

UNDER THE HIGH PATRONAGE OF HIS SERENE HIGHNESS PRINCE ALBERT II OF MONACO

TOP MARQUES

MONACO™

SUPERCAR SHOW

WATCHES • LUXURY • SUPERBOATS

MARKETING MANUAL

WWW.TOPMARQUESMONACO.COM

GRIMALDI FORUM THURSDAY 20TH TO SUNDAY 23RD APRIL 2017



EDMOND
DE ROTHSCHILD

TOP
MARQUES
MONACO™

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GENERAL INFORMATION

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Tel : +377.97.70.12.77
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TOP MARQUES 2017 Organising Team

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gina@topmarquesmonaco.com

GENERAL INFORMATION

Introduction

TOP MARQUES MONACO 20th - 23rd April 2017

This Marketing Manual has been designed to help you maximise your participation at Top Marques 2017. It contains essential information to ensure that your company has every opportunity to benefit from a successful event. It is proven that the more you do to plan, promote and organise your participation, the more business you can expect to generate.

The Top Marques promotional campaign has already commenced, with the team focusing its efforts on providing the highest quality visitor attendance. The actions you take over the next few months will determine the level of interest shown in your products at the show.

TOP MARQUES PROMOTIONAL OPPORTUNITIES

1 > Catalogue Listing / Company Description

Prior to the exhibition, an OFFICIAL SHOW CATALOGUE will be published. This catalogue will be given to all visitors at the exhibition. With a shelf life of more than a year, it is an important point of reference within the automotive industry. The catalogue is an essential marketing/advertising tool, which places your brand at the fingertips of discerning buyers and VIP guests worldwide. To ensure your free listing in the catalogue **please complete Exhibitor Catalogue Entry Form**. Each Exhibitor is entitled to one company description in ENGLISH and FRENCH.

2 > Exhibitor Dedicated Website Page

If you have not already done so, please supply the team with information and images which will be used to create your website page. It is in your best interest to supply us with this material as soon as possible because the website receives high levels of daily traffic. **Please complete Exhibitor Website Entry Form**.

GENERAL INFORMATION

> Advertising

Top Marques Monaco has more than 40 media partners, allowing us to obtain advertising and editorial features in car, luxury, lifestyle and general news magazines, newspapers and websites. We pass this benefit on to you for free. We also have international radio and TV channels which cover the show.

By providing us with a short text (maximum 200 words) and high-resolution photos (format jpg 300 dpi) and/or video links we can ensure that your company and products gets maximum exposure in the media pre and post show.

If you are launching a product or feel there is an extremely newsworthy element to your product please let our press department know as soon as possible so that you discuss marketing options. **Send by email to press@topmarquesmonaco.com and marketing@topmarquesmonaco.com**

> Invitations

Each exhibitor will be allocated a number of invitations agreed on signing the contract. Any additional tickets can be purchase at a cost of 25€ per invite (plus VAT). To request additional invitations please fill in **the Extra Invitations Form**.

> Exhibitor Cocktail Party

During Top Marques Monaco, the organisers will host a reception for exhibitors. Details of this event will be supplied nearer the time (April 2017) by Manoj Bairstow.

> Exhibitor Badges

All exhibitor badges will bear your company's name. Kindly indicate the number of badges needed for your company and fill out **Exhibitor Badges Entry Form**.

Please read this Marketing Manual carefully and ensure that all forms are typed in BLOCK CAPITALS.

Top Marques Monaco cannot be held responsible for any mistakes made due to illegible writing. All forms must be emailed by the dates stated in the following table.

DEADLINE CALENDAR

It is imperative that all inside display cars are on their stands on 19th April 2016 before 12pm.

Should your car(s) delivery date be later, please advise **Manoj Baistow**:

Tel: +33 6 43 91 75 21

E-mail: manoj@topmarquesmonaco.com

EACH INDOOR DISPLAY CAR MUST NOT HAVE MORE THAN 5 LITRES OF PETROL IN ITS TANK. THIS IS A GRIMALDI FORUM REGULATION FOR SECURITY REASONS. EACH CAR TANK WILL BE CHECKED UPON ITS ARRIVAL.

FEBRUARY 17TH

- CATALOGUE FORM
- WEBSITE FORM

MARCH 3RD

- BADGES FORM
- TEST DRIVE PARKING FORM
- TEST DRIVE WAIVER

FEBRUARY 2017

MARCH 2017

CATALOGUE

Entry form

This form must be returned by email to **Julie Gonzalez**
Tel: + 377 97 70 12 77
E-Mail: marketing@topmarquesmonaco.com

This is the registration form for the Top Marques Monaco catalogue. Each exhibitor is entitled to a free advertising page. For additional advertising pages please complete the “Extra Page Advertising Rates Form” (page 11).

In order that your advertising page is created before the catalogue goes to print, **you must return all the information requested below (Item 1 – 4) by Email or We Transfer**

BEFORE 17TH FEBRUARY 2017

Failure to respect this deadline will mean we will not have sufficient time to create your page.

A PROOF OF YOUR PAGE WILL BE SENT TO YOU FOR VERIFICATION BEFORE PRINTING

.....
Here are the **TECHNICAL SPECIFICATIONS**, if you prefer to create your own advertising page

TRIM 210L x 150H mm
BLEED 5 mm of margin
TYPE AREA 190L x 130H [10 mm without text]

All ads must be submitted in **high resolution (300dpi) - format (.PDF)**

.....

CATALOGUE

All information should be sent to :

marketing@topmarquesmonaco.com

> Item 1 : Text

A text of a maximum of 50 words in FRENCH and ENGLISH. This is an opportunity for you to add details about your company and your product. The text should be sent in Word document [.doc]

> Item 2 : Images

Ideally we need **4 IMAGES** but no less than 2. All images must be in the following format: **210 mm width x 150 mm height**. They must be in **high resolution (300 DPI) and format (.JPG)**.

Please specify which image you want to put as the MAIN image and the order of the others. Rename the images with the name of your company followed by the number. [Ex. page 10].

> Item 3 : Your company logo

A digital file of your logo in **EPS format (Encapsulated PostScript) coloured or black text (that appears clearly on a white background)**.

> Item 4 : Important information

- Company name
- Name of person to contact and position held
- Postal address
- Telephone
- Email
- Website address

The text should be sent in Word document [.doc]

* Failure to comply with these requirements may result in incorrect / poor quality production for which Top Marques Monaco cannot accept responsibility.

ALL INFORMATION MUST BE MARKED CLEARLY AND SENT BY EMAIL OR WE TRANSFER
[wetransfer.com]

CATALOGUE

EXAMPLE OF A COMPLETED PAGE IN THE TOP MARQUES CATALOGUE

Example of how to rename the images:
Apollo 1, Apollo 2, Apollo 3, Apollo 4

apollo

APOLLO AUTOMOBIL GMBH
Balley Xu
Alamannenstraße, 20 85095,
Denkendorf, Germany

T: +49 89 266 0979
E: info@apollo-automobil.com
www.apollo-automobil.com

Apollo Automobil GmbH is delighted to premier the Arrow, a new hypercar that it hopes will surpass the records set by its predecessor, the Cumpen Apollo. With the launch, the rebranded automaker is celebrating a new chapter in its corporate history.

L'incroyable Apollo Arrow a été dévoilée au Salon International de l'Automobile de Genève 2016 : le début d'une nouvelle ère pour le légendaire constructeur de supercars Apollo Automobil GmbH.

Image 2 Image 3 Image 4 Image 1

All information should be sent to :
marketing@topmarquesmonaco.com

CATALOGUE

Additional advert page

ADDITIONAL ADVERT PAGE AT EXTRA COST IN THE TOP MARQUES CATALOGUE [PRICE 2,500€ + VAT]

This form must be returned by email to **Julie Gonzalez:**

E-Mail: marketing@topmarquesmonaco.com

Tel: + 377 97 70 12 77

BEFORE 17TH FEBRUARY 2017

ONLY COMPLETE THIS FORM IF YOU WOULD LIKE TO PAY FOR ADDITIONAL PAGE IN THE TOP MARQUES MONACO 2017 CATALOGUE

COMPANY

CONTACT

TELEPHONE

EMAIL

PRICE FOR ADDITIONAL PAGE: **2 500 EUROS + 20% VAT**

Here are the **TECHNICAL SPECIFICATIONS** of the page:

TRIM 210L x 150H mm
 BLEED 5 mm of margin
 TYPE AREA 190L x 130H [10 mm without text]

All ads must be submitted in **high resolution (300dpi) and format (.PDF)**

Signature

Date

WEBSITE

Exhibitor website entry form [if not already done]

All information should be sent to marketing@topmarquesmonaco.com

> Item 1 : Testimonial

A brief paragraph in FRENCH and ENGLISH about your company and your product of no more than 100 words, to be supplied in a Word Document file format [.doc]

This is your opportunity to add further details about your company and your products e.g. company history, vehicle specifications and performance data.

> Item 2 : Key Images

Some pictures of your products [4-6 maximum].

All files must be 1000 x 594 pixels and a resolution of [300 DPI] in format [.JPG].

> Item 3 : Exhibitor logo

A digital file of your company logo must be supplied.

All files must be 200 pixels of length [.PNG] on a transparent background and a minimum of 72 DPI.

> Item 4 : Key facts

- Company name
- Name of person to contact and position held
- Postal address
- Telephone
- Email
- Website address

The text should be sent in Word document [.doc]

ALL INFORMATION MUST BE MARKED CLEARLY AND SENT BY EMAIL OR WE TRANSFER
[wetransfer.com]

BADGES

Exhibitor badges entry form

This form must be returned by email to **Julie Gonzalez:**
E-Mail: marketing@topmarquesmonaco.com
Tel: + 377 97 70 12 77

BEFORE 3RD MARCH 2017

EXHIBITOR'S NAME

STAND SIZE

Each exhibitor is entitled to ONE Exhibitor Badge free of charge per 9m² of exhibition space.
For example : If your stand is 50m² you will get 5 badges.

*All pre-registered badges will be available for collection from Manoj Bairstow at the Organiser's Office in the Espace Ravel from Wednesday, 19th April 2016.

KINDLY INDICATE THE NUMBER OF BADGES NEEDED FOR YOUR COMPANY

COMPANY NAME

NUMBER OF BADGES REQUIRED

Signature

Date

BANK DETAILS

By bank transfer

If you have any questions, please contact: Manoj Bairstow
E-Mail : manoj@topmarquesmonaco.com
+ 377 97 70 12 77

TOP MARQUES MONACO

« Le Victoria » 13 Bd Princesse Charlotte, 98000 MC

Banque CIC Agence Monaco, 26 Bd Princesse Charlotte, 98000 MC

Compte No : 000752211011

IBAN : MC58 1009 6180 7900 0752 2110 113

SWIFT : CMCIMCM1LYB

VAT & TAX REFUND

Monaco VAT & Tax refund

According to legislation in Monaco, the organiser of an international fair may invoice certain services with Monaco VAT. Foreign companies may, in most cases, obtain a vat refund.

Reimbursement of VAT applies to:

- Rental of stands and related services
- Rental of furniture and fittings
- Restaurants (bill in company name or with obligatory company stamp if receipt)
- Utility vehicle hire, storage etc.

NB: No reimbursement of VAT for hotel accommodation for employees of the applicant company or for the transport of persons.

COMPANIES IN THE EUROPEAN UNION

Companies have been able to submit EU vat refunds through an electronic portal in the Member State of the applicant company since the 1st of January 2010 [Directive 2008/9/EU]. The applicant company may also appoint an agent specialised in EU vat recovery, such as MMCI (see VAT refund form below). Deadline: 30th September of the year following the date of invoice.

COMPANIES OUTSIDE OF THE EUROPEAN UNION

Foreign companies outside of the European Union must appoint a mandatory tax representative situated in Monaco and accredited by the Monaco authorities. The role of a tax representative may be assured by our tax representative, MMCI (see vat refund form below). Deadline: 30th June of the year following the date of invoice.

VAT & TAX REFUND

Monaco VAT & Tax refund

Please return this form to this address:

MMCI

Mrs. Barbara de Beer
Stade Louis II
19 av des Castelans
MC-98000 MONACO

TEL: +377 93 10 13 90
FAX : +377 93 10 13 31

E-mail: <mailto:refund@mmci.mc>

We would like to receive the documents and information concerning the Monaco VAT refund procedure:

COMPANY NAME

ADDRESS

CITY POSTCODE

COUNTRY

EXHIBITION NAME

CONTACT

EMAIL PHONE

Signature

Date

ACCOMMODATION

IT IS UP TO EACH EXHIBITOR TO ORGANISE HIS/HER OWN ACCOMMODATION.

We suggest our preferred hotels listed on the Top Marques Monaco website – they will offer you a special Top Marques Monaco room rate. We have organised a reservation service so you can easily book online.

Just go to our website

<http://www.topmarquesmonaco.com/en/the-venue/accommodation.html>,102

You will then be redirected to “Monaco Check-In”.

All the listed hotels are situated near the Grimaldi Forum and public transport. They each provide the best service in their price category.

We strongly advise you to book your accommodation as soon as possible due to the Monte-Carlo Tennis Open and other conventions taking place at the same time.

We wish you all a pleasant stay in the Principality of Monaco.