

# Lucca Comics & Games



[APPLICATION FORM]

1 - 4 NOVEMBER 2007

International exhibition of comics  
animated films  
illustrations and games

# YOUR OWN WONDERLAND



**Comics**

# CONDITIONS OF PARTECIPATION

1. Lucca Comics & Games 2007 is organised by the company Lucca Comics & Games S.r.l., whose head office is in Via della Cavallerizza 11, 55100 Lucca. Exhibitors intending to take part in the Convention must send their application form to the Organisation Office at:  
Segreteria Organizzativa, Lucca Comics & Games 2007, Via della Cavallerizza 11, 55100 Lucca, tel. +39 0583/48522 fax +39 0583/91203. Or by email sent by and not later than 30/6/07 to info@luccacomicsandgames.com.

2. A deposit equal to 30% of the total cost of the booth must be lodged by and not later than 30/6/2007 by bank transfer made out to Lucca Comics & Games S.r.l. , c/o Cassa di Risparmio di Lucca Pisa Livorno- Piazza S. Giusto 10, Lucca - ABI 06200 - CAB 13701 C/c 000004034864 cod. cin. Z , or to postal current account n° 62514690 made out to Lucca Comics & Games S.r.l. c/o Poste Centrali - via Vallisneri, naming the reason for the deposit as Anticipo Stand [Booth Deposit], and pointing out the name of the company. Receipt of payment must then be sent or faxed with the application form to the Organisation Office at Segreteria Organizzativa, Lucca Comics & Games. Booths will be assigned on the basis of first come, first served and according to the final decision of the Organisation. Allocation of the space will be communicated to the Exhibitor by letter, fax or email. The Organisation will consider the application forms received within the 30/6/2007 and will assigned booths that are still available until all the booths have been assigned.

3. Final payment must be made by and not later than 14/9/07. Failure to make final payment by said date will result in being excluded from taking part in the Convention. The company Lucca Comics & Games S.r.l. will not return the sum paid as deposit. Payments will absolutely not be accepted during the Convention.

4. The Convention will start on 1/11/2007 and will remain open from 10.00 a.m. - 7.00 p.m. On 2, 3, and 4 November 2007 the Show will be opened from 9.00 a.m. to 7.00 p.m.

5. Absence on the opening day will constitute the Exhibitor's tacit decision not to take part in the Convention and will result in the company Lucca Comics and Games S.r.l. retaining the total amount paid, including as payment of damages.

6. Exhibitors will be able to have access at the Convention center in order to set up their booths from 9.00 a.m. to 10.00 p.m. on the day before the opening of the Show (this year the 31/10/07). Only registered Exhibitors within said hours will be able to set up their booths until 10.00 p.m. Setting-up may also be done between 7.30 a.m. and 9.00 a.m. on the opening day (1/11/07). On the remaining days, exhibitors may access their booths an hour before the Convention is opened to the attendance (i.e., at 8.00 a.m.). Stalls may be dismantled only from 7.00 p.m. to 11.00 p.m. on the last day of the Convention and from 8.00 a.m. to 1.00 p.m. on the following day (i.e., 6/11/06). Such operations will on no account be permitted outside the given times and could lead to exclusion from taking part in future Conventions.

7. Exhibitors who require to ship their equipment or materials with a courier or a carrier outside the given times must communicate this beforehand to the Organisation and leave the packed equipment and/or materials in a place agreed with the Organisation, for no longer, however, than two days after the Convention closes. A portage service for transferring such equipment and/or material may be requested (see Optionals Form). No kind of private vehicle is allowed in the exhibition area during the Convention. The Organisation asks Exhibitors to use full care and diligence when setting up booths. It is, in any case, forbidden to allow materials to exceed the dimensions of the booth or to allow them to obstruct passageways and common areas. In such cases, the Organisation reserves the right to arrange for compulsory removal of materials that exceed said dimensions. Compensation for any damage caused by the Exhibitor to the assigned booth must be fully paid to Lucca Comics & Games S.r.l., which, however, reserves the right to take legal action. The Organisation requires that goods, materials, mountings and gear brought to the Convention by the Exhibitor be covered by an "allrisks insurance policy" that waives any compensation from third parties, including from the company Lucca Comics & Games S.r.l. The Exhibitor expressly exempts the company Lucca Comics & Games S.r.l. and the "Comune di Lucca" from liability for damage, however caused, that may occur to the goods, materials, mountings and gear brought to the Convention and gives prior waiver of any kind of action for responsibility on said company's part. All Exhibitors are given Civil Personal Liability coverage for physical injury or damage caused to third parties. For the purposes of this guarantee, Exhibitors are regarded as third parties one to the other (with the exception of damage to things).

8. The list of names to be included on badge must reach the Organisation Office by and not later than 21/9/07. Thereafter, said badge can be picked up at the Exhibitor Services Desk on-site at the Convention Center located outside of the Games Exhibit Hall.

9. All delivery and transport costs will be borne by the Exhibitor. The Organisation is relieved by the Exhibitor of liability for injury or damage to persons and things resulting from any event such as theft, loss, deterioration, fire, acts of vandalism, socio-political events, weather conditions, etc., that may take place during transport to and from the Convention or during the time that the Convention takes place. A surveillance system will be in operation throughout the whole duration of the Convention.

10. It is forbidden to exhibit goods in the allocated space that are at variance with the types of goods specified on the Application Form or goods that may damage the image of the Show. Failure to comply with these prohibitions may result, in the final decision of the Organisation and in relation to the gravity of the failure, any or all of the following: compulsory removal of the material exhibited, immediate closure of the booth or area, withdrawal of the badges, and ban the Exhibitor from entering the places in which the Convention is taking place. The company Lucca Comics & Games S.r.l. also reserves the right to apply to the competent judicial authorities.

11. The Organisation's decisions are final and cannot be appealed against. The Organisation, in its unchallengeable judgement, reserves the right to alter the dates on which the Convention will take place, vary opening and closing times and change the internal distribution of single structures. Such variations will not give the Exhibitor any right to reimbursement.

12. In the case of force majeure the Convention may be cancelled without any responsibility falling on the Organisation.

13. The Application Form is personal and the assigned booth cannot be given to others. Should it be, the allocation may be cancelled.

14. In case of any dispute the Italian version of the Conditions of Partecipation is the legally binding one.

15. Taking part in our Convention depends on acceptance of all these Conditions of Participation which form an integral part with the Application Form. Participation does not imply any duty of hospitality on the part of the Organisation.

16. The Exhibitor elects domicile in the head office of Lucca Comics & Games (Via della Cavallerizza 11, 55100 Lucca). In the case of any dispute, the Court of Lucca has exclusive competence.

17. For anything not foreseen by these Conditions of Participation, please refer to the dispositions in the Civil Code.

In applying to participate in Lucca Comics & Games 2007 I declare that I have read and accept these Conditions of Participation and undertake to observe them and to ensure observance of them in all parts by others working with me at the Convention.

Signed by legal representative

date \_\_\_/\_\_\_/\_\_\_

18. In terms of and for the effects of article 1341 of the Civil Code, I, the undersigned Exhibitor, declare that I specifically accept these particular provisions of the Conditions of Participation:

- Art 2) Conditions of admissibility of application
- Art 3) Deposit of money and right of retention
- Art 5) Failure to take part on the Convention
- Art 7) and 10) Rules of behaviour and decorum, insurance obligations and exclusion of responsibility
- Art 8) Right to reserved badges
- Art 9) Limitations of responsibility
- Art 10) Sanctions
- Art 11) Variations in organisation and times
- Art 14) Italian language to prevail
- Art 16) Competence of judicial authorities

Signed by legal representative

date \_\_\_/\_\_\_/\_\_\_

## Lucca07: 1 - 4 november

COMPLETE all the boxes required FULLY [FAILURE TO DO SO MAY LEAD TO EXCLUSION from the Convention]

to be completed and sent by **30/06/07**

a Lucca Comics and Games S.r.l., via della Cavallerizza 11, 55100 Lucca  
tel. +39 0583 48522 fax +39 0583 91203 | info@luccacomicsandgames.com

Informations

Invoice heading .....

VAT .....

Place and date of birth (for physical persons) .....

Address ..... n. .... City code .....

Town ..... City. .... Nation .....

tel. .... fax. .... web ..... email .....

Convention Organizer ..... Mobile.....

**COMPANY NAME** (for the insertion in the directory expository) .....

#### MAIN ACTIVITY

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Publisher   | <input type="checkbox"/> School               |
| <input type="checkbox"/> Bookshop    | <input type="checkbox"/> Cultural Association |
| <input type="checkbox"/> Comics shop | <input type="checkbox"/> Other .....          |

#### MAIN TYPE OF GOOD CATEGORY

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Comics                 | <input type="checkbox"/> Video/dvd   |
| <input type="checkbox"/> Original illustrations | <input type="checkbox"/> Collector   |
| <input type="checkbox"/> Gadget and fancy goods | <input type="checkbox"/> Other ..... |

#### NOTE

\*INSURANCE: contribution to civil liability insurance cover

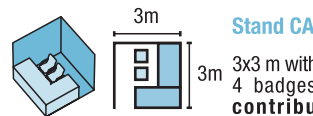
#### SIGNED AS ACCEPTING

In applying to take part in "Lucca Games and Comics 2007" I declare that I have read the "Conditions of Participation" and undertake to observe them and ensure observance of them in all parts by others working with me at the Convention.

**The Company/Physical person undertakes to take part in the Exhibition Market and having read the rules and regulations, accepts them in their entirety.**

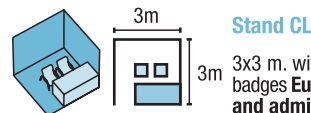
In terms of Legislative Decree 196/2003, the Exhibitor is hereby informed that the data received by him will be subject to treatment (including by third parties) to be carried out by computer and/or on paper, for purposes exclusively related to the organisation's activity. In every case, the Exhibitor has the right to exercise his rights as set out in article 7 of the above Legislative Decree by writing to Cristiana Dani. In relation the above, the Exhibitor gives his consent to said treatment which is regarded as binding for the purposes of taking part in the Convention.

Stamped and signed as accepting ..... date \_\_\_/\_\_\_/\_\_\_



3x3 m with two tables 2x1 m, 2 seats. This type allows 4 badges **Euros 850 + 10% for insurance contribution\* and administrative fees.**

No. of booths booked:..... Euros: .....



3x3 m. with table 2x1 m, 2 seats. This type allows 4 badges **Euros 590 + 10% for insurance contribution\* and administrative fees.**

No. of booths booked:..... Euros: .....



#### SPECIAL AREA

not equipped: **Contribution Euros 100 per sqm (minimum 30 sqm) + 10% for insurance contribution\* and administrative fees**. This type allows the number of badges to be agreed. If equipped, according to project, contribution to be agreed.

No. of booths booked:..... Euros: .....

TOTAL :

Euros .....

## OPTIONAL

### ELECTRIC SOCKETS

NB: the exhibitor must use CEI 17 adaptors for each socket

**Euros 90,00 each.**

Q.tà	Tot. Euro
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### TELEPHONE LINE + EQUIPMENT

NB: To request an TELEPHONE line, download the form from the web site <http://www.luccacomicsandgames.com>.

Contribution **Euros 150,00 each.**

Q.tà	Tot. Euro
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### ADSL LINE (excluding calls)

NB: To request an ADSL line, download the form from the web site <http://www.luccacomicsandgames.com>.

Contribution **Euros 150,00 each.**

Q.tà	Tot. Euro
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### ADJUSTABLE LIGHTS, clip-on or similar

**Euros 60,00 each.**

Q.tà	Tot. Euro
------	-----------

### DESK

Dim. 100 x 100 x 80 (l x p x h)

**Euros 80,00 each**

Q.tà	Tot. Euro
------	-----------

### CHAIR

Dim. standard

**Euro 10,00 each.**

Q.tà	Tot. Euro
------	-----------

### DESK WITH DRAWERS

Dim. 120 x 60 x 72 (l x p x h)

**Euros 80,00 each.**

Q.tà	Tot. Euro
------	-----------

### SMOKING TABLE

Dim. 60 x 60 x 34/45 (l x p x h)

**Euros 60,00 each.**

Q.tà	Tot. Euro
------	-----------

### EXHIBITION WOODEN CUBE 50

Dim. 50 x 50 x 50 (l x p x h)

**Euros 55,00 each.**

Q.tà	Tot. Euro
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### FABRIC CHAIR

Dim. 50 x 70 x 74 (l x p x h)

**Euros 90,00 each.**

Q.tà	Tot. Euro
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### METAL SHELVES

Dim. 100 x 30 x 200 (l x p x h)

**Euros 60,00 each.**

Q.tà	Tot. Euro
------	-----------

### GLASS SHOWCASE with lighting and lock

Dim. 100 x 50 x 190 (l x p x h)

**Euros 200,00 each.**

Q.tà	Tot. Euro
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### HALF OPENED GLASS SHOWCASE for desk

Dim. 100 x 50 x 50 (l x p x h)

**Euros 80,00 each.**

Q.tà	Tot. Euro
------	-----------

### CUPBOARD WITH KEY

Dim. 67 x 35 x 124 (l x p x h)

**Euros 90,00 each.**

Q.tà	Tot. Euro
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### COAT BOOTH

Dim. 55 x 55 x 166 (l x p x h)

**Euros 45,00 each.**

Q.tà	Tot. Euro
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## OPTIONAL

### PORTERAGE

Unloading (and delivery to the booth) Service available on the following days:

Tuesday 31 October from 9.00 a.m to 10.00 p.m

Wednesday 01 November from 7.30 a.m to 9.00 p.m

**Euros 50,00 per 30 minutes and parts thereof**

amount	Tot. Euros
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Unloading goods with forklift truck

**Euros 75,00 per 30 minutes and parts thereof**

amount	Tot. Euros
--------	------------

Loading goods (Taken from the booth) Service available on the following days:

Sunday 05 November from 7.00 p.m. to 10.00 p.m.

Monday 06 November from 8.00 a.m. to 1.00 p.m.

**Euros 50,00 per 30 minutes and parts thereof**

amount	Tot. Euros
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Loading goods with forklift truck

**Euro 75,00 per 30 minutes and parts thereof**

amount	Tot. Euros
--------	------------

TOTAL OPTIONAL

Euros

## FACILITIES

All the facilities shown below have to be agreed directly with the secretary's office and paid for there and then.

**SEASON TICKETS:** An allocation of season tickets for all days of the Convention can be purchased, the number of these being no greater than the number of bages provided for the allocated stand. **These must be paid for when they are picked up.**  
Price each. Euros 21,00

**ADMISSION TICKETS FOR USE BY EXHIBITORS:** Admission tickets are available at reduced prices to a maximum of 20 for each exhibitor. **Requests for these cannot be met unless sent with the following form. These must be paid for when they are picked up.**

Price each. Euros 7,00

amount
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**CLERKS FOR HIRE:** People to work at booths are available and have to be agreed with the Organisation.

## HOTELS

For information and hotel booking, please contact:

Tourist Office, Lucca  
Hotel Booking Office  
Travel company Consorzio Itinera  
Information Check Point

tel. +39 0583 583150  
tel. +39 0583 442944  
tel. +39 0583 48648  
tel. +39 0583 583462

## SIGNATURE AS ACCEPTING

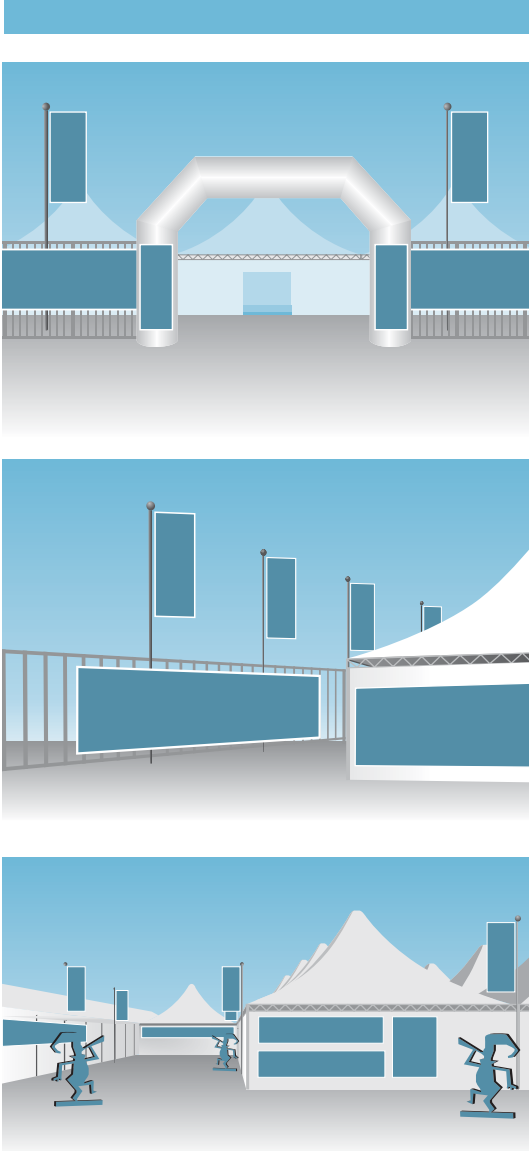
In applying to take part to Lucca Comics & Games 2007, I declare that I have read the Conditions of Participation and undertake to observe them and ensure observance of them in all parts by others working with me during the Show. The Company/physical person undertakes to take part in the Convention and having read the rules and regulations, accepts them in their entirety.

In terms of Legislative Decree 196/2003, the Exhibitor is hereby informed that the data received will be subject to treatment (including by third parties) to be carried out by computer and/or on paper, for purposes exclusively related to the Organisation's activity. In every case, the Exhibitor has the right to exercise his rights as set out in article 7 of the above Legislative Decree by writing to Cristiana Dani. In relation to the above, the Exhibitor gives his consent to said treatment which is regarded as binding for the purposes of taking part in the Convention.

Stamped and signed as accepting

date \_\_\_/\_\_\_/\_\_\_

# ADVERTISING SPACES



## TYPES OF INSTALLATION

### ENTRANCE ARCH\*

4 SPACES available on the inflatable arch at the entrance 148 x 294 cm

**Euros 650,00 each.**

number  Tot. Euros

### FLAGS

Location to be agreed (pavilion perimeters and outer enclosure) 100 x 300 cm

**Euros 450,00 each.**

number  Tot. Euros

### INSTALLATION OF MODELS\*\*

Models in corrugated polystyrene, forex or similar with maximum base 100 x 150 cm

**Euros 100,00 each.**

number  Tot. Euros

### SPACES FOR BANNERS OUTSIDE PAVILIONS

500 x 100 cm or 250 x 200 cm

**Euros 400,00 each.**

number  Tot. Euros

## COMICS AREA :

### SPACES ON INFORMATION POLE\*

Exhibition areas in historic centre

**Euros 250,00 each.**

number  Tot. Euros

## GAMES AREA :

### SPACES FOR BANNERS ON EXTERNAL ENCLOSURE

500 x 100 cm or 250 x 200 cm

**Euro 500,00 cad.**

number  Tot. Euros

### SPACES FOR BANNERS on INTERNAL ENCLOSURE

500 x 100 cm

**Euro 400,00 cad.**

number  Tot. Euros

### SPACES FOR BANNERS INSIDE PAVILIONS

Vertical Banner max 200 x 200 cm

**Euro 300,00 cad.**

number  Tot. Euros

TOTAL ADVERTISING SPACE:

Euro

## NOTES

Materials exhibited (poles, banners, models and other types of installation) are understood to be supplied by the exhibitor unless otherwise indicated. The company/physical person undertakes to take part in the Exhibition-Market and to have read and accepted the rules and regulations in their entirety.

\*Lucca Comics & Games makes the installations and costs are included in the price. Exhibitors are simply asked to supply the graphics according to the agreed specifications.

\*\*Price must be agreed for ground installations of models, stand-ups or inflatables that are bigger than ordinary two-dimensional models or have a diameter greater than 120 cm.

## SIGNATURE AS ACCEPTING

The Company/Physical person undertakes to take part in the Exhibition Market and having read the rules and regulations, accepts them in their entirety.

Stamp and signature as accepting \_\_\_\_\_ date \_\_\_/\_\_\_/\_\_\_

## SUMMARY OF COSTS

BOOTH + INSURANCE Euros

OPTIONALS Euros

ADVERTISING SPACES Euros

SUBTOTAL Euros

VAT 20% Euros

GRAND TOTAL Euros



## TYPES OF ADVERTISEMENT.

### Lucca Comics and Games Srl and Nexus Publishers present Program Book

Lucca Comics & Games, the free magazine and guide to the most important comics and games event in Italy. **LUCCA COMICS & GAMES PROGRAM BOOK** contains essential

information for all the visitors of the Convention: maps, exhibitors, guests, events and meetings, and it is distributed for free at the main entrance of all the Comics and Games pavillons.

The Program Book is developed by Nexus Publishers in collaboration with Lucca Comics and Games Srl and it is a unique opportunity to reach comics and games fans in a particularly direct way, attending or not, one of the most famous show in the world. Although it is chiefly of use to companies actually present at the Convention, it is also an excellent vehicle for all operators in the sector of comics, traditional and electronic games, fantasy literature and animated cartoons.

Tens of thousands of people have received a copy of Lucca Comics & Games Program Book in past years and, with it, the chance to find out about the main innovations in the sector and to cast an eye over the advertisements. The new Lucca Comics & Games Program Book 2007 will repeat the media/publicity impact of these earlier publications. Advertising space offers a range of possibilities that makes advertising possible for companies of all sizes. The complete list is shown at the side.

### TECHNICAL DETAILS

## Lucca Comics & Games 2007 Program Book

**minimum print run:** 30.000 copies  
**distribution:** free at ticket offices and entry gates to Lucca Comics and Games and from Nexus network of retailers specialising in games and comics.  
**layout:** 4 colours  
**pages:** 48+  
**format:** 17 cm x 24 cm

### NOTE

\*The centre double-page spread and the inside and back pages of the cover will be allocated according to the rule of first come, first served.

### TYPES OF INSERTION

#### WHOLE PAGE

Print size 180 x 250  
 Actual size 170 x 240



**Euros 950,00**

number

Tot. Euros

#### FRONT INSIDE COVER\*

Print size 180 x 250  
 Actual size 170 x 240



**Euros 1400,00**

number 1

Tot. Euros

#### BACK INSIDE COVER\*

Print size 180 x 250  
 Actual size 170 x 240



**Euros 1600,00**

number 1

Tot. Euros

#### BACK COVER\*

Print size 180 x 250  
 Actual size 170 x 240



**Euros 2000,00**

number 1

Tot. Euros

#### CENTRE DOUBLE-PAGE SPREAD\*

Print size 350 x 250  
 Actual size 340 x 240



**Euros 2000,00**

number 1

Tot. Euros

#### 1/2 PAGE

Box size 72,5 x 210



**Euros 600,00**

number

Tot. Euros

#### 1/2 PAGE

Box size 150 x 105



**Euros 600,00**

number

Tot. Euros

#### 1/3 PAGE

Box size 150 x 68,5



**Euros 400,00**

number

Tot. Euros

#### 1/4 PAGE

Box size 72,5 x 105



**Euros 300,00**

number

Tot. Euros

#### 1/6 PAGE

Box size 72,5 x 68,5



**Euros 200,00**

number

Tot. Euros

SUBTOTAL ADVERTISING:

Euros

VAT 20%:

Euros

TOTAL ADVERTISING:

Euros

**Lucca Comics & Games**



**Lucca Comics & Games srl**

info@luccacomicsandgames.com

via della Cavallerizza 11 | 55100 Lucca

tel. 0583 48522 | fax 0583 91203