

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

THE 16TH EDITION OF

TOP MARQUES

MONACO™
PRESENTED BY MONACO CHECK-IN

SUPERCAR SHOW

MARKETING MANUAL

SPONSORED BY



30 MAY - 03 JUNE 2019
GRIMALDI FORUM MONACO
WWW.TOPMARQUESMONACO.COM

GENERAL INFORMATION

SHOW ADDRESS

Grimaldi Forum
10, Av. Princesse Grace
MC 98000 MONACO

Show Opening Hours

Thursday May 30th – Sunday June 2nd: 10am – 7.30pm
Monday June 3rd: 10am – 7pm

OFFICE

Les Sporades
35, Avenue des Papalins
MC 98000, Monaco
Tel : +377.97.70.12.77
Fax : +377.97.97.23.81

Opening Hours

Monday – Friday from 9am to 6pm

CONTACT**Manoj Bairstow**

Event Director
Mobile: +33 (0)6 43 91 75 21
manoj@topmarquesmonaco.com

Suzanna Chambers

PR & Communications Director
Mobile: +33 (0)6 61 86 49 12
press@topmarquesmonaco.com

Emeric Garcia

Sales Executive
Mobile: +33 (0)6 20 28 81 28
emeric@topmarquesmonaco.com

Gina Calabresi

Office manager
Office: +377 97 70 12 77
gina@topmarquesmonaco.com

MARKETING OVERVIEW

INTRODUCTION

Top Marques Monaco
30th May – June 3rd 2019

This Marketing Manual has been designed to help you maximise your participation at Top Marques 2019. 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



Catalogue Listing / Company Description

Prior to the exhibition, an OFFICIAL SHOW CATALOGUE will be published. This catalogue will be given to all VIP visitors at the exhibition. With a shelf life of more than a year, it is an important point of reference within the automotive industry.

To ensure your free listing in the catalogue please email the required elements for the official show catalogue by **MARCH 29th 2019.**

Each Exhibitor is entitled to one company description in ENGLISH and FRENCH.



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 email all the elements to complete you **Exhibitor Website Page ASAP.**

LAST DEADLINE MARCH 29th 2019.



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 can discuss marketing options.

Send by email to SUZANNA CHAMBERS @ press@topmarquesmonaco.com

OFFICIAL CATALOGUE

Each exhibitor is entitled to one **free** advertising page.

For additional advertising pages please complete the **Extra Page Advertising Rates Form (ANNEX 1)**.

For all exhibitors, our designer will create your page according to our standards, please read the following page and send the elements requested.

A proof of your page will be sent to you for verification before printing.

In order that your advertising page is created before the catalogue goes to print, you must return all the information requested by Email or We Transfer by MARCH 29th. Failure to respect this deadline will mean we will not have sufficient time to create your page.

The following elements must be sent by mail to SUZANNA CHAMBERS @
press@topmarquesmonaco.com

Phone: +377.97.70.12.77 / +33 (0) 6 61 86 49 12

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

We need 4 images in the following size: **210 mm width x 150 mm height**.

They must be in high resolution (300 dpi) jpg format files (.jpg). Please specify wich 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 correct number. (See example following page).

Item 3: Your company logo

A digital file of your logo in EPS vector format (encapsulated postscript) coloured or black text (that appears clearly on a white background).

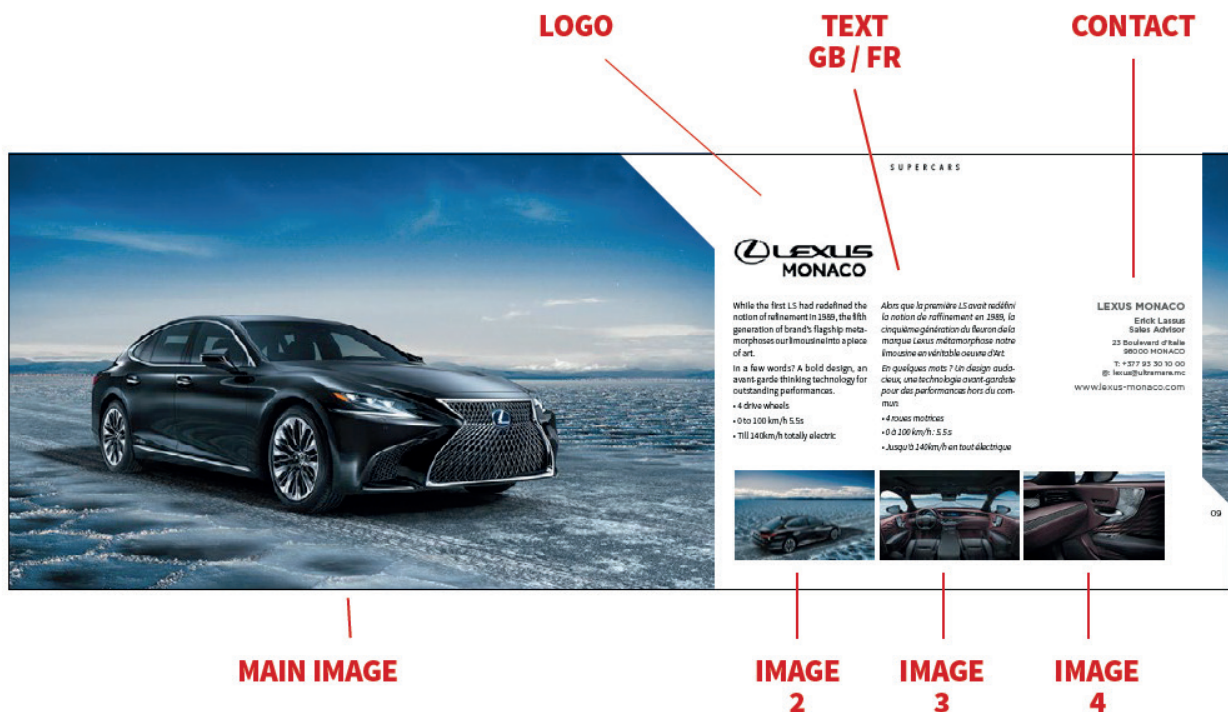
Item 4: Your company Information

- Company name
- Name of the person to contact and position held
- Postal address
- Telephone
- E-mail
- Website address

The text should be sent in Word document (.doc)

Failure to comply with these requirements may result in incorrect or poor quality production for which Top Marques Monaco cannot accept responsibility. All information must be marked clearly and sent by e-mail or weTransfer (wetransfer.com)

EXAMPLE OF A COMPLETE PAGE IN THE TOP MARQUES CATALOGUE :



Example of how to name the image:
Lexus main image, Lexus 2, Lexus 3, Lexus 4

WEBSITE

Each exhibitor is given an active page on the Top Marques Monaco website.

In order for us to create the page, please send the following elements by mail to SUZANNA CHAMBERS @ press@topmarquesmonaco.com
Phone: +377.97.70.12.77 / +33 (0) 6 61 86 49 12

If not already sent, please return before MARCH 29th 2019.

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 : Your company logo

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

Item 4 : Your company information

- Company name
- Name of the person to contact and position held
- Postal address
- Telephone
- E-mail
- Website address

The text should be sent in Word document (.doc)

ALL INFORMATION MUST BE MARKED CLEARLY AND SENT BY EMAIL OR WE TRANSFER

INVITATIONS

Each exhibitor will be allocated a number of invitations, as agreed within your signed contract.

Please fill in the **Invitation Form (ANNEX 2)** to confirm the address to which you would like us to send them and return it to GINA CALABRESI @ gina@topmarquesmonaco.com
ASAP OR BY MARCH 15th 2019.

Any additional tickets can be purchased at a cost of 25€ per invite (plus VAT). To request additional invitations please contact GINA CALABRESI.

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 (MAY 2019) by Manoj Bairstow.

EXHIBITOR BADGES

All exhibitor badges will bear your company's name.

Kindly indicate the number of badges needed for your company on the **Exhibitor Badges Entry Form (ANNEX 3)** which must be sent to GINA CALABRESI @ gina@topmarquesmonaco.com **ASAP OR BY APRIL 26th 2019.**

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.

BANK DETAILS

INFORMATION FOR ANY BANK TRANSFER

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

All payments are to be made by telegraphic transfer to :

Beneficiary : TOP MARQUES MONACO

Bank : BNP PARIBAS MONTE CARLO

Account No : 00010362857

IBAN : MC58 3000 4091 7000 0103 6285 776

BIC : BNPAMCM1XXX

ALL PAYMENTS MUST BE RECEIVED NET OF ALL BANK CHARGES

Please ask your bank to clearly state your company name and invoice number on all payments

MCI - Top Marques Monaco
"Les Sporades"
35, Avenue des Papalins, MC 98000, Monaco
RCI No. 06S04583

TAXES

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.

To do so please send the Monaco Vat & Tax Refund Form (ANNEX 4) to the following address:

MMCI

Mrs. Corine HERNANDEZ Stade Louis II
19 av des Castelans MC-98000 MONACO

TEL: +377 93 10 13 90

FAX : +377 93 10 13 31

E-mail: chernandez@mmci.mc

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 in the next page).

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.

ORGANISE YOUR STAY

Below you will find information which we hope will enable you to plan your participation at Top Marques Monaco as efficiently as possible.

Whether you are looking for accommodation in Monaco, wanting to reserve a taxi from Nice Cote d'Azur Airport to your hotel or seeking insurance solutions – our official partners are on hand to respond to all your enquiries.

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.

CLICK HERE TO RESERVE YOUR HOTEL

<http://topmarquesmonaco.resa.mci.mc>

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

FLIGHTS

Monaco Check-In can also offer you the best deals on flights to Nice Cote d'Azur Airport from any destination in the world!

CLICK HERE TO RESERVE YOUR FLIGHTS

<http://topmarquesmonaco.resa.mci.mc>

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



HELICOPTER TRANSFERS

Our official partner MONACAIR provides express helicopter transfers between Nice airport and Monaco that take just 7 minutes.

Availability: Departures every 30 min.
Desks at all terminals in Nice and at Monaco Heliport.
Pick-up/Drop-off service included in Monaco.

For more information and to reserve a flight :
email info@monacair.mc or call +377 97 97 39 00



LUXURY CAR SERVICE

Another of our official partners – ALOHA – offers exceptional prices for transfers in a range of luxury vehicles from Nice Cote d'Azur International Airport to Monaco.

If you would like to reserve your transport in advance, please email :
shuttle@aloha-agence.com

Alternatively, you can contact a member of the ALOHA team by calling the hotline
+377 97 97 47 53



INSURANCE SOLUTIONS

Our official insurance partner ASCOMA JUTHEAU HUSSON offers exceptional insurance solutions for high-end clientele.

The Principality's leading insurance broker has gained a reputation for its excellence in insurance solutions over a number of generations. Its' Ascoma Private Wealth Insurance department is exemplary in the service it offers high-net-worth clients, providing specific and tailor-made products for luxury and vintage vehicles, jewellery, yachts and superyachts.

The experience, the quality of service and the advice Ascoma Private Wealth offers respond perfectly to the needs of owners of exceptional assets. The management of bespoke insurance solutions requires in-depth knowledge of the market place and truly personalized relationship.

For more information visit: www.ascoma-private.com



LUXURY CAR MAINTENANCE & CAR WASH

If you like to ensure that your vehicle is in peak condition before the doors to Top Marques Monaco opens each day, please contact our official 'Automobile Clinic' – Pitstop Monte-Carlo.

Located in the Grimaldi Forum car park where the show is held, Pitstop is a state-of-the art automobile clinic, where refinement is obvious, and where rarity makes the difference.

As our official partners, Pitstop Monte-Carlo offers a package with preferential prices for all exhibitors.

To reserve your booking – please contact info@pitstop.mc or call +377 93 30 43 12 before April 30th 2019.



EVENT DECORATION AND CREATION OF EXHIBITION STANDS

Our official partner DECO-FLAMME supports companies in the representation of their brand at events by designing and producing stands in compliance with quality standards.

As well as offer a great collection of furniture, decoration, technical equipment and technical teams, DECO-FLAMME can adapt to each and every situation.

Whether building a structure, inventing an environment, organising or coordinating, DECO-FLAMME calls on an entire team of professionals with confirmed know-how to fulfill your expectations with constant attention to details and furnishing.

To contact a member of the team to help you with your stand requirements call +33 (0)4 93 48 36 00 or email info@deco-flamme.com
www.deco-flamme.com



CATERING

Our partner Premier Catering International Monaco will be present at Top Marques Monaco where the talented team of caterers will offer a wide selection of food and drinks in the heart of the exhibition.

The bar/restaurant will be open to customers (exhibitors and visitors) from 10h to 19h.

If you would like to invite customers to your booth, Premier Catering also offers several choices of plateau: sweet and or savory, made to order 48 hours in advance.

For more information, do not hesitate to contact Stéphanie Bruzzone :
stephanie.bruzzone@pci.mc

ANNEXES

ANNEX 1

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 SUZANNA.CHAMBERS@press@topmarquesmonaco.com Tel: + 377 97 70 12 77 / +33 (0)6 61 86 49 12.

Only complete this form if you would like to pay for an additional page in the Top Marques Monaco 2019 catalogue and send it back before **MARCH 29th 2019**.

COMPANY _____

CONTACT _____

TELEPHONE _____

EMAIL _____

PRICE FOR ADDITIONAL PAGE: 2500€ + 20% VAT

SIGNATURE

DATE

ANNEX 2

EXHIBITOR BADGES FORM

This form must be returned by email to GINA CALABRESI @ gina@topmarquesmonaco.com

Tel: + 377 97 70 12 77

Before APRIL 26th 2019.

EXHIBITOR'S NAME _____

STAND SIZE (M²) _____

NUMBER OF BADGES

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 Diaghilev from Wednesday, 29th May 2019.

ANNEX 3

INVITATION ENTRY FORM

This form must be returned by email to GINA CALABRESI @ gina@topmarquesmonaco.com
Tel: + 377 97 70 12 77

If not already sent, please return before **MARCH 15th 2019.**

Your agreed allocation of Top Marques Monaco 2019 invitations will be posted to you to the address stated in this form, around beginning of April 2019, allowing you to invite your clients free of charge to the show.

COMPANY NAME _____

CONTACT _____

ADDRESS _____

POSTCODE - CITY _____

COUNTRY _____

COMPLEMENTARY INVITATIONS

If you require more than the number agreed on signing the contract, extra invitations can be bought at the cost of 25€ (plus VAT) each.

For extra invitations please send an email to GINA CALABRESI @ gina@topmarquesmonaco.com.

ANNEX 4

MONACO VAT & TAX REFUND FORM

Please return this form to:

MMCI

Mrs. Corine HERNANDEZ Stade Louis II
19 av des Castelans MC-98000 MONACO
TEL: +377 93 10 13 90
FAX : +377 93 10 13 31
E-mail: chernandez@mmci.mc

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

COMPANY NAME

ADDRESS

POSTCODE - CITY

COUNTRY

EXHIBITORS NAME

CONTACT

EMAIL

PHONE NUMBER

SIGNATURE

DATE