

**WATER AMBASSADOR**

**APPLICATION FORM**

**44<sup>^</sup> MOSTRA CONVEGNO EXPOCOMFORT**

**Fiera Milano, March 24 - 27 2026**

Form to be returned to [valentina.busico@rxglobal.com](mailto:valentina.busico@rxglobal.com)

**01. DATA**

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

email: \_\_\_\_\_ mobile: \_\_\_\_\_

**02. PARTECIPATION FEE**

The company requests to take part in the project "Intelligent (use of) Water" as Water Ambassador at MCE - Mostra Convegno Expocomfort 2026 and undertakes to pay the fee of € 500,00.

As Water Ambassador, the company is committed to:

- apply to the project "Intelligent (use of) Water" supporting and promoting it through its communication channels;
- promote Water Prix contest highlighting the initiative at its booth at MCE 2026.

MCE - Mostra Convegno Expocomfort is committed to:

- promote online and onsite the project "Intelligent (use of) Water" and the Water Ambassador participation (details on page 2);
- set up the Water Prix contest and provide the Water Ambassador with the necessary material for participation;
- recognize the Water Ambassador who engaged the highest number of operators visiting the booth a 30% discount on the raw space fee for the registration to MCE 2028.

**03. TERMS OF PAYMENT**

The total amount will be settled upon invoice receipt.

**GDPR - GENERAL DATA PROTECTION REGULATION / PRIVACY STATEMENTS**

Personal data shall be processed by the organizer of the event according to the information provided during your registration as Exhibitor of MCE - Mostra Convegno Expocomfort 2026.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Legally represented by (stamp and signature)

## **WATER AMBASSADOR**

### **Promotional activities**

**5 DEM of presentation of the project with Water Ambassador logo sent out to the whole MCE visitors database (>240.000 Italian and foreign contacts) planned for:**

- mid September 2025
- mid November 2025
- mid January 2026
- mid February 2026
- mid March 2026

**MCE News Channel dedicated to the project (>240.000 Italian and foreign contacts) planned for:**

- October 2025

**Dedicated editorial on our social channels (>21.000 follower)**

- 1 post per each company, to be scheduled also according to general publishing needs, in the period between September 2025 and March 2026

**Website [www.mcexpocomfort.it](http://www.mcexpocomfort.it) (>120.000 unique users)**

- A page dedicated to the project, with online visit path to give immediate visibility to companies in the sector listed in the online catalogue

**Onsite:**

- 1 slot in the dedicated area at exclusive Water Ambassador usage for public workshop or company presentation (day and time will be agreed upon availability)
- Signage on relevant halls and along Corso Italia
- Flyer dedicated to the initiative distributed in 4.000 copies to visitors of relevant halls
- Water Prix prize contest involving the Water Ambassadors
- Page dedicated to the project on the printed Catalogue and Pocket Guide

**Materials to be supplied for the promotional activities:**

- Company logo in eps format which will be included in all materials related to the Intelligent (use of) Water project
- Copy of the company (in English and Italian) to be used on MCE social channels (max 250 characters including spaces for each language). Subject of the text: intelligent use of the water resource