

VISIBILITY TOOLS & PACKAGES 2024

GreenTechInsights

VISIBILITY PACKAGES

We offer some ideas on how to maximize your visibility by combining digital and physical tools at an even better price.









oonsignment of materials: via e-mail to tadvertising@iegexpo.it





PUSH NOTIFICATIONS

DIGITAL PLATFORM

WEBSIT - EN.TECNAEXPO.COM

DETAILS DIGITAL PROFILES

LIST OF PROFILES

BASIC PROFILE PAGE

CORPORATE PRESENTATION

VIDEO - HEADER IN PROFILE PAGE

BACKGROUND IN PROFILE PAGE

MATCHMAKING FUNCTIONALITY TO THE

BUSINESS MEETING (VIDEOCALL & FUNZIONE AGENDA)

INTERACTIONS WITH VISITORS (VISITOR-EXHIBITOR CHAT)

TEAM MEMBER DIGITAL (N.UTENZE)

DIGITAL CATALOG (NO.PRODUCTS/IMAGE)

PRODUCT ADVERTISING IN PROFILE PAGE

ROTATING SPLASH PAGE

LOGO IN HOME PAGE

DEDICATED EVENTS ON THE CALENDAR

LOGO IN ONLINE PLAN

PROMO PROFILE REBOOKING





VISIBILITY

NETWORKING

STANDARD	SILVER	GOLD
Х	Х	Х
Х	Х	Х
	Х	Х
		Х
Х	Х	Х
	Х	Х
Х	Х	Х
3	6	9
5	10	25
		Х
		Х
		Х
		1
	Х	
INCLUDED	€ 1.500	€ 2.800

BANNER ON WIFLACTIVATION PAGE

Set your brand apart and gain maximum visibility with every access by premium national and international buyers

ITechnical info:

- •Logo size: 600x300 pixel (wxh)
- Background image size: 932x1398 pixel (wxh)
- •Format: jpg, gif

€ 4.000







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(((Wi-Fi)))	ITALIAN EXHIBITION GROUP
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Login	
Password	
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LOGO/BANNER ON HOMEPAGE

Get maximum digital coverage during the days of the show every time visitors access the app homepage.

Technical info:

- •Logo size: 200x200 pixel
- •Format: png, jpg, gif or vector

€ 1.500

Logo



Banner







Live! Program Exhibitors Showcase Map My Event
Exhibitors Showcase
Map My Event
ITALIAN EXHIBITION GROUP
YOUR BRAND HERE YOUR BRAND HERE

LOGO/BANNER WEB SITE

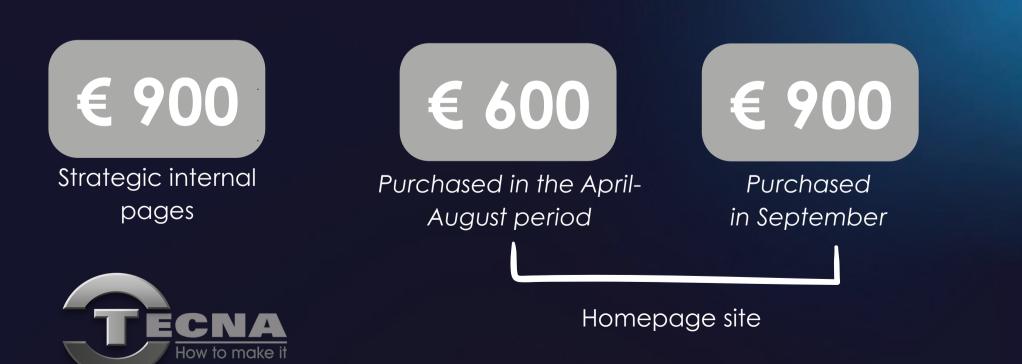
Make your brand stand out every time the homepage is accessed on the show website. The logo will remain **visible for 1 month**.

Technical info:

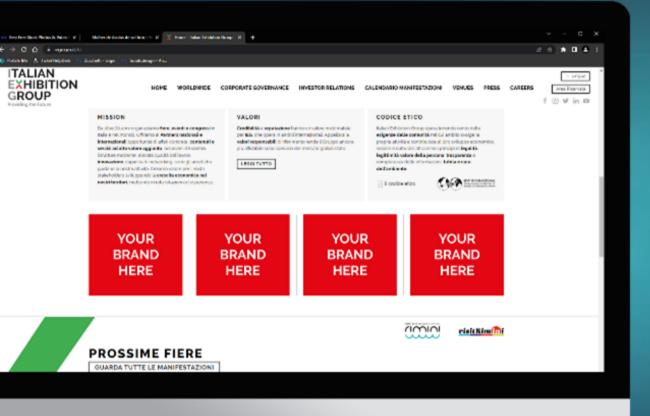
- •Logo size: 200x200 pixel
- •Max size: 80 kb
- •Format: png, jpg, gif

Materials delivery:

 \bullet within 10 days of the publication date







BANNER IN RESERVED AREAS

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

ITechnical info:

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

Materials delivery:

• within 10 days of the publication date.









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Città	CITID	Benerale 4AOG BY ABTRE, GROUP	
Crito	Critis Critis C	Benvendo nell'area riservata espositori, utilizzando il menò a fanco pusi accedere alle diverse tpologie di servizi. O seguiti una breve introduzione:	
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AND Teriffe, scadenze, info utili Terico di Per visonare le tarifie di participazione, le scadenze e le informazioni utili Regolamento Terico di	AND Tarities scadenze, info utils Tarities di participazione, la scadenze e le informazioni utili Regolamento Tariti di participazione, la scadenze e le informazioni utili		
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LOGO IN ONLINE MAP

Ensure visibility at every access on the map and be found in visitors' paths by inserting your brand logo on the stand on the plan

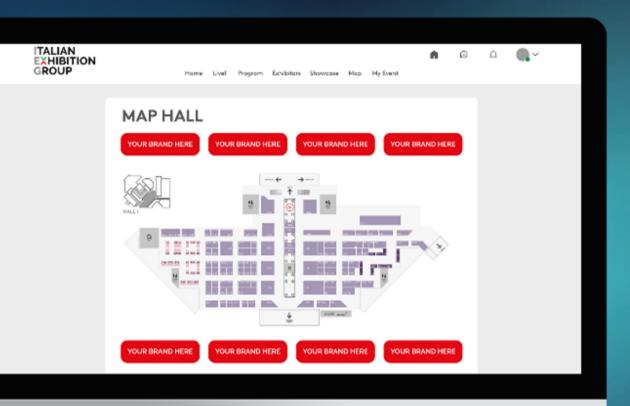
Technical info:

- •Logo size 200X200pixel.
- •Format png, jpg, gif







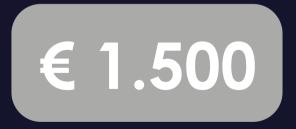


LOGO ON EMAIL ACTIVATION VISITORS

Make your brand visible to all domestic and international visitors by placing it in the login email for the digital visitor platform

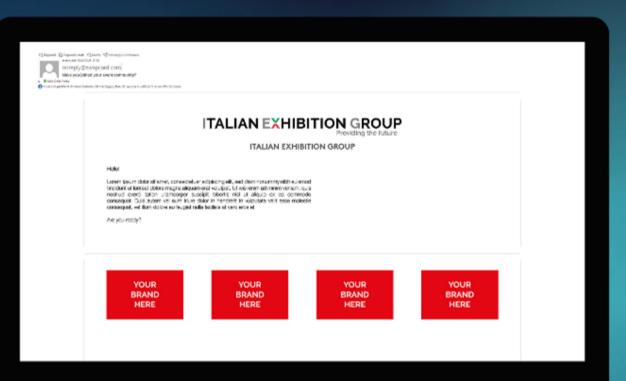
<u>**Technical info**</u> Logo size 200X200pixel Format png, jpg, gif

<u>Material delivery</u> within 10 days from the date of publication









LOGO IN HIGHLIGHTS

Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

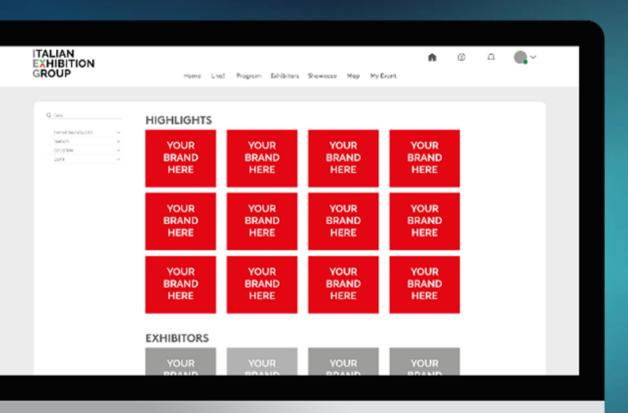
Technical info:

- •Logo size 200X200pixel.
- •Format png, jpg, gif
- •Max. weight: 80kb









NNEWSLETTER BANNER ON WEB INVITATION

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

Technical info:

- Image size 1920X1080 pixel (ratio 16:9).
- •Format png, jpg, gif
- •Max size: 1 MB

€ 10.000







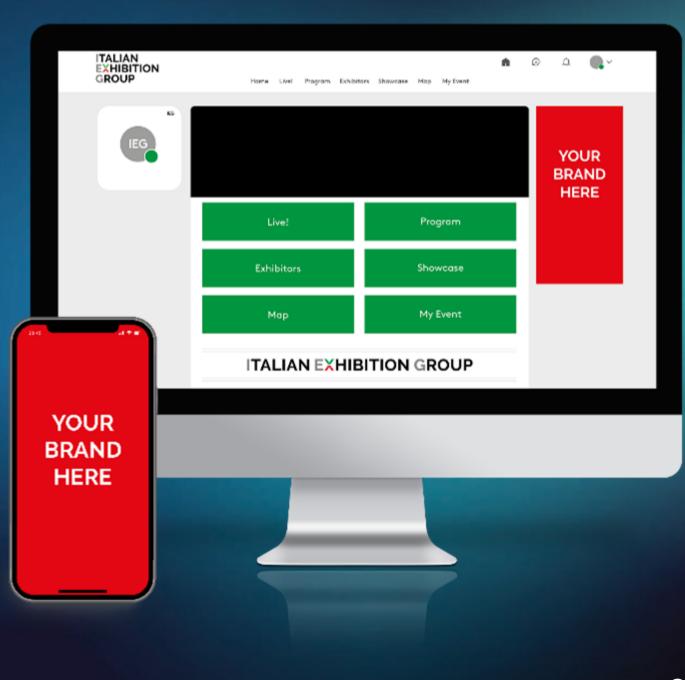
SPLASH PAGE

Show your brand to everyone both when opening the app and on the event homepage by choosing this exclusive digital service

<u>Technical info</u> Image size 1080x1920 pixels (9:16 ratio). Format png, jpg, Max weight: 1 MB









BANNER ON PROFILE PAGE

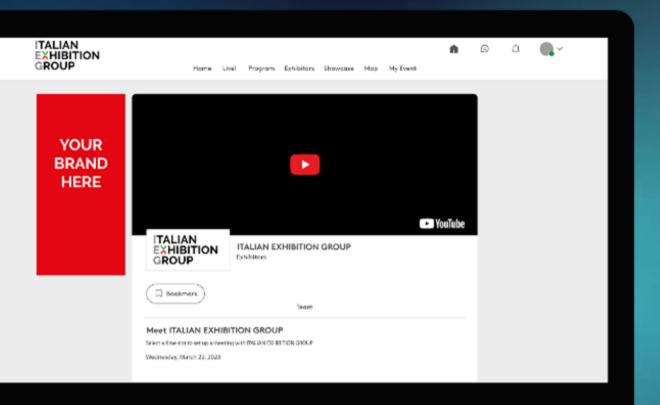
Highlight products, services, events or initiatives by creating a communication campaign on your profile page.

<u>Technical info</u> 1080x1920px image (9:16 ratio) No heavier than 1 MB











BACKGROUND ON PROFILE PAGE

Set yourself apart from the competition and give your digital showcase a look that grabs visitors' attention and interest.

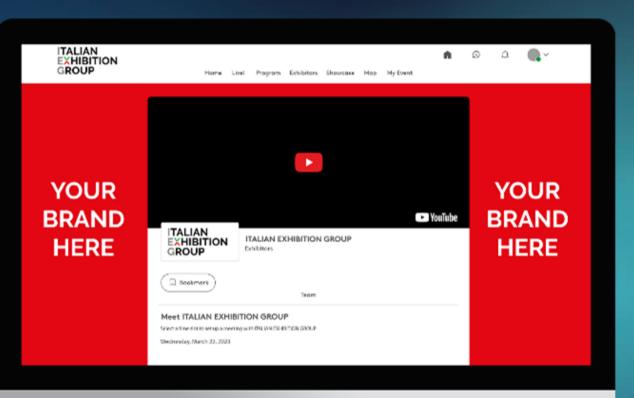
Technical info:

- •Image size 1920x1080 pixel (ratio 16:9).
- •Format png, jpg
- •Max size: 1 MB











VIDEO ON PROFILE PAGE

Make your profile dynamic and entertain your audience by using an exclusive, high-engagement video to enrich your showcase.

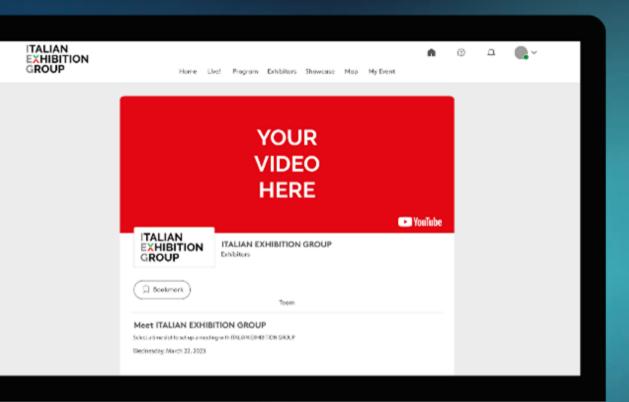
Technical info:

•You will be able to embed the video via video platforms such as YouTube and Vimeo.









PUSH COMMUNICATIONS

CANALI:







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



PUSH NOTIFICATIONS

DIGITAL PLATFORM

WEBSITE - EN.TECNAEXPO.COM

PUSH NOTIFICATION

Reach all event participants on the platform by creating a message with customised text and link.

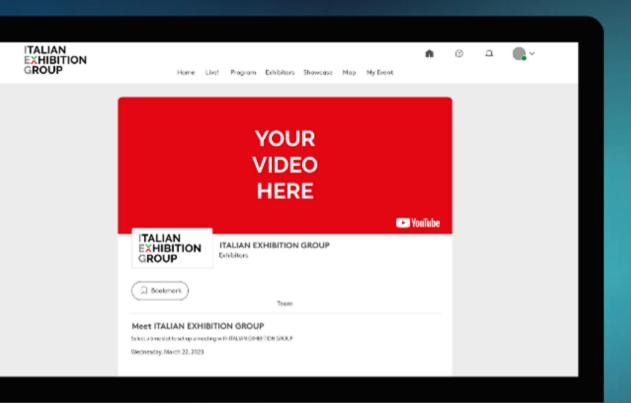
Technical info

- title max 20 characters
- •text: max 150 characters
- •url landing page link









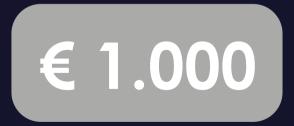


LIVE: WATCH NOW

Give your speech maximum visibility by streaming it live and making it available on-demand in the platform.

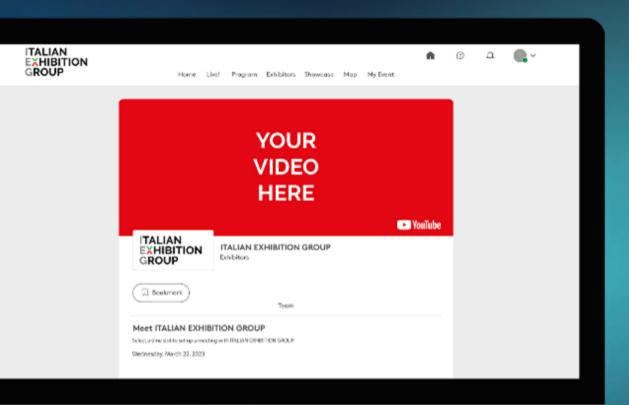
Technical info:

•The event will be recorded by an in-house director and live streamed on the digital platform.









SOCIAL COMMUNICATION

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

ITechnical info:

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

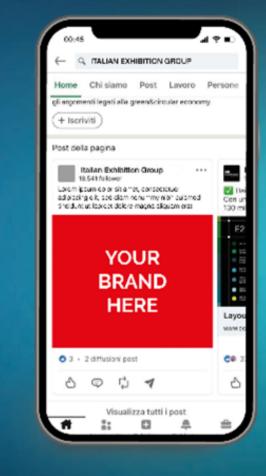
Materials delivery:

• within 15 days of the publication date











NOTIZIA AND BANNER IN NEWSLETTER

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

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.









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NEWS

YOUR NEWS HERE

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YOUR BANNER HERE

DEM TO VISITATORS

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

Technical info:

- Provide one or two images.
- Size: max 250 kb per image;
- •Company logo: size 300x100pixel wxh;
- Provide one or two news items.

•Text, no more than 600 characters including spaces per news item. Content: preferably product news, industry updates, own event promotion/invitation during the show.

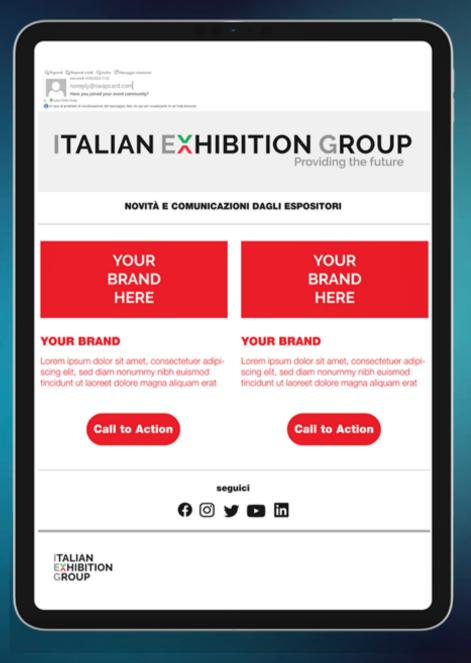
Materials delivery:

• A proof of the DEM will be sent within 5 working days of the mailing date, and confirmation for acceptance will be requested within 3 working days of the DEM mailing date.

€ 2.000







MULTIBRAND NEWSLETTER

RMake your brand visible to the entire show database and direct users to your exhibitor profile page.

Info tecniche

•Text: max 450 characters including spaces •Image: ratio 16:9 or also 1:1. Logo: png or jpg

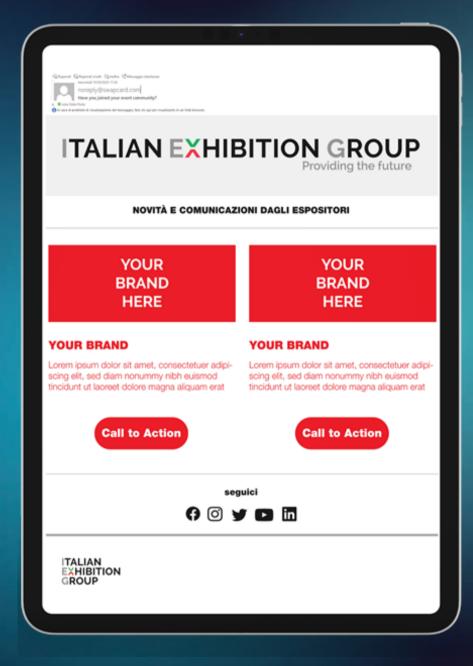
Materials delivery:

• within 10 days of the publication date.

€ 1.500







MONOBRAND NEWSLETTER

Highlight your brand and get noticed by profiled professionals by occupying a space dedicated to you within event newsletters

Technical info

Text: max 450 characters including spacesImage: ratio 16:9 or also 1:1.Logo: png or jpg

Materials delivery:

• within 10 days of the publication date.

€ 3.000





Reference Reference into Revela Ortexagenerations anal University of Analysis of Complexity (Complexity) Interplay State pair and complexity (Complexity) Interplay (Complexity)

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Are you ready?

YOUR BRAND HERE

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ADDITIONAL SERVICES

ADDITION TEAM MEMBER - 5

ADDITION OF PRODUCTS TO THE CATALOGUE -5

LEAD SCANNER

PROFILE UPLOAD SERVICES EXHIBITOR















Rimini Expo Centre 24 - 27 SEPTEMBER 2024

GreenTechInsights









