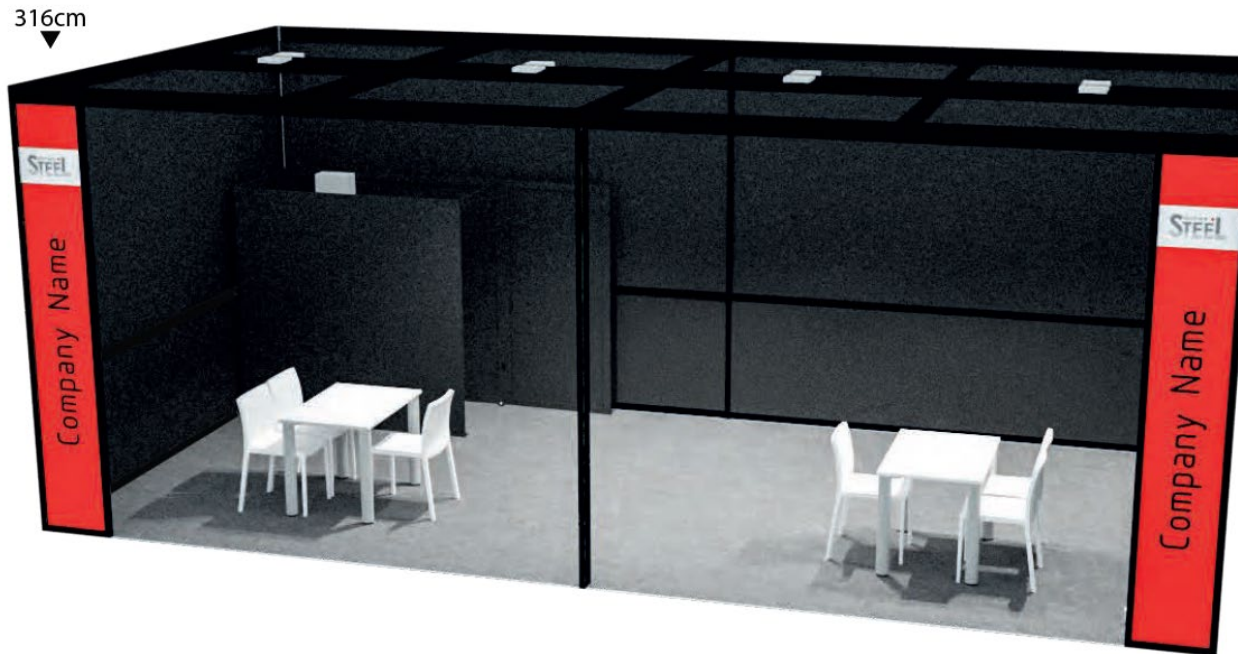
For further information about pre-furnished booths:

T. +39 02 49971 – allinclusivestand@fieramilano.it

Guido Cossa + 39 02 4997 6341 – guido.cossa@fieramilano.it

 100% Recyclable product

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 100% Recyclable product

32 sq.m pre-furnished booth solution

- Structure, h300 cm, with black aluminum frame and black fabric panels
- 2 panels, wide 50 cm, composed by an aluminum frame covered in black, inside the frame graphic's rigid support
- black aluminum crossbeams in the middle to support the led spotlights
- closet, dim. 200x100xh200 cm, with door
-  • carpeting color grey n 3
-  • Company name on rigid support, dim.301,2xh47,2 cm on every panel board

Furniture and supplies

- 2 white table
- 6 white chairs
- 1 coat hanger
- 2 wastepaper basket
- 1 Electrical panel 3kW
- 8 Led spotlights
- 2 Multipin socket

How to add represented companies and co-exhibitors

The screenshot shows the top navigation bar of the Made in Steel website with the following menu items: EXHIBIT, VISIT, ABOUT US, SUSTAINABILITY, PRESS & NEWS, CONTACTS, a search icon, a user profile icon, and language options (IT | EN). Below the navigation bar, there are six main service tiles arranged in two rows of three. The top row contains 'Forms', 'Catalogue', and 'Invoices'. The bottom row contains 'Additional services', 'Safety', and 'Media Kit'. A blue arrow points to the 'Additional services' tile. The text for each tile is as follows:

- Forms:** Download the necessary forms for you to take part in the exhibition.
- Catalogue:** Complete or modify, by 10 March 2025, the data that will appear in the catalogue.
- Invoices:** Review orders details and invoices.
- Additional services:** Purchase Co-exhibitors, Represented Companies, advertising in the official exhibition catalogue or an exclusive speakers' corner.
- Safety:** Log in and fill out your RSE (Exhibitor Safety Contact Person) information by March 14, 2025.
- Media Kit:** Download your personalized email signature, Made in Steel logo and banners to promote your presence as an Exhibitor.

Purchasing a co-exhibitor or a represented company is very simple:
from your reserved area, enter **"Additional services"**.

How to add represented companies and co-exhibitors

The screenshot shows the 'Co-exhibitor' page on the Made in Steel website. The header includes the logo and navigation links: EXHIBIT, VISIT, ABOUT US, SUSTAINABILITY, PRESS & NEWS, CONTACTS, a search icon, a user profile icon, and language options IT | EN. The main content area is titled 'Co-exhibitor' and contains the following text: 'A Co-exhibitor is an exhibitor who occupies with his/her products or services and with his/her staff a part of the stand of the Exhibitor.' and 'The fee for each Co-exhibitor includes the compulsory registration fee and the catalogue entry. Co-Exhibitors who have been duly notified, will benefit of an "All Risks" insurance coverage, free of charge - see Art. 18 of General Rules (May 2024 version).' Below this text, there is a section for 'Co-exhibitor' with a 'PRICE' of '€600.00' and a red 'BUY' button.

Represented company

Represented Company is a Company, Body or Organisation whose products or services are displayed at the Exhibitor's stand, without the presence of the Represented Company's own staff.

The cost will be charged to your final invoice.

Remember to enter in the catalogue the personal data of the Represented Companies you have purchased. You can access the Online Catalogue at any time.

Represented company purchased : 0 - used : 0

PRICE

€100.00

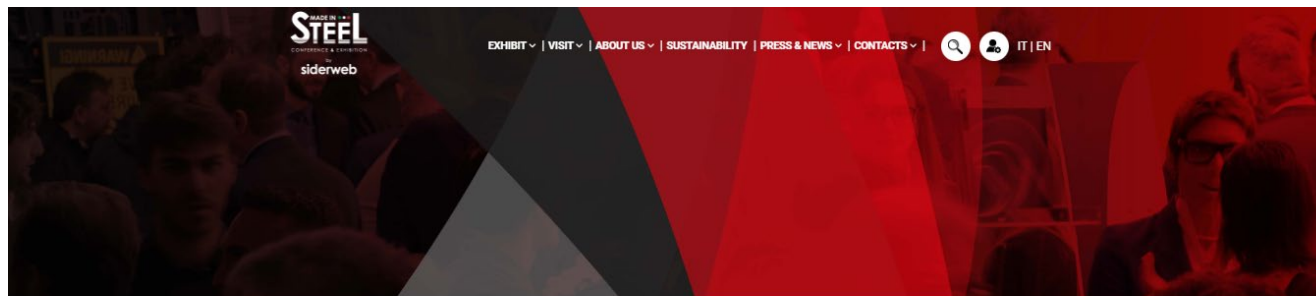
BUY



Additional services:

to purchase a represented company or co-exhibitor, simply click on the relevant "buy" button and follow the online steps.

How to add represented companies and **co-exhibitors**



Registration form

(* mandatory fields)

Co-exhibitor's data

Co-exhibitor code

Company name*

Legal status*

--select--

Registered office address*

Address*

Country*

-- select a country --

Co-exhibitors :

Once your purchase is finalised, you will receive in your e-mail (check also the spam folder) a code linking the main exhibitor company to your co-exhibitor, for whom registration fields must now be completed.

PLEASE NOTE: We suggest to forward the received e-mail to your Co-exhibitor so that he can proceed with the profiling himself by clicking directly on the code or the link included in that e-mail.

Anyway, remember that the Co-exhibitor code must be forwarded to the Co-exhibitor so that it can be associated with the exhibition space.

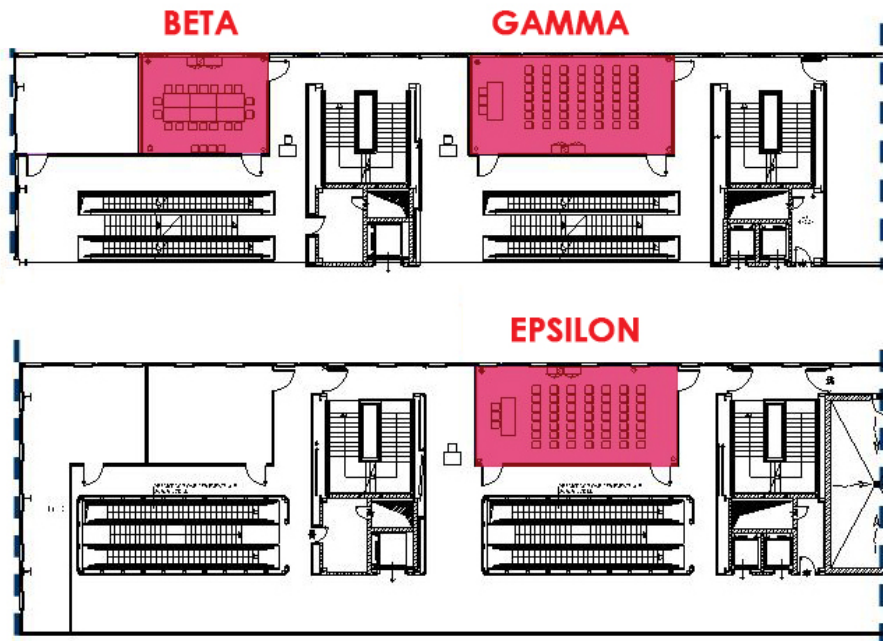
How to add **represented companies** and co-exhibitors

The screenshot shows the 'Add catalogue data' form on the Made in Steel website. The form is titled 'Add catalogue data' and is for a 'Represented company'. It contains several input fields: 'Company name*' (with a note that it cannot be changed after submission), 'Web site', 'Address*', 'Country*' (a dropdown menu with '-- select a country --'), 'Province' (a dropdown menu), 'POSTCODE*', 'Town*', and 'Telephone*'. The website header includes the 'MADE IN STEEL' logo, navigation links (EXHIBIT, VISIT, ABOUT US, SUSTAINABILITY, PRESS & NEWS, CONTACTS), and user options (IT, EN).

Represented company:

Once you have completed your purchase, follow the on-screen instructions and you will immediately be able to fill in the data for the catalogue. In any case, at any time after your purchase, you can finalise it by entering the catalogue from your reserved area.

Speakers' Corner



2
FLOOR
2° PIANO

3
FLOOR
3° PIANO

Various Conference Rooms are available for hire in the Speakers' Corner which is located at the top end of halls 22 and 24 with the following characteristics.

GAMMA CONFERENCE ROOM (hall 22 – 2nd floor)

EPSILON CONFERENCE ROOM (hall 22 – 3rd floor)

Size: 70 sq.m – Seating capacity: 49 seats

BETA CONFERENCE ROOM (Hall 24 – 2nd floor)

Size: 43 sq.m – Seating capacity: 22 seats

AUDIO/VIDEO EQUIPMENT INCLUDED IN GAMMA & EPSILON ROOM:

Reception desk with stool outside the room; sound system, no. 3 microphones (two fixed and one portable), n. 1 A.L. 4000LCD video projector, n. 1 projection screen 3x1,7 mt., slide remote control, audio/video technical assistance.

EQUIPMENT BETA ROOM:

Reception desk with stool outside the room; sound and video system upon request

PLEASE NOTE: Made in Steel has the right to either accept or reject requests. Once you have received the authorization and made the reservation, please send the agenda of your conference - including the names of the speakers and the topics - to press@madeinsteel.it by 10th march 2025

PRICE LIST*

BETA ROOM ½ DAY	€ 2.000,00
BETA ROOM 1 DAY	€ 3.500,00
SALA GAMMA/ SALA EPSILON 1 90' SLOT	€ 2.500,00

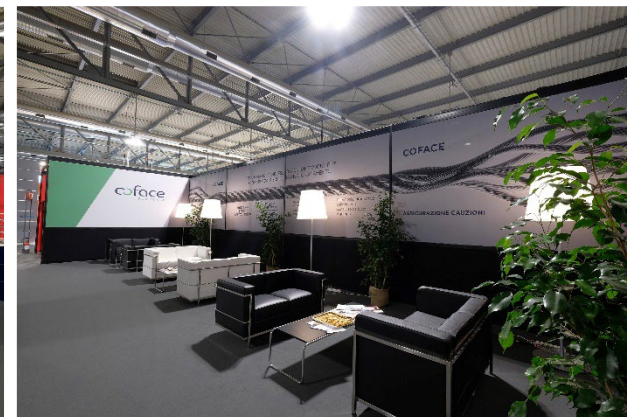
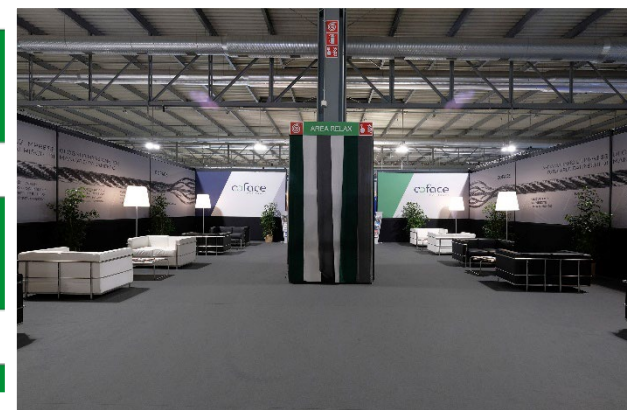
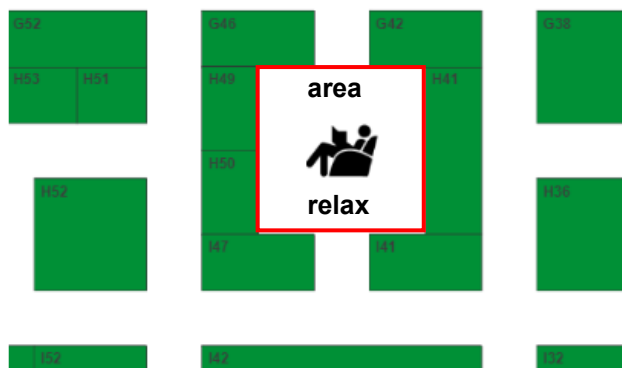
*VAT not included (if due)

Relax Areas Sponsorship

Exclusive sponsorship of high traffic, public relax areas, strategically located in both pavilions.
Each area will be equipped with standard items and will be personalized by the sponsor. Unquestionably high communication impact!

- 144sqm carpet (colour to be chosen from catalogue)
- 6 white sofas (2 seats)
- 6 black sofas (2 seats)
- 3 white coffee tables
- 3 black coffee tables
- Electric system 5 kwh max
- central column cover
- floral arrangements (n. 8 ficus benjamin plants)
- 80sqm graphic (graphic walls)

Price:
€ 30.000,00 (+ VAT if due)



Please note: Anything not specified in this document is excluded.
This document is for guidance only and is not a contractual item

Official catalogue and additional services

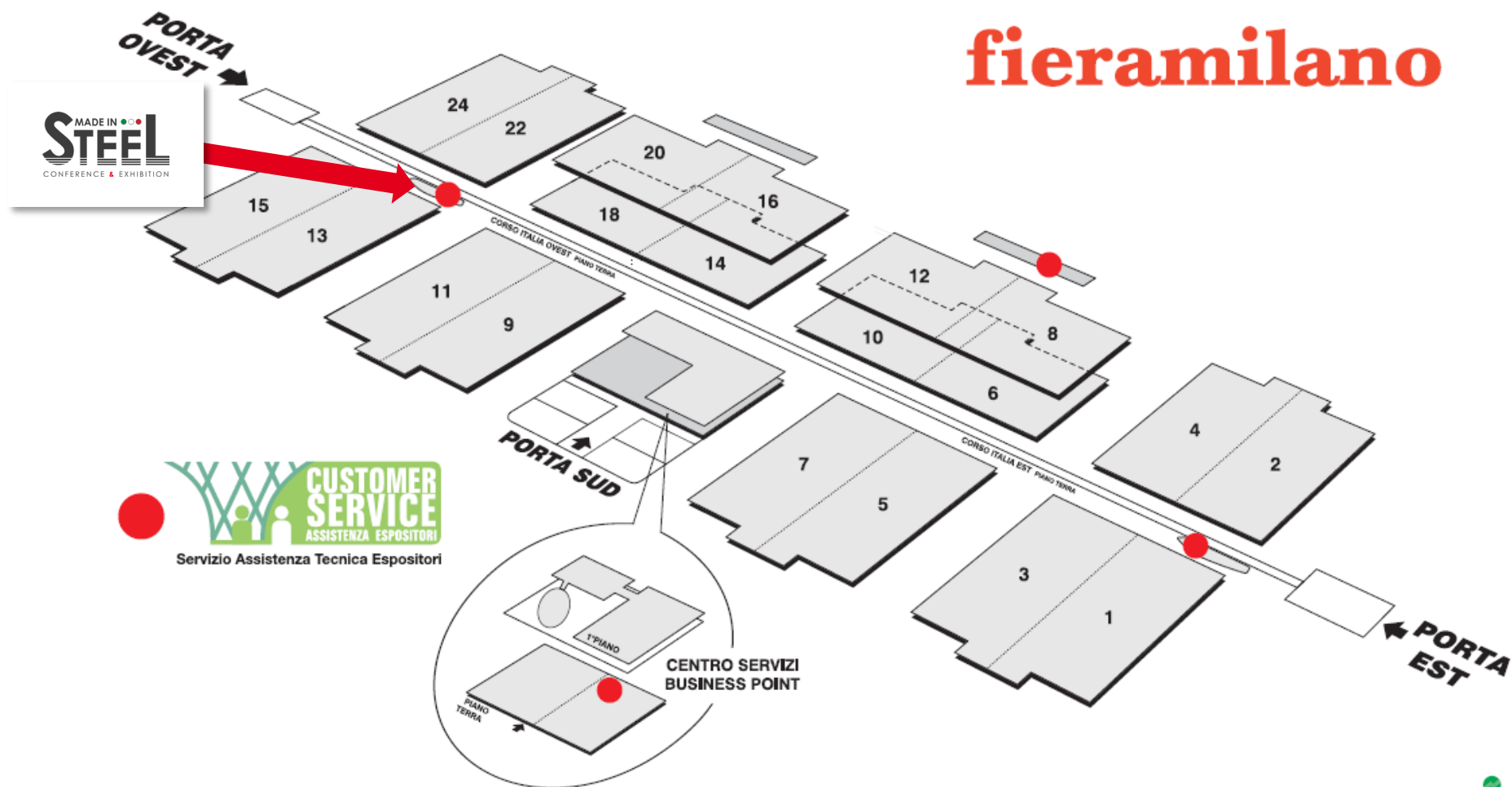


Single page	€ 2.000,00
½ page	€ 1.000,00
Company Logo or Trademark	€ 800,00
Company Logo on the online map	€ 500,00
Highlighted background	€ 800,00
3rd cover (only 1 available)	€ 3.000,00
Bookmark (only 1 available)	€ 8.000,00
Logo on one side of the shoppers (only 1 available)	€ 12.000,00

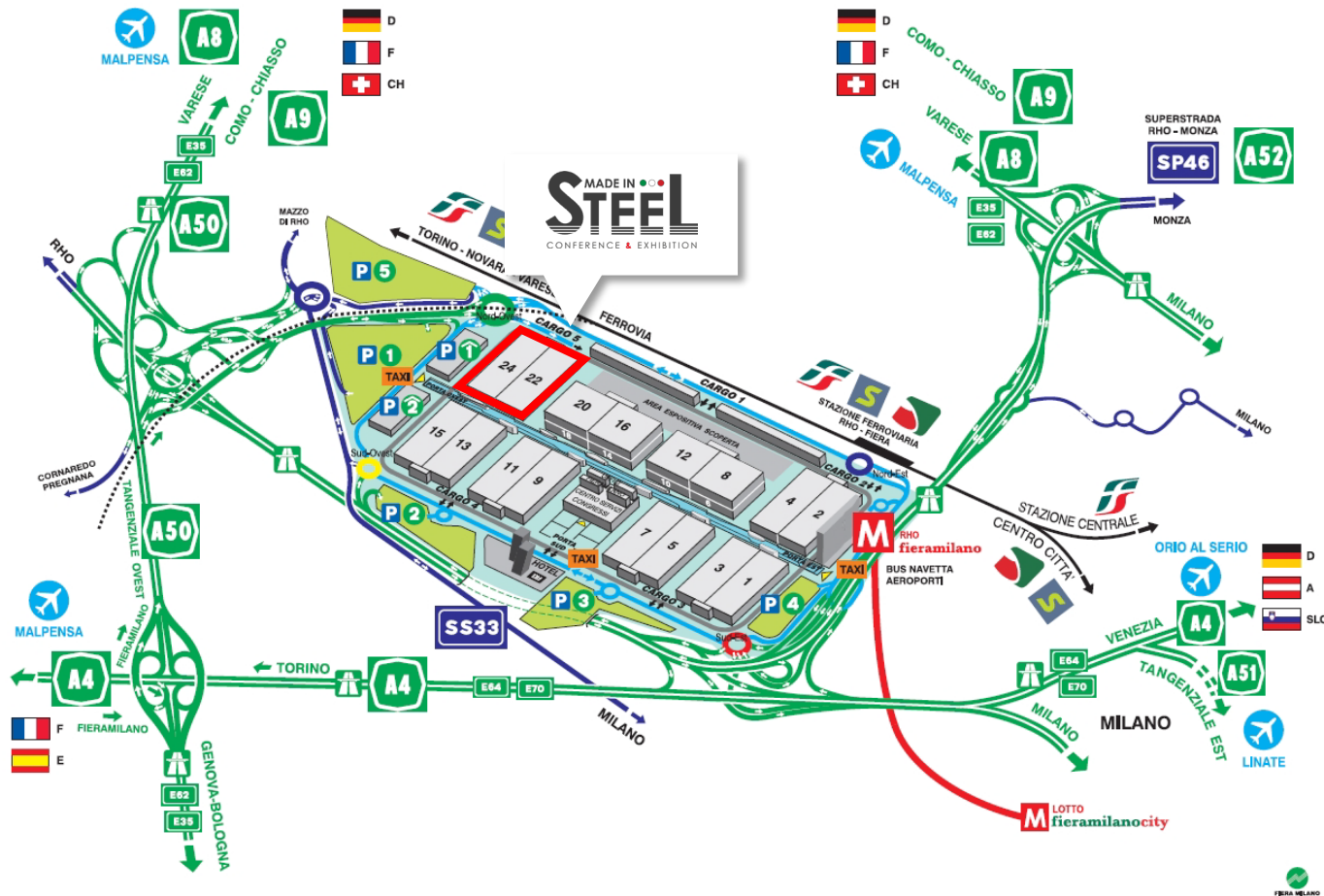
*VAT not included (if due)

Customer service

Technical service for the exhibitors



How to reach us



Address:
Fiera Milano S.p.A.
Strada Statale 33
del Sempione, 28
20145 Rho – Milano

How to reach us



underground

Underground ATM Red Line M1 – Rho-Fieramilano stop



CAR

Motorway: A50 Tangenziale Ovest / A4 Venezia, A8 - Varese, A9 Como
(fieramilano, Pero-fieramilano exits)



TRAIN

High-speed/Regional/Fast Regional/Trenord S5/S6/S11 – Rho Fiera station

For more information:

[Trenord](#)

[Trenitalia](#)

[Italo](#)



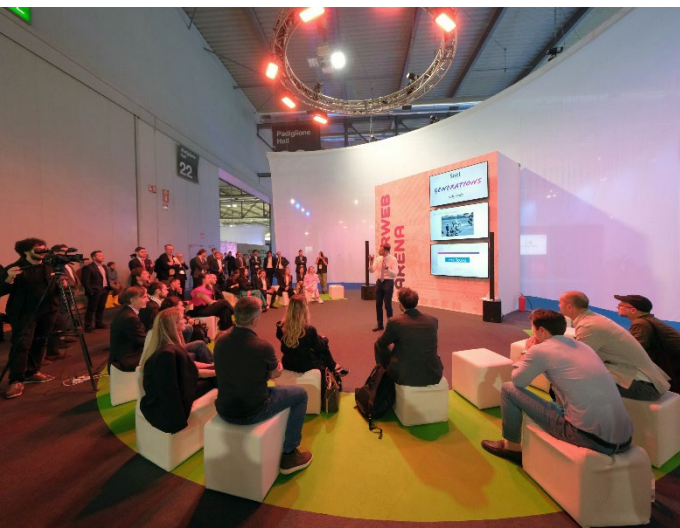
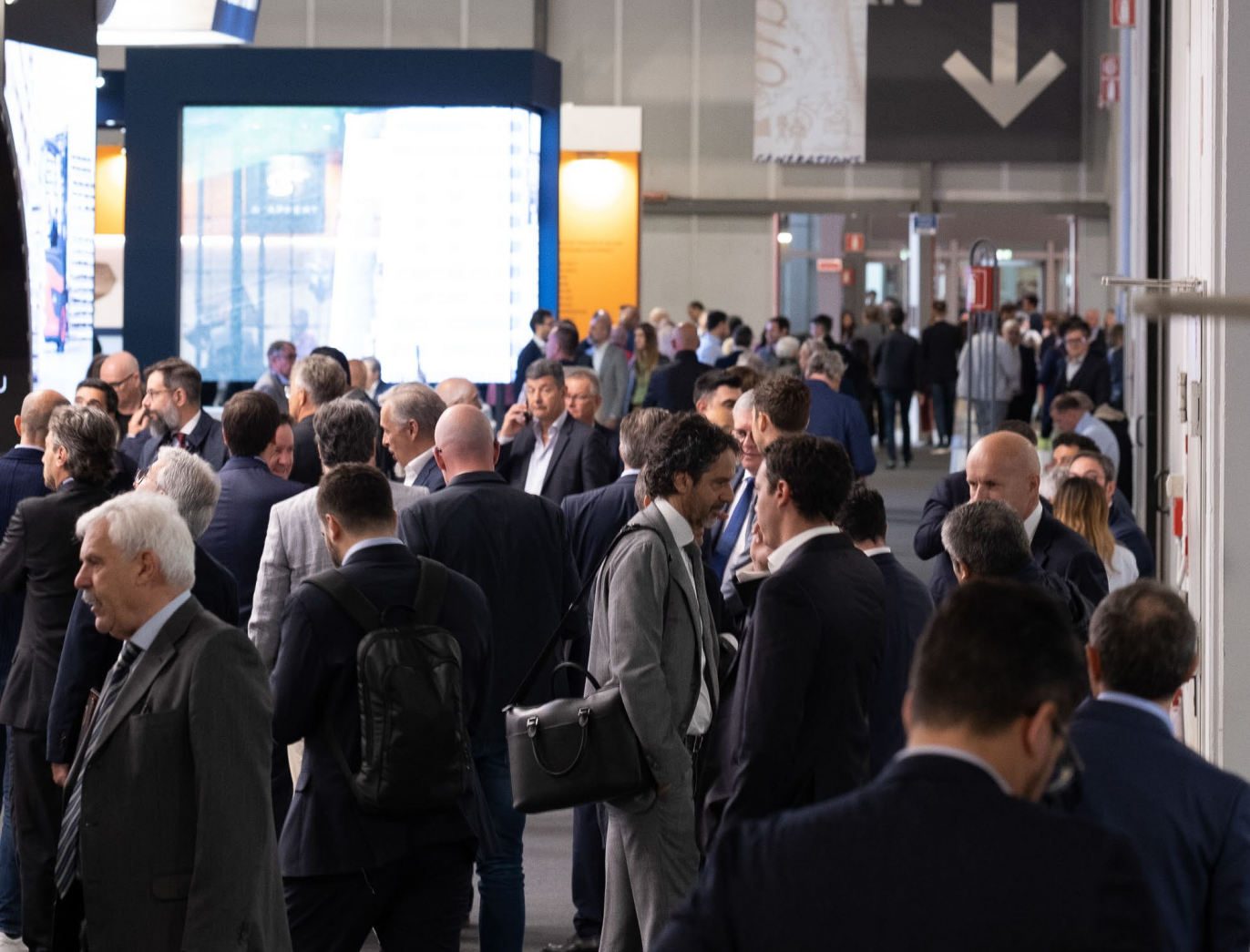
PLANE

Directs buses from Linate, Malpensa and Orio al Serio airports.

For more information:

[Milan Airports](#)

[Milan Bergamo Airport](#)





by
siderweb

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mfranchina@madeinsteel.it

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commerciale@madeinsteel.it

Made in Steel srl

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