

OFFICIAL CATALOGUE

- Over **15,000** copies printed
- Sold to **visitors** inside the exhibition venue
- Sold and shipped **locally** and **abroad** after the event
- Distributed free of charge to **foreign journalists** and **delegates**
- Size 167 x 240 mm



STANDARD POSITIONS

Single page	167 x 240 mm	€ 2,000.00
Double page	334 x 240 mm	€ 3,000.00

SPECIAL POSITIONS

Inside front cover	167 x 240 mm	€ 4,000.00
Facing text	167 x 240 mm	€ 4,000.00
Inside back cover	167 x 240 mm	€ 3,800.00
Back cover	167 x 240 mm	€ 7,000.00
Page facing summary	167 x 240 mm	€ 3,000.00
Bookmark (*)	50 x 185 mm	€ 4,000.00

(*) Distributed with cord attached by advertiser



LOGO IN ALPHABETICAL LISTING

COMPANY Logo (B/W) max 70 x 15 mm € 290.00



YOUR COMPANY ON COVER PAGE

Cover page base 167 x 60 mm € 5,500.00

BEFORE, DURING, AND AFTER: madeexpo.it

DIGITAL CATALOGUE

Your products shown inside the world's most important construction industry network!

MADE expo, in technological partnership with Edilportale + Archiproducts, is offering to MADE expo 2019 Exhibitors the exclusive on-line publication of their product description sheets on madeexpo.it.

- Product info pages featuring photos, descriptions and technical characteristics of the items
- Option to publish and highlight the latest developments
- Product search via intelligent filters
- Translations in multiple languages

Publish your **PRODUCTS** without reference limits on madeexpo.it!

Company Info and Product Info visibility until August 31st, 2020. Products Catalogue are viewable in a mobile version.

The **Digital Catalogue** allows you to gather specific product leads.

PACK 1 edilportale.com and archiproducts.com Member commercial offering € 900.00

PACK 2 edilportale.com and archiproducts.com NON-Member commercial offering € 3,900.00



Form F (order form) can be found on page 13 _ To check availability and discuss positions, please contact davide.bonizzoni@madeexpo.it

POCKET GUIDE



- Over **130,000** copies printed
- Distributed **free of charge** at all exhibition and hall **entrances**
- A handy and **indispensable tool** for all trade visitors
- Size 110 x 240 mm



STANDARD POSITIONS

Single page	110 x 240 mm	€ 2,000.00
Double page	220 x 240 mm	€ 3,000.00

SPECIAL POSITIONS

Inside front cover	110 x 240 mm	€ 3,000.00
Facing text	110 x 240 mm	€ 3,000.00
Back cover	107 x 240 mm	€ 8,000.00



SPECIAL POSITIONS

Page facing	110 x 240 mm	€ 4,000.00
Floor plan	60 x 160 mm	€ 4,000.00
Floor plan base	320 x 40 mm	€ 6,000.00

ONLY 20 POSITIONS PER EXHIBITION

COMPANY Logo on relevant exhibition page max 40 x 15 mm € 1,500.00

MULTIPLE APPEARANCES MAKE FOR A HIGHER PROFILE

Page base 110 x 45 mm € 1,400.00

CAPTURE THE PUBLIC'S ATTENTION!

Cover page base 110 x 60 mm € 6,000.00

BEFORE, DURING, AND AFTER: madeexpo.it

COMPANY SHEET IN THE ON-LINE EXHIBITOR LIST

On-line Exhibitor listing including company name, company logo, company profile and link to company website; Exhibitors may also enter items on their sheet including product description, press releases, videos, texts and images without restrictions

INCLUDED
in the participation package



LOGO BANNER on madeexpo.it



Logo banner uploaded and displayed on rotation on the home page of the MADE expo website, on the show description page and on other site pages

€ 500.00

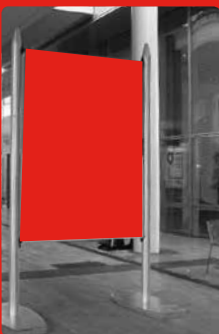
Form F (order form) can be found on page 13 _ To check availability and discuss positions, please contact davide.bonizzoni@madeexpo.it

VISUAL ADVERTISING INSIDE THE SHOW VENUE

- Strategically placed advertising in **high-visibility locations** throughout the exhibition venue increase visitors to your stand
- Advertising appearing at the Underground exits, media and visitor entrances, along the main cross aisles within the exhibition venue, and near the halls will capture the visitor's attention: **everyone will know what you're offering and where to find you!**




A_ TWO-SIDE EASEL




LOCATION	Corso Italia _ Central cross aisle
STRUCTURE	Free-standing two-sided easel
SIZE	1 x 1.40 m
ARTWORK & PRINTING	€ 350.00
ADVERTISING FEE	€ 850.00

B_ TWO-SIDE EASEL




LOCATION	Corso Italia _ Central cross aisle
STRUCTURE	Free-standing two-sided easel
SIZE	1.40 x 2 m
ARTWORK & PRINTING	€ 400.00
ADVERTISING FEE	€ 1,400.00

D_ FABRIC BANNER (above ticket office East Gate)




LOCATION	Above ticket office East Gate
STRUCTURE	Single-sided fabric banner attached to balustrade
SIZE	10 x 0.90 m
ARTWORK & PRINTING	€ 250.00
ADVERTISING FEE	€ 5,000.00

E_ ADVERTISING PANELS ON STAIRS (Ponte dei Mari entrance)




LOCATION	East Gate _ West Gate
STRUCTURE	Single-sided panel attached to balustrade
SIZE	1,50 x 0.90 m
ARTWORK & PRINTING	€ 200.00 (5 panels)
ADVERTISING FEE	€ 5,000.00 (5 panels)

G_ TWO-SIDED FABRIC PANEL (rings attached to column)



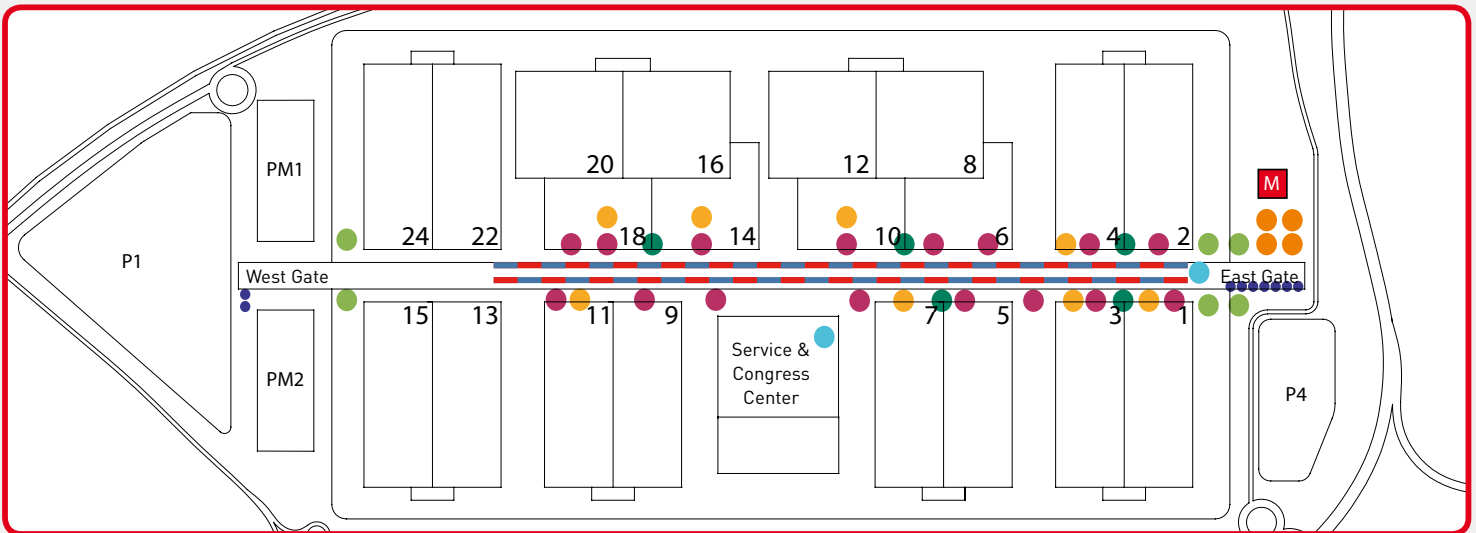
LOCATION	Corso Italia _ Central cross aisle
STRUCTURE	Two-sided fabric panel secured to two uprights
SIZE	1 x 1.62 m
ARTWORK & PRINTING	€ 70.00
ADVERTISING FEE	€ 1,200.00

H_ TWO-SIDED FABRIC PANEL AT ENTRANCE TO RECEPTION AREAS



LOCATION	Corso Italia _ Reception areas at hall entrance
STRUCTURE	Two-sided fabric panel secured to two uprights
SIZE	4 x 3 m
ARTWORK & PRINTING	€ 400.00
ADVERTISING FEE	€ 6,000.00

MADE expo ATTRACTS OVER 100,000 VISITORS: INVITE THEM ALL TO YOUR STAND!

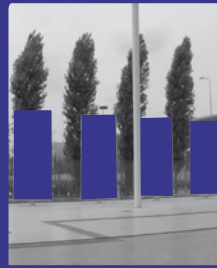


J _ TWO-SIDED FABRIC PANEL ATTACHED TO COLUMN



LOCATION	Corso Italia _ Central cross aisle
STRUCTURE	Free-standing and two-sided (metal frame)
SIZE	4 x 3 m
ARTWORK & PRINTING	€ 450.00
ADVERTISING FEE	€ 7,000.00

M _ BLACKLIT VERTICAL STANDING SIGNBOARD



LOCATION	East Gate _ South Gate _ West Gate
STRUCTURE	blacklit vertical standing signboard
SIZE	3,15 x 5,15 m
ARTWORK & PRINTING	€ 900,00
ADVERTISING FEE	€ 5,000.00



N _ LEDWALL SPOT

Choose the most effective ad at the fairgrounds, visible by all the visitors.

10" spot on ledwalls at the East Gate and Service Centre
(432 spots in 4 days)

€ 5,000.00

YOUR TRADEMARK UNDER THE SPOTLIGHT AT THE FAIRGROUNDS

BRING OUT YOUR COMPANY WITH CUT-TO-SIZE MEASURES

MADE expo offers several tools for your brand awareness, to meet new leads and to take care of the old ones. Our staff can propose you some great impact solutions exclusively designed for your target.

Many tools are described in this document and many others can be tailored on request.

Some examples?

- ✓ Shoppers and badge holders distributed at the show entrances by our staff
- ✓ Meet your customers at a party or an happy hour evening organized inside the fairgrounds in a relaxing atmosphere
- ✓ Be sponsor of MADE special events and discover the benefits of a widespread promotion before, during and after the show

The show is an unmissable occasion for meetings, promotional activities and business: your sales account is at your full disposal to enhance your success!



Form F (order form) can be found on page 13 _ To check availability and discuss positions, please contact davide.bonizzoni@madeexpo.it

VISIBILITY PACKAGES

STANDARD

INCLUDED

- Company name in the official printed Catalogue and Pocket guide
- On-line Exhibitor listing including company name and details, company logo, company profile and link to company website; Exhibitors may also enter items on their sheet including product descriptions, press releases, videos, texts and images without any restriction
- Input of the company name, stand location and company details in the Mobile APP
- Exhibitor badges will be allocated based on your stand size
- 4,000 free invitations
- Exhibitor car park passes will be allocated based on your stand size

SMART

€ 900.00

- Company name in the official printed Catalogue and Pocket guide
- Company logo in the alphabetical index of the official printed Catalogue
- On-line Exhibitor listing including company name and details, company logo, company profile and link to company website; Exhibitors may also enter items on their sheet including product descriptions, press releases, videos, texts and images without any restriction
- 1 logo banner uploaded on the MADE expo website
- Input of the company name, stand location and company details in the Mobile APP
- Input of 1 company banner in one of the newsletters periodically sent by MADE expo to the visitor database (over 200,000 records). More companies will be included
- Exhibitor badges will be allocated based on your stand size
- 4,000 free invitations
- Exhibitor car park passes will be allocated based on your stand size
- 1 additional Exhibitor car park pass in addition to those included in the package

~~€ 1,165~~

PLUS

€ 2,800.00

- Company name in the official printed Catalogue and Pocket guide
- Company logo in the alphabetical index of the official printed Catalogue
- Company logo showing in one of the special positions of the Pocket guide (only 20 positions available)
- On-line Exhibitor listing including company name and details, company logo, company profile and link to company website; Exhibitors may also enter items on their sheet including product descriptions, press releases, videos, texts and images without any restriction
- 1 logo banner uploaded on the MADE expo website
- 1 advertorial on the company published in the "Exhibitors News" section of madeexpo.it home page for a one month period
- Input of the company name, stand location and company details in the Mobile APP
- Input of 1 company banner in one of the newsletters periodically sent by MADE expo to the visitor database (over 200,000 records). More companies will be included
- Input of 1 company image and 1 text in one of the newsletters periodically sent by MADE expo to the visitor database (over 200,000 records). More companies will be included
- Exhibitor badges will be allocated based on your stand size
- 4,000 free invitations
- Exhibitor car park passes will be allocated based on your stand size
- 2 additional exhibitor car park passes in addition to those included in the package

~~€ 3,740~~

VIP

€ 4,300.00

- Company name in the official printed Catalogue and Pocket guide
- Company logo in the alphabetical index of the official printed Catalogue
- Company logo showing in one of the special positions of the Pocket guide (only 20 positions available)
- Page base in Pocket guide
- On-line Exhibitor listing including company name and details, company logo, company profile and link to company website; Exhibitors may also enter items on their sheet including product descriptions, press releases, videos, texts and images without any restriction
- 1 logo banner uploaded on the MADE expo website
- 1 advertorial on the company published in the "Exhibitors News" section of madeexpo.it home page for a one month period
- Input of the company name, stand location and company details in the Mobile APP
- Input of 1 company banner in two of the newsletters periodically sent by MADE expo to the visitor database (over 200,000 records). More companies will be included
- Input of 1 company image and 1 text in 2 of the newsletters periodically sent by MADE expo to the visitor database (over 200,000 records). More companies will be included
- Exhibitor badges will be allocated based on your stand size
- 4,000 free invitations
- Exhibitor car park passes will be allocated based on your stand size
- 3 additional exhibitor car park passes in addition to those included in the package
- 1 "My wifi" wi-fi exhibitor access

~~€ 6,715~~

Services included in the promotion packages are also available individually on demand; please contact: davide.bonizzoni@madeexpo.it

Form F (order form) can be found on page 13 _ To check availability and discuss positions, please contact davide.bonizzoni@madeexpo.it

To be received by: **MADE eventi Srl, Via Antonio Zanolini 15/2 - 40126 Bologna - Italy, Tax File and VAT number 05656450961**

 Company name _____
 Address: Street P.O. Box _____
 City _____ Country _____ Zip code _____
 VAT nr. _____ Fax _____ Phone _____

The company, having read, understood and agreed to be bound by the General Conditions of Marketing Services on the back of this form, hereby requests its advertising to be placed in the following positions:

OFFICIAL CATALOGUE			
POSITION	PRICE/UNIT	QUANTITY	AMOUNT (*)
Single page	€ 2,000.00		
Double page	€ 3,000.00		
Inside front cover	€ 4,000.00		
Facing text	€ 4,000.00		
Inside back cover	€ 3,800.00		
Back cover	€ 7,000.00		
Page facing summary	€ 3,000.00		
Cover page base	€ 5,500.00		
Bookmark	€ 4,000.00		
Company logo (B/W)	€ 290.00		
TOTAL A			€

POCKET GUIDE			
POSITION	PRICE/UNIT	QUANTITY	AMOUNT (*)
Single page	€ 2,000.00		
Double page	€ 3,000.00		
Inside front cover	€ 3,000.00		
Facing text	€ 3,000.00		
Back cover	€ 8,000.00		
Page base	€ 1,400.00		
Cover page base	€ 6,000.00		
Floor plan base	€ 6,000.00		
Floor plan	€ 4,000.00		
Page facing floor plan	€ 4,000.00		
Company logo on exhibition page	€ 1,500.00		
TOTAL B			€

VISUAL ADVERTISING INSIDE THE SHOW VENUE					
STRUCTURE	MATERIAL	ARTWORK & PRINTING FEE	ADVERTISING FEE	QUANTITY	AMOUNT (*)
Two-sided easel - A	PVC	€ 350.00	€ 850.00		
Two-sided easel - B	PVC	€ 400.00	€ 1,400.00		
Fabric banner above ticket office East Gate - D	PVC	€ 250.00	€ 5,000.00		
Advertising panels on stairs (Ponte dei Mari entrance) - E	FOREX	€ 200.00 (5 panels)	€ 5,000.00 (5 panels)		
Two-sided fabric panel (rings attached to column) - G	PVC	€ 70.00	€ 1,200.00		
Two-sided fabric panel at entrance to reception areas - H	PVC	€ 400.00	€ 6,000.00		
Two-sided fabric panel attached to column - J	PVC	€ 450.00	€ 7,000.00		
Backlit vertical standing signboard - M	PVC	€ 900.00	€ 5,000.00		
Spot 10" on Ledwall - N			€ 5,000.00		
TOTAL C					€

DIGITAL CATALOGUE			
TYPE	PRICE/UNIT	AMOUNT (*)	
PACK 1: edilportale.com and archiportale.com Member commercial offering	€ 900.00		
PACK 2: edilportale.com and archiportale.com NON-Member commercial offering	€ 3,900.00		
TOTAL D			€

LOGO BANNER AT MADEEXPO.IT		
TYPE	PRICE/UNIT	AMOUNT (*)
Logo banner	€ 500.00	
TOTAL E		€

SPECIAL PROMOTING TOOLS AGREED WITH THE ORGANIZER			
TYPE	PRICE/UNIT	QUANTITY	AMOUNT (*)
TOTAL F			€

VISIBILITY PACKAGES		
PACKAGE TYPE	PRICE/UNIT	AMOUNT (*)
SMART	€ 900.00	
PLUS	€ 2,800.00	
VIP	€ 4,300.00	
TOTAL G		€

TOTAL AMOUNT (A + B + C + D + E + F + G) (*) €

Confirmation of services and advertising positions subject to availability.

 Services included in the visibility packages on page 12 are also available individually on demand; please contact: davide.bonizzoni@madeexpo.it

(*)The above amounts are subject to VAT as per law.

 Download the **COMPLETE CATALOGUE** of **MARKETING SERVICES** from www.madeexpo.it/en/marketing_services.php

The undersigned company hereby declares that it specifically accepts the following terms and conditions set forth in the General Conditions of Marketing Services:

2. Bearings of advertising structures; 4. Faculty of modification or recess and exoneration from responsibility; 6. Faculty of recess; 7. Costs and ownership of the structures; 9. Responsibility of the user and exoneration from responsibility of the MADE eventi Srl and Fiera Milano Media spa; 10. Modification of the date of the Show, cancellation of the Show and exoneration from responsibility; 11. Responsibility of the user to observe the security rules of the Public Authorities, acceptance of the Italian jurisdiction, competent Court; obligation towards Fiera Milano Media spa and the MADE eventi Srl.

Date _____ Name, Surname and Job Title _____ Company Stamp & Signature of the Legal Representative _____

GENERAL CONDITION OF MARKETING SERVICES

1. All companies participating in the Show to which the request refers, as well as those delivering services to the Show, may submit requests to MADE eventi Srl for printed advertising, "Visual Advertising" using the facilities provided by Fiera Milano Media spa inside the Milan Fairgrounds Rho, and sponsorship of merchandising materials. MADE eventi Srl reserves the right to admit more extensive or less extensive advertising.

2. All advertising material mountings (paper, forex sheets, PVC, etc.) used on structures inside the Milan Fairgrounds Rho shall be supplied exclusively by Fiera Milano Media spa.

3. Unless expressly indicated on the Form, advertising requests must reach MADE eventi Srl at least 60 days before the opening of the Show, must be signed by the Legal Representative of the applying company and must include all the material required for printing. The aforesaid requests are irrevocably binding for the applicant but do not constitute an obligation for MADE eventi Srl. If approved, MADE eventi Srl will forward its confirmation of acceptance to the applicant at least 30 days before the opening of the Show. MADE eventi Srl reserves the right to consider requests received less than 60 days before the start of the Show, and to forward confirmation of acceptance to the applicant by the day before the inauguration of the aforesaid Show.

4. For technical and organizational reasons, MADE eventi Srl reserves the right to amend the positions requested or agreed upon and to limit advertising forms, even if already confirmed. In the event of force majeure, the MADE eventi Srl also reserves the right to withdraw from the contract, in full or in part, without indemnification or compensation whatsoever payable to the company except for the possible refund of all or a proportion of the monies paid. MADE eventi Srl reserves the right to assign advertising positions that may not be specified in official documents.

5. Invoice for advertising will be forwarded with or after notification of acceptance. Invoices, plus any other expenses borne by MADE eventi Srl to supply the requested advertising, shall be settled as per the terms specified in the invoice, even if the advertiser is not an exhibitor.

6. The applicant may request that MADE eventi Srl terminates the contract if prevented from participating by proven unavoidable circumstances notified in writing by registered mail at least 90 days before the opening of the Show. However, the applicant shall pay 50% of the entire advertising fee to cover expenses and damages and any other sums due to the MADE eventi Srl. If the request for termination reaches the MADE eventi Srl less than 90 days before the opening date, the Company shall pay the entire advertising fee and MADE eventi Srl will be entitled to decide whether or not to print the advertising.

7. For structures inside the Milan Fairgrounds Rho, or sponsored merchandising material, the amount specified in the invoice includes the advertising fee, as well as the advertising creation and installation costs borne by Fiera Milano Media spa. At the end of the Show, Fiera Milano Media spa shall remove and destroy the advertising. Companies wishing the advertising mountings to be returned must forward an explicit request in writing to this effect when delivering their materials for printing. If companies wish to re-use materials returned after previous editions of the Show, they must state this explicitly when reserving stand space. Companies will then only be charged the advertising fee and the portion of advertising creation and installation costs relating to the relevant mountings.

8. The applicant shall supply MADE eventi Srl with the text, illustrations, logos and any other material required for advertising purposes, either upon submitting its application or at least 60 days before the Show opening date.

Material shall be supplied in digital format: high-resolution four-colour PDF (CMYK), or Photoshop CC (or previous) 400 dpi or higher, or Illustrator CC (or previous), or QuarkXPress version 8 (or previous), or InDesign CC (or previous) and uploaded to ftp or forwarded via www.wetransfer.com.

Should the material fail to comply with printing requirements, the MADE eventi Srl may assign a company of its choice the task of producing the necessary materials, which will be invoiced directly to the applicant by the supplier at current rates. Should the necessary material fail to arrive in time, the MADE eventi Srl may simply print the name of the company in typeface in the space reserved and charge the cost to the applicant.

9. The applicant is wholly responsible for the advertising content. MADE eventi Srl shall not be liable for theft or damage or destruction of printing materials. MADE eventi Srl declines all responsibility for omissions and/or printing errors in all forms of advertising.

10. Should MADE eventi Srl decide, at its sole discretion, to amend the date of the Show, the advertising will be moved to the new date, and the applicant will still be required to pay all amounts due and agreed upon even if the Show is held on a different date than scheduled originally. In the event that the Show is cancelled, the advertising contract will automatically be considered null and void, and MADE eventi Srl shall not be held liable for damages of any kind.

11. MADE eventi Srl transfers to users the obligation to observe the security rules for public premises laid down by the designated public authorities. The applicant accepts Italian jurisdiction and the application of Italian law even if the contract is stipulated abroad. In the event of disputes the competent court is the District Court of Milan. The Italian Civil Code will be applied to any aspects not covered by these General Conditions of Marketing Services. Applicants must address any claims to rights solely and exclusively to the MADE eventi Srl, while the applicant is responsible for complying with all rules and regulations within the Show venue, also with respect to Fiera Milano Media spa and MADE eventi Srl which, in the event of non-compliance with the said rules and regulations, shall be entitled to take action even directly against the applicant.

"Fiera Milano Media spa" refers to Fiera Milano Media spa
Strada Statale del Sempione 28, 20017 - Rho, Milan - Italy
Registered Office: Piazzale Carlo Magno 1, 20149 - Milan - Italy

"Show" refers to MADE expo - Milano Architettura Design Edilizia
Registered Office: Foro Buonaparte 65, 20121 - Milan - Italy
Bologna Show Office: Via Antonio Zanolini 15/2, 40126 Bologna - Italy
Milan Show Office: Foro Buonaparte 65, 20121 - Milan - Italy

TECHNICAL NOTE FOR SENDING PRINT FILES

DEADLINE

Material must be delivered at least 60 days before the inauguration of the Show.

TECHNICAL SPECIFICATIONS

PRINT FORMAT

- Images must be supplied in high resolution (300dpi) PDF and CMYK (4 colour printing) format (see art. 8 of General Condition of Marketing Services). No special colours
- Images must be supplied in high resolution (300dpi or higher) TIFF or JPG and CYMK (4 colour printing) format

PRINT FILE SPECIFICATIONS

- Files must be supplied at correct size, with crop marks and bleeds on all sides
- All fonts must be converted to outlines

ON-LINE

- Measurement: 770x346 pixel
- Format: JPG
- Resolution: 72 dpi
- Colour: RGB

VIDEO

- Loop format: PAL 720 x 576 - 16:9 - progressive
- Digital delivery using ftp address in uncompressed .avi or uncompressed .mov format

RECEIPT OF FILE

Material can be uploaded to ftp server or forwarded via www.wetransfer.com
For more information contact Davide Bonizzoni: davide.bonizzoni@madeexpo.it