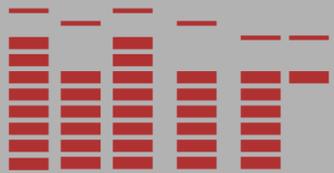


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# Spaces & Visibility



**MIR**  
**MULTIMEDIA**  
**INTEGRATION**  
**EXPO**

OOH – Out of home

Media & Advertising



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# Diamo spazio al tuo business.

We give space to your business.



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# CONTENTS

**01** Printed visibility

**02** Digital visibility

**03** Push communications

**04** Fairgrounds



# 01

## Printed visibility

- a. Floor plan
- c. P@H - Ticket

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)





# C. P@H - Ticket

**USP:** Maximum logo visibility among visitors. **90%** of total **entrance tickets** are in PDF format.

LOGO visibility on the PDF visitor entry badge generated during online pre-accreditation (90% of total badges).

PRICE ON REQUEST

**Technical info:** Size: 10.4x14.4cm wxh.

Format: high resolution PDF.

**Materials delivery:**

Within 90 days of the start of the show.



# 02

## Digital visibility

- a. Website logo/banner
- b. Banners in the reserved area pages

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)



# b. Website logo/banner



**USP:** Make your brand stand out every time the homepage is accessed on the show website.

**USP:** Grab visitors' attention by placing your logo on strategic internal pages of the show website.

HOME PAGE: **€ 600**

INNER PAGES: **€ 1.000**

### Technical info:

Logo size: 300x100 pixel (w x h)

Max. size: 80 kb

Format: png, jpg, gif

URL landing page link

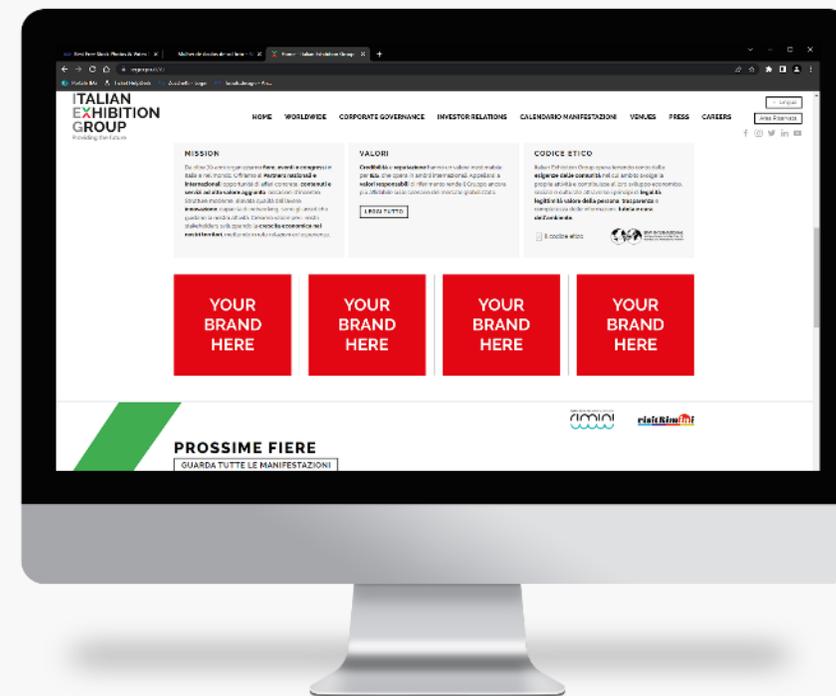
Logo size: 200x200 pixel

Format: png, jpg, gif

Max size: 80 kb

### Materials delivery:

within 10 days of publication date





# d. Banner in reserved areas



**USP:** Attract visitors' interest in your brand: more than 90% of tickets are requested via the reserved areas.

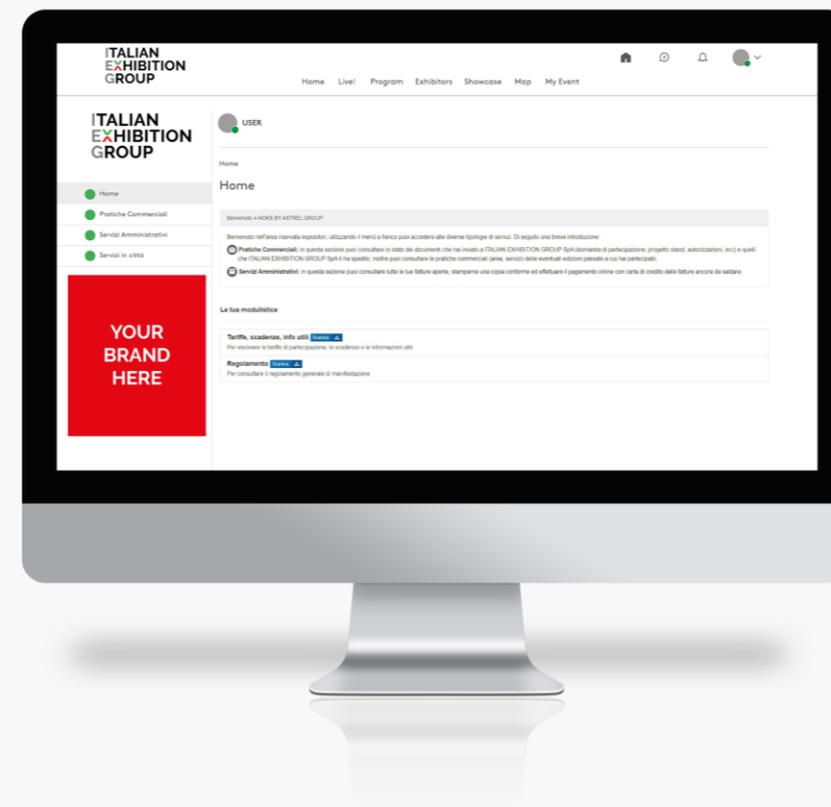
€ 2.500

### Technical info:

Logo size: 250x250 pixel  
Format: png, jpg or vector  
Max size: 1 MB

### Materials delivery:

within 10 days of the publication date.



# 03

## Push communications

- a.** Social communications
- b.** Email:
  1. News and NL Banners
  2. DEM
  3. NL monobrand
  4. NL multibrand

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)





# C. Social communications



**USP:** Reach the entire national and international show community through social channels.

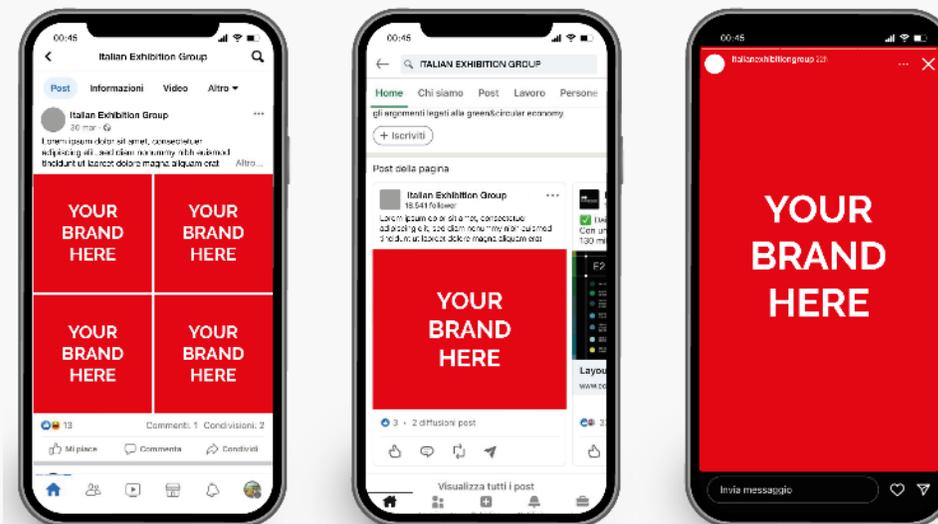
PRICE ON REQUEST

### Technical info:

Text: description max 350 characters including spaces.  
URL landing page link (optional)

### Materials delivery:

within 15 days of the publication date



## e. 1 | DEM



**USP:** Reach a large pool of profiled potential clients with a newsletter entirely and exclusively dedicated to your brand.

**€ 1.000**

#### Technical info:

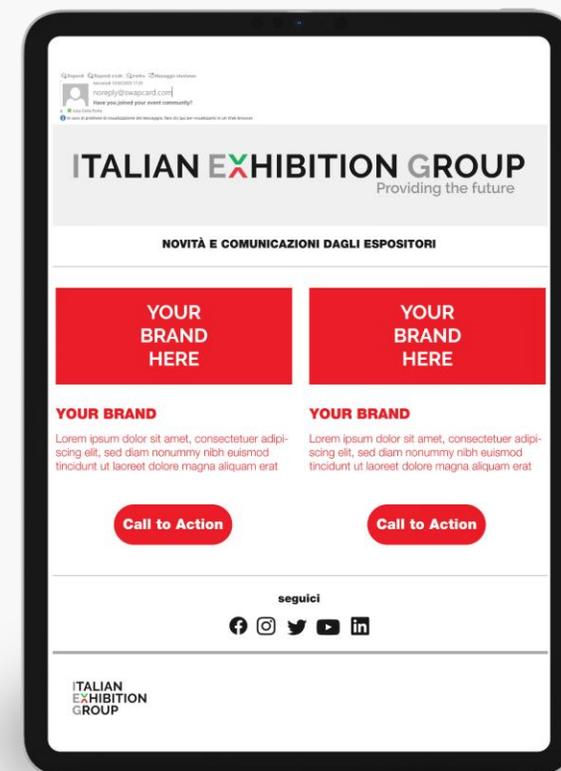
Provide an HTML file with separate images.  
Alternatively, provide images, texts, and links along with a preview.

Content: preferably product news, promotion/invitation to your own event during the exhibition.

#### Materials delivery:

A test version of the DEM will be sent within 5 working days from the submission date.

Confirmation of approval will be required within 3 working days from the DEM send-out date.





# e. 2 | News Monobrand



**USP:** Give your brand visibility and relevance by communicating corporate news to a database of profiled professionals.

€ 600

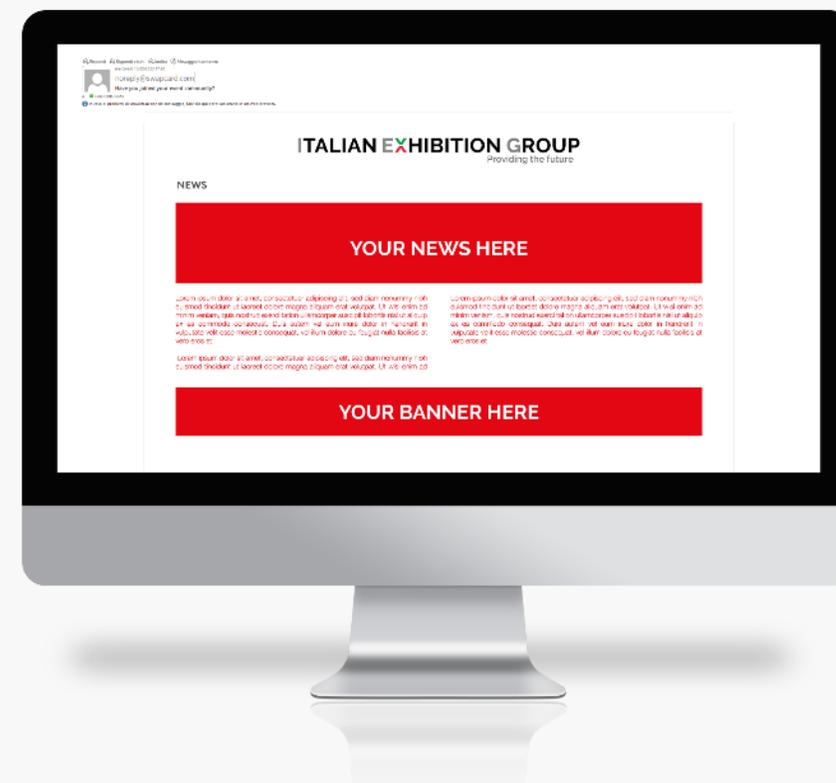
### Technical info:

Text: max 500 characters including spaces with link to website

Banner: png or jpg, size 564x200 px (wxh)

### Materials delivery:

within 10 days of the publication date.



# e. 3 | DEM multibrand



**USP:** Make your brand visible to the entire event database and drive users to your exhibitor profile page

**€ 300**

### Technical info:

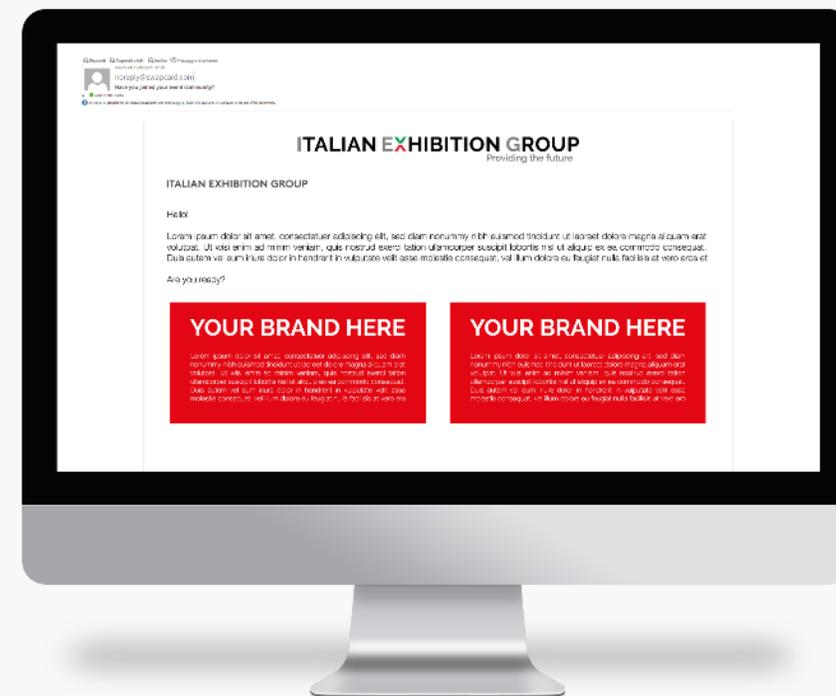
Text: max 250 characters including spaces

Image: 16:9 ratio or even 1:1

Logo: png or jpg

### Material delivery:

within 10 days from the date of publication.



# h. Banner on web invitation



**USP:** A not-to-be-missed opportunity to highlight your brand to an exclusive selection of professionals.

€ 5.000

## Technical info:

Image size 1920X1080 pixel (ratio 16:9). Format png, jpg, gif

Max size: 1 MB

## Materials delivery:

within 10 days of the publication date.



# 04

## R | Fairgrounds **RIMINI**

- a. Entrance
- b. Hall and Communal areas
- c. Colum customisation
- d. Ads in the exhibition halls
- e. Pools
- f. Other

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)



01

# a. 1 | Entrance

02

03

**USP:** Located at the entrances to the SOUTH/WEST car parks, maximum visibility on entry and exit.

04

CUSTOMISATION OF EXTERNAL PANELS  
(LAMINATED VENEER) SOUTH/EAST/WEST  
ENTRANCES

€ 3.500

**Technical info:**

Size: 500 cm x 300cm (wxh).

Graphic material: high resolution PDF files

**Materials delivery:**

within 40 days of the start of the show.



01

02

03

04

R | Quartiere Fieristico



# a. 2 | Entrance

**USP:** Human height, maximum customisation, highest footfall position.

OUTDOOR BANNER- DOUBLE-SIDED ADVERTISING  
PANEL

**€ 600**

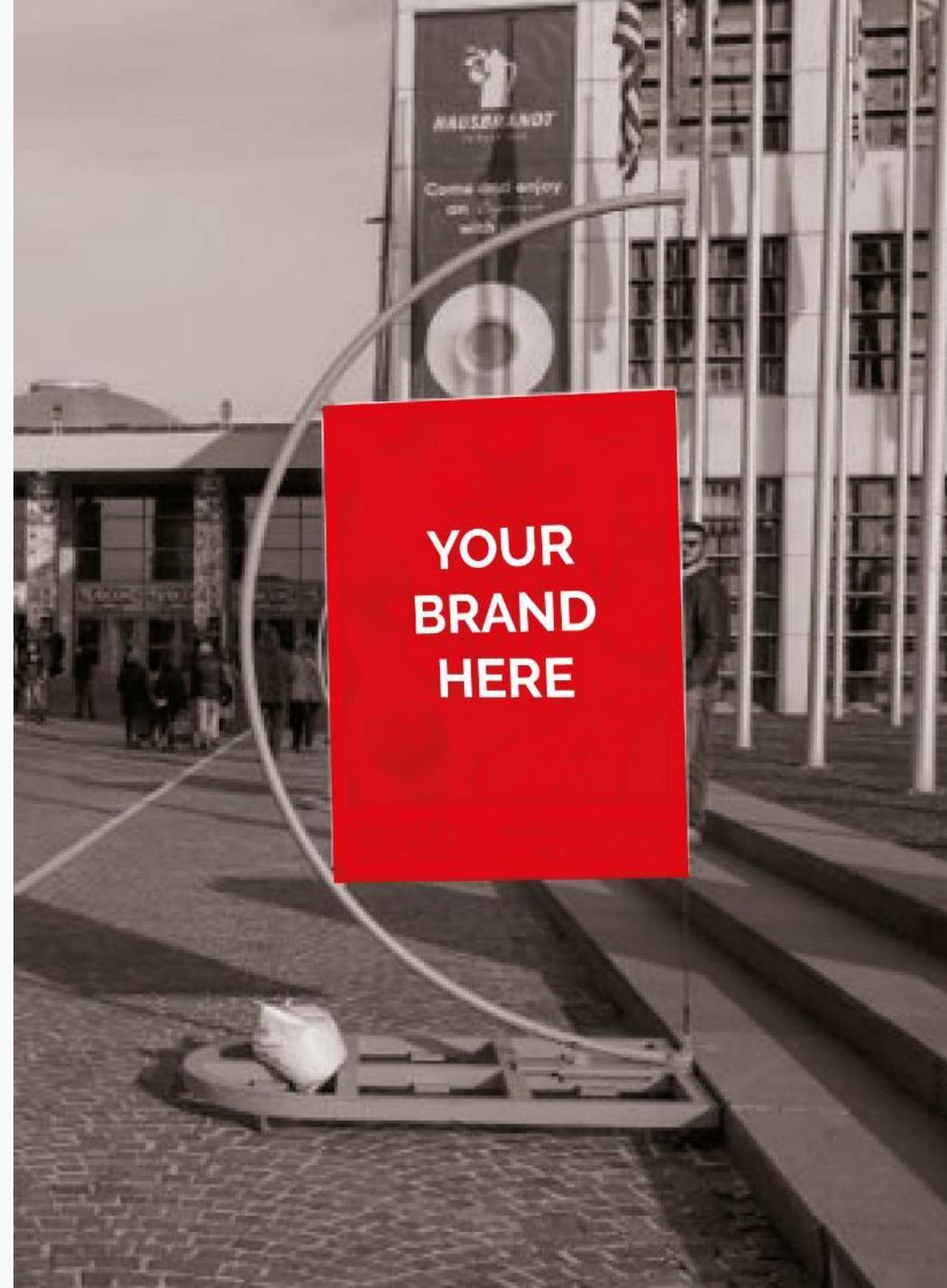
**Technical info:**

Size: 100 cm x 140cm (wxh).

Graphic material: high resolution PDF files

**Materials delivery:**

within 40 days of the start of the show.



01

# a. 3 | Entrance

02

03

**USP:** Replicate your message along the visitors' main access avenue.  
Create your atmosphere even before they reach your stand.

04

DOUBLE-SIDED ADVERTISING PANELS –  
SOUTH ENTRANCE - EXTERNAL SWAN

**€ 600**

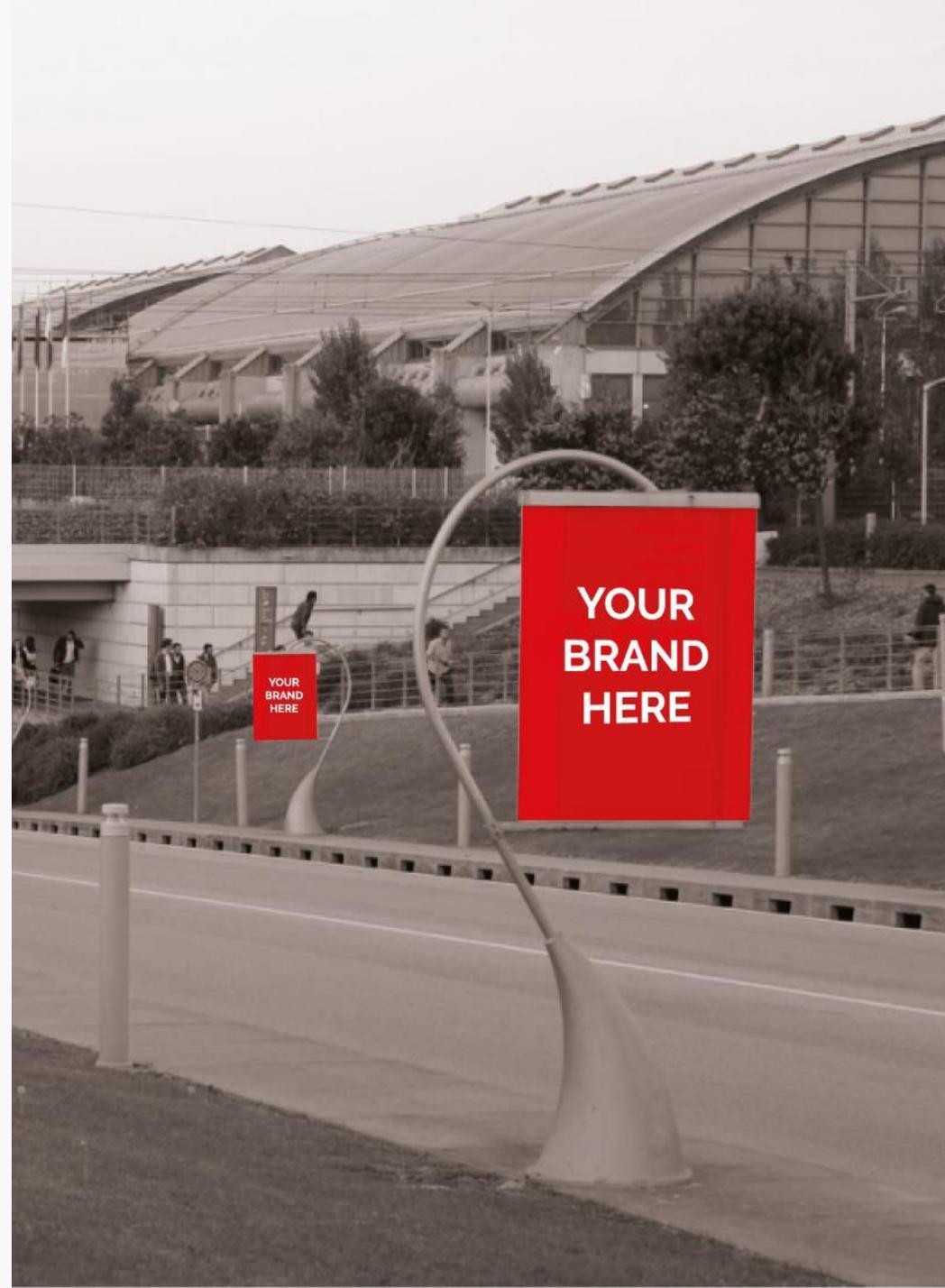
**Technical info:**

Size: 100 cm x 130cm (wxh).

Graphic material: high resolution PDF file provided by the client.

**Materials delivery:**

within 40 days of the start of the show.



01

# a. 6 | Entrance

02

03

**USP:** Dress the main entrance deck in your brand colours. You will be visible to cars and pedestrians entering from the SOUTH entrance.

04

## RAILWAY BRIDGE ADVERTISING BANNER

€ 5.000

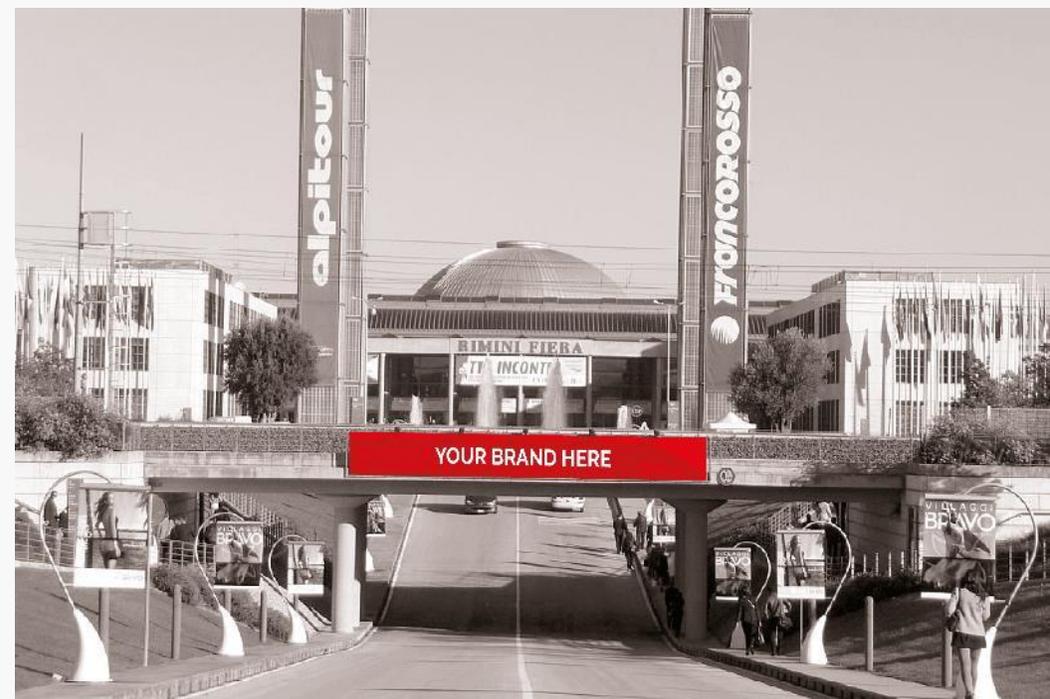
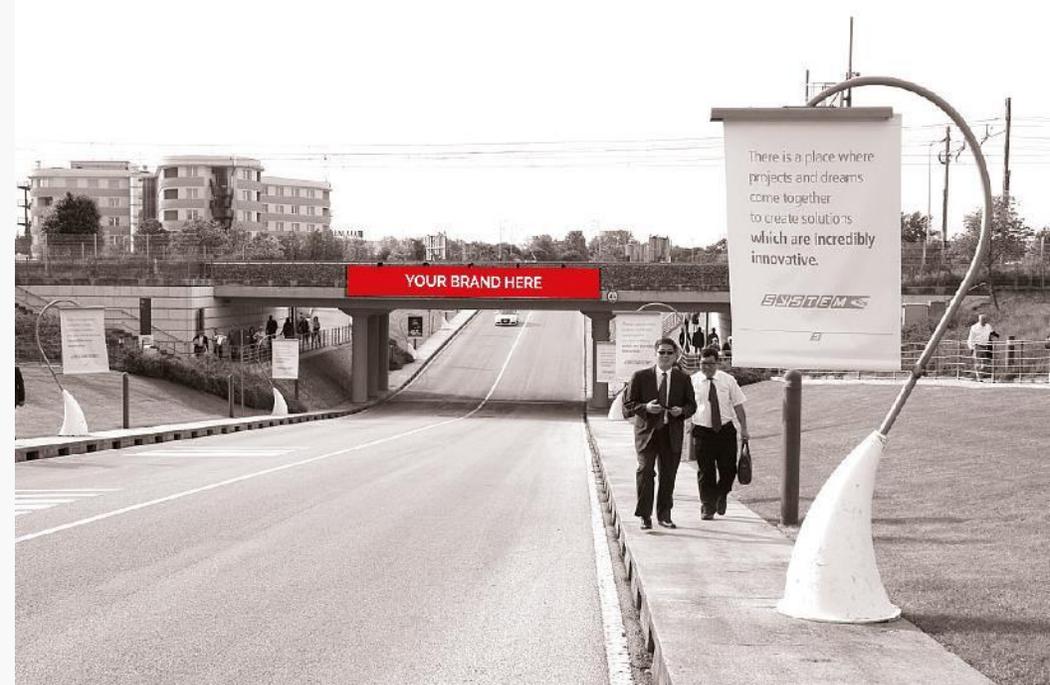
**Technical info:**

Size: 12m x 1.50m (wxh).

Graphic material: high resolution PDF file provided by the client.

**Materials delivery:**

within 40 days of the start of the show.



01

# a. 7 | Entrance

02

03

**USP:** Set the mood for the show and secure the largest space available. 25 metres high, dedicated only to you.

04

CUSTOMISATION OF TETRAPYLON FOUNTAIN

€ 6.000

**Technical info:**

Size: 2.5m x 25m (wxh).

Graphic material: high resolution PDF file provided by the client.

**Materials delivery:**

within 40 days of the start of the show.



01

# a. 8 | Entrance

02

03

**USP:** 12 metres with your signature. Get noticed and decorate the main entrance to the fairgrounds with your colours.

04

SHOW ENTRANCE ADVERTISING BANNER - SOUTH ENTRANCE TO BUILDING

€ 4.000

**Technical info:**

Size: 2.5m x 12 m (wxh).

Graphic material: high resolution PDF file provided by the client.

**Materials delivery:**

within 40 days of the start of the show.



01

# a. 11 | Entrance

02

03

**USP:** Choose a different kind of communication, stand out where nobody expects it and escort visitors through the entrance

04

## CUSTOMISATION OF FAIRGROUND ENTRANCE STEPS

€ 3.000

### Technical info:

Size: 4m x 15cm (wxh).

Graphic material: high resolution PDF file provided by the client.

### Materials delivery:

within 40 days of the start of the show.



01

# a. 12 | Entrance

02

03

**USP:** Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance.

04

## CUSTOMISATION OF REVOLVING DOORS AT SHOW ENTRANCE

€ 9.000

### Technical info:

Size: 136cm x 220cm (wxh).

Customization: : 2 front and back sides per door.

Graphic material: high resolution PDF file provided by the client.

### Materials delivery:

within 40 days of the start of the show.



01

# a. 13 | Entrance

02

03

**USP:** Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance.

04

CUSTOMISATION OF SHOW ENTRANCE WINDOWS

€ 2.000

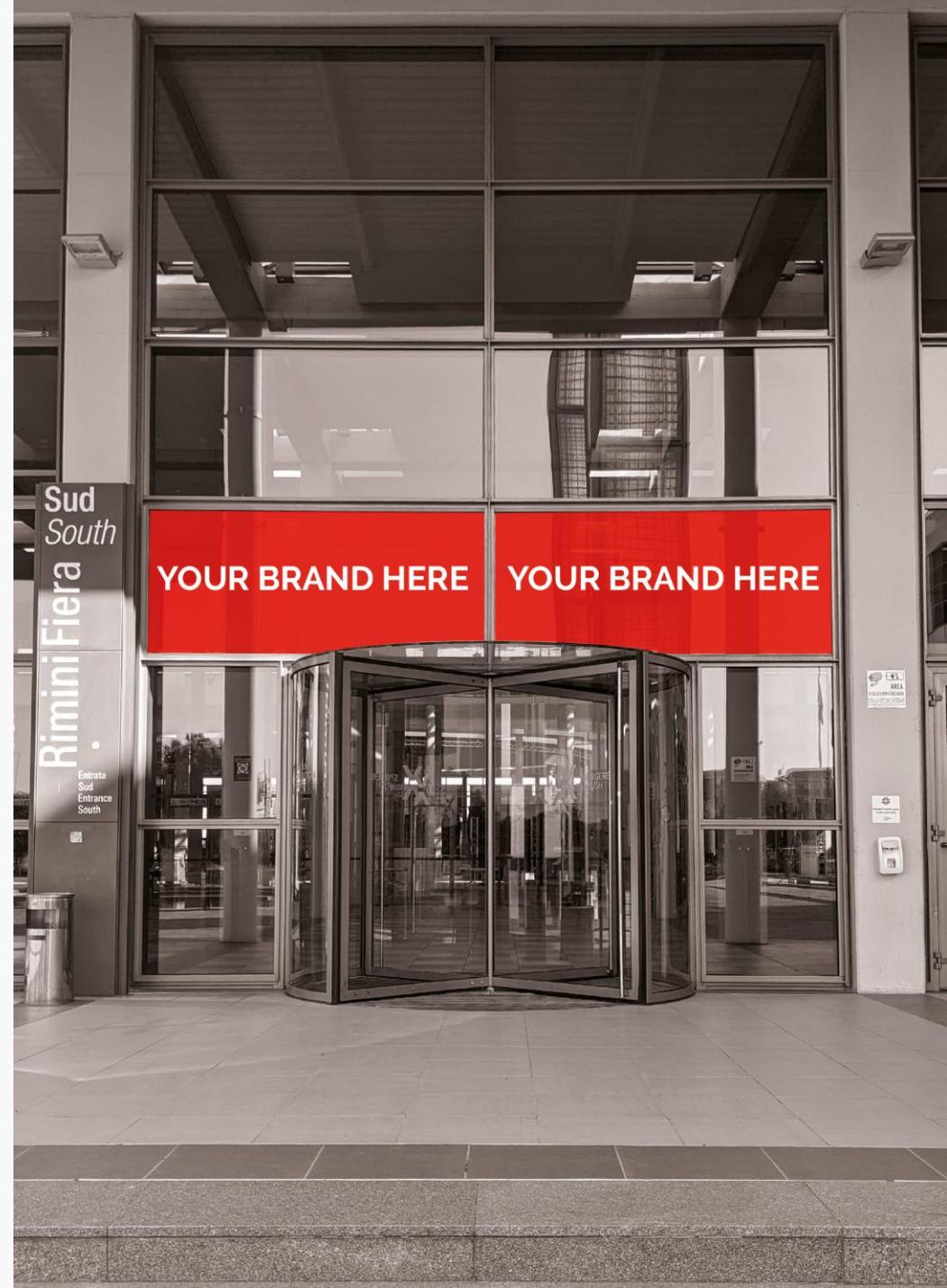
**Technical info:**

Size: 259cm x 115cm (wxh).

Graphic material: high resolution PDF file provided by the client.

**Materials delivery:**

within 40 days of the start of the show.



01

# b. 2 | Hall and communal areas

02

03

**USP:** Promote your brand, your stand and your products by choosing an advertising space that makes you visible to everyone from the main halls and common areas.

04

DOUBLE-SIDED ADVERTISING BANNER

€ 600

**Technical info:**

High resolution PDF file;

Size 1mx1,40m

resolution 300 dpi; fonts included in the PDF.

**Materials delivery:**

within 40 days of the start of the show.



01

# b. 5 | Hall and communal areas

02

03

**USP:** Stand out from the competition and be visible to everyone in the South Hall. This space will give your brand exceptional and exclusive visibility.

04

ADVERTISING BANNER, SOUTH HALL

**€ 4.000**

**Technical info:**

High resolution PDF file;  
Size 5x3m double-sided  
resolution 300 dpi; fonts included in the PDF.

**Materials delivery:**

within 40 days of the start of the show.



01

f.

## 5 | Adv in exhibiting Pavillions

02

03

**USP** : Get noticed right away and turn your brand into a focal point for every visitor who enters your booth lobby.

04

BANNER - ADVERTISING SHEET INSIDE PAVILION

**€ 3.500**

### Technical info

High resolution PDF file;

Size: b x h 4.5mt x 2mt or 2mt x 4.5mt.

300 dpi resolution; fonts included in PDF

### Material delivery

within 40 days from the start of the event.



01

02

03

04

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# C. 1 | Customisation of columns

**USP:** Promote your brand and your stand with this advertising space visible from all angles in the main halls and communal areas.

## CUSTOMISATION OF INTERNAL HALL COLUMNS

**€ 950**

### **Technical info:**

High resolution PDF file;  
Panel size: 0.52m x 3m  
PVC graphics: 1.25m x 3m  
resolution 300 dpi; fonts included in the PDF.

### **Materials delivery:**

within 30 days of the start of the show.



01

02

03

04

R | Quartiere Fieristico



# C. 2 | Customisation of columns

**USP:** Your brand and your stand literally in front of everyone's eyes. Get maximum visibility and coverage now by promoting your brand and stand at the entrance to the South Hall, the area from which most visitors enter the show.

ADVERTISING BANNER, ENTRANCE COLUMNS

€ 2.500

**Technical info:**

High resolution PDF file;  
Size 1x7m single-sided  
resolution 300 dpi; fonts included in the PDF.

**Materials delivery:**

within 40 days of the start of the show.



01

02

03

04

R | Quartiere Fieristico



# b. 8 | Hall and communal areas

**USP:** Because of its outstanding visibility, this space will allow you to generate curiosity and desire to meet your brand to visitors heading to your Hall.

## INTERIOR AREAS GLAZING CUSTOMIZATION

**€ 1.500**

### Technical Info

High-resolution PDF file;

Size 2.59x1.15m bxxh bifaciale

resolution 300 dpi; fonts included in PDF

### Materials Delivery

Within 40 Days from the exhibition.



01

# e. 1 | Pools

02

03

**USP:** Your brand, your stand and your products in one of the most strategic passageways in the Rimini Expo Centre. Set yourself apart from the competition now by choosing a unique and exceptional space for your brand.

04

## CUSTOMISATION OF ADVERTISING TOTEM IN INTERNAL POOLS

**€ 3.000**

## CUSTOMISATION OF 3 ADVERTISING TOTEMS IN INTERNAL POOLS

**€ 6.000**

### Technical info:

High resolution PDF file;

Size

- 3.5x2.5m double-sided (horizontal or vertical)
- 6x3m b x h Bifacial (Horizontal Only)
- resolution 300 dpi; fonts included in the PDF.

### Materials delivery:

within 40 days of the start of the show.



01

# e. 2 | Pools

02

03

**USP:** Boost awareness of your brand and your stand by promoting it in outdoor areas frequented by visitors to the show.

04

## ADVERTISING BANNER FOR POOL PORTICOS

**€ 4.000**

**Technical info:**

High resolution PDF file;  
Size 5x3m double-sided  
3x5m single-sided  
resolution 300 dpi; fonts included in the PDF.

**Materials delivery:**

within 40 days of the start of the show.



01

02

03

04

R | Quartiere Fieristico

# e. 4 | Pools

**USP:** With this space, your brand will not go unnoticed. Choose columns in the pool area to make your brand visible from multiple aisles and transit areas.

## CUSTOMISATION OF POOL COLONNADE - CIRCULAR GRAPHICS

**€ 950**

**Technical info:**

High resolution PDF file;

Size 1.25mx3m

resolution 300 dpi; fonts included in the PDF.

**Materials delivery:**

within 40 days of the start of the show.



01

02

03

04

R | Quartiere Fieristico



# g. 1 | Merchandising

**USP:** Your brand on every visitor: made possible by customising the event lanyard or shopper. Get maximum coverage and visibility for your brand at trade shows now.

EVENT BADGE HOLDER CUSTOMIZATION

PRICE ON REQUEST

**Technical info:**

Customisation at show on request.



YOUR BRAND HERE

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# Contacts

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