



POLICY EVENTI

Expo in Città is a broad calendar of events that will liven up the City of Milan.

Expo Milano 2015 represents a major opportunity for the economic development of companies and their affiliated and related activities on a broad scale; moreover it stands for a remarkable chance for the whole urban area and not only for the exhibition site.

Expo in Città has been created in order to enhance and coordinate cultural, commercial and touristic initiatives offered to the citizens and to the many visitors expected, in particular:

- in the City of Milan and the entire metropolitan area;
- in the run-up to the exhibition and during the period of Expo 2015.

In order to be included in the schedule, events shall entail a positive return for the above mentioned area in terms of attractivity.

These events shall refer to the following thematic fields:

- **performance**
theatre, musica, danza
- **art**
museums and photography
- **media**
books, radio, tv, web, video, cinema, photography
- **creativity & style**
architecture, fashion and design
- **science & technology**
technologies and scientific research
- **wellbeing**
wellbeing, exercise, sport
- **kids**
activities for children
- **feed the planet**
food as a mean for knowledge, culture and sustainability
- **cities of the world**
cultures of the world in Milan
- **leonardo**
art, science, technology, humanism



Preference will be granted to events:

- of international interest and scale
- related to the theme of Expo 2015
- with low-impact organizational arrangements
- with an appropriate communication and promotion plan
- capable of involving a broad spectrum of audience
- promoted and implemented by different types of players
- financially sustainable (*own capital, public financing – being it already obtained or demanded, mix financing, i.e. public and private, sponsor*)
- sponsored and/or patronized by other public or private players
- backed by possible successful feedbacks achieved during previous editions

The players that are entitled to promote and/or organize an event are the following:

- sovereign states, international organizations and related branches
- individual or associated local bodies, other public bodies and associations participated by local bodies
- non-profit bodies, associations, foundations and other organizations with social, educational, sport, scientific, touristic and humanitarian purposes
- bodies, associations and organizations representing socio-economic interests, professional associations and categories
- universities and scientific, education, sport, economic and social institutions of national and/or international relevance
- other bodies of notable relevance performing and implementing activities in accordance with the institutional purposes of Expo Milano 2015
- individual or joint companies

Submission and selection procedure

Events shall be presented through:

- a specific form on the website www.expoincitta.com

Events will be selected according to the principles of transparency, objectivity, publicity, equal treatment, non-discrimination, free competition and compliance to the current regulations.



Granting of the brand *Expo in Città*

Promoters acquire the right to use the brand “Expo in città” with the exclusive aim to mark events. Moreover, this brand shall only be used in the communication of the event itself. It shall not be used for other activities of the promoter subject.