

---

# Online & On-site Visibility

2025 CATALOGUE

**ENADA** **PRIMAVERA**



---

Boost your business  
with us



---

# CONTENTS

- 01** Printed materials
- 02** Online Visibility
- 03** Push communication
- 04** On-site Visibility

# 01

## Printed Materials

a. P@H - Ticket



# a. P@H - Ticket

Maximum logo visibility among visitors. 90% of total access tickets are in PDF format.

## YOUR LOGO IN VISITORS ENTRY BADGE

(PDF generated during online accreditation (90% of total badges).

### Technical Info:

Dimension: 10.4x14.4cm bxx

Format: high res. pdf

### Material delivery:

within 90 days after the start of the show



# 02

## Online Visibility

- a. Website Banner
- b. Banner in Reserved Areas



# a. Website Banner



Put your brand in the spotlight with every visit to the event website homepage.

## Technical info:

Banner in home page: 300x100 pixels (wxh)

Max size: 80 kb

Format: png, jpg, gif

Landing page URL link

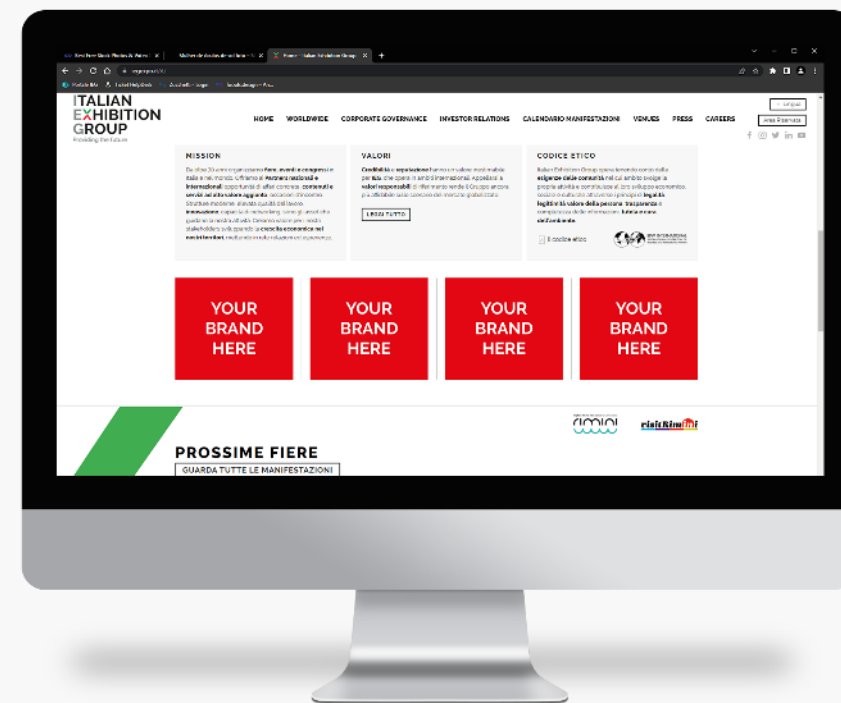
Banner internal sections: 200x200 pixels

Format: png, jpg, gif

Max size: 80 kb

## Material delivery:

within 10 days from the publication date.



# b. Banner in Reserved Areas



Boost visitor interest in your brand: more than 90% of tickets are requested through reserved areas.

## Technical info:

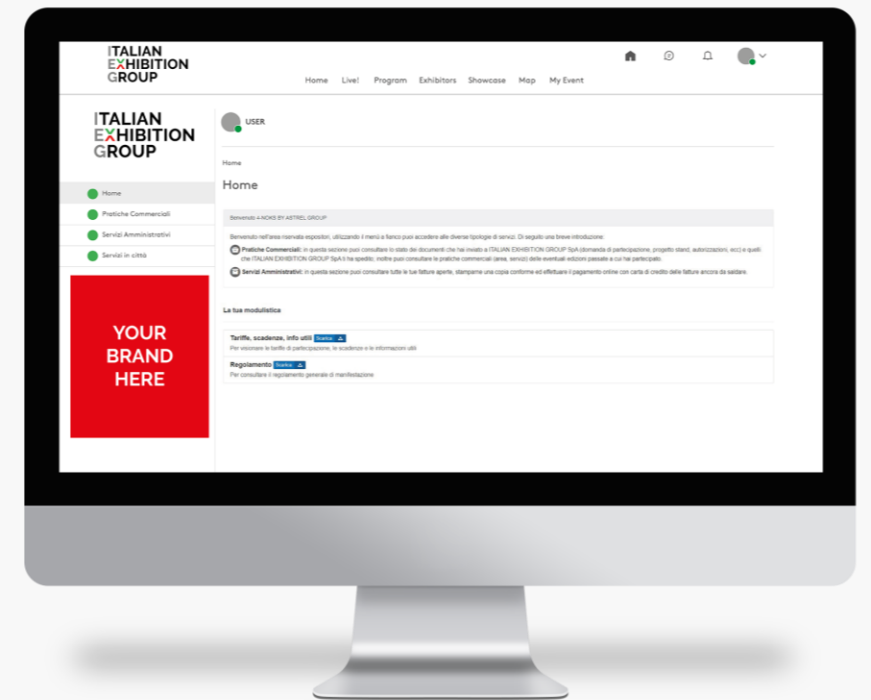
Logo size: 250x250 pixels

Format: png, jpg or vector

Max size: 1 MB

## Material delivery:

within 10 days from the publication date.





# 03

## Push communication

### a. Social communication

### b. E-mail:

1. News and Banner in newsletterNL
2. DEM
3. Multibrand Newsletter
4. Banner on Web Invitation



01

02

03

Push communication

04

# a. Social Communication



Get the most digital coverage with a reel to show to the show's entire social community.

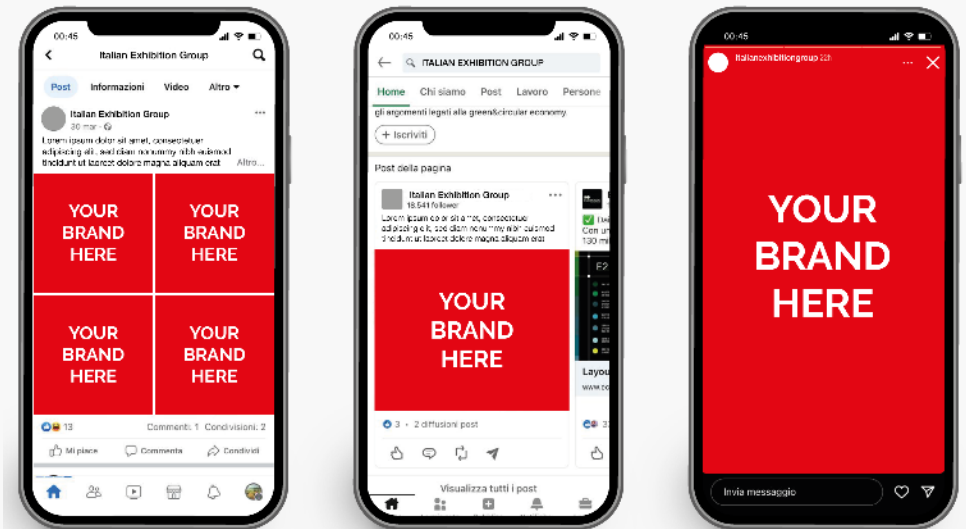
## Technical info:

Text max 350 characters

Link URL

## Material delivery:

within 15 days from the publication date



01

# b.1 | News and Banner



02

Put your brand in the spotlight and get noticed by profiled professionals by having a space dedicated to you within event newsletters.

03

Push communication

### Technical info:

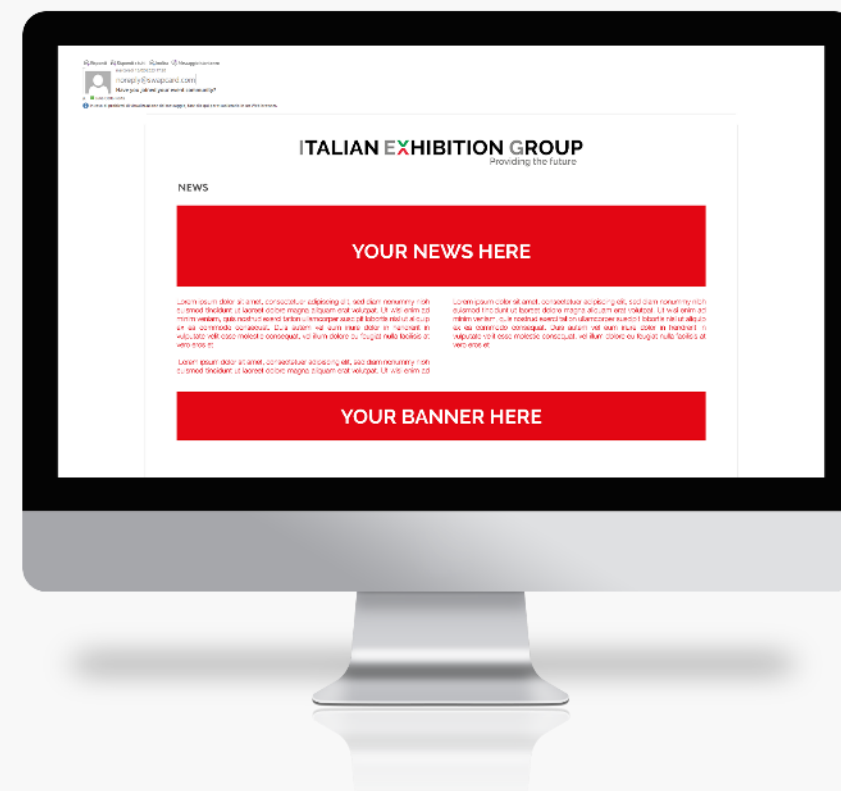
Text: max 500 characters including spaces with link to site

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

### Material delivery:

within 10 days from the publication date.

04



# b. 2 | DEM monobrand



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

### Technical info:

Provide one or two images.

Size: max 250 kb per image;

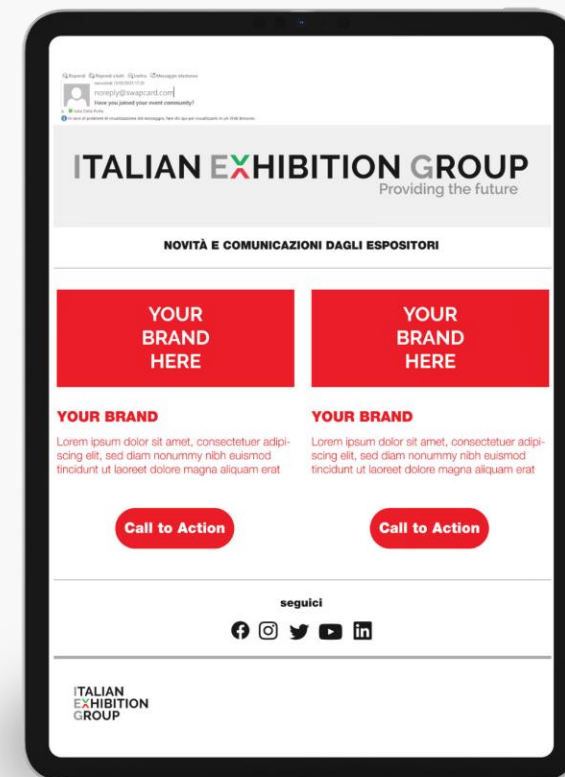
Company logo: size 300x100pixel wxh;

Provide one or two news items.

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

### Material delivery:

Within 5 working days from the date of sending.



# b.3 | Multibrand Newsletter



Make your brand visible to the entire event database and bring users to your exhibitor profile page.

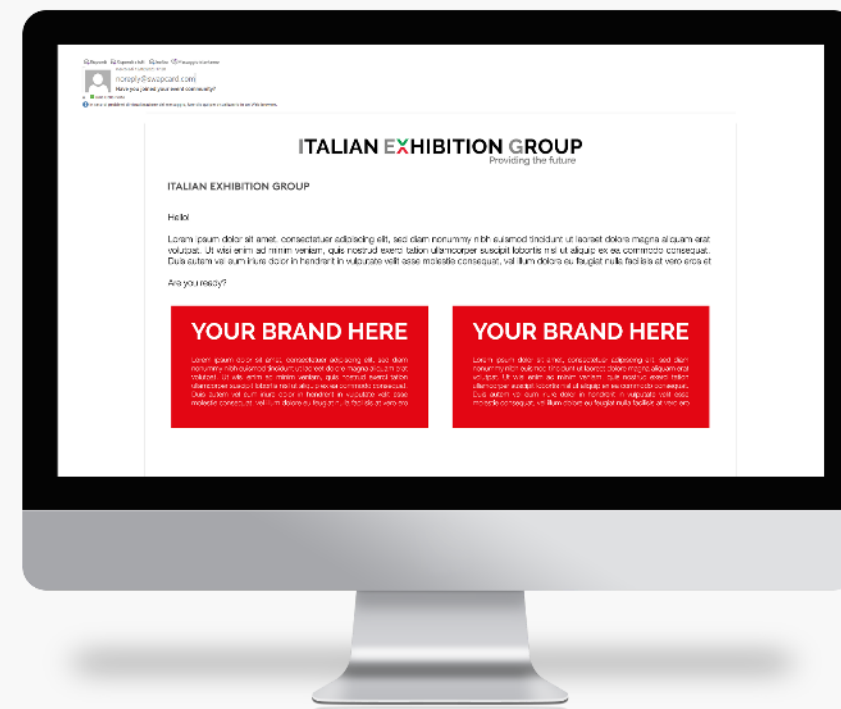
## Info tecniche:

Testo: max 450 battute spazi inclusi  
Immagine: rapporto 16:9 o anche 1:1.

Logo: png o jpg

## Consegna materiale:

entro 10 giorni dalla data di pubblicazione.



# b.4 | Banner on Web Invitation

An unmissable opportunity to put your brand in the spotlight for an exclusive audience of professional operators.

### Technical info:

Image size: 600X250 pixels.

Format: png, jpg, gif

Max size: 1 MB

### Material delivery:

within 10 days from the publication date.



# 04

## Onsite Visibility

- a. Entrance
- b. Hall and Common Areas
- c. Columns Customisation
- d. ADS in Exhibition Halls
- e. Pools
- f. Merchandising



01

# a. 1 | Entrance

02

03

Replicate your message along the main visitor avenue.  
Create the atmosphere you want even before they reach  
your stand.

04

## DOUBLE-SIDED ADVERTISING PANEL

### Technical info:

Size: 100cm x 130cm (wxh)

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

### Material delivery:

within 30 days after the start of the show.





01

# a. 2 | Entrance

02

03

Clad the main entrance in your brand colours.  
You will be visible to cars and pedestrians entering from the SOUTH entrance.

04

## RAILWAY BRIDGE ADVERTISING BANNER

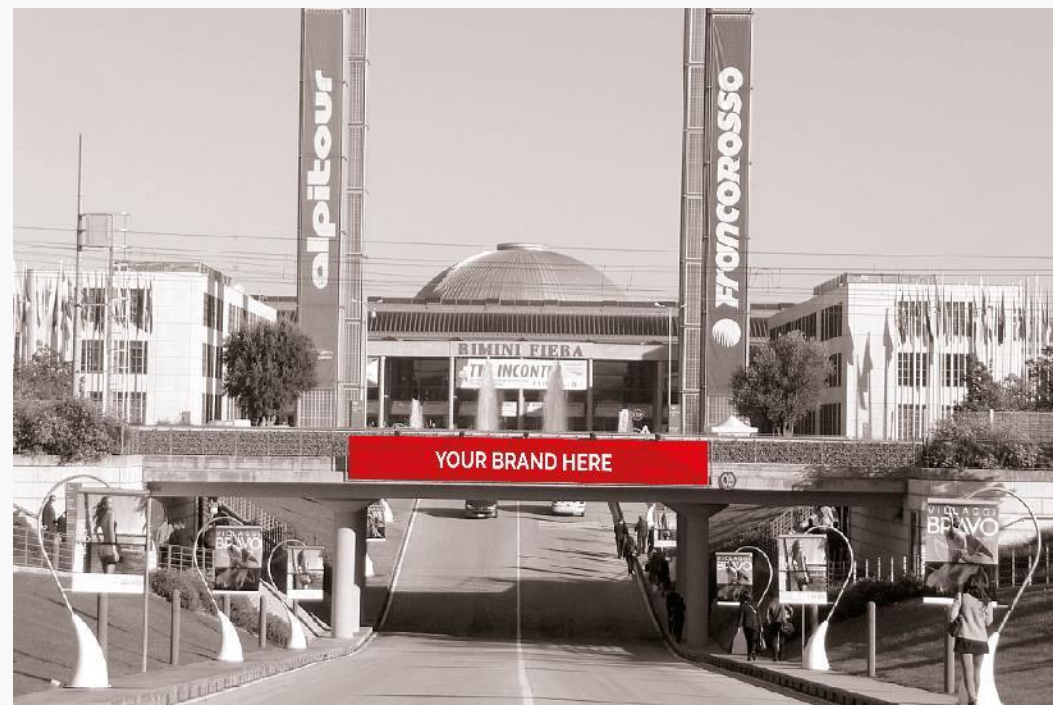
### Technical info:

Size: 12m x 1.50m (wxh)

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

### Material delivery:

within 30 days after the start of the show.



01

# a. 3 | Entrance

02

03

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

04

## SHOW ENTRANCE ADVERTISING PANEL - SOUTH ENTRANCE BUILDING

### Technical info:

Size: 2.5m x 12m (wxh)

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

### Material delivery:

within 30 days after the start of the show.



01

# a. 4 | Entrance

02

03

Human height, maximum customisation, highest footfall position.

04

## DOUBLE-SIDED ADVERTISING PANEL

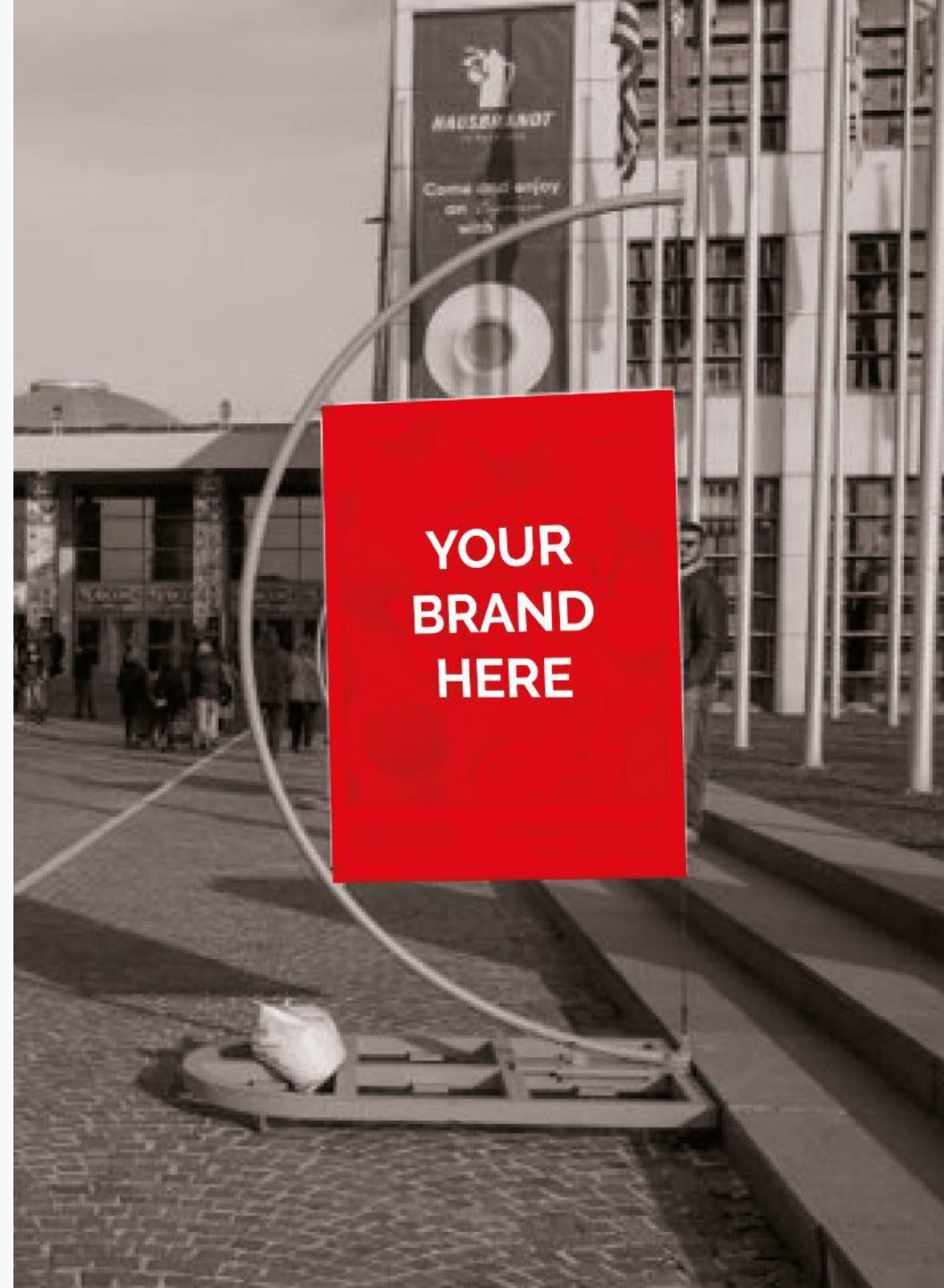
### Technical info:

Size: 100cm x 140cm (wxh)

Graphic material: high-resolution PDF file

### Material delivery:

within 30 days after the start of the show.



01

# a. 5 | Entrance

02

03

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

04

## CUSTOMISATION OF REVOLVING DOORS AT EVENT ENTRANCE

### Technical info:

Size: 136cm x 220cm (wxh)

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

### Material delivery:

within 30 days after the start of the show.



01

# b. 1 | Hall and common areas

02

03

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

04

## CUSTOMISATION OF INTERNAL SWAN STRUCTURE

### Technical info:

High-resolution PDF file

Size: 1m x 1.4m

Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show..



01

# b. 2 | Hall and common areas

02

03

Promote your brand by choosing these advertising spaces that offer maximum coverage from the corridors of the main halls, interior aisles and pool porticos.

04

## ADHESIVE DIRECTIONAL GRAPHICS

### Technical info:

High-resolution PDF file;

Size: 5 - 4m

Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

02

03

04

Onsite Visibility



# b. 3 | Hall and common areas

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

## DOUBLE-SIDED ADVERTISING BANNER, SOUTH HALL

### Technical info:

High-resolution PDF file;  
Size: 5x3m bifacial  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

02

03

04

Onsite Visibility



# C. 4 | Customisation columns

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

### Technical info:

High-resolution PDF file;  
Size: 1x7m single-sided - 1x5m single-sided  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show





01

# d. 1 | ADV in Exhibition Halls

02

03

Thanks to its extraordinary visibility, this space will arouse curiosity and ensure that visitors making their way to your hall will want to seek out your brand.

04

## CUSTOMISATION OF WINDOWS IN INTERNAL AREAS

### Technical info:

High-resolution PDF file;  
Size: 2.59mx1.15m double-sided  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

# d. 2 | ADV in Exhibition Halls

02

03

Get noticed immediately and turn your brand into a point of reference for every visitor entering the hall of your stand.

04

## HALL ADVERTISING BANNER

### Technical info:

High-resolution PDF file

Size: wxh 4.5mx2m or 2mx4.5m

Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

# e. 1 | Pools

02

03

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

## CUSTOMISATION OF TRUSS BANNER IN INTERNAL POOLS

### Technical info:

High-resolution PDF file;  
Size 3.5mx2.5m double-sided (horizontal or vertical)  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

# e. 2 | Pools

02

03

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

### Technical info:

High-resolution PDF file;  
Size: 5mx3m double-sided – 3mx5m single-sided  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

02

03

04

Onsite Visibility

# e. 3 | Pools

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

### Technical info:

High-resolution PDF file;  
Size: 1.25mx3m  
Resolution: 300 dpi; fonts included in PDF

### Material delivery:

within 30 days after the start of the show



01

# f. 1 | Merchandising

02

03

Your brand on every visitor: made possible by customising the event lanyard that will be distributed at the entrances. Get maximum coverage and visibility for your brand at the show now.

04

## **CUSTOMISATION OF OFFICIAL EVENT LANYARD AND BADGE HOLDER**

Onsite Visibility



01

# f. 2 | Cappuccino Cups

02

03

Your brand in the event bars, thanks to the customization of single-use coffee and cappuccino cups.

04

## CUSTOMISATION OF CAPPUCCINO CUPS

Onsite Visibility



---

# Contacts.

**ORietta FOSCHI**

Exhibition Manager

+39 0541 744511

[orietta.foschi@iegexpo.it](mailto:orietta.foschi@iegexpo.it)

**AMANDA REGGIANI**

Sales Account

+39 0541 744321

[amanda.reggiani@iegexpo.it](mailto:amanda.reggiani@iegexpo.it)

