



U.S. PAVILION AT MIDO 2008

MILAN, ITALY, May 9-12, 2008



EXHIBITOR BOOTH AND SERVICE

**For a fee of €6,050
in addition to the standard general exhibition services
each U.S. Exhibitor at MIDO 2008
will receive:**

- A fully constructed and furnished booth
- On-site assistance from U.S. Department of Commerce staff
- Interpreter services during the event
- A common lounge and meeting area with complimentary food and beverages and Internet connection
- Insertion in the show catalog, with product description translated into Italian
- Insertion in the widely distributed U.S. Pavilion brochure
- A copy of the MIDO 2008 show catalog



THE LEADING INTERNATIONAL TRADE SHOW IN THE OPTICAL SECTOR

MIDO, the world's leading trade fair catering to the optics, ophthalmology and optometry sectors, will be held **at the new Milan fairgrounds from May 9 to May 12, 2008.**

About the U.S. Pavilion: encouraged by the success of the previous editions, **the Commercial Section of the U.S. Consulate in Milan** will again **organize a U.S. Pavilion at MIDO.** For a participation fee of €6,050 we will provide U.S. exhibitors with a **10' x 10' turnkey booth** within the Pavilion, fully equipped and attractively designed. As part of the package, we will take care of **all show logistics** (registration, **booth construction**, translation of product description for insertion in the show catalog, etc). Moreover, we will provide U.S. exhibitors with **on site assistance** before, during and after the show, we will manage an **exhibitors lounge and meeting area** within the Pavilion, we will **make hotel reservations** at discounted consular rates, we will assist with a staff of **qualified interpreters**, and much more!

About the show: the MIDO show, (www.mido.it) continues to be the leading and truly international trade show for the optical sector. Show figures for the 2007 edition report a total of about 1,300 exhibitors, over 72% of which were foreign companies, and about 46,050 visitors, about 60% of which were international.

In fact, the uniqueness of this show is confirmed by the very large presence of foreign visitors from all over the world. While the range of products exhibited is very broad, there is a special focus on niche products, on design and on innovative technologies. The world optical trade looks at MIDO as the ideal and most prestigious forum to conduct business at an international level.

Though Italy is a recognized leader in the eyewear sector, the momentum that MIDO creates in the world of optical goods will provide U.S. companies exhibiting in the U.S. Pavilion with a unique opportunity to showcase their products in a truly internationally focused arena.

If you are interested in learning more about participating in the U.S. Pavilion at MIDO 2008, please contact Federico Bevini at:

Federico.Bevini@mail.doc.gov

Phone: +39-02-62688520

Fax: +39-02-6596561



BE THERE WITH US!

The **U.S. Commercial Service**, an agency of the **U.S. Department of Commerce**, is pleased to offer you a unique opportunity to enter or increase your presence in the Italian and international markets for optics, ophthalmology and optometry by exhibiting at **MIDO 2008**, the world's leading exhibition for the sector. Participation in the U.S. Pavilion at **MIDO 2008**, held at the **New Milan Fairgrounds, May 9 - 12, 2008** provides you with a fully constructed and furnished booth, on-site logistical and marketing assistance by **U.S. Consulate** personnel, interpreters, assistance with hotel reservations, and much more.

Participation in the U.S. Pavilion at MIDO costs €6,050 for a 3x3 meter (10"x10") booth.

MIDO brings together companies showcasing a wide range of optical products. These include frames, sport, sun and prescription glasses and lenses, accessories, optometry and ophthalmology instrumentation and equipment, raw materials, data processing systems for optics, tools and machinery for the trade, etc. (www.mido.it)

RAPID RESPONSE FORM

Yes! I am interested in exhibiting in the U.S. PAVILION at MIDO 2008

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP _____

TEL: _____ **FAX:** _____

EMAIL: _____ **WEBSITE:** _____

CONTACT NAME: _____ **TITLE:** _____

Your main business is: Manufacturing Services Other _____

Description of products/services: _____

PLEASE RETURN THIS FORM BY FEBRUARY 20th, 2008 TO:

Federico Bevini, Commercial Specialist, Milan, Italy

Fax: 39-02-6596561 / Email: Federico.Bevini@mail.doc.gov

IF YOU PREFER, YOU CAN ALSO ACCESS THE ELECTRONIC VERSION OF THIS BROCHURE AT: <http://www.buyusa.gov/italy/en/mido.html>