

Company Name _____

Address _____

Location _____ Country _____ Postal code _____

E-Mail _____

VAT _____ Tel. _____

A - POCKET GUIDE

SERVICE	PRICE	QUANTITY	IMPORT
Single page - PG001 (110x240 mm)	€ 1,100		
Double page - PG002 (220x240 mm)	€ 1,600		
Inside front cover - PG003 (110x240 mm)	€ 1,100		
Facing text - PG004 (110x240 mm)	€ 1,100		
Back cover - PG005 (107x240 mm)	€ 3,700		
Page facing floor plan - PG006 (110x240 mm)	€ 2,700		
Floor plan advertisement - PG007 (60x160 mm no abundance)	€ 2,700		
Floor plan base - PG008 (320x40 mm)	€ 3,100		
Company Logo in hall page - PG009 (max 40x15 mm) or vector file	€ 550		
Page base - PG010 (110x45 mm)	€ 550		
Cover page base - PG011 (110x60 mm)	€ 3,800		
TOTAL A			

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

TECHNICAL FEATURES OF FILE REALISATION

The file must be sent in the specified size, with the trim marks plus the abundances (5mm) on each side, we recommend that you also provide a colour proof (non-binding).

Vector files of colours in four-colour process (CMYK), with vector texts converted into tracings, we recommend sending at least a pantone reference (non-binding).

Logos in vector format: .ai, .eps

Raster images with a resolution of at least 300 dpi in four-colour process (CMYK).

Required formats: .pdf, .jpeg, .tiff (high resolution 300 dpi four-colour process (CMYK), no special colours)

MATERIAL SUBMISSION DEADLINE

(Material must be sent by 13 October 2023).

MATERIALS SHOULD BE SENT TO:

pocketguide@madeexpo.it

B - ONLINE

SERVICE	PRICE	QUANTITY	IMPORT
Logo banner on website madeexpo.it - MK001	€ 800		
Product in the News section - MK002	€ 900		
Video interview - MK003	€ 1,000		
Image and text on newsletters - MK004	€ 700		
Company Banner on newsletters - MK005	€ 400		
BRONZE PACKAGE - PK001	€ 830		
SILVER PACKAGE - PK002	€ 860		
GOLD PACKAGE - PK003	€ 1,300		
PLATINUM PACKAGE - PK004	€ 1,400		
TOTAL B			

C - SOCIAL

SERVICE	PRICE	QUANTITY	IMPORT
Product promotion of the company on social channels - SC001	€ 1,200		
BASIC PACKAGE- SC002	€ 1,600		
ADVANCED PACKAGE - SC003	€ 1,800		
TOP PACKAGE - SC004	€ 2,400		
TOTAL C			

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TECHNICAL SPECIFICATIONS FOR DIGITAL MARKETING SERVICES:

Banner: in vector format, which will be adapted to the various media

Video interview: will be realised by MADE expo staff

Image and text in newsletter: 500x250 pixel image, max text size 200 characters (including spaces)

Attention! the product mentioned in the text and whose image we publish must be present on Expo Plaza.

Product in news: Image 500x250 pixels, text size max. 500 characters (including spaces), possibility to include in the tab also pdf and video (YouTube link)

Social: 1080x1080 px image, high resolution, in .jpg or .png format, max text size of 200 characters (including spaces) describing the product with a single sentence and a series of hashtags. describing the product with a single sentence and a series of reference hashtags that the company uses, the @ tags of the companies on their channels.

MATERIAL SUBMISSION DEADLINE

Materials are requested to be sent at least 20 days before publication.

MATERIALS SHOULD BE SENT TO:

For information contact: marketing@madeexpo.it

D - BILLPOSTING

SERVICE	PRICE	QUANTITY	IMPORT
a - One-Sided PVC Sheet (10x0.90 m)	€ 2,750		
b - Single-Sided Panel (5 panels - 1.50x0.90 m)	€ 2,700		
c - Double-Sided PVC Sail (3 sails - 0.90x2 m)	€ 1,755		
d - Double-Sided PVC Sheet - Corso Italia (4x3 m)	€ 3,950		
e - Double-Sided PVC Sheet - Front reception entrance escalators (4x3 m)	€ 3,400		
f - Double-Sided PVC Sheet - Front reception entrance escalators (4.10x3.30 m)	€ 4,400		
g - Single-Sided PVC Sheet - Front reception entrance Corso Italia (4x 2.20 m)	€ 3,240		
h - Single-Sided PVC Sheet - Front reception entrance Corso Italia (7.85 x 4.30 m)	€ 5,850		
i - Adhesive vinyl - Reception window on escalator side cabinet (1.42x3.95 m)	€ 5,800		
l - Adhesive vinyl - Reception window side A (Corso Italia) side B (pond) (1.42x3.95 m)	€ 5,800		
m - Double-Sided Easel (1.40x2 m)	€ 2,400		
n - Adhesive Vinyl Walkways Corso Italia (minimum 10 - 1x1 m)	each € 260		
TOTAL D			

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

TECHNICAL SPECIFICATIONS OF POSTER MATERIAL:

Timing of material dispatch.

The material must be delivered 13th October 2023 at rossana.piva@fieramilano.it.

TECHNICAL FEATURES OF FILE REALISATION

Image files on a scale of 1:1 to 1:10 in four-colour process (CMYK), we recommend that you also provide colour proof (non-binding).

Vector files of the composed colours in four-colour process (CMYK), with vector texts converted into tracings, we recommend sending at least one pantone reference (non-binding).

Raster images, not vectorial, with a resolution of at least 400 dpi.

Required formats: .pdf, .jpeg, .tiff

SUGGESTED WAYS OF SENDING FILES

USB pendrive, or by download links of the graphic layout via an online sharing service. We recommend WeTransfer (www.wetransfer.com - online service, free and without registration for transferring files up to 2 GB).

E - DIGITAL SIGNAGE

SERVICE	PRICE	QUANTITY	IMPORT
o - East Gate - Outdoor Ledwall FULL SCREEN 15"	€ 4,000		
p - South Gate - Outdoor Ledwall FULL SCREEN 15"	€ 5,000		
q - Balcony Service Centre - Indoor Ledwall Banner FULL SCREEN 15"	€ 1,200		
r - Staircase Services Centre* - Double-Sided Ledwall FULL SCREEN 15"	€ 800		
s - Corso Italia - Outdoor Double-Sided Ledwall FULL SCREEN 15"	€ 1,800		
t - Corso Italia ponds - Double-Sided Outdoor Ledwall FULL SCREEN 15"	€ 1,800		
TOTAL E			

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

TECHNICAL SPECIFICATIONS MATERIAL TO BE PRODUCED:

Video format: Mp4, h264 codec, 25fps PAL, max. bitrate 20Mbps

Image format: 24-bit Png or high-quality Jpeg

Multimedia content must be strictly 15 seconds long.

The material must be delivered 25 ottobre 2023 at rossana.piva@fieramilano.it.

SCREEN TYPE POSITION	full screen SIZE	DIMENSIONS full screen	RESOLUTION (px)
o - East Gate- Outdoor Ledwall	1 side	12000x3500	3072x896
p - South Gate - Outdoor Ledwall	1 side	10200x4800	1496x704
q - Balcony Service Centre Indoor Wall Banner	1 side	7168x1728	2688x648
r - Stairway Services Centre*	2 side	981x1703	2160x3840
s - Corso Italia - Outdoor Double-Sided Ledwall	2 side	6000x1500	1536x384
t - Ponds in Corso Italia - Double-Sided Outdoor Ledwall	1 side	5500x3000	1408x768

*PLEASE NOTE: No video for led wall "r". Only a .png or .jpg file is required.

F - MARKETING PACKAGES

SERVICE	PRICE	QUANTITY	IMPORT
EASY PACKAGE - PK005	€ 1,600		
SMART PACKAGE - PK006	€ 2,600		
PLUS PACKAGE - PK007	€ 3,700		
MAXI PACKAGE - PK008	€ 4,000		
VIP PACKAGE - PK009	€ 5,800		
TOTAL F			

G - SPONSORSHIP

SERVICE	PRICE	QUANTITY	IMPORT
Shoppers Reception 1-3 - SP004	€ 5,400		
Shoppers Reception 2-4 - SP005	€ 5,400		
Single Sponsor Shoppers - SP006	€ 8,000		
Lanyards badge holder reception 1-3 - SP007	€ 5,400		
Lanyards badge holder reception 2-4 - SP008	€ 5,400		
Single Sponsor Lanyards - SP009	€ 8,000		
Company Brand Logo on Digital Display Turnstiles Reception 1-3 - SP010	€ 3,000		
Company Brand Logo on Digital Display Turnstiles Reception 2-4 - SP011	€ 3,000		
Unique Sponsor Turnstiles - SP012	€ 5,500		
Event Area Sponsorship - SP001	€ 18,000		
Buyers Lounge Sponsorship - SP002	€ 18,000		
Gadgets for buyers – Company Logo placement and Company Material Distribution - SP003	€ 8,500		
TOTAL G			

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

For further information please send e-mail to: adv@madeexpo.it

H - MEETING ROOMS

SERVICE	PRICE	QUANTITY	IMPORT
HALL 1 - Gamma Room - ME001	€ 790		
HALL 1 - Epsilon Room - ME002	€ 790		
HALL 2 - Gamma Room - ME003	€ 790		
HALL 2 - Epsilon Room - ME004	€ 790		
HALL 3 - Alpha Room - ME005	€ 400		
HALL 3 - Beta Room - ME006	€ 590		
HALL 4 - Alpha Room - ME007	€ 380		
HALL 4 - Beta Room- ME008	€ 590		
LEM 1 - Room A - ME009	€ 2,500		
LEM 1 - Room B - ME010	€ 2,500		
LEM 2 - Room A - ME011	€ 2,500		
LEM 2 - Room B - ME012	€ 2,500		
Yellow/Magenta Room - 60 minutes Speech- ME013	€ 1,500		
	TOTAL H		

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

For further information please send e-mail to: alessandra.mirabelli@madeexpo.it

GRAND TOTAL (A+B+C+D+E+F+G+H)	
VAT (if due)	
TOTAL + VAT	

Confirmation of services and positions is subject to availability. The VAT as per law (if due) will be charged on the invoice.

TECHNICAL NOTES FOR SENDING PRINT FILES

TECHNICAL SPECIFICATIONS OF POSTER MATERIAL:

Deadline for sending material

The material must be delivered AT LEAST 20 DAYS before the start of the event.

TECHNICAL FEATURES OF FILE REALISATION

Image scale 1:1 to 1:10 in four-colour process (CMYK), please also provide colour proof (not binding).

Vector files of the composed colours in four-colour process (CMYK), with vector texts converted to tracings, we recommend sending at least one pantone reference (non-binding).

Raster images, not vectorial, with a resolution of at least 300 dpi.

Required formats: .pdf, .jpeg, .tiff

HOW TO SEND FILES: BILLPOSTING AND DIGITAL SIGNAGE

Download link for the graphic layout via an online sharing service.

We recommend WeTransfer (www.wetransfer.com - online service, free and without registration for transferring files of up to 2 GB).

For further information please send an e-mail to: **adv@madeexpo.it**

For information on the size and resolution of the various "Digital Signage" services, please refer to the "Digital Signage" catalogue

TECHNICAL SPECIFICATIONS FOR DIGITAL MARKETING SERVICES

For information contact: **marketing@madeexpo.it**

TECHNICAL SPECIFICATIONS FOR POCKET GUIDE SERVICES:

For information contact: **pocketguide@madeexpo.it**

PLEASE NOTE In order to confirm the requested marketing services, you must send this completed, signed, and stamped form to your Sales Account of reference.

Date _____ Stamp and authorised signature for acceptance _____