



GreenTechInsights

VISIBILITY TOOLS & PACKAGES 2024

VISIBILITY PACKAGES

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

CHANNELS:



PUSH NOTIFICATIONS



DIGITAL PLATFORM



WEBSIT - EN.TECNAEXPO.COM

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

DETAILS DIGITAL PROFILES

NETWORKING



VISIBILITY

LIST OF PROFILES	STANDARD	SILVER	GOLD
BASIC PROFILE PAGE	X	X	X
CORPORATE PRESENTATION	X	X	X
VIDEO - HEADER IN PROFILE PAGE		X	X
BACKGROUND IN PROFILE PAGE			X
MATCHMAKING FUNCTIONALITY TO THE	X	X	X
BUSINESS MEETING (VIDEOCALL & FUNZIONE AGENDA)		X	X
INTERACTIONS WITH VISITORS (VISITOR-EXHIBITOR CHAT)	X	X	X
TEAM MEMBER DIGITAL (N.UTENZE)	3	6	9
DIGITAL CATALOG (NO.PRODUCTS/IMAGE)	5	10	25
PRODUCT ADVERTISING IN PROFILE PAGE			X
ROTATING SPLASH PAGE			X
LOGO IN HOME PAGE			X
DEDICATED EVENTS ON THE CALENDAR			1
LOGO IN ONLINE PLAN		X	
PROMO PROFILE REBOOKING	INCLUDED	€ 1.500	€ 2.800

BANNER ON WIFI ACTIVATION PAGE

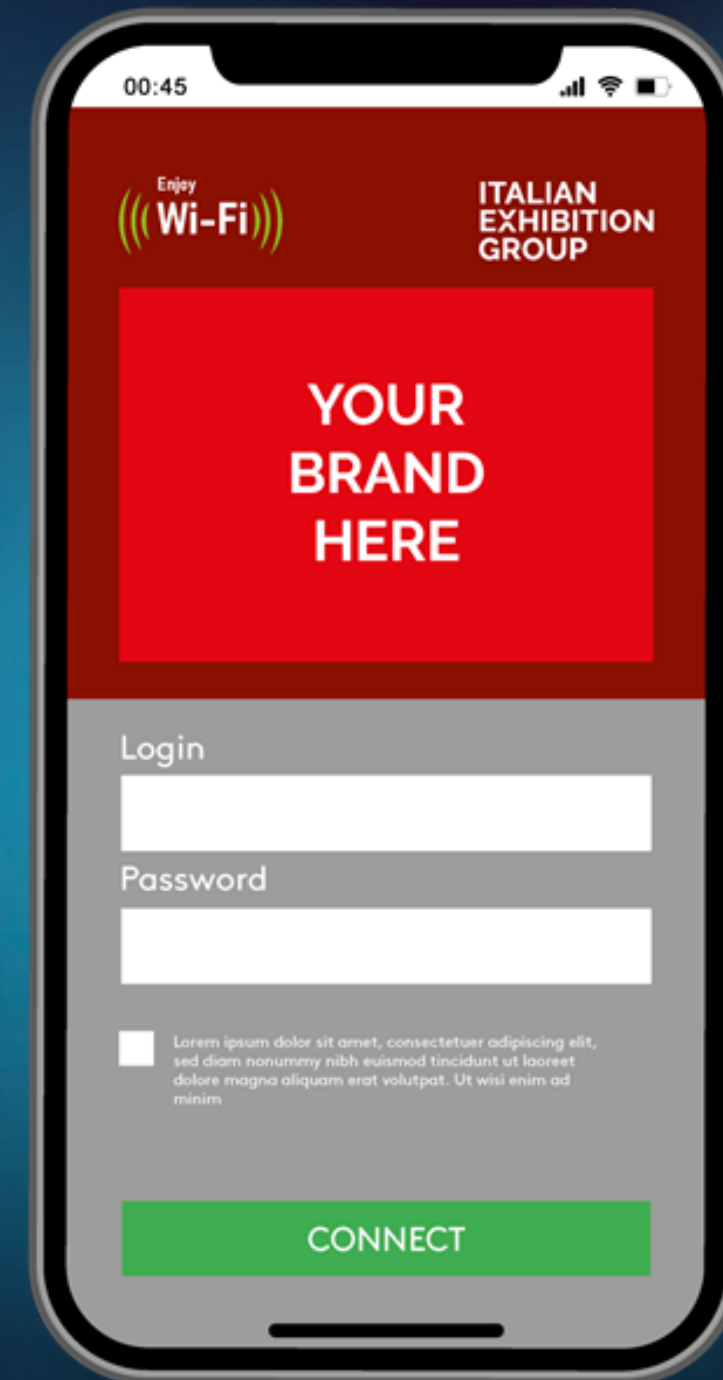


Set your brand apart and gain maximum visibility with every access by premium national and international buyers

Technical info:

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

€ 4.000



LOGO/BANNER ON HOMEPAGE



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

Technical info:

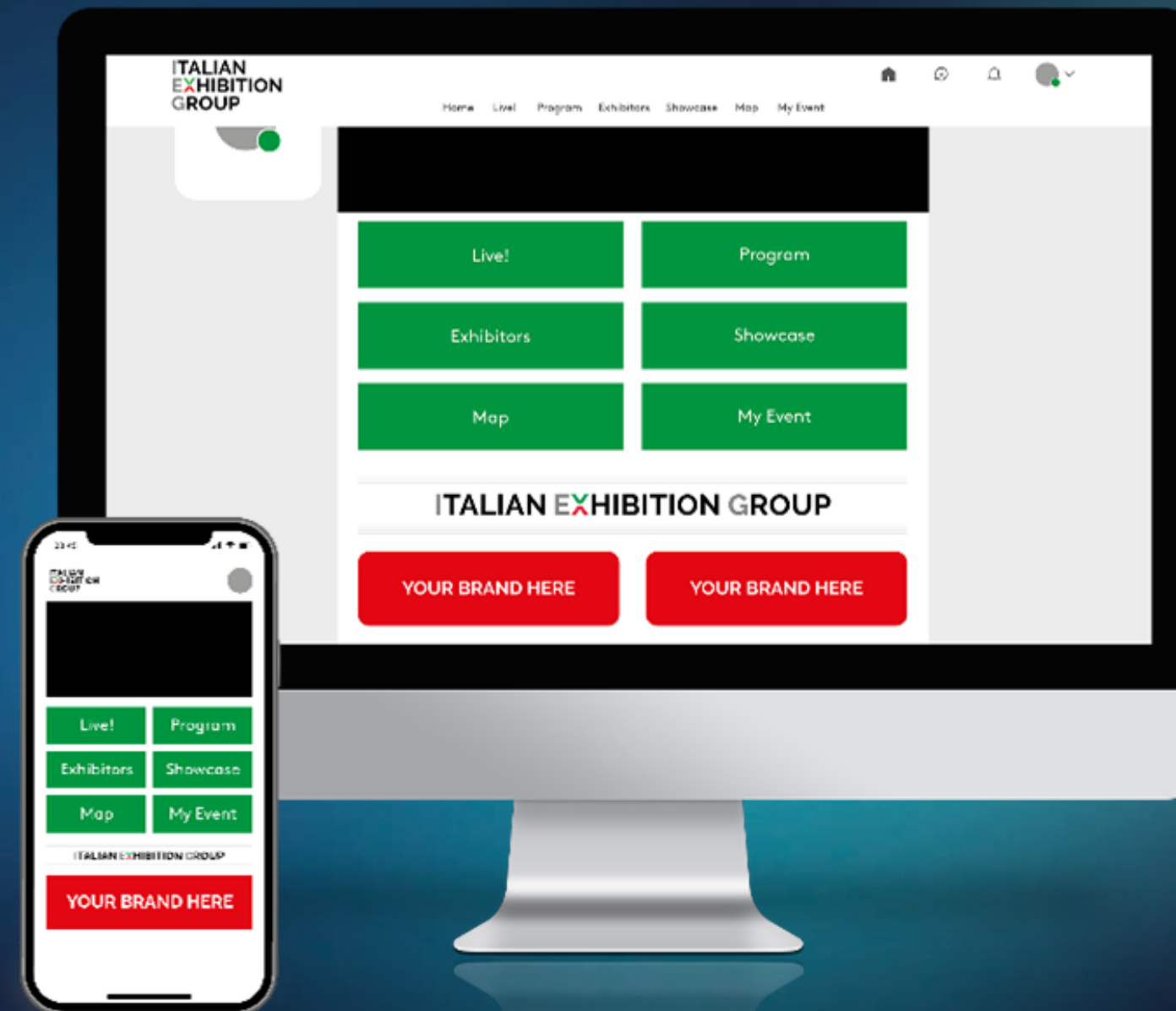
- Logo size: 200x200 pixel
- Format: png, jpg, gif or vector

€ 1.500

Logo

€ 2.000

Banner



LOGO/BANNER WEB SITE



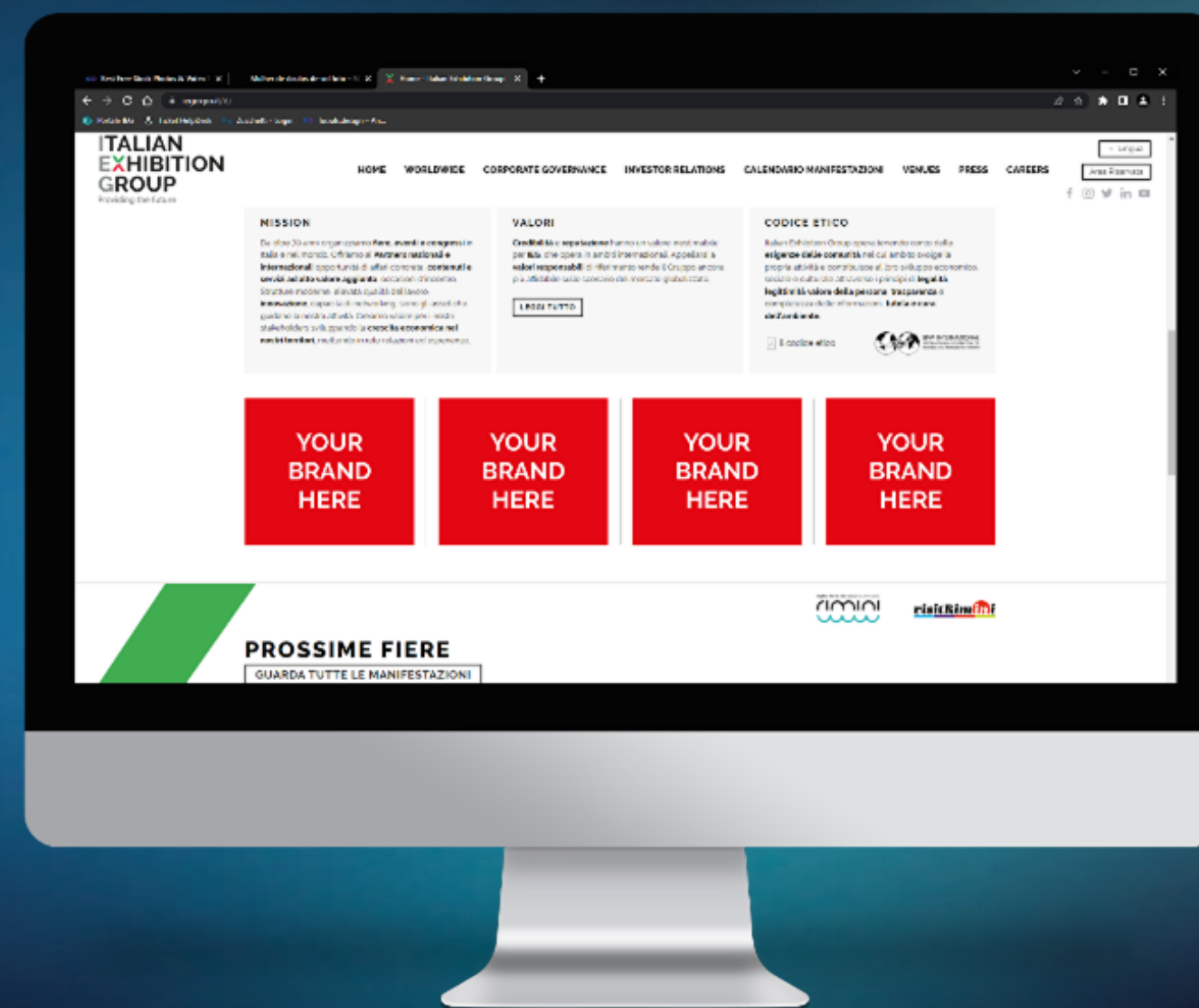
Make your brand stand out every time the homepage is accessed on the show website. The logo will remain **visible for 1 month**.

Technical info:

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

Materials delivery:

• within 10 days of the publication date



€ 900

Strategic internal pages

€ 600

Purchased in the April-August period

€ 900

Purchased in September

Homepage site



BANNER IN RESERVED AREAS



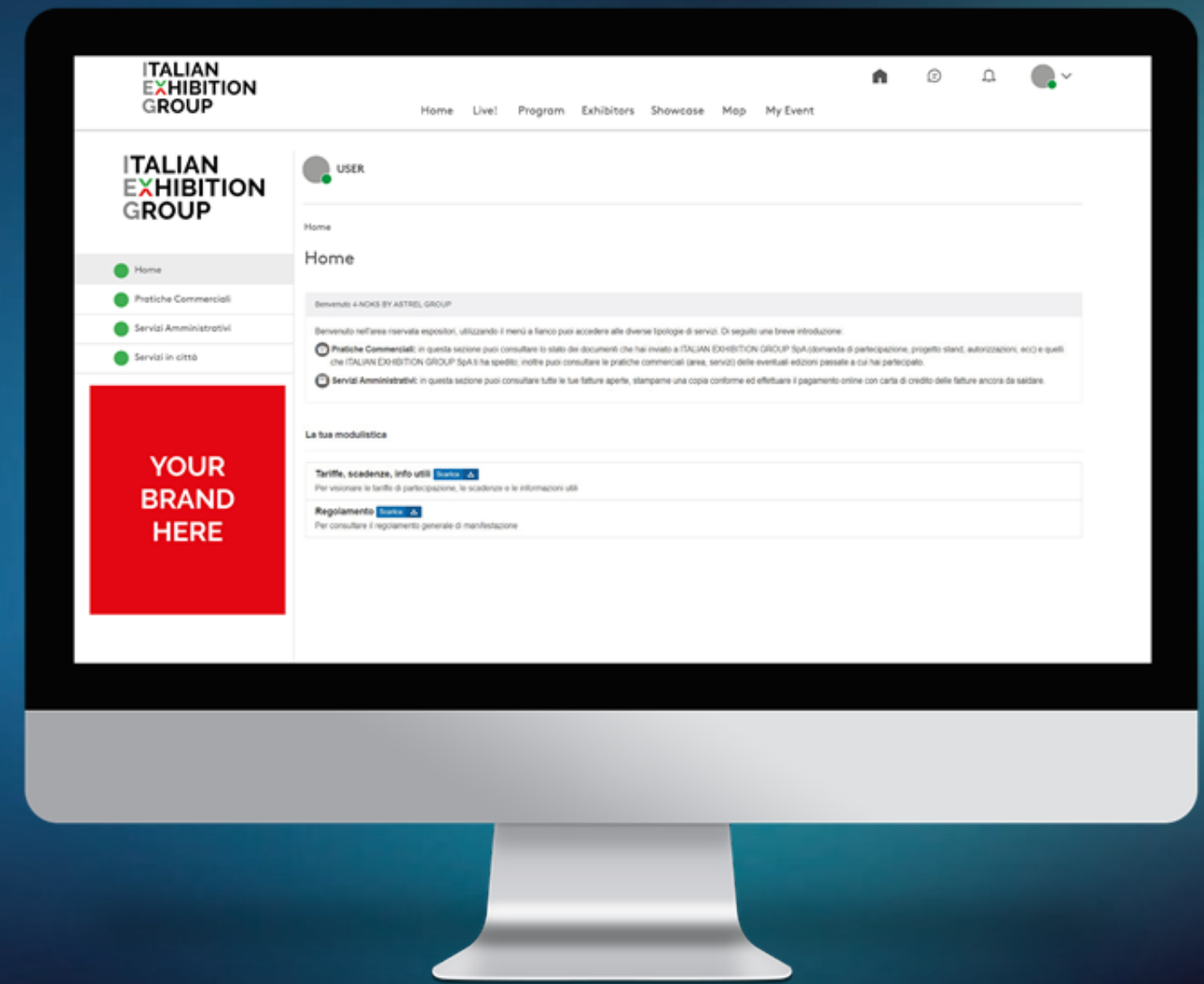
Attract visitors' interest in your brand: more than 90% of tickets are requested via the reserved areas.

Technical info:

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

Materials delivery:

- within 10 days of the publication date.



€ 5.000

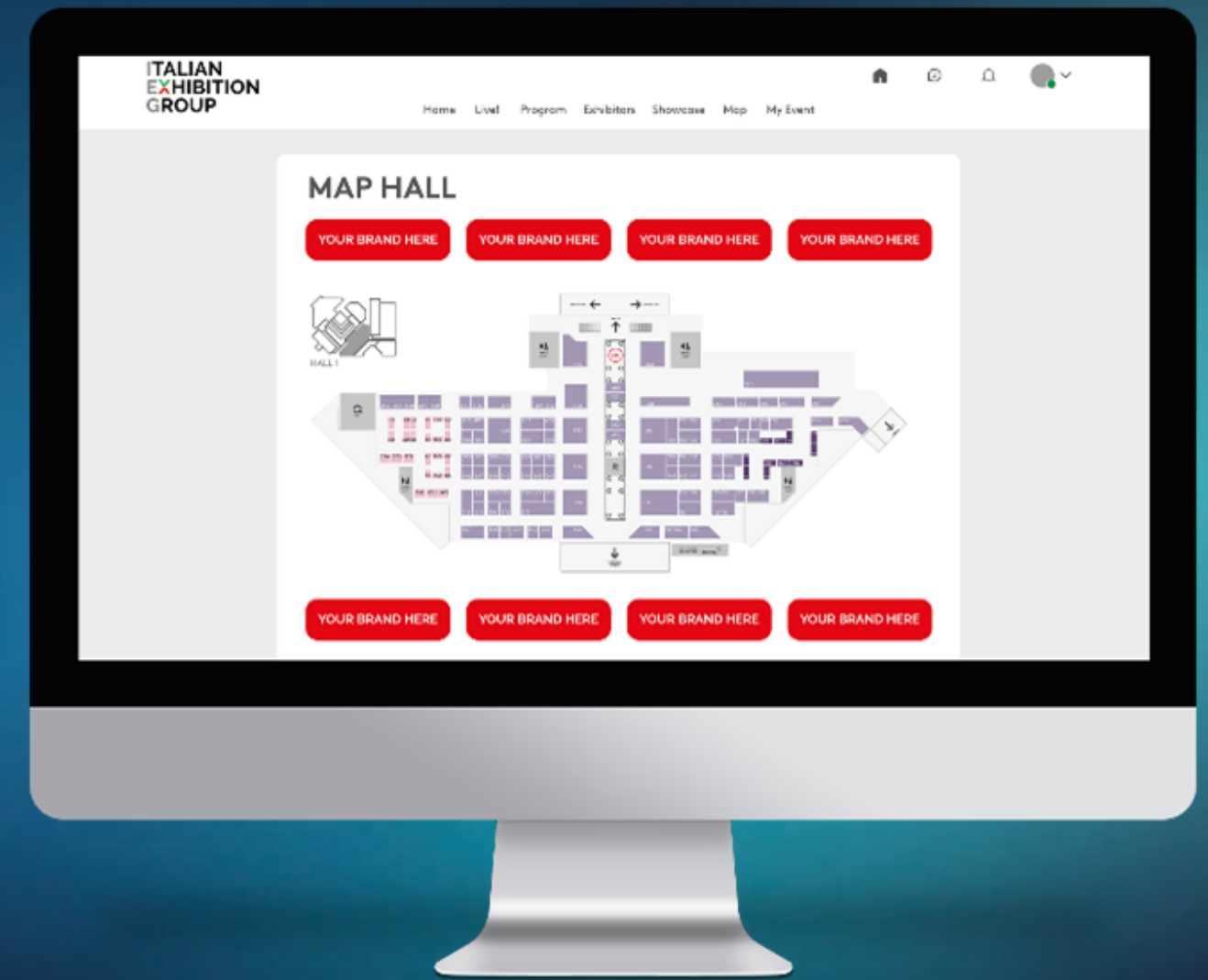
LOGO IN ONLINE MAP



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



€ 800

LOGO ON EMAIL ACTIVATION VISITORS



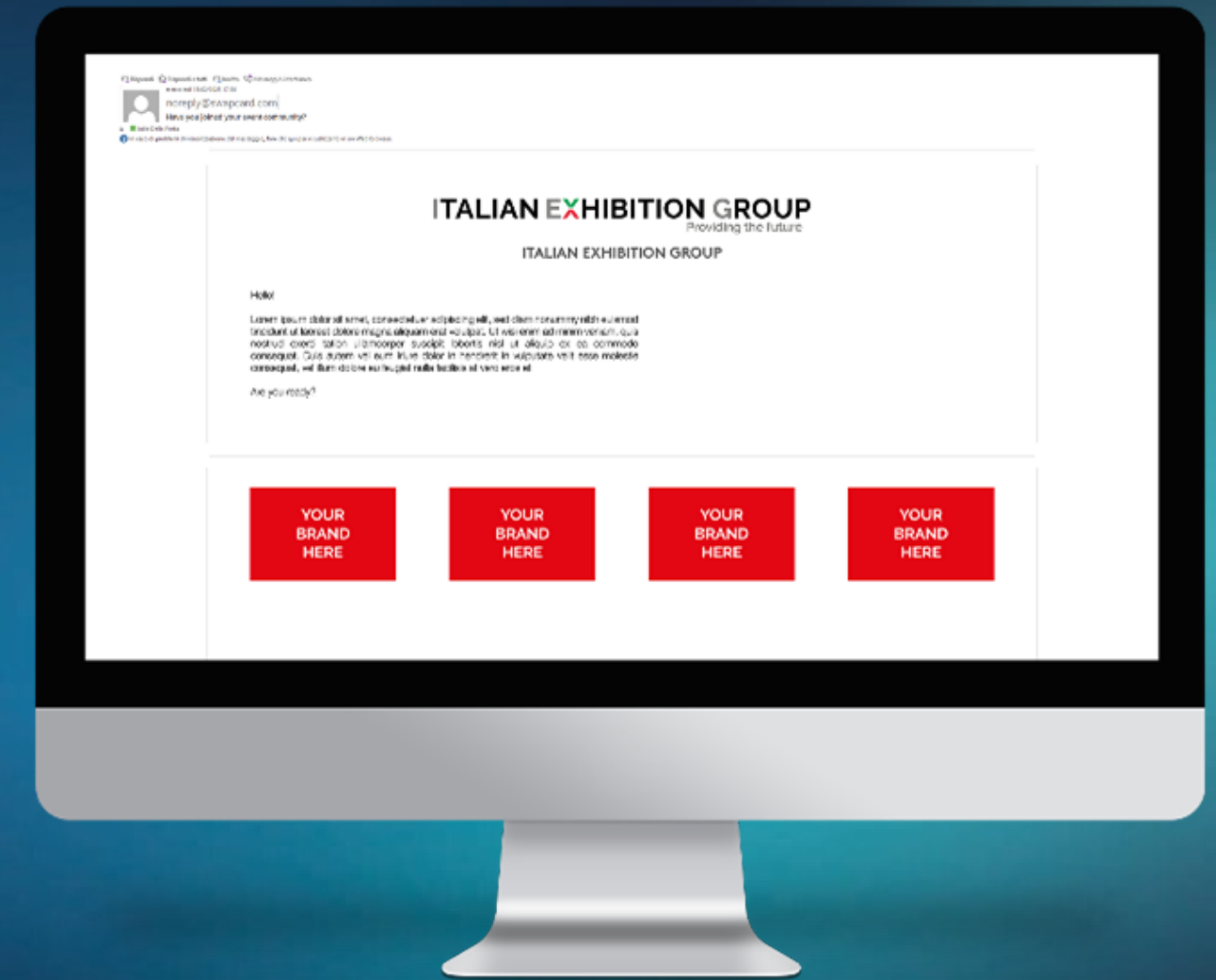
Make your brand visible to all domestic and international visitors by placing it in the login email for the digital visitor platform

Technical info

Logo size 200X200pixel
Format png, jpg, gif

Material delivery

within 10 days from the date of publication



€ 1.500

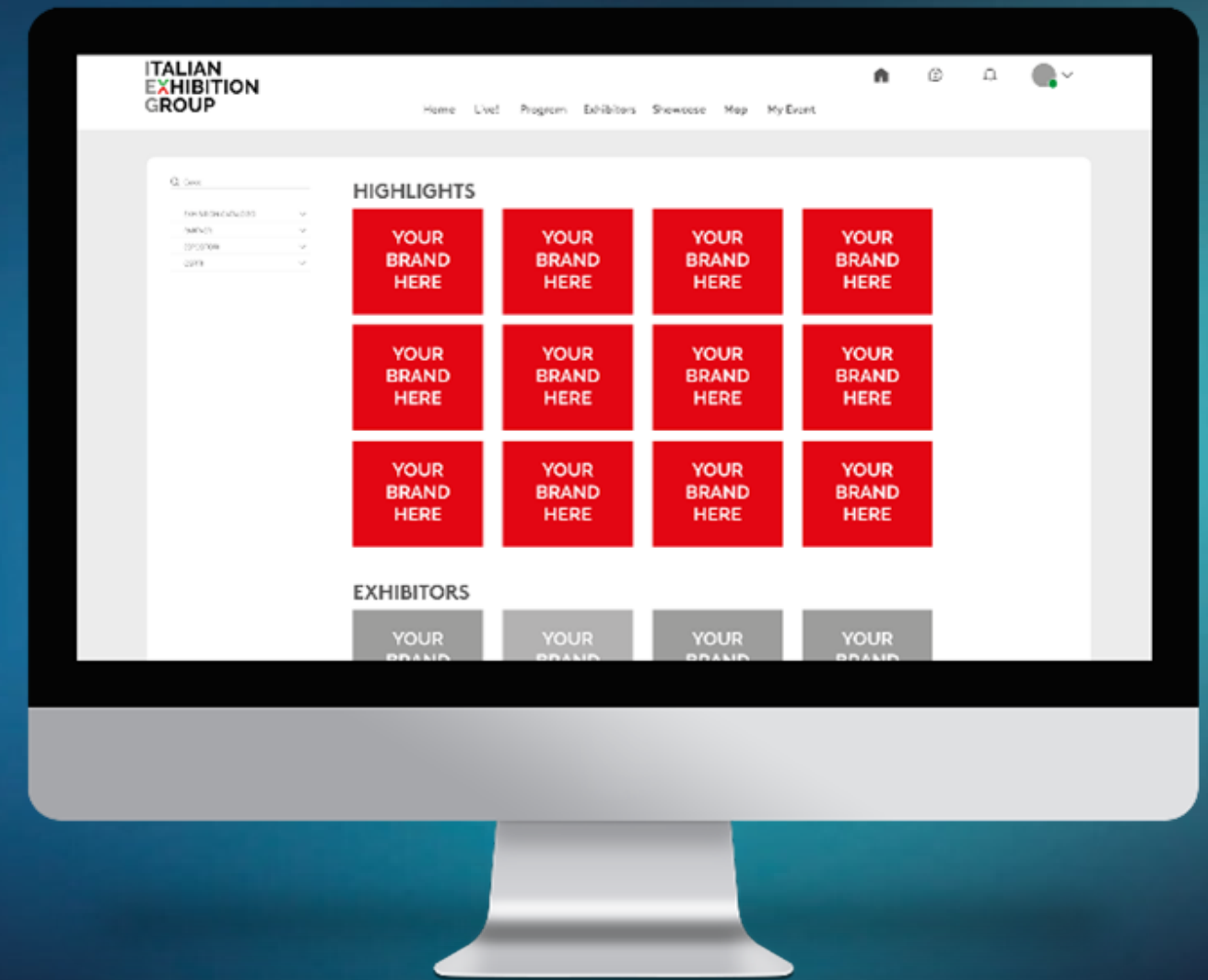
LOGO IN HIGHLIGHTS



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



€ 1.200

NEWSLETTER 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

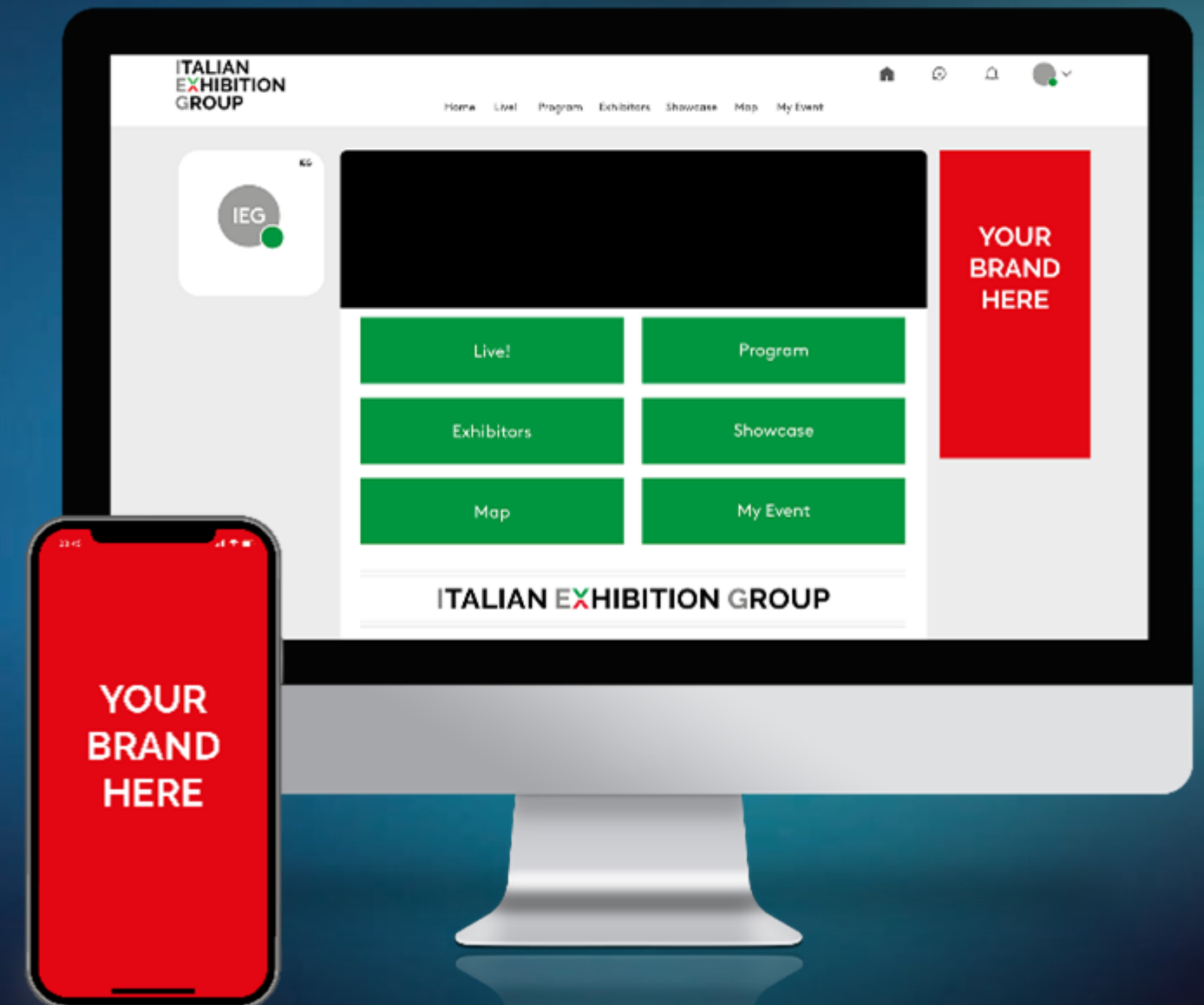


Show your brand to everyone both when opening the app and on the event homepage by choosing this exclusive digital service

Technical info

Image size 1080x1920 pixels (9:16 ratio). Format png, jpg,
Max weight: 1 MB

€ 2.000



BANNER ON PROFILE PAGE

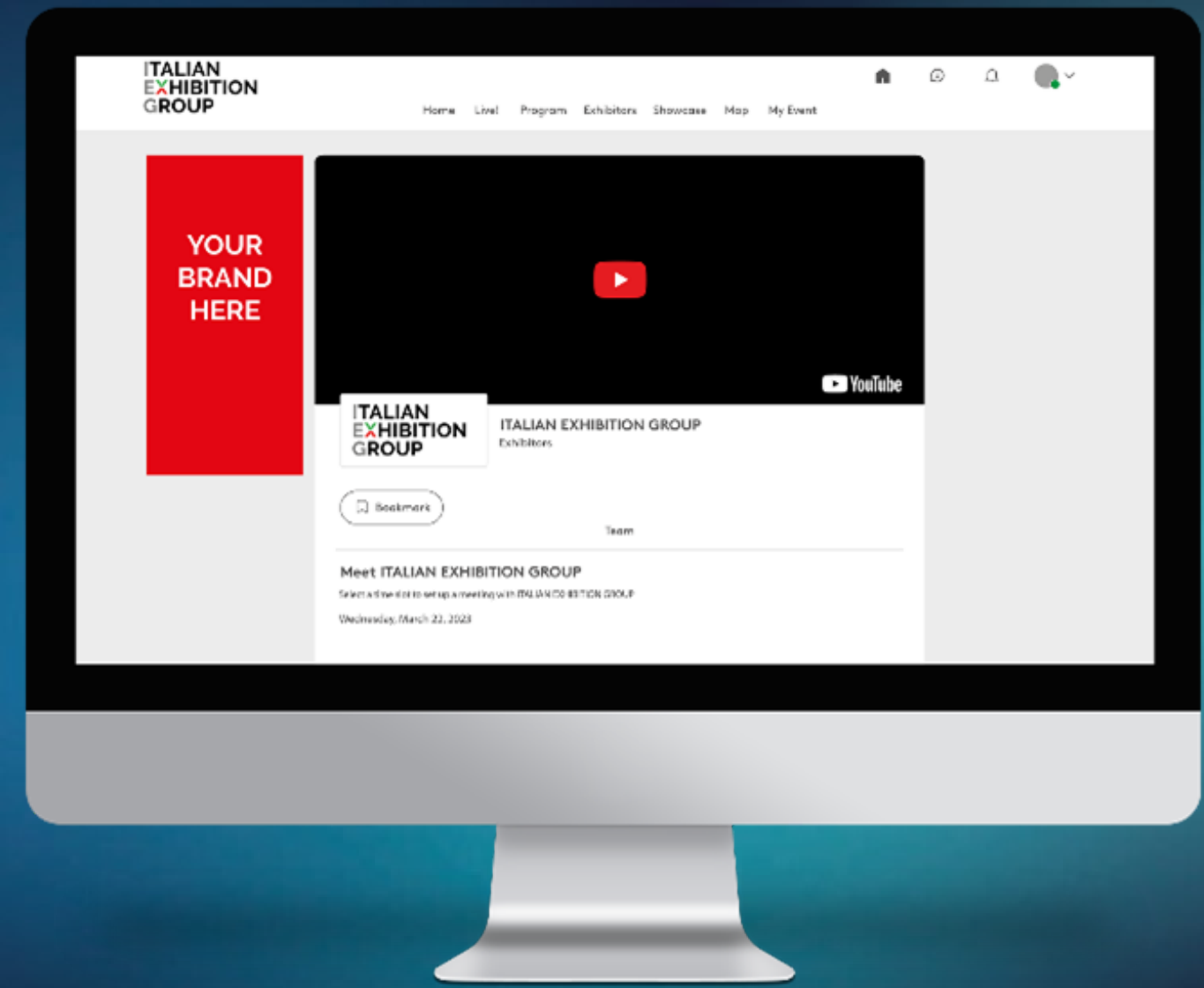


Highlight products, services, events or initiatives by creating a communication campaign on your profile page.

Technical info

1080x1920px image (9:16 ratio)

No heavier than 1 MB



€ 500

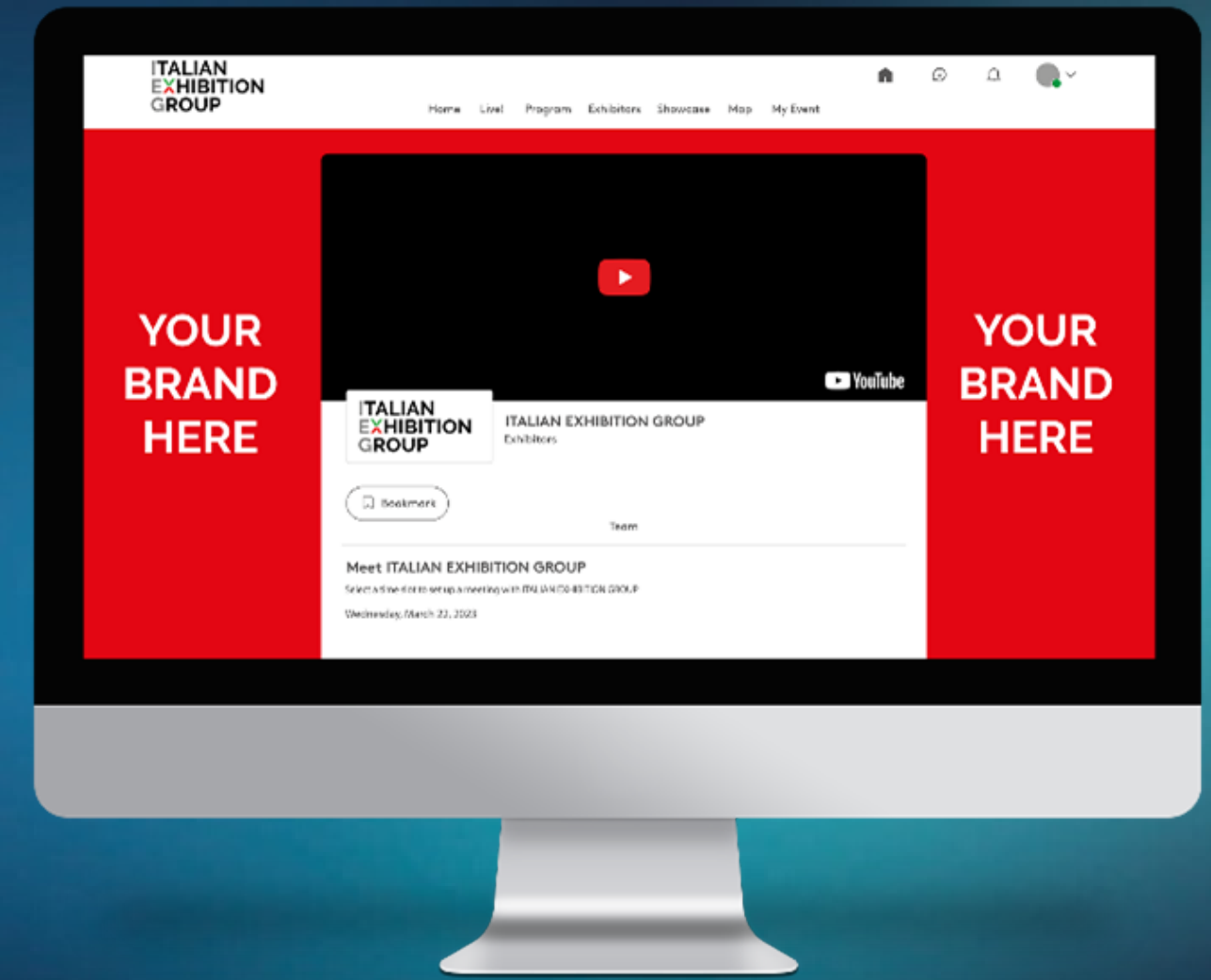
BACKGROUND ON PROFILE PAGE



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



€ 200

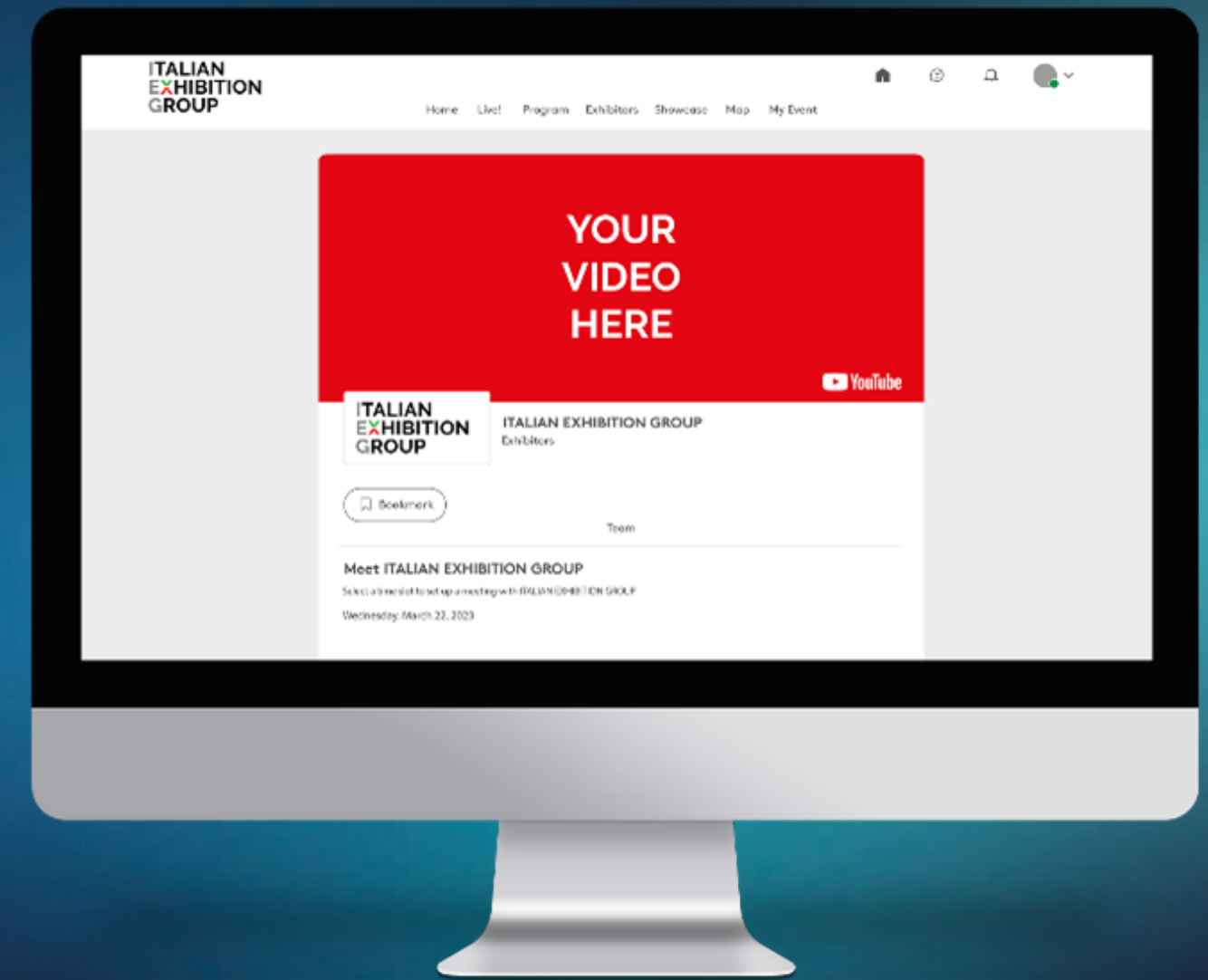
VIDEO ON PROFILE PAGE



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.



€ 200

PUSH COMMUNICATIONS

CANALI:



PUSH NOTIFICATIONS



DIGITAL PLATFORM



WEBSITE - EN.TECNAEXPO.COM

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

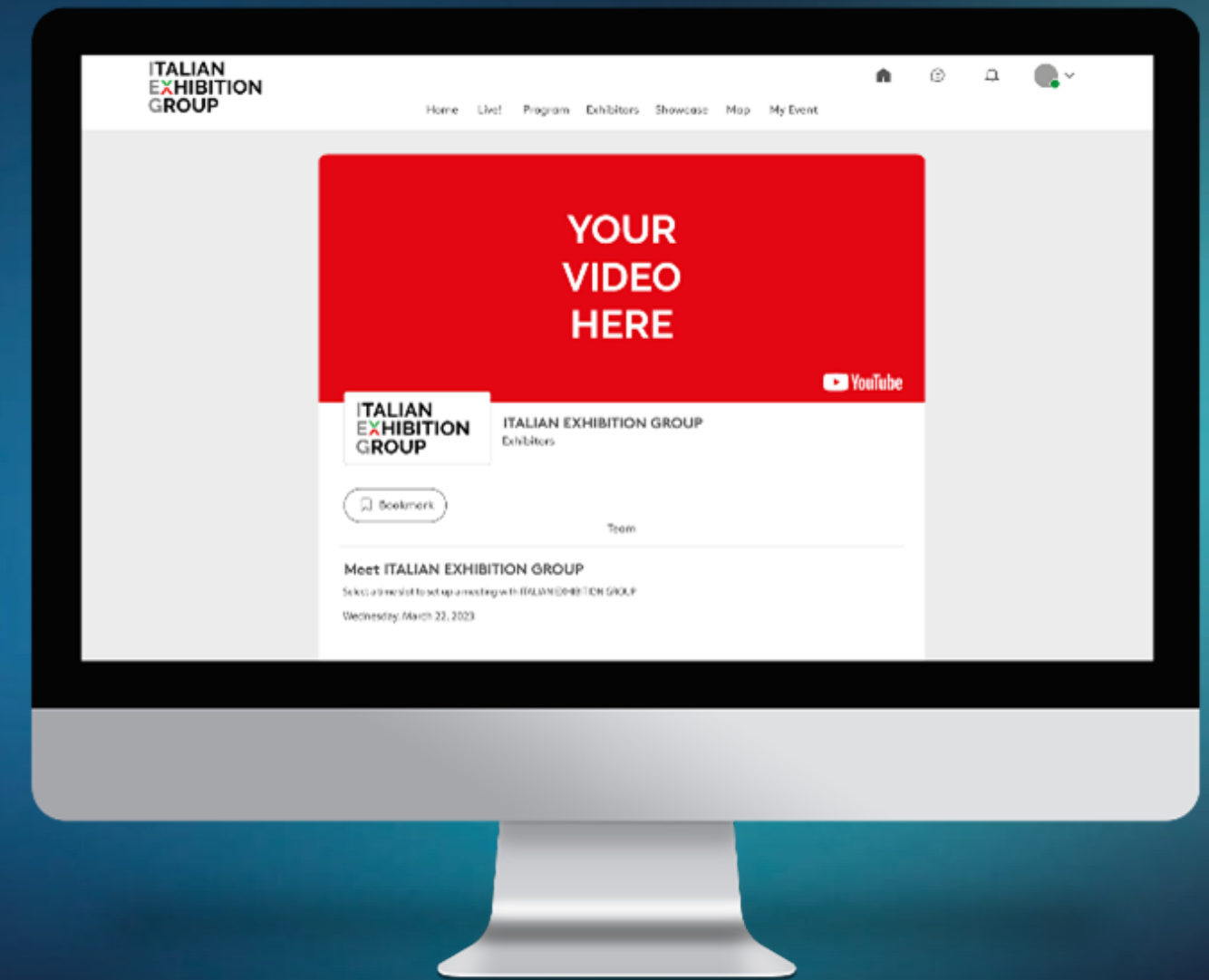
PUSH NOTIFICATION



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



€ 1.000

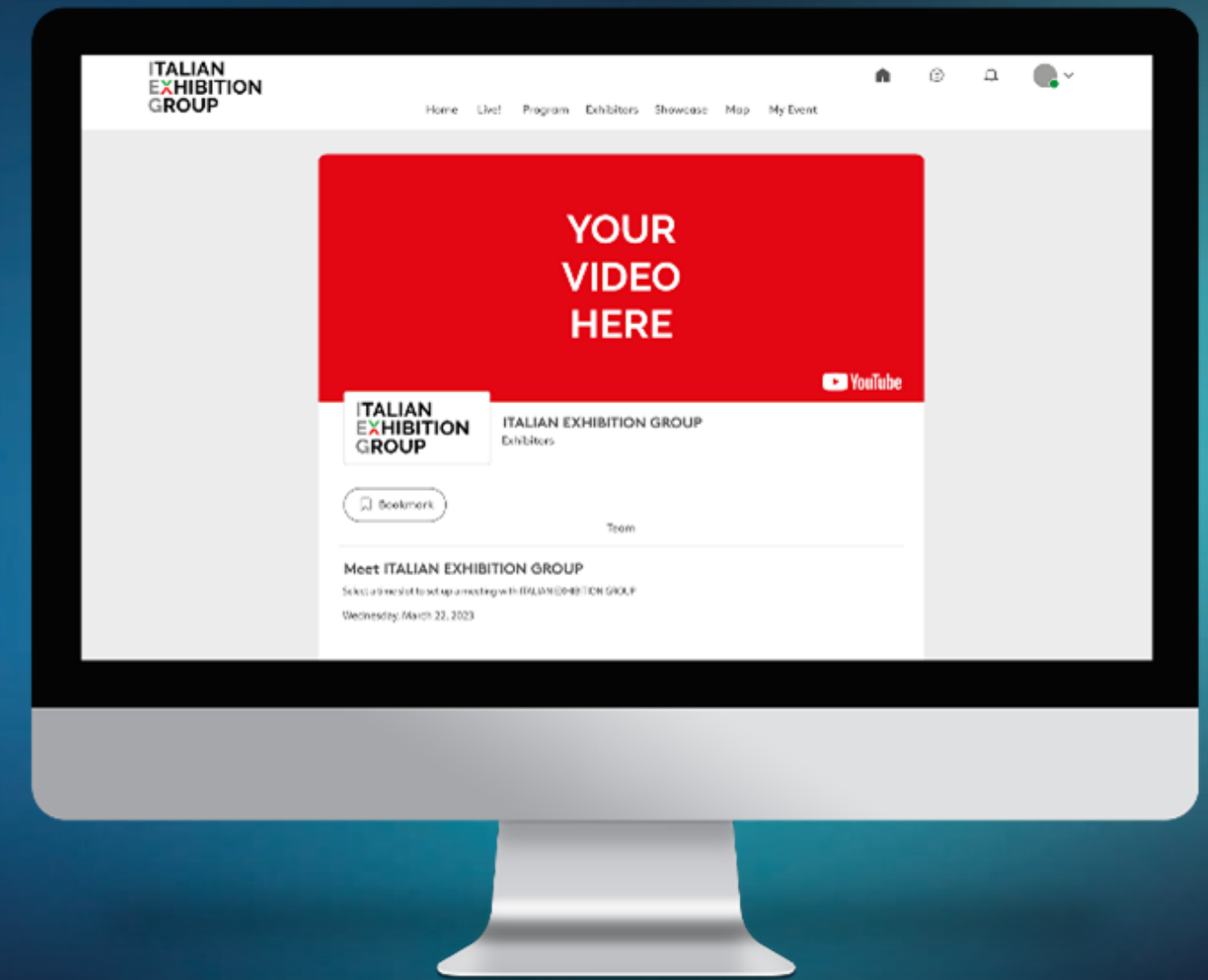
LIVE: WATCH NOW



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.



€ 1.000



SOCIAL COMMUNICATION



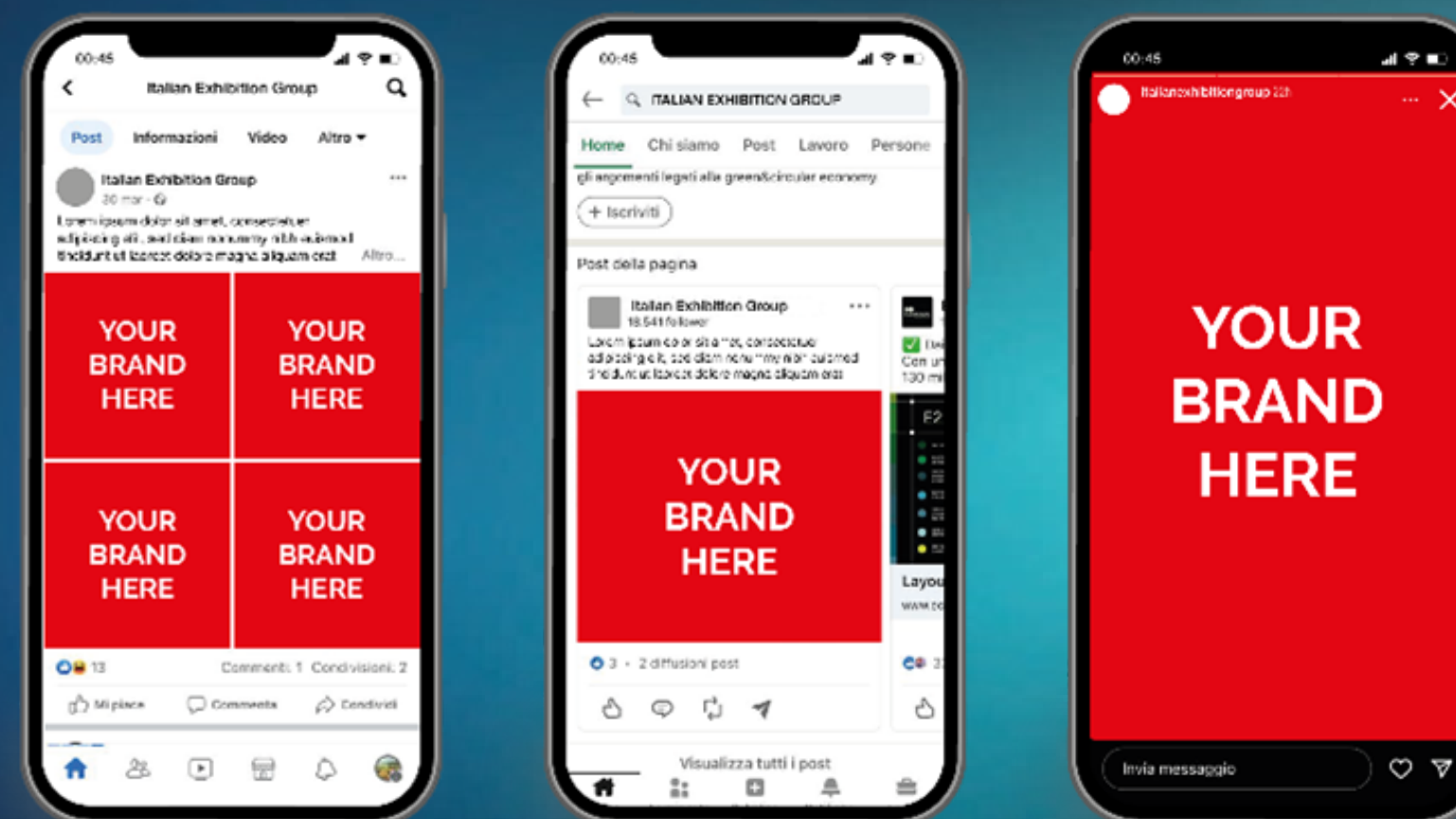
Reach the entire national and international show community through social channels.

Technical info:

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

Materials delivery:

- within 15 days of the publication date



€ 500



NOTIZIA AND BANNER IN NEWSLETTER



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

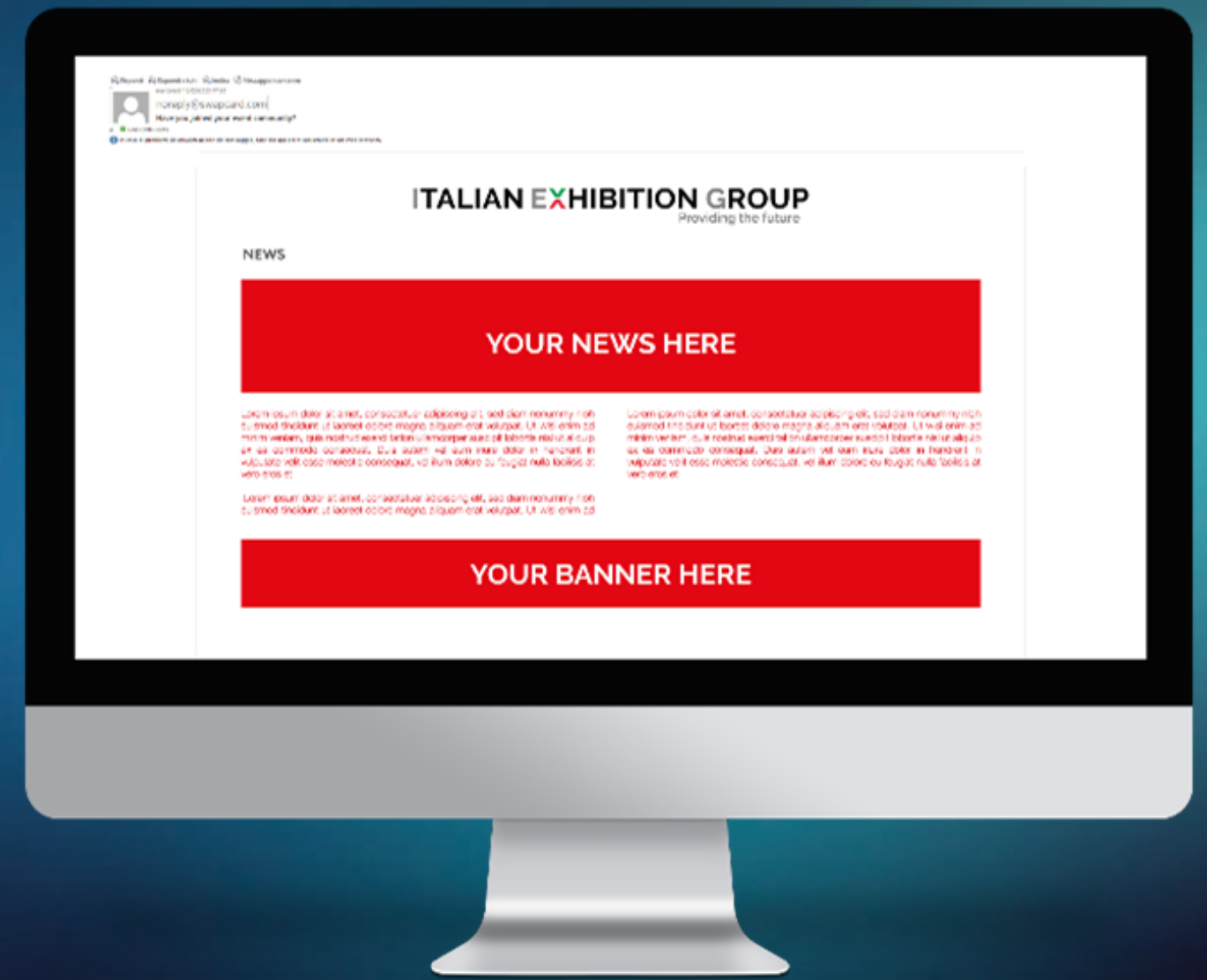
Technical info:

- 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.

€ 2.500



DEM TO VISITATORS



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

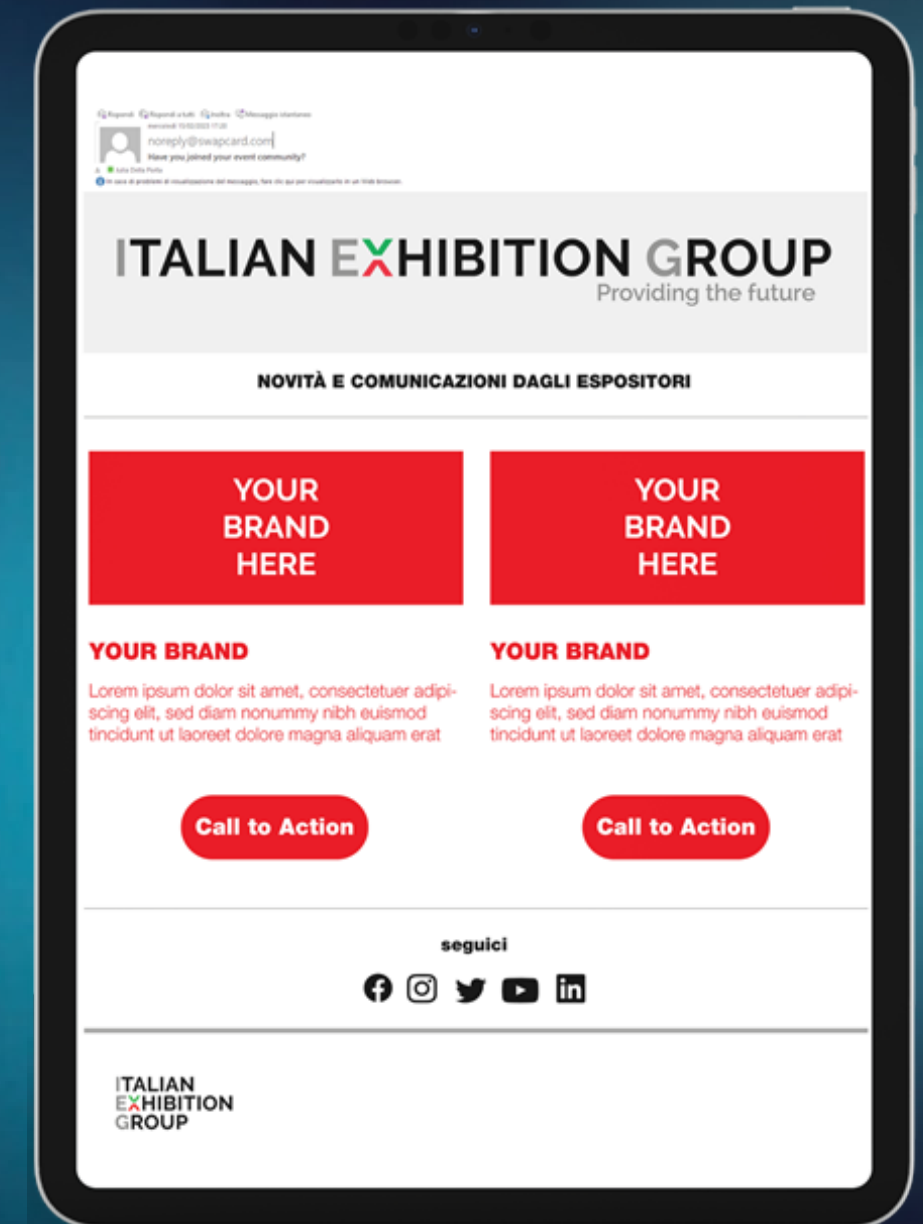
Technical info:

- 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



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

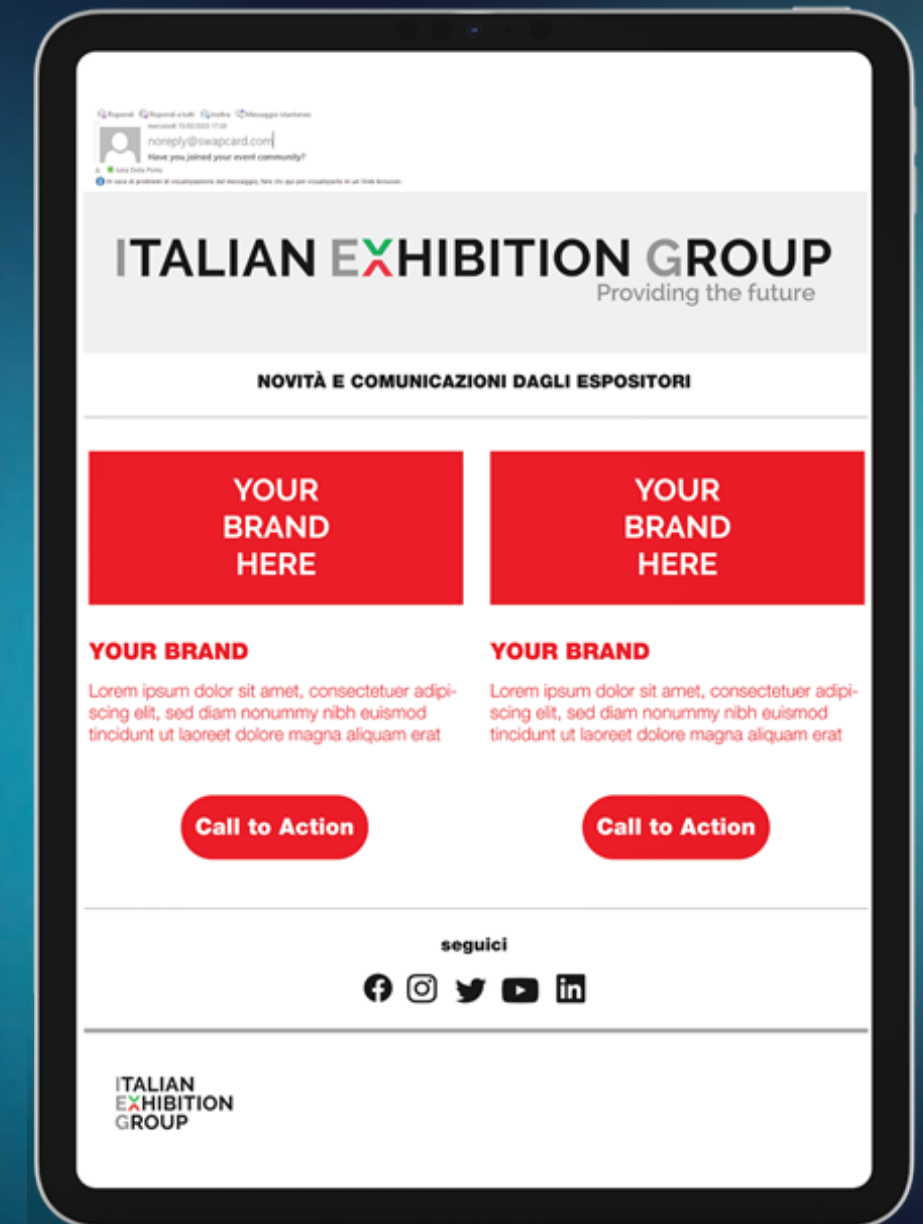
Info tecniche

- 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

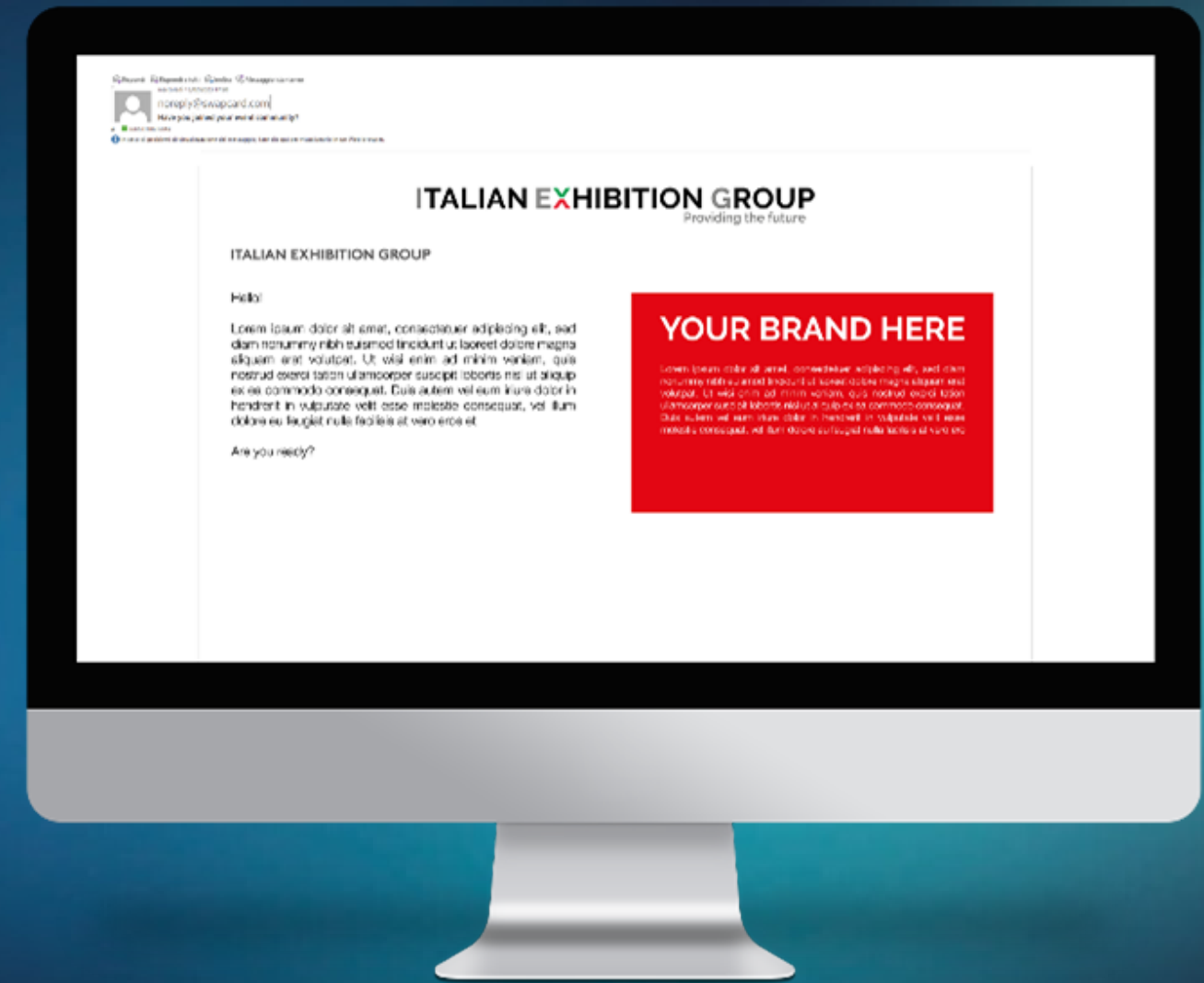
Technical info

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

Materials delivery:

- within 10 days of the publication date.

€ 3.000



ADDITIONAL SERVICES



ADDITION TEAM MEMBER - 5

€ 200

ADDITION OF PRODUCTS TO THE CATALOGUE -5

€ 200

LEAD SCANNER

€ 250

PROFILE UPLOAD SERVICES EXHIBITOR

€ 500



Rimini Expo Centre



24 - 27 SEPTEMBER 2024

GreenTechInsights

