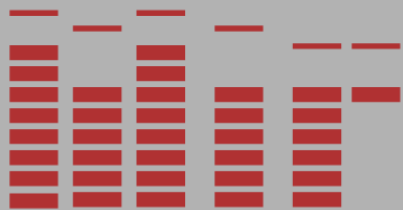

Spaces & Visibility



MIR
MULTIMEDIA
INTEGRATION
EXPO



Diamo spazio al tuo business.

We give space to your
business.



CONTENTS

01 Printed visibility

02 Digital visibility

03 Push communications

04 Fairgrounds



01

Printed visibility

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

Materials delivery: via e-mail: advertising@iegexpo.it



a. 1 | Floor plan Foldable format

USP: Be recognised on every route. All visitors can get their bearings with the free floor plan available at the entrances.

LOGO: € 800

HEADER/FOOTER: € 2.500

OUTER COVER: € 3.500

Technical info: High resolution PDF file;

Formats:

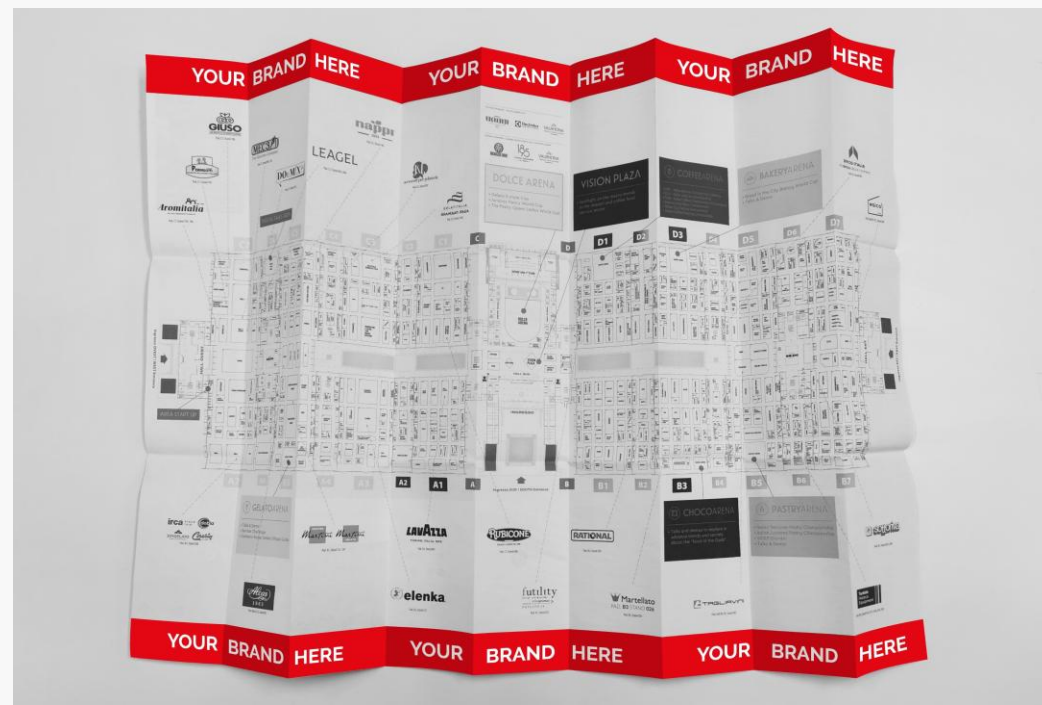
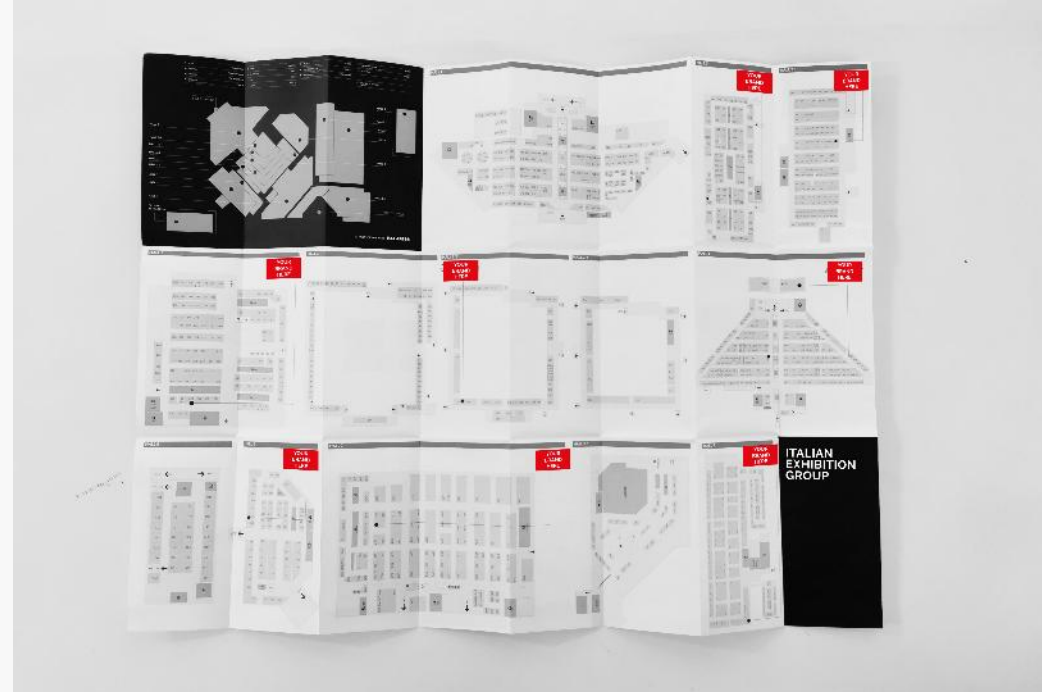
Inner/Outer Cover

Header/Footer

LOGO in the exhibition hall

Materials delivery:

within 30 days of the start of the show.



b.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



a. 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 PAES: € 1.000

Technical info:

Logo size: 300x100 pixel (wxh)

Max. size: 80 kb

Format: png, jpg, gif

URL landing page link

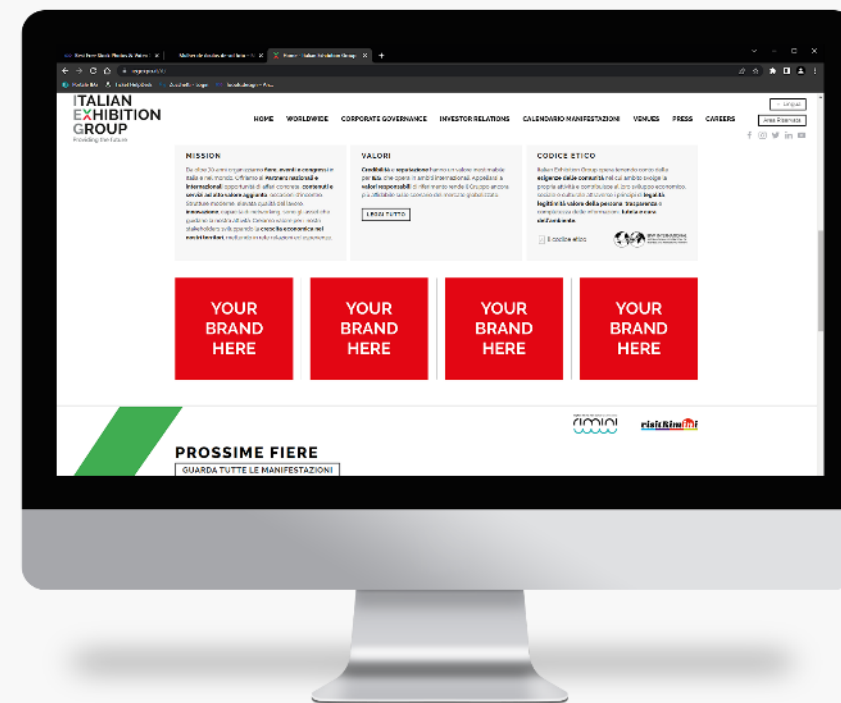
Logo size: 200x200 pixel

Format: png, jpg, gif

Max size: 80 kb

Materials delivery:

within 10 days of publication date





b. Banner in reserved areas



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

€ 2.000

Technical info:

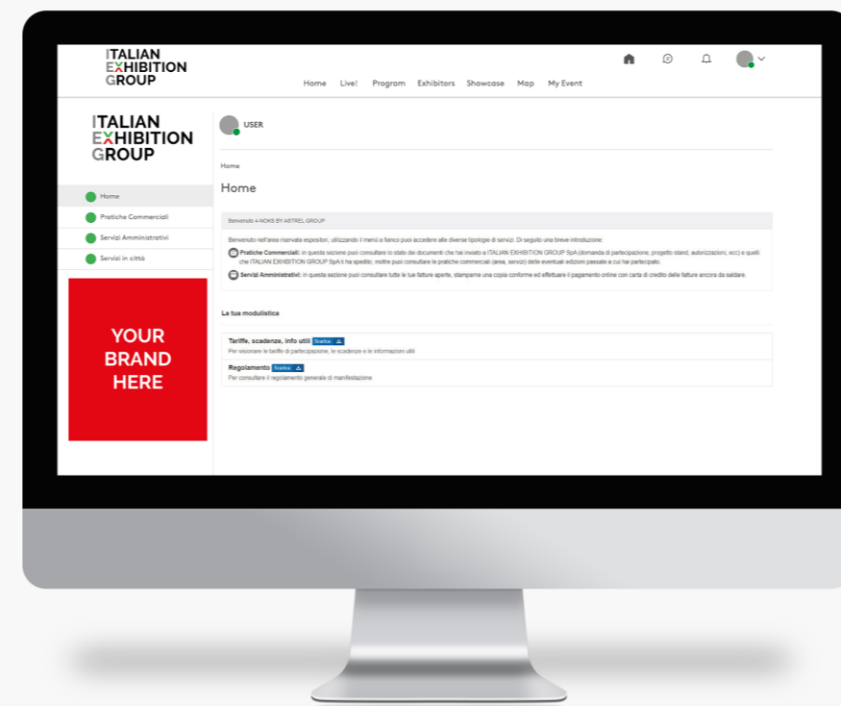
Logo size: 250x250 pixel

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. **DEM**
 - 2. **NL monobrand**
 - 3. **NL multibrand**
 - 4. **Banner on invitation web**

Materials delivery: via e-mail: advertising@iegexpo.it



a. Social communications



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

PRICE ON REQUEST

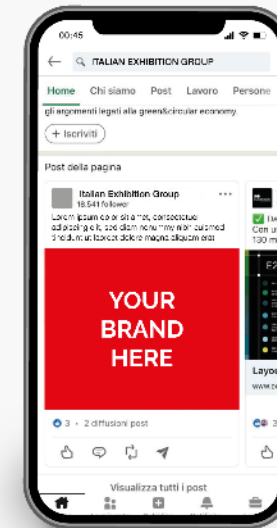
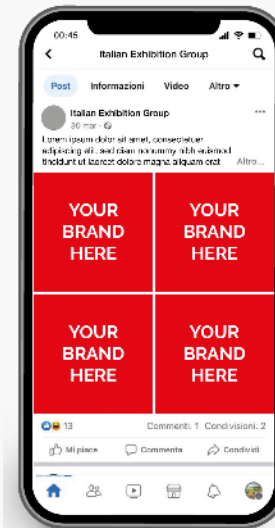
Technical info:

Text: description max 350 characters including spaces.

URL landing page link (optional)

Materials delivery:

within 15 days of the publication date



01

b.1 | DEM



02

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

03

€ 1.000

Technical info:

Provide one image.

Size: max 250 kb per image;

Text, no more than 600 characters including spaces

Object: 80 characters including spaces

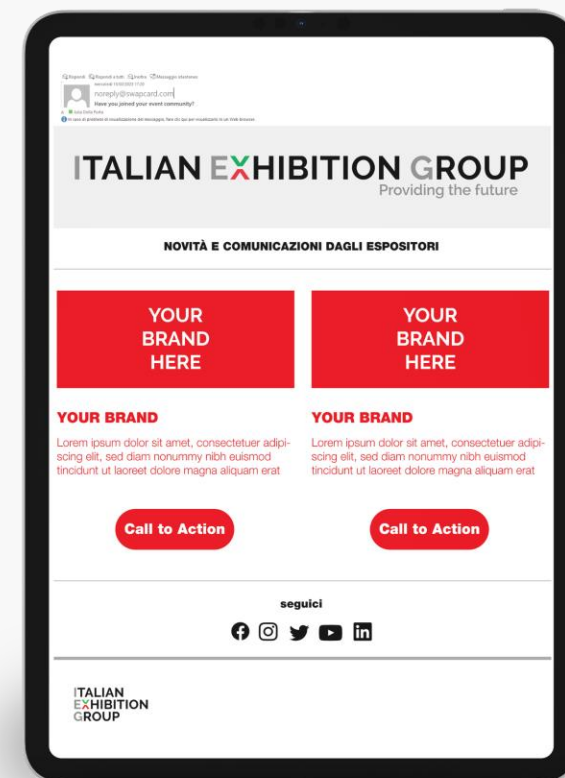
Content: preferably product news, industry updates, own event promotion/invitation during the show.

Materials delivery:

Within 15 days before sending date

Comunicazioni push

04



01

b.2 | News Monobrand



02

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

03

€ 600

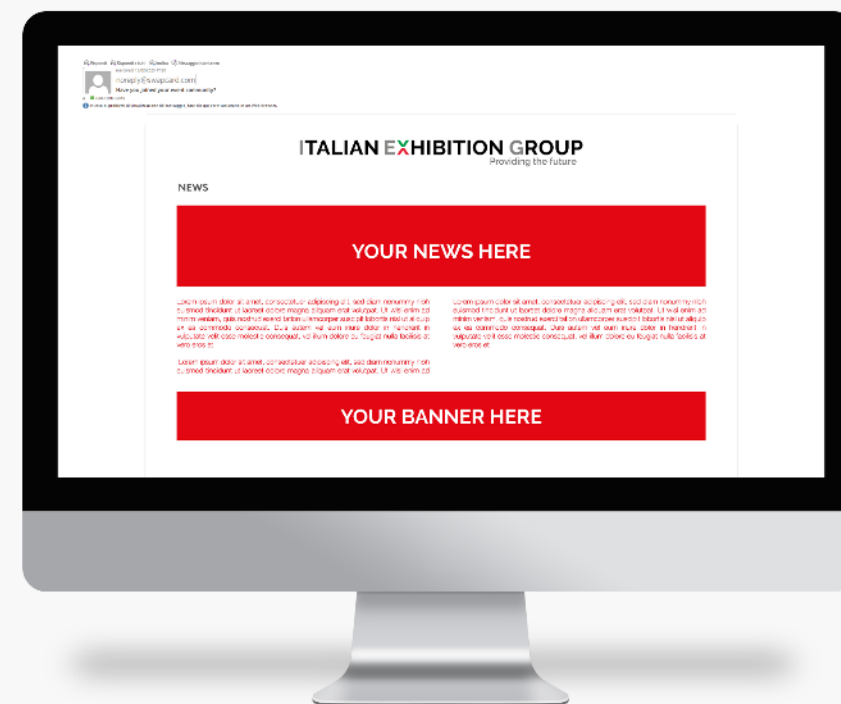
Technical info:

Text: max 500 characters including spaces with link to website

Banner: png or jpg, size 564x200 px (w x h)

Materials delivery:

within 10 days of the publication date.



04



01

b.3 | News multibrand

02



03

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

€ 300

Technical info:

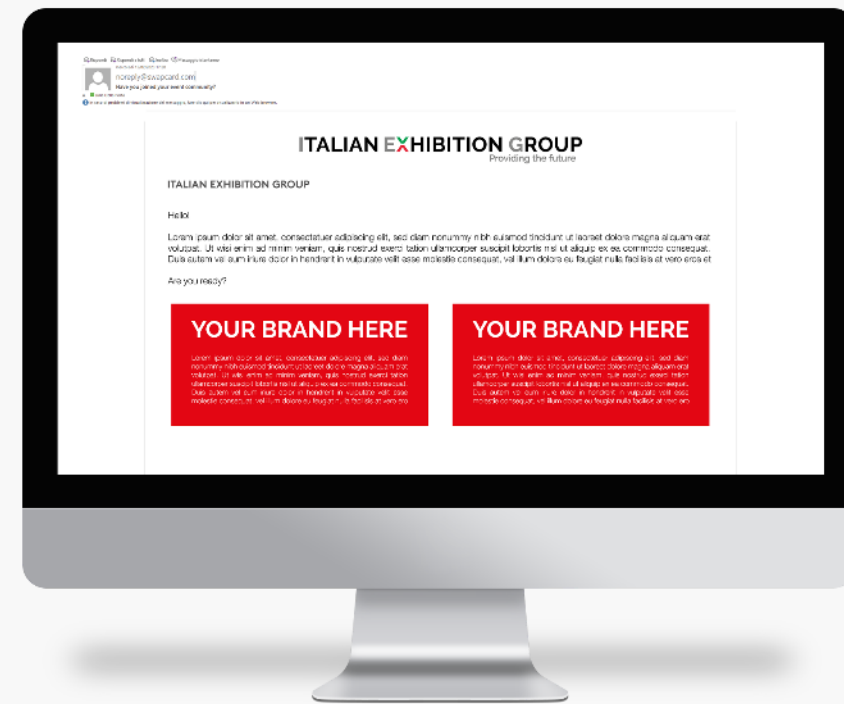
Text: max 250 characters including spaces

Image: 16:9 ratio or even 1:1

Logo: png or jpg

Material delivery:

within 10 days from the date of publication.



04



01

02

03

Comunicazioni push

04



b.4 | Banner on web invitation



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

€ 3.000

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



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

a. 2 | Entrance

02

03

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

04

OUTDOOR BANNER- DOUBLE-SIDED ADVERTISING PANEL

€ 600

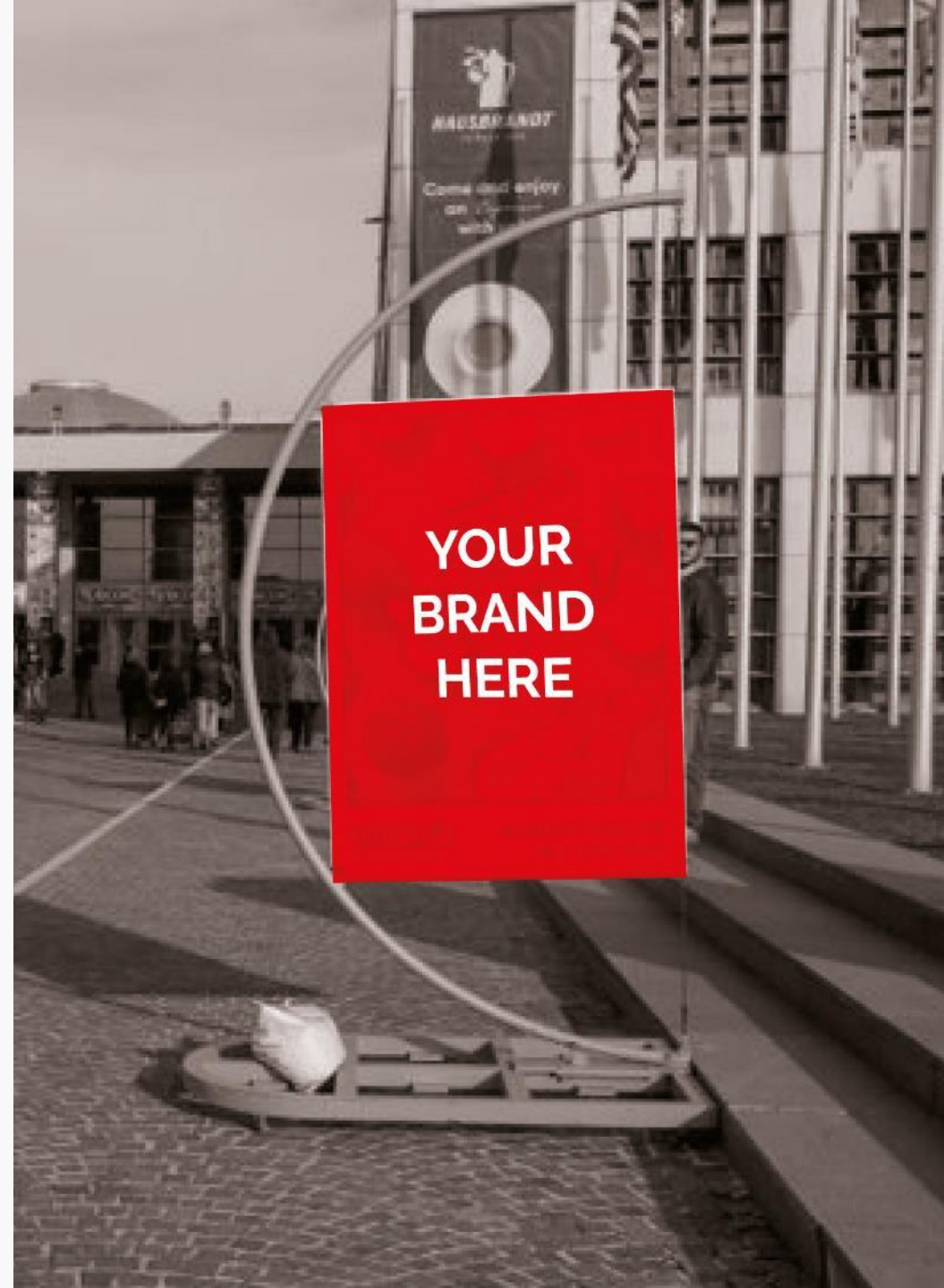
Technical info:

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**

€ 900

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.4 | 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

€ 7.000

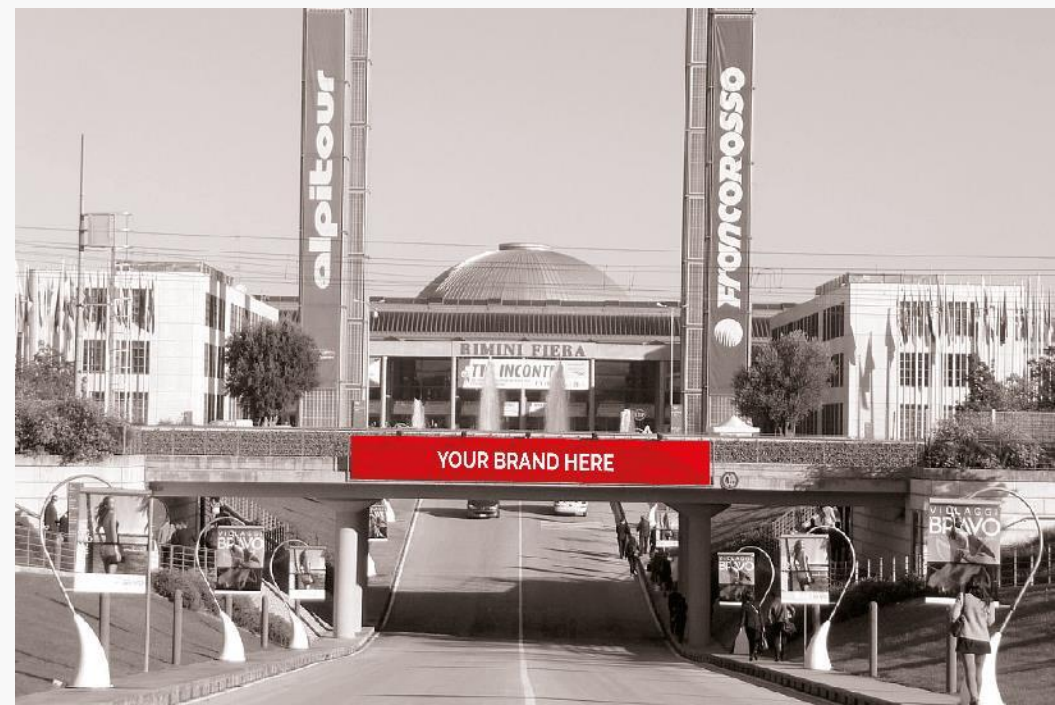
Technical info:

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. 5 | 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

€ 20.000

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. 6 | 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

€ 8.000

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.7 | 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. 8 | 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

€ 1.500

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. 9 | 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

€ 3.000

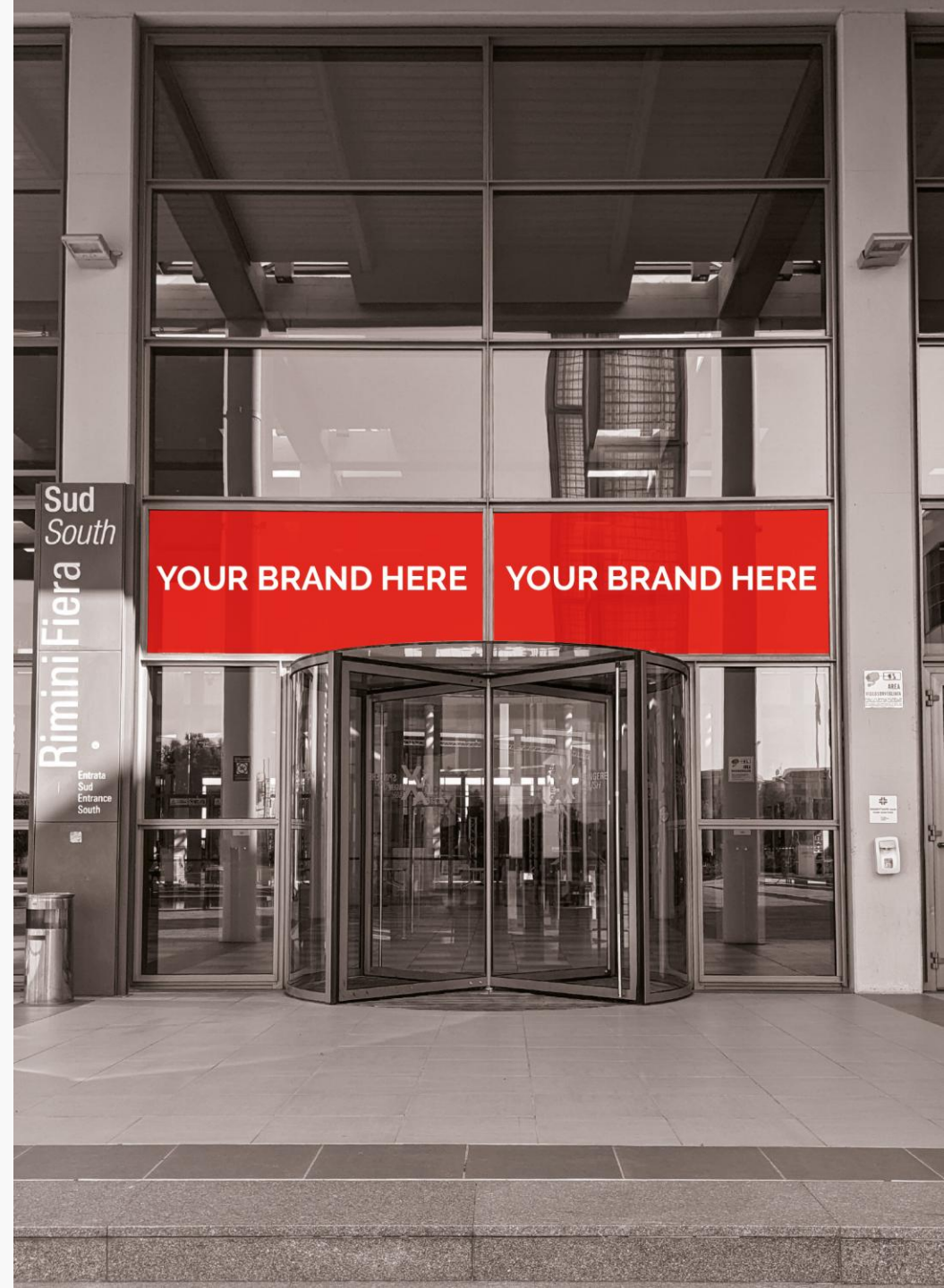
Technical info:

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.1 | 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

€ 810

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.2 | 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

€ 7.000

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

b.3 | 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

€ 2.000

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

R | Quartiere Fieristico



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 : Take centre stage in the main halls and busiest public areas with this high-impact advertising space for every visitor entering the show.

ADVERTISING BANNER, HALL COLUMNS

€ 2.500

Technical info:
High resolution PDF file;

Size

-0.5x7m bxx single-sided;

-0.5x5m bxx single-sided.

300 dpi resolution; fonts included in PDF

Materials delivery:
within 40 days of the start of the show.



01

d.1 | Adv in the Exhibition halls

02

03

USP: Give your brand and your stand high visibility and coverage by choosing a strategic space that will get you noticed both inside and outside the exhibition halls.

04

CUSTOMISATION OF HALL WINDOWS

€ 1.500

Technical info:
High resolution PDF file;

Size:

External window 2.59x1.15m

Internal Window 2.52x102m

resolution 300 dpi; fonts included in the PDF.

Materials delivery:
within 40 days of the start of the show.



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

€ 4.500

CUSTOMISATION OF 3 ADVERTISING TOTEMS IN INTERNAL POOLS

€ 7.000

Technical info:

High resolution PDF file;

Size

- 3.5x2.5m double-sided (horizontal or vertical)
- 6x3m bxx 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

€ 3.000

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

e.4 | Pools

02

03

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.

04

CUSTOMISATION OF POOL COLONNADE - CIRCULAR GRAPHICS

€ 1.000

Technical info:

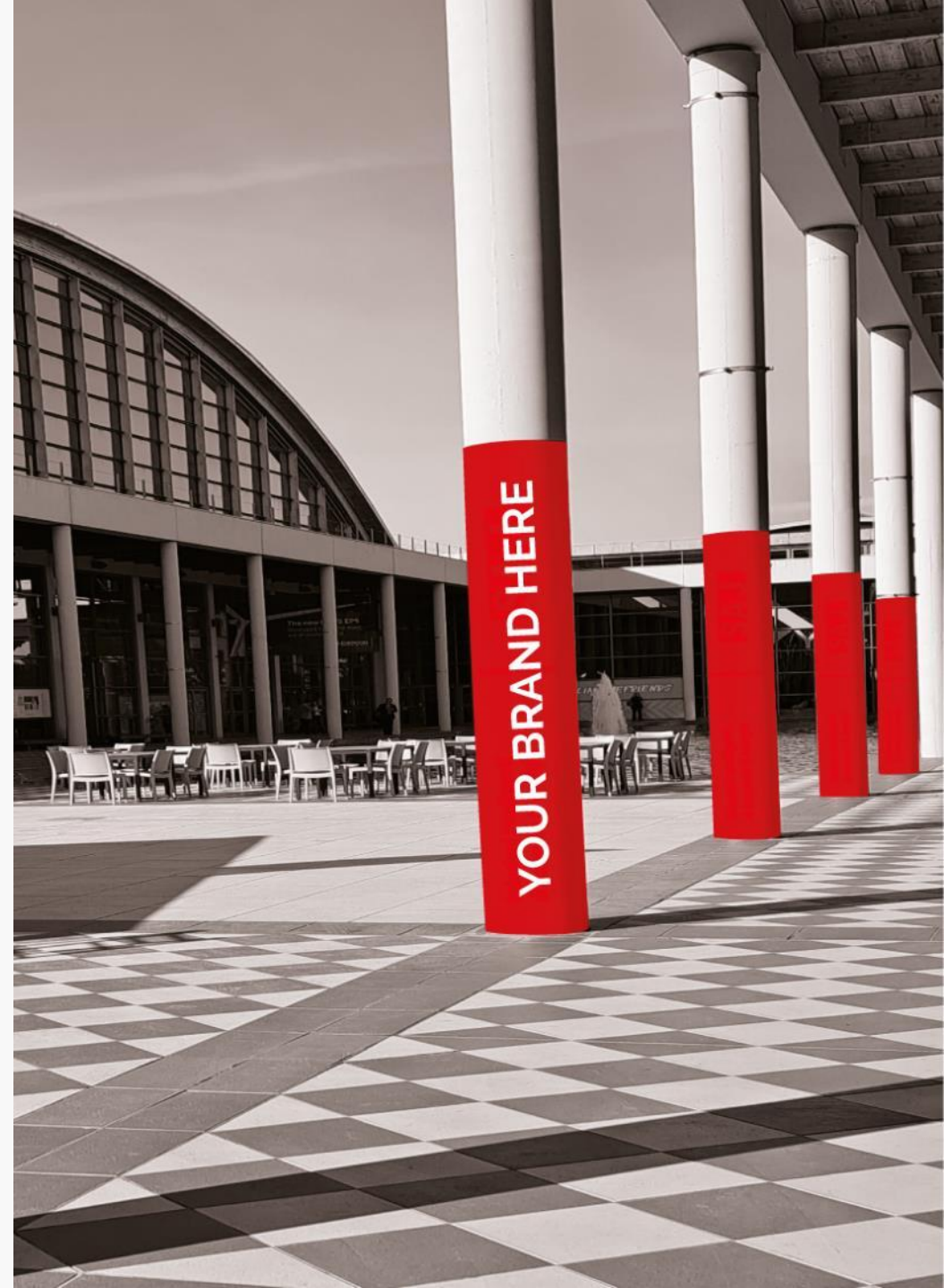
High resolution PDF file;

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

V | Quartiere Fieristico



f. 1 | Merchandising

USP: Your brand on every visitor: all this is possible thanks to the customization of the event lanyard that will be distributed at the entrances. Get maximum coverage and visibility for your brand at the fair now.

SPONSORSHIP OF OFFICIAL EVENT COLLARS AND BADGE HOLDERS

Company brand visibility on lanyards

PRICE ON REQUEST

Technical info
Customization at the event on request.

Material delivery
within 2 months of the start of the event.



01

f. 2 | Cups

02

03

Your brand featured at the event's bar areas through the customization of single-use cups for coffee and cappuccino.

04

SPONSORED CUPS PLACED AT THE EVENT'S BAR POINTS

PRICE ON REQUEST

Technical info
Customization at the event on request.

Material delivery
within 2 months of the start of the event.



Contacts

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