

INTERNATIONAL
HARDWARE FAIR
ITALY



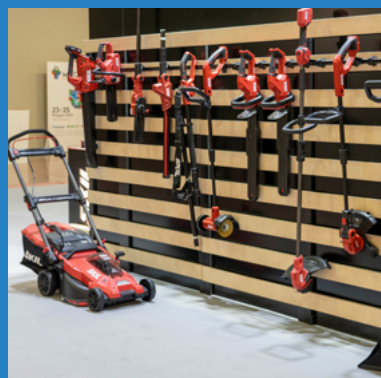
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EISENWARENMESSE

8-9 May 2025 - Fiera di Bergamo

SPONSOR PACKAGES AND DIGITAL SHOWCASE

INTERNATIONAL HARD WARE FAIR ITALY

Hardware | Safety | Building | DIY | Colour |
Garden & Outdoor | Electrical | Automotive





SPONSOR PACKAGES

1 SILVER SPONSOR

2 GOLD SPONSOR

3 MAIN SPONSOR

WEBSITE	Logo on our fair website	Logo in priority position	Logo in top position
CATALOGUE	Logo and company profile	<ul style="list-style-type: none"> • Logo and company profile • Advertising page 	<ul style="list-style-type: none"> • Logo and company profile • Advertising page in the printed catalogue • Premium position in the catalogue and in the showcase section
SHOWCASE*	Standard package	Plus package	Extra package
LINKEDIN	Sharing of 3 contents	Sharing of 4 contents	Sharing of 6 contents
SOCIAL MEDIA	Posting on the fair's social channels to promote the participation	Posting on the fair's social channels to promote the participation	Posting on the fair's social channels to promote the participation
NEWSLETTER ON PRODUCTS		<ul style="list-style-type: none"> • Newsletter to promote your product and to invite customers to your booth • Logo in promotional newsletters of the fair 	<ul style="list-style-type: none"> • Newsletter to promote your product and to invite customers to your booth • Logo in promotional newsletters of the fair
GRAPHICS AT THE FAIRGROUND		Logo on the graphics at the fairground and in the convention area	<ul style="list-style-type: none"> • Logo on the graphics at the fairground and in the convention area • Customized graphic
ENTRY TICKET			Sponsorship of the entry ticket
EURO	1,000	2,500	5,000

* see page 3 Showcase section



International Hardware Fair Italy **DIGITAL SHOWCASE**

The digital platform dedicated to the promotion of exhibitors

HOMEPAGE

In this main section, companies with the Showcase Package can upload a presentation including logo, location at the fair and link to the company website or SHOWCASE.

The SHOWCASE is the space dedicated to the presentation of the company with company profile, products with description and pictures, videos, data sheets techniques, downloadable documents, complete company details and social media.

PRODUCT NEWS PAGE

The "Product News" page presents the main news of the companies, with text, images, links and a convenient "Request information" for direct contact.

International Hardware Fair Italy DIGITAL SHOWCASE is a service that can be purchased alone or in conjunction with a sponsorship package.

ONLINE FOR 12 MONTHS!





SHOWCASE PACKAGES

TYPES OF PACKAGES

STANDARD – EURO 390

Logo with link to the company profile
+ stand location
Showcase with company profile
and 3 products
1 product in News section

PLUS – EURO 690

Logo with link to the company website
+ stand location
Showcase with company profile + 6 products
1 product in the News section
1 Direct Email Marketing to 1,500 contacts

EXTRA – EURO 990

Logo + link to the company website
+ stand location
Showcase with company profile + 9 products
1 product in the News section
1 Direct Email Marketing to 2,500 contact

PROMOTION

Newsletter dedicated to the promotion of the Showcase **sent to 28,000 e-mail addresses**

Banner in the **newsletter** of International Hardware Fair Italy sent to a file of **28,000 industry e-mail addresses**.

Banner on **homepage** of the International Hardware Fair Italy and Koelnmesse.it websites.

Social media:   

DIGITAL SHOWCASE: WHY CHOOSE IT

It is a unique tool for connecting you with the world of hardware and DIY distribution:

BEFORE the trade show to attract visitors to the booth and present new products in preview.

AFTER the trade show to create ongoing contact throughout the year with a qualified audience.

The service will be online for 12 months.





FOR MORE INFORMATION

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Follow us on our social channels

