

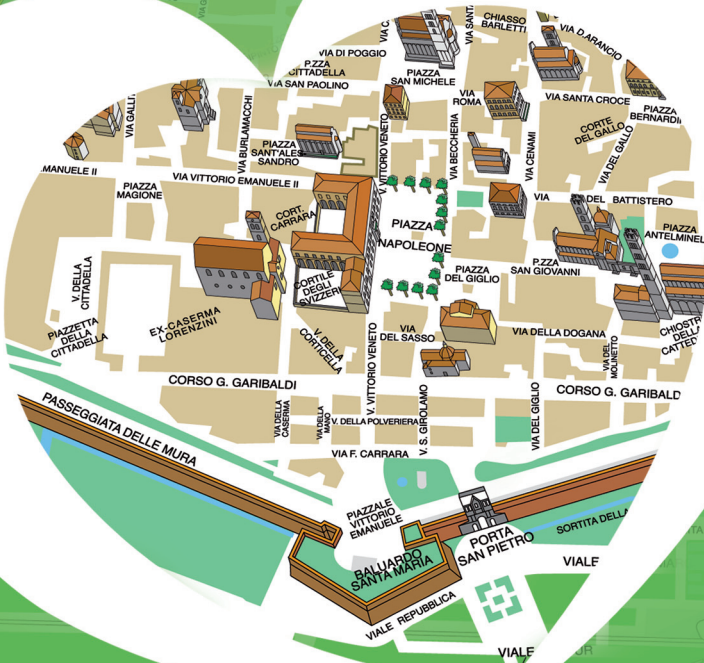
# Lucca Comics & Games



[APPLICATION FORM]

1 - 5 NOVEMBER 2006

International exhibition of comics  
animated films  
illustrations and games



Deeper  
in the heart of Lucca



Street map by  
kind permission:



Junior

1. **The Lucca Comics & Games 2006 Convention 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 2006, Via della Cavallerizza 11, 55100 Lucca, tel. +39 0583/48522 fax +39 0583/91203, or by email sent by and not later than 30/6/06 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 30/6/06** by bank transfer made out to "Lucca Comics & Games S.r.l.", c/o Cassa di Risparmio di Lucca - Piazza S. Giusto 10, Lucca - ABI 06200 - CAB 13701 C/c 00004034864 cod. cin. "Z", or to postal current account 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]. Receipt of payment must then be sent with the application form to the Organisation Office at Segreteria Organizzativa, Lucca Comics & Games. Booths will be allocated on the basis of first come, first served and according to the final decision of the Organisation. Allocation of exhibition space will be communicated to the Exhibitor by letter, fax or email. The Organisation will consider the application forms received by 30/6/06 and allocate booths that are still available until all the booths have been allocated.

3. **Final payment must be made by and not later than 15/9/06.** 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 1/11/06 and will remain open from 10.00 a.m.-7.00 p.m. On 2, 3, 4 and 5 November 2006 the Exhibition-Market will be open 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 access the Convention center in order to put up their booths from 9.00 a.m. to 10.00 p.m. on the day prior to the opening of the Convention (i.e., on 31/10/06). Only Exhibitors accredited within said hours will be able to set up their booths until 11.00 p.m. Setting-up may also be done between 7.30 a.m. and 9.00 a.m. on the opening day (1/11/06). On the remaining days, exhibitors may access their booths an hour before the Convention is opened to the public (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 day following (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 leave their equipment and/or material 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 booth allocated to him must be fully paid to the company 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 "all-risks" 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. 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 22/9/06. Thereafter, said badge can be picked up at the Accreditation Point, along with parking permits.

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 Registration Form or goods that are not useful to or may damage the image of the Convention. 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 pass, and ban on 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 Registration Form is personal and the booth allocated cannot be given to or shared with others. Should it be, the allocation may be cancelled.

14. In the case of any dispute, these Conditions of Participation, in Italian, are binding.

15. Taking part in our Convention depends on acceptance of all these Conditions of Participation which form an integral part with the Registration 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 2006 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**

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 badge  
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**

# Lucca Comics & Games



[ EDITION 2006 ]

## Lucca06: 1 - 5 november

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

to be completed and sent by **30/6/06**  
 a Lucca Comics and Games S.r.l., via della Cavallerizza 11, 55100 Lucca  
 tel. 0583 48522 fax 0583 91203 | info@luccacomicsandgames.com

name of booth .....

Invoice heading ..... vat .....

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

address ..... n. .... city code .....

town or city .....

phone ..... fax ..... other address .....

email ..... web .....

### MAIN ACTIVITY

- Publisher
- School / Cultural Association
- Bookshop / Comics shop
- Gadgets and fancy goods
- Original illustrations and collectable comics
- Other .....

### NOTE

\*INSURANCE: contribution to civil liability insurance cover

### SIGNED AS ACCEPTING

In applying to take part in "Lucca Games and Comics 2006" 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 Dr 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

.....

**Booth JA** 3 x 3 m with two tables 2 x 1 m, 2 chairs. This type allows 4 badges  
**Euros 300 + 10% for insurance\* and administration expenses**

N. booths booked: ..... Price in Euros: .....

**Booth JL** 3 x 3 m. with a table 2 x 1 m, 2 chairs. This type allows for 4 badges.  
**Euros 200 + 10% for insurance\* and administration expenses**

N. booths booked: ..... Price in Euros: .....



**SPECIAL AREA not equipped:**  
**Euros 50 per sqm (minimum 30 sqm) + 10% for insurance\* and administration expenses**  
 This type allows the number of badges to be agreed. If equipped according to project, payment is to be agreed.

N. booths booked: ..... Price in Euros: .....

TOTAL NUMBER OF BOOTHS: Euros

## OPTIONAL

### ELECTRIC SOCKETS

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

**Euros 90,00 each.**

amount	Tot. Euros
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### ANALOGUE LINE + TELEPHONE EQUIPMENT

(excluding connection costs and calls)

Contribution **Euros 90,00 each.**

amount	Tot. Euros
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### ADSL LINE (excluding calls)

NB: To request an ADSL line, complete the attached form on your headed notepaper and contact Telecom Italia's 191 service.

Contribution **Euros 90,00 each.**

amount	Tot. Euros
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### ADJUSTABLE LIGHTS, clip-on or similar

**Euros 60,00 each.**

amount	Tot. Euros
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### FABRIC CHAIR

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

**Euros 90,00 each.**

amount	Tot. Euros
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### METAL SHELVES

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

**Euros 60,00 each.**

amount	Tot. Euros
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### GLASS SHOWCASE with lighting and lock

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

**Euros 190,00 each.**

amount	Tot. Euros
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### CUPBOARD WITH KEY

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

**Euros 90,00 each.**

amount	Tot. Euros
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### DESK WITH DRAWERS

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

**Euros 80,00 each.**

amount	Tot. Euros
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### EXHIBITION CUBE 50

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

**Euros 55,00 each.**

amount	Tot. Euros
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### EXHIBITION CUBE 75

Dim. 50 x 50 x 75 (l x p x h)

**Euros 65,00 each.**

amount	Tot. Euros
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### EXHIBITION CUBE 100

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

**Euros 70,00 each.**

amount	Tot. Euros
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### WHITE LAMINATE TABLE 1100

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

**Euros 85,00 each.**

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

### WHITE LAMINATE TABLE 1200

Dim. 200 x 100 x 80 (l x p x h)

**Euros 105,00 each.**

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

## OPTIONAL

### COAT BOOTH

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

**Euros 45,00 each.**

amount	Tot. Euros
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### SMOKING TABLE

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

**Euros 60,00 each.**

amount	Tot. Euros
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### MINIBAR

Dim. 60 x 60 x 80 (l x p x h)

**Euros 145,00 each.**

amount	Tot. Euros
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### PORTERAGE

Unloading (Delivery to booth by staff) Service available on the following days:

Tuesday 31 october from 9.00 a.m to 22.00 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 by staff) 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 are 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 badges provided for the allocated booth. **These must be paid for when they are picked up.**

Price each. **Euros 28,00**

**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, to be agreed with the Organisation Office.

## HOTELS

For information and booking, contact:

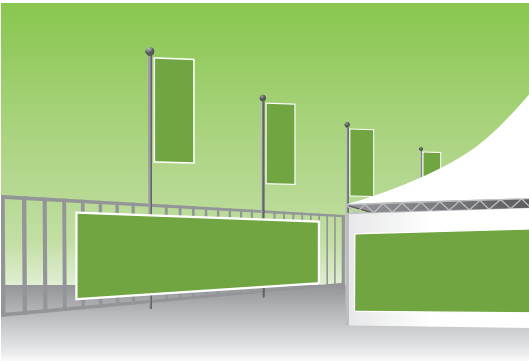
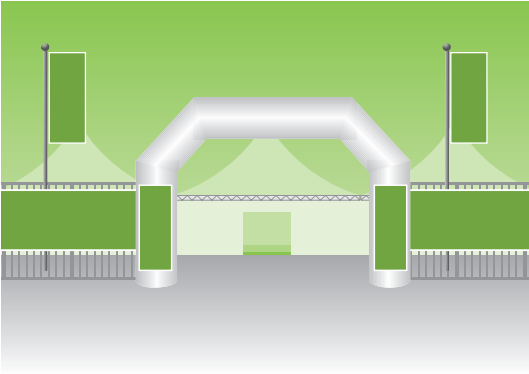
Tourist Office, Lucca  
Hotel Booking Office  
Travel company Consorzio Itinera  
Information Check Point

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

## SIGNATURE AS ACCEPTING

Stamp and signature as accepting

# ADVERTISING SPACES



## NOTES

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 stand-ups or inflatables that are bigger than ordinary two—dimensional models or have a diameter greater than 120 cm.

Materials exhibited (poles, banners, stand-ups 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.

## FIRMA PER ACCETTAZIONE

**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

## 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 200 cm

**Euros 450,00 each.**

number

Tot. Euros

### STANDS UPS\*\*

Stand-ups 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 .....

## SUMMARY OF COSTS

BOOTH + INSURANCE

Euros .....

OPTIONALS

Euros .....

ADVERTISING SPACES

Euros .....

SUBTOTAL

Euros .....

VAT 20%

Euros .....

GRAND TOTAL

Euro .....



**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. PROGRAM BOOK LUCCA COMICS & GAMES contains essential information for all visitors to the Convention – maps, exhibitors, guests, events and meetings.

Following on from several highly successful years of Lucca Games Special, the free magazine distributed in the Games section of the Convention, last year also saw the introduction of Lucca Comics Special directed at exhibitors and visitors to the Comics section of the Convention. For 2006, Nexus has arranged to present a unique edition of the two Specials, bringing together previous experiences and directed at all the visitors to the Convention.

Program Book Lucca Comics & Games, created by Nexus Publishers in conjunction with Lucca Comics and Games Srl, is a unique opportunity to reach comics and games enthusiasts in a particularly direct way, and, 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 Games Special and Lucca Comics Special 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 Program Book Lucca Comics & Games will repeat the media/publicity impact of these earlier publications.

The availability of the new Special is a unique chance to reach all those people who come to Lucca Comics & Games.

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

### Program Book Lucca Comics & Games 2006

**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 two-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

### FULL 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 TWO-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