

Where was your Company when the revolution began?

That's a question you don't want to hear in five years' time. When Expo is over. Because, in many ways, Expo will be a revolution. In the way we think about nutrition, sustainability, cooperation. In new technologies, new materials, new ideas for the future of our planet. Think of what it would mean for a company, a brand or a business to be part of such an ambitious project. It's a challenge that's not for everyone. Only the best in their fields. Which your company probably is, if you have read this far. Let's talk about it.

If interested in knowing about all partnership opportunities: www.expo2015.org/partnerships





EXPO MILANO 2015 PUBLIC NOTICE FOR PARTNER RECRUITMENT

The Universal Exhibition, that will be held in Milan in 2015, is looking for official Partners. “Feeding the Planet, Energy for Life”, one of the most important challenges for Governments, scientific communities and businesses, is the ambitious theme Expo Milano 2015 will explore. Expo Milano 2015 (“Expo”) aims to propose a global platform for best practices, solutions and innovations in the fields of nutrition, health and wellness, sustainability and technology.

Expo 2015 S.p.A. is launching a public notice to invite companies to express their interest in becoming a Partner of the next Universal Exposition which will take place in Milan, Italy, from 1st May to 31st October 2015. Expo is an educational, scientific and cultural Event that will bring together Countries, organizations, companies and citizens to explore and contribute to the progress of one of the biggest challenges of humanity: sustainable feeding and development.

This is an opportunity for companies to develop and strengthen their strategic positioning; a unique showcase to demonstrate leadership in their fields, not only during the six months of the Exhibition, but also over the four years leading up to this significant worldwide event. Expo 2015 S.p.A. intends to enhance this opportunity by actively involving its Partners in the development and implementation of the innovative technologies, products and services related to Expo.

Expo will select the majority of its Partners by mid-2012 and challenges the most innovative companies, leaders in their sectors, to present Partnership proposals focused on cutting edge solutions and technologies for theme development as well as site infrastructure and operations.

Partnership opportunities

Expo 2015 S.p.A. has defined different levels of Partnership in consideration of different industry sectors and business models:

- **Global Theme Partners:** Companies whose business and values are intrinsically linked to the Expo Milano 2015 theme of sustainable feeding and development and who provide content and financing necessary for the overall success of Expo Milano 2015. Global Theme Partners are granted worldwide industry exclusivity;
- **Global Service Partners:** Companies who develop prominent technologies and services to support innovation and sustainable services in Expo Milano 2015. Global Service Partners are granted worldwide industry exclusivity;

- **Project Partners:** Companies and organizations who partner on specific projects such as dedicated Expo site areas, theme pavilions and special content;
- **Signature Product & Service Partners:** Companies who provide key products, services and expertise to support the construction and operations of Expo Milano 2015;
- **Contributing Sponsors:** Companies who donate products and services to Expo Milano 2015;
- **Event Sponsors:** Companies and organizations who support specific events and initiatives in the "Global Marketing & Communication Program" in the years leading up to and during Expo Milano 2015.

Sectors involved

Expo 2015 S.p.A. plans to launch in the upcoming months specific "Requests for Proposal" corresponding to each Partner category in the following sectors:

- Agribusiness systems;
- Food products;
- Food Packaging;
- Food Distribution Systems;
- Energy (smart grid, energy supply ...);
- Telecommunications;
- Edutainment services;
- Robotics;
- Security systems;
- Lighting;
- Air conditioning;
- Sustainable building materials;
- Logistics (food, fresh products and goods);
- Green Mobility;
- Waste management;
- Banking and finance sector;
- Advertising;
- System Integration (IT systems, TLC services, Smart City Services)
- Travel Services

Italian and foreign companies who respond to this notice by sending their application will be invited by Expo 2015 S.p.A to participate in specific "Requests for Proposal" which will be issued over the coming months.

Why become an Expo Milano 2015 Partner?

Expo 2015 S.p.A. will offer its Partners an international platform on which they will be able to pursue their strategic goals and access benefits which will increase their visibility, support their competitive advantage and contribute to the development of future business opportunities.

Each Partnership program will be studied and defined together in order to create strong synergies with company business strategies, thereby maximizing the return on investment. As standard for all types of Partnerships Expo will offer:

- "Recognition and Visibility" Program for the multi-year global Communication and Promotion Plan of Expo Milano 2015 and during the Event in 2015;
- "Partner Support Services" Program;
- "Client and Employee Hospitality" Program;
- Exclusive rights for the use of the official Expo Milano 2015 logo and images.

Who can participate?

The present notice is addressed to businesses, organizations and entrepreneurs who meet the following conditions:

- a) established in Italy, or in other States that have joined the European Union, or in Countries that, based on international right regulations, or on bilateral agreements signed with the European Union or with Italy, allow them to participate to selection procedures directed towards stipulating business contracts on mutual terms;
- b) the profile of whom is consistent with the values, the specific purposes and the reputation of the Universal Exhibition of 2015;
- c) are leaders in the innovation and development of sustainable processes, services and products;
- d) can guarantee financial solidity and investments on a national and international level;
- e) have strategic reasons as far as their business is concerned to become Partners of Expo Milano 2015.

Procedure for the presentation of application of interest

Companies and organizations that belong to the sectors mentioned above can already send their application to the following address:

Expo 2015 S.p.A., Corporate Partners Department, Via Rovello 2-20121 Milan

Applications should be received by registered letter or by certified mail to the address corporate@expo2015.org, and should contain the following elements:

- details of the applicant (name, company name, location, sector of activity and name of contact person with its contacts);
- brief explanation of company business area and geographic and economic dimension;
- short description of technologies and innovative solutions that may be of interest to Expo Milano 2015;
- brief description of initiatives linked to social and environmental sustainability.

We invite companies to regularly consult the site www.expo2015.org/partnerships where specific "Requests for Proposal" will be periodically published.



Expo Milano 2015

Opportunities for Corporate Engagement

www.expo2015.org

- **Expo 2015 overview**
- Engagement opportunities



What is Expo Milano 2015?



Expo Milano 2015 is a **global cultural, educational and scientific** venue bringing together countries, organizations, corporations and citizens to explore and contribute to the progress of one of the world's most important challenges:

Sustainable feeding and development

Expo Milano 2015 will be the largest worldwide event ever to be organized to address issues related to the **global food challenge, nutrition and the culture of food.**



Objectives of Expo Milano 2015



Stimulate and lead a global discussion on the challenges linked to food production, safety, availability and nutrition



Facilitate cooperation and networking among the key players and policymakers



Create awareness and world platform for best practices and innovations in the fields of food, health, well-being, sustainability and technology



Key facts and targets



- From May 1st to October 31st 2015
- 20 million visitors, 30% foreigners
- 130 participating countries
- € 3 Billion infrastructure & operating budget
- Exhibitions by participating countries, international organizations and corporations
- World debates, conventions and policy meetings
- International concerts, cultural events and food festivals



Expo Milano 2015 is being organized by Expo 2015 S.p.A., a company owned by the Italian Finance Ministry, Lombardy Region, Milan Province, City of Milan and the Milan Chamber of Commerce.

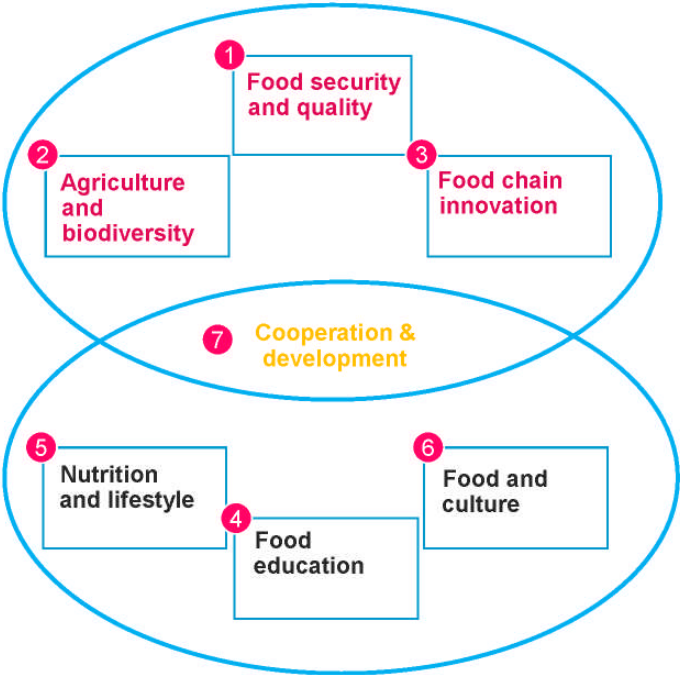


The Expo theme: “Feeding the Planet, Energy for Life”



Science and technology

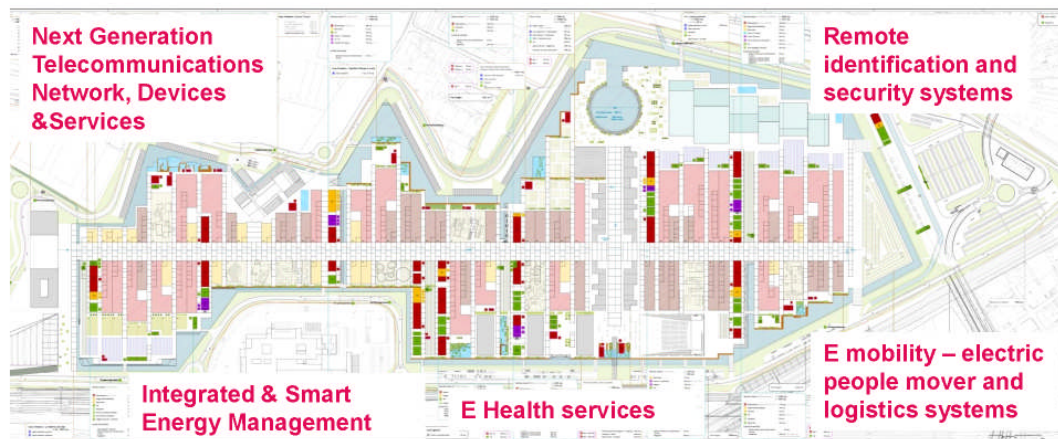
Culture and society



The Expo site: «Smart City of the Future»



The Expo Milano 2015 will be built and operated on state of the art technology in order to propose a model for **Smart Cities of the Future** in terms of **infrastructure, operations and services to visitors/citizens**



Expo 2015 aspires to be a new model for universal Expos



Social legacy

Expo's are world renowned for leaving significant architectural legacies; Expo Milano 2015 is committed to going beyond and leaving a **legacy of ideas and social initiatives** on which to build long term solutions.

Technology

Expo Milano 2015 intends to employ **tomorrow's technologies to be one of the most innovative universal Expos** ever, from a model for the "smart city of the future" to state of the art exhibition technologies.

Sustainability

Today's focus on sustainability creates an opportunity for Expo Milano 2015 to put into practice new standards for world Expos, integrating **sustainability principles in both the construction and operation** of the site.

Multiyear program

Expo Milano 2015 is not just a six month event; it is a **multiyear journey to 2015 supported by a program of initiatives and events** to start the debate and engage the global community.



Social legacy: 2015 Charter



The objective of the 2015 Charter is to identify recommendations for the future and diffuse solutions for a truly sustainable approach to feeding the planet. The 2015 Charter represents:

- a **multi year program** involving an international and multidisciplinary committee composed of thought leaders in the fields of science, research, economy and culture
- an **action document** to share with the Expo Milano 2015 participating countries
- a **commitment to endorse together** with Expo Milano 2015 visitors and citizens in the global community



Technology as enabler of visitor experience

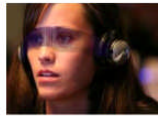


The Expo Milano 2015 site will be a *Smart Digital City* where visitors live and discover the theme of sustainable feeding through an innovative and entertaining visitor experience supported by tomorrow's technologies.



Access and Visit

Visitor automatic identification using the smart electronic ticket; online queue management services, etc..



Edutainment

Electronic multi touch and holographic walls and virtual reality (immersive/augmented/6-D)



Services

Advanced and efficient services as e-health, teleshopping, e-banking and proximity enabled kiosks



Communication

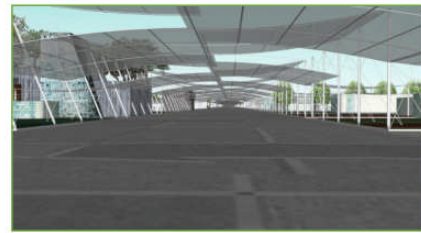
Very high speed and broadband services provided by a 4th Generation Network



Site and event sustainability



- Green building and Leed standards
- Innovative sustainable materials and design for reuse and recycling
- Smart energy management with renewable energy sources
- Integrated electrical grid with on site energy storing
- Energy efficiency lighting (LED)
- Water systems designed for minimum water consumption and waste
- Green internal mobility (people movers, buses, cars, logistics)
- Sustainable food & beverage systems (recyclable/biodegradable utensils, food waste to energy)





- Expo 2015 overview
- **Engagement opportunities**



Expo 2015 goals for Corporate engagement



- Focus on **innovation driven, best in class** companies
- Secure high **international participation**
- Bring together **all schools of thought** and approaches
- Create **strategic synergies** with partnering companies
- Implement **multi year partnership** programs



Expo 2015 offers compelling business opportunities



Expo Milano 2015 is an **opportunity for companies to develop and demonstrate their competitive edge**. Companies can leverage on Expo to push forward strategic goals by aligning growth and development efforts with the multi year Expo program in order to:

- **Roll out innovation and new technologies** onto world stage
- **Enlighten and influence** future trends
- **Unify diverse brand building and consumer awareness initiatives** onto a common multiyear platform
- **Build strategic relationships and alliances** with institutions, policymakers, influencers and key industry players
- **Create dialogue and build understanding** with stakeholders
- **Develop and showcase** products and services



Companies may engage on different levels



	Expo Theme & Content	Expo Site & Operations
Worldwide Partners	Global Theme Partners	Global Service Partners
Premium Partners	Project Partners	Signature Product & Service Partners
Expo Supporters	Event Sponsors	Contributing Sponsors



Main Partnership categories



Type	Description	Target No. of Partners	Example of Target Company Sectors	
Global Theme Partners	Companies whose business and values are intrinsically linked to the Expo 2015 themes and partner on content development	3-4	▪ Agribusiness ▪ Food Products ▪ Food Packaging	▪ Distribution
Global Service Partners	Companies who develop prominent technologies and services to support innovation and sustainability of Expo 2015	4-5	▪ Telecommunications ▪ Technology ▪ Energy	▪ Financial/Banking ▪ Automotive ▪ Travel services
Project Partners	Companies and organizations who partner on specific projects such as Expo site areas, theme pavilions, events and special content	10-15	▪ Edutainment ▪ Health & Wellness ▪ Sport & Fitness	▪ Healthcare ▪ Foundations/NGOs ▪ Tourism/Hospitality
Signature Product & Service Partners	Companies who provide key products, services and expertise to support the construction and operations of Expo 2015	8-10	▪ Security ▪ Lighting ▪ Ticketing ▪ Advertising	▪ Cleaning & waste management ▪ Logistics ▪ Building materials



Partnership benefits



Visibility and Communication		Global Theme Partners	Global Service Partners	Signature Products & Services	Project Partners
Pre Expo Marketing	Industry Exclusivity	✓	✓	✓	
	Advertising/Billboards at Expo construction site	✓	✓		
	Company logo on official Expo promotional events materials (ex. Annual Expo Day celebrations)	✓	✓		
	Company logo on Expo welcome points and stores	✓	✓		
	Dedicated yearly Press campaigns pages	✓	✓		
	Company logo/links on Expo web site	✓	✓	✓	✓
	Company logo in Expo advertising spaces (ex. Airports, Metro, Milan city dedicated spaces)	✓	✓		
	Company logo on dedicated Expo communication channels (ex. Youtube, Facebook)	✓	✓	✓	✓
On Site – During Expo	Company logo at Expo entrances and Info points	✓	✓		
	Company logo in Expo guide and programs	✓	✓	✓	✓
	Company advertising on digital signage	✓	✓	✓	
	Pavilion space or signature Expo area	✓	✓		✓



Partnership benefits



Brand & Business Development		Global Theme Partners	Global Service Partners	Signature Products & Services	Project Partners
Co Marketing – Pre & During Expo	Education or social initiatives/programs	✓	✓		✓
	Pre Expo forums and workshops	✓	✓	✓	
	Joint Marketing/Advertising campaigns	✓	✓	✓	
	Product & Service development	✓	✓	✓	
	Preferred service/product catalog to participating countries and organizations		✓	✓	
Support & Services					
Pre Expo	Annual Expo shaping workshops with Expo 2015 Board and Management Team	✓	✓		
	Dedicated Client teams and support (initiatives development, travel/ground support, etc.)	✓	✓	✓	✓
On site - During Expo	Hospitality packages for clients & employees	✓	✓	✓	✓
	Ambush marketing monitoring and protection	✓	✓	✓	✓
	Company space & events on site	✓	✓	✓	✓
	Possibility to organize company conventions	✓	✓	✓	



Key steps in Partner recruitment in 2011

