

JUAN RIVERA PRESENTS

2nd EDITION

3 – 4 – 5 DECEMBER 2010



fieramilanocity

MIC (Milano Convention Centre)

Via Gattamelata, 5 - Milano



TESTIMONIALS

"The great show of dance. An original and fascinating journey into the multifaceted world of dance, from classical to acrobatic, from ballroom dancing to the new styles". - [Vivi Milano/Il Corriere della Sera](#)

"From salsa to hip hop. A real exhibition dedicated to dance: seminars, lessons, contests and...an artistic Gala". - [Tutto Milano / La Repubblica](#)

"Midanza, a special occasion to know in person the protagonists of dance". - [Il Corriere della Sera](#)

"Midanza, three days on tiptoes". - [City](#)

"Not only the élite of professionals but also a large crowd of fans and dance lovers". - [MilanoWeb.com](#)

MIDANZA: THE IDEA

Following its huge success in 2009, **MIDANZA**, the new smash hit dance event in Italy, is back also this year.

MIDANZA - an idea of Juan Rivera - saw its first edition as Dance Expo in November 2009. **MIDANZA** was created to bring together dance enthusiasts and those who have the passion for the growth and development of dance.

MIDANZA is an explosive three-day event showcasing the extraordinary art and appeal of dance: dance lessons, workshops, seminars, competitions, auditions, celebrity guests, performances, music, fashion shows, fitness, health, beauty, lifestyle and one of the largest exhibit halls to host the most important suppliers of the dance industry (more than 4.000 square meters of exhibition area).

The **2nd Edition of MIDANZA** will take place from the **3rd to the 5th of December 2010** in one of the most spectacular locations in Europe **FIERAMILANOCITY - (MIC - Milano Convention Centre)**: the spaces that each year host the appointments of Milan Fashion Week will open their doors to **MIDANZA 2010**.

MIDANZA 2010 will take place in Milan, a city with an international atmosphere and a rich history of culture, creativity and progress. People come to Milan for work and stay for the undeniable social and professional opportunities. **MIDANZA** invites you to do the same.

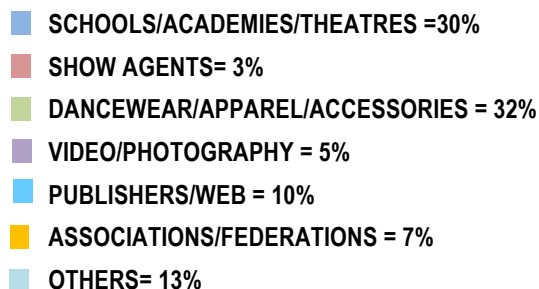
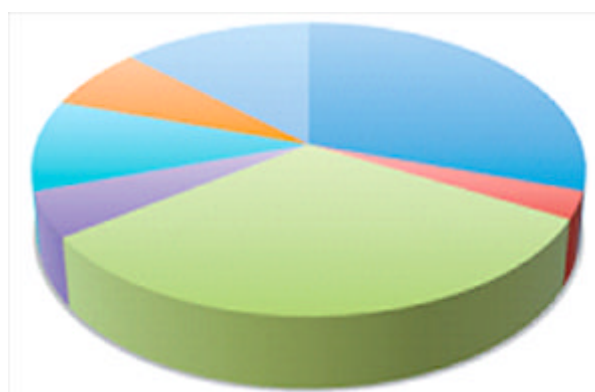
In a city renowned for design and fashion, Milan boasts an impressive network of dance organizations, dance students, professional dancers and dance enthusiasts. **MIDANZA** has tapped into this network and is working in close collaboration with not only the local but also the international dance community.

MIDANZA 2010

WHO SHOULD EXHIBIT?

• Schools and academies • Dance wear and dance apparel producers • Specialized editors and press (books, magazines, on-line products) • Clothing, accessories, costumes, shoes • Jewels • Make-up & hairstyling • Body care • Organizers of dance competitions and contests • Dance companies • Category associations, Federations, Foundations, Theatres • Video, dvd, music • Photographers (books and composites) • Video-makers • Goods for prizegivings, trophies, medals, certificates • Dance flooring, equipment for dance schools and stage • Equipment for dancers • Web and web tv • Management softwares • Insurance services • Tourism and Leisure • Food & Beverages (wellness/healthy) • Show and entertainment agencies

EXHIBITORS (Edition 2009)

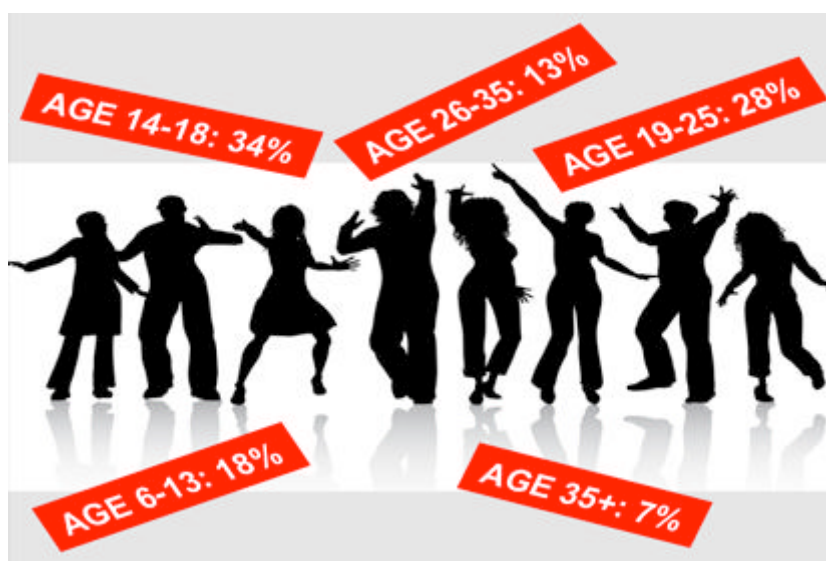


NUMBERS AND REMARKS – EDITION 2009

In 2009, MIDANZA has recorded:

- Over 8.000 visitors
- Over 60 exhibitors
- More than 50 hours of shows on the 2 dedicated stages
- More than 100 hours of lessons, workshops and seminars
- More than 1.000 participants to the 5 contests hosted by Midanza
- Internationally famous dancers and choreographers such as Miguel Angel Zotto, the Primi Ballerini of the Opera Theatre of Kiev, the Primi Ballerini of Balletto di Milano, the Katakò, the ètolie of Teatro alla Scala Beatrice Carbone. And many other guests: Bill Goodson, Brian Bullard, Leonardo and Pedro, the dancers of “Academy”.

VISITORS BY AGE (Edition 2009)



Besides the many technical, cultural and artistic sponsors, MIDANZA was **supported by**: Regione Lombardia (patronage), Provincia di Milano (patronage), Comune di Segrate (patronage), Banca Popolare di Milano (main sponsor), The Coca-Cola Company (sponsor with products), DiscoRadio (main media sponsor).

The event had a **positive media coverage** (national press, local and specialized press, web press): il Corriere della Sera, Vivi Milano - il Corriere della Sera, Tutto Milano - La Repubblica, Leggo, City, TG3 Regione Lombardia (19h news edition). A press review (selection) is available at: www.midanza.it

MIDANZA OBJECTIVES – EDITION 2010

In 2010, MIDANZA aims:

- to be a main appointment in the calendar of events and exhibits in Milan
- to offer visitors and exhibitors a unique occasion for experiencing the dance world
- in a high quality setting (spaces, organization, territory)
- in a wonderful location (the biggest in Italy and among the top ones in Europe)
- to hit the market scenario in a strong and impactful way
- an event for the dance created with the knowledge and the expertise of a team of people who have worked in the dance field for many years
- to put together artistic contents and business opportunities
- to activate new dynamics of exchange between visitors and experts

MIDANZA 2010 event profile:

- highly professional
- rich both in services and product contents
- innovative and original
- continuously and widely communicated on all major accessible media

EXHIBITION AREA AND STANDS

Exhibitors are offered with stands of different sizes (square metre = sqm).

The cost for the **STAND** (space + shell scheme and related services) is
140 € (+ V.A.T.)

per sqm (minimum booking: 3mx3m = 9 sqm). Exhibitors who need to have a storage area in their stands have to purchase a stand with minimum size of 12 sqm (4mx3m).

The price includes:

the 3 days of event, modular panels, floor carpeting, banner/panel with company name, electrical wiring and electrical consumption up to 3KW, fire estingushers, Publicity City Tax, stand cleaning for the 3 days, presence of company logo on the on-line and paper catalogue.

The cost for the **SPACE ONLY** is
100 € (+ V.A.T.)
(minimum booking is 36 sqm).

The price includes:

the 3 days of event, wiring and electrical consumption up to 3KW, fire estingushers, Publicity City Tax, stand cleaning for the 3 days, presence of company logo on the on-line and paper catalogue.

A general "Subscription Fee" of **130 € (+ V.A.T.)** applies to each exhibiting company.

Exhibitors may choose between
"TYPE A" STAND WITH DESK or **"TYPE A" STAND WITH TABLE"**
(refer to next page for technical and visual information)

Exhibitors may purchase several additional services for their stands by using the on-line system provided by the team of Fiera Milano Congressi S.p.A. The link will be sent with a "welcome mail" at the moment of subscription.

DEDICATED AREAS

MIC spaces will also host dedicated areas/rooms for tailor-made activities such as lessons or workshops (rooms can be rented "per day" or "per hour") upon request.

For additional informations, please contact us directly.

SPONSORSHIPS

MIDANZA is a wonderful opportunity of sponsorship. If you wish to become a sponsor our team will be happy to provide you with informations and to propose both standardized and customized solutions. Please, refer to our CONTACTS section "Relation with the Sponsors" for all necessary insights.

SHELL SCHEME – LAY-OUT

TYPE A – with table (140€ + VAT per square metre)

- WHITE MODULAR PANELS WITH SILVER ALUMINIUM-FRAME HEIGHT 250 cm

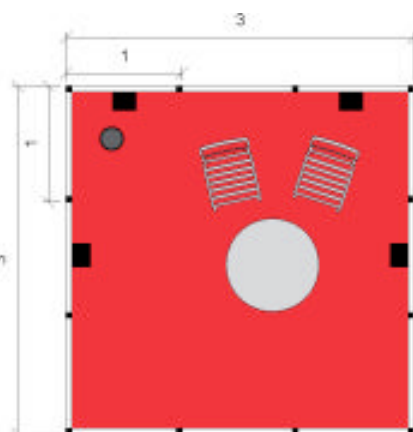
- FLOOR CARPETING

- WIRING & CIRCUIT

- CONSTRUCTION WITH N. 4 SPOTLIGHTS AND N. 1 ELECTRIC SOCKET.

- FURNITURE:
N.1 STEEL ROUND TABLE DIAM. 60 CM AND
N. 2 SILVER STEEL CHAIRS,
N. 1 WASTE PAPER BASKET

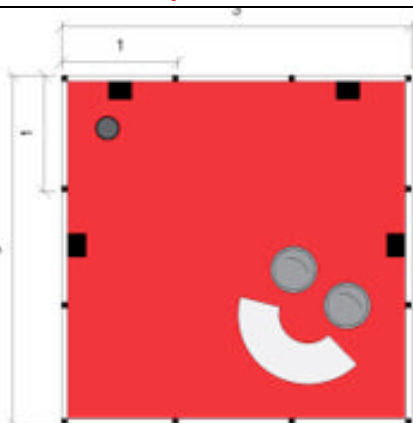
- FRONTAL PANEL WITH COMPANY NAME.



TYPE A – with desk (140€ + VAT per square metre)

SAME AS ABOVE BUT DIFFERENT FURNITURE.

- FURNITURE
N.1 RECEPTION DESK AND
N. 2 BARSTOOLS,
N.1 WASTE PAPER BASKET



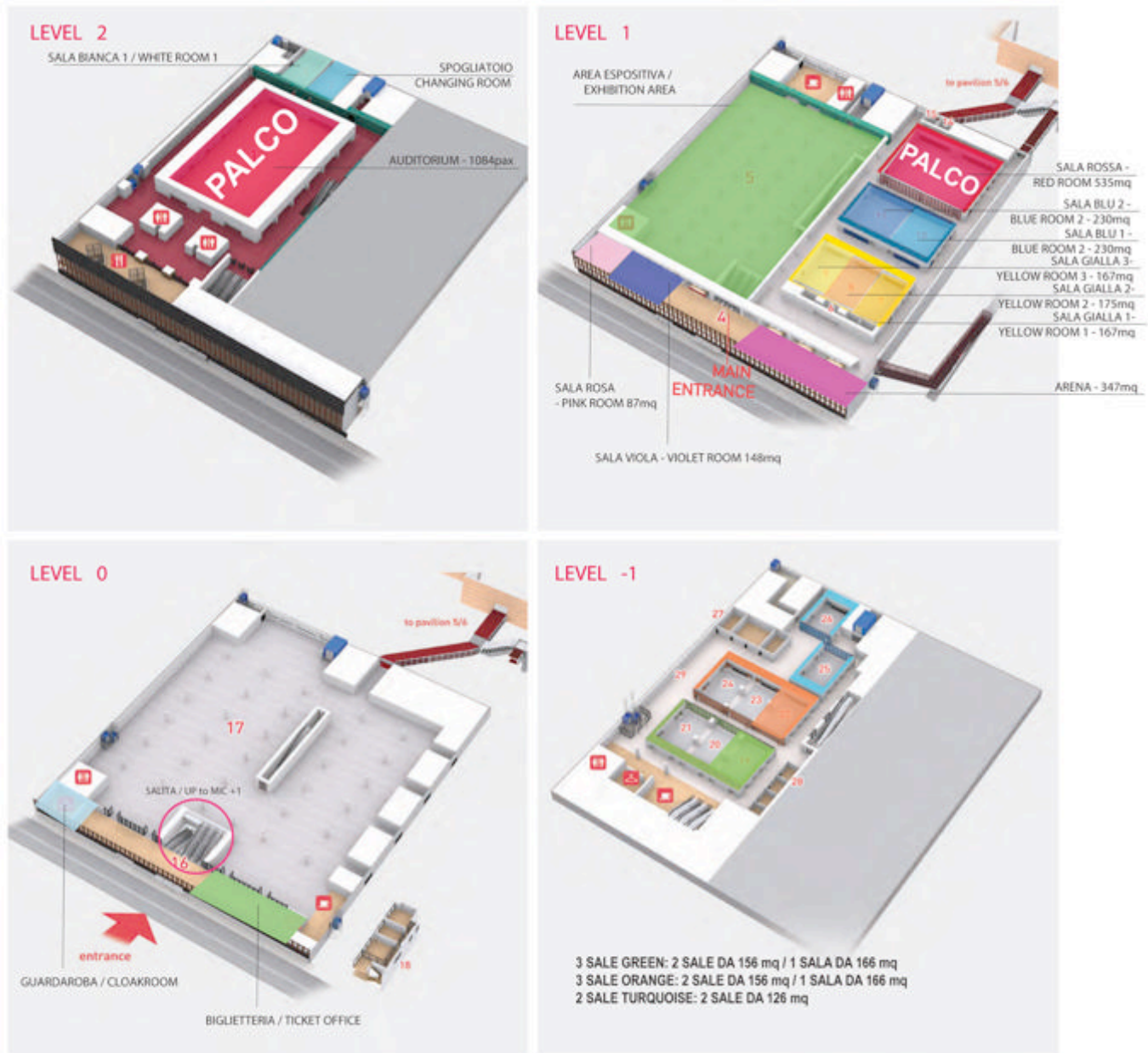
For more informations or to receive the "Subscription Form" and "Regulations" in english, please e-mail us or contact us.

MIDANZA 2010

THE LOCATION

fieramilanocity

In the very heart of Milan, only a few steps away from the Fashion District, surrounded by over 2.000 hotel rooms and perfectly served by public transportation means (Metro: MM - Linea Rossa: Amendola Fiera/MM - Linea Rossa: Lotto).



Halls /Spaces at LEVEL -1 available only upon request.

MIC for MIDANZA will offer modern and functional spaces:

- **LESSON ROOMS** fully equipped and soundproofed
- **2 STAGES** in theatres for over 500 and 1.000 seats
- **1 ARENA** for streetdance
- **EXHIBITION AREA** (over 4.000 sqm)

THE SPACES

Find more about MIC: the spaces of MIDANZA 2010!

www.micmilano.it



MIDANZA 2010

CONTACTS

MIDANZA 2010 – ORGANIZATION AND COMMUNICATION

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TECHNICAL PARTNERS MIDANZA 2010

Artistic Organization Partner:

Milano Dance Competition / Vitalie Negru - office@pro-art.it / +39 393 5792473
Direzione Artistica: Liviana Arnoldi - info@milanodancecompetition.com

Sponsorship Partner:

Le Api Regine - Event Factory / Clara Ceccherini and Barbara Guich
+39 02.86.46.21.26 - info@leapiregine.it

Promotions Partner:

Ani Ani Group / Sergio Bogino and Elena Figini
+39 039.331.2676 – info@anianigroup.it

Fiera Milano Congressi - Services To The Exhibitors & Logistics

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LE API REGINE
EVENT FACTORY

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MIDANZA 2010