



www.vitruminternational.com

PROMOTION AND COMMUNICATION TOOLS

The Company named below, having taken note of the conditions stated in this form, which it declares that it accepts, orders the services indicated with X.

Company name _____

Street _____ Postcode _____

Town _____ County _____

Country _____

Telephone _____ Fax _____

VAT number _____ Tax ID _____

Associate of _____ (member of the Community of Glass Associations)



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

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VITRUM International is the project offered to the VITRUM Community in the most strategic international markets.

The project is in the form of an innovative, “hybrid” container, offering each exhibitor organization and support for physical participation in the main international trade fairs and a virtual showcase open 365 days a year on a specific portal for the individual market, written in the relative language.

PROJECT FORMAT

In its physical form, the project consists of organizing coordinated participation of the Community at the main international trade fairs.

In the same way, **those who are unable to physically attend trade fairs are given the opportunity to be present:** thanks to the support of on-site contacts, the Community is presented to the public of the glass processing industry through multimedia stations where the profiles of the Companies involved can be consulted.

In addition to the presence of a space where visitors can be welcomed, for the Companies in question, and depending on the event concerned, **an exhibition space for each trade fair** can be requested through VITRUM International.

Participation is characterized by **communication activities and/or set-ups with shared elements** aimed at strengthening the brand and making it recognizable worldwide.

The most appropriate method of participation is chosen for each trade fair:

- **VITRUM International Coordinated Participation:** companies participate directly in the event, exhibiting according to their needs. Placements, communications and recognizable elements are available to all participants, accompanying the VITRUM International “piazza”, the physical location for access to the virtual catalog library.
- **VITRUM International Group participation:** companies participate in the event with coordinated, modular stands. This solution also offers positioning, communication and recognizable elements to all participants, accompanying the VITRUM International stand, the physical location for access to the virtual catalog library.
- **VITRUM International Point:** within the event there is the VITRUM International “piazza”, the physical location for access to the virtual catalog library, a meeting and discussion area for all trade operators.

These are the proposed set-ups for the scheduled events:

1. **China Glass** – Group participation – Coordinated participation
2. **Glasstech Mexico** – Group participation
3. **GlassBuild America** – Coordinated participation
4. **Glasstech Canada** – Group participation – VITRUM International Point
5. **Eurasia Glass** – Turkey - Group participation – VITRUM International Point
6. **Glasstech Asia** – Thailand - Group participation – VITRUM International Point
7. **Gulf Glass** – Dubai – Group participation – VITRUM International Point
8. **Glass South America** – Brazil – Coordinated participation
9. **Glasstec** – Germany – Coordinated participation

VITRUM INTERNATIONAL'S DIGITAL FORMAT

In the digital format, which is independent of physical participation in the event and which it may complement but also fully replaces, VITRUM International offers nine web platforms, dedicated to homogeneous market areas and each developed in the language most suitable for the market it addresses:

These are the proposed set-ups for the scheduled events:

- | | | |
|--|---------------------------------------|--|
| 1. VITRUM International China | 4. VITRUM International Canada | 7. VITRUM International Dubai |
| 2. VITRUM International Mexico | 5. VITRUM International Turkey | 8. VITRUM International Brasil |
| 3. VITRUM International United States | 6. VITRUM International SEA | 9. VITRUM International Deutschland |

Each Company is offered a virtual showcase on the chosen platform, so that it can independently edit the company profile directly in its own language, with as many articles, news, multimedia content and technical and product information as it wants. Specifically, the on-line profile consists of:

- Company profile with photographs
- News with preview photographs
- Technical product articles with photographs

For more effective promotion and a richer and more attractive profile, additional services are available designed to meet specific needs:

- **For those who do not have the resources for translating and editing content in the language of their chosen platform**, VITRUM provides a dedicated technical translations agency that will edit them from an SEO perspective; all they need to do is provide the article or editorial in Italian or English, which will then be translated and published. Likewise, a service will be made available for the **translation and re-editing of audio tracks** for the video content published.
- **For those wishing to further increase their visibility in the target countries**, content can be promoted via **VITRUM International's social channels** (two for each platform) chosen from among the most popular in the b2b market of the individual geographical areas, as shown in the table on page 4.

The posts promoted on the selected social channels will contain a dedicated link back to the relevant content on the VITRUM International platform. The possibility of **sponsoring the content published** on the VITRUM International platform and/or on the social networks chosen for the area in question, via the main search engines (e.g. Google and Baidu) will offer a further boost to visibility on international markets.

VITRUM INTERNATIONAL SOCIAL NETWORK		
Geographical area	Social	No. of users
1. China	Weibo	500,000,000 active users a month
	Douyin	600,000,000 active users a month
2. Mexico	Facebook	89,700,000 active users
	Linkedin	19,000,000 active users
3. Canada	Linkedin	21,700,000 active users
	Facebook	28,500,000 active users
4. United States	Linkedin	190,000,000 active users
	Facebook	256,000,000 active users
5. Turkey	Linkedin	13,000,000 active users
	Facebook	65,700,000 active users
6. SEA	Facebook	55,600,000 active users
	YouTube	43,900,000 active users
7. Dubai	Facebook	7,300,000 active users (United Arab Emirates)
	Linkedin	6,600,000 active users (United Arab Emirates)
8. Brasil	Facebook	159,000,000 active users
	Linkedin	59,000,000 active users
9. Deutschland	Linkedin	14,000,000 active users
	Facebook	43,000,000 active users

CONDITIONS RESERVED FOR COMPANIES

Companies interested in VITRUM International can choose one or more platforms on which to open their online showcase for one year. One or more platforms may be selected as appropriate, choosing between two formulas.

MODULAR PROPOSAL

This solution offers the chance to activate the available platforms at different times, with a discount based on the quantity purchased.

	Cost [net of VAT]
<input type="checkbox"/> One VITRUM International platform of your choice	1.800,00 €
<input type="checkbox"/> Second to fifth VITRUM International platform of your choice	1.500,00 € each
<input type="checkbox"/> Sixth to ninth VITRUM International platform of your choice	1.250,00 € each

PACKAGE PROPOSAL

For those who are interested in the entire offer or in increasing their visibility in homogeneous markets, “package” formulas are available with preferential rates for the purchase of several platforms:

	Cost [net of VAT]
<input type="checkbox"/> VITRUM International Deutschland + America Package (VITRUM International United States - Canada - Mexico - Brasil)	7.500,00 €
<input type="checkbox"/> VITRUM International Deutschland + Middle & Far East Package (VITRUM International China – Turkey – Dubai – SEA)	7.500,00 €
<input type="checkbox"/> VITRUM International Deutschland + America Package (VITRUM International United States – Canada – Mexico – Brasil) + Middle & Far East Package (VITRUM International China – Turkey – Dubai – SEA)	11.000,00 €

Further services of interest can be purchased as needed.

NEWS EDITING IN SPECIFIC LANGUAGES

If you do not have the resources for translating, and thus personally editing your own content in the chosen platform's language, VITRUM can provide a dedicated agency for technical translations, which will edit it from an SEO perspective. The article or editorial, provided in Italian or English, will then be translated and published on the chosen portal.

	Cost [net of VAT]
<input type="checkbox"/> Translation and publication of articles and editorials no. _____	650,00 €

POST SPONSORING

VITRUM International offers the chance to promote content on the main search engines of the geographical areas concerned. The campaign is set up depending on the content to be sponsored and the target to be reached. Specifically, analysis of the content provided is carried out with market positioning relative to the content, keywords (SEO) and target audience, related publication online and identification of targets. Analysis and reports will be shared at the end.

	Cost [net of VAT]
<input type="checkbox"/> 1 sponsored content no. _____	1.500,00 € (for one month)

VITRUM INTERNATIONAL SOCIAL NETWORK

VITRUM International's social networks are available to users with the two defined social profiles (see table pg. 4). Through these channels, both articles and native posts can be promoted, depending on the content already provided or even drawing from content published on the company's communication channels. The content is translated into the relevant language and adapted to the chosen social profile.

	Cost [net of VAT]
<input type="checkbox"/> Two posts per month on both social media, VITRUM International profile no. _____	1000,00 €

SPONSORSHIP POSTS PUBLISHED ON VITRUM INTERNATIONAL SOCIAL NETWORK

Customized ADVs can be designed to increase corporate credibility and engagement through targeting and lead generation. The communication is set up and translated depending on the content, targets and objectives.

	Cost [net of VAT]
<input type="checkbox"/> One post on both social media, VITRUM International profile no. _____	1.900,00 € (for one month)

AUDIO AND VIDEO SERVICES

In order to convey existing content in new languages, the text of the material provided is translated and the video is re-edited with the new audio track.

The service includes:

- Drafting of text in required language, automated audio track and audio track re-edited to the video
- Audio/video editing and publication.

N.B. Maximum video length 2 minutes, any longer will be quoted ad hoc.

	Cost [net of VAT]
<input type="checkbox"/> Video no. _____	1100,00 €



**ORIGINAL TO BE RETURNED COMPLETED AND SIGNED BY 30 JUNE 2023
WITH THE MATERIAL TO:**

VITRUM Srl a Socio Unico - Via Petitti 16 – 20149 Milan
Tax ID Code and VAT no. 07177790156
Telephone +39/02.33006099 – Fax +39/02.33005630
www.vitrumlife.com - vitrum@vitrum-milano.it
VITRUM reserves the right to confirm this order or not

Payment: end of the month invoice date.

For any dispute and for all legal purposes the Court of Milan shall have jurisdiction.

Automatic renewal/termination

For technical reasons, and to ensure continuity in the management of the VITRUM International platform and its social channels, present and future contracts are to be considered automatically renewed on expiry. Unless notice of termination is given 90 days before expiry.

Translations

The translation of content on the platforms of VITRUM International and related social networks is carried out by a translation agency. VITRUM is not responsible for the content published by individual companies on the platforms of VITRUM International and related social networks.

Notes

The breakeven point for the creation of the individual platforms will be reached when 10 companies have joined.

The VITRUM INTERNATIONAL China platform will be operational at the end of March 2023.

Subsequent platforms will be developed by the end of April 2023.

Privacy

Pursuant to current legislation on the protection of personal data (the "Privacy Legislation") including the EU Regulation 2016/679 (the "GDPR"), as well as Legislative Decree 196/2003 as amended by Legislative Decree 101/2018 ("Privacy Code"), Vitrum Srl, as the data controller (the "Company" or the "Data Controller"), informs users who fill out this form with their company profile that it will process their personal data collected through the form in the manner and for the purposes described in this notice (the "Notice") and in any case in accordance with the provisions on the use of personal data on the website <https://vitrumlife.it/privacy-policy/>.

In particular, within the form, registered users have taken note of and consented to the possibility and necessity of providing personal information necessary to take advantage of the due services.

By filling in the form, the user acknowledges having read and understood the content of the Information Notice available on the site <https://vitrumlife.it/privacy-policy/>.

Place and date

The Legal Representative
(company stamp and legible signature)