



5-6 may
2023
Fiera di Bergamo

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EISENWARENMESSE

INTERNATIONAL HARD WARE FAIR ITALY

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

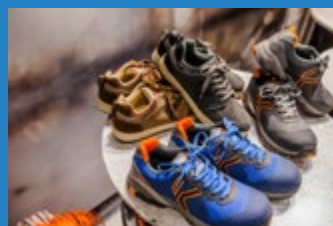
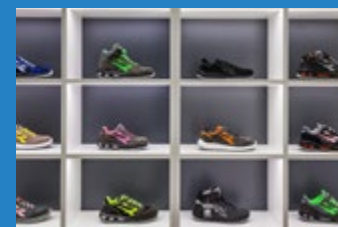
SPONSOR PACKAGES

The exhibitors of International Hardware Fair Italy have the chance to **sponsor the fair**.

An easy and efficient way **to get the most out of the participation in the show**.

In fact, being a sponsor of International Hardware Fair Italy gives **high visibility**, before, during and after the trade show thanks to **a rich mix of promotional activities**.

There are 3 options available which are distinguished by the different benefits included (presence on the website, newsletters, catalogue, information displays in the hall...) and the type of related package on the online showcase platform.



SPONSOR PACKAGES

INTERNATIONAL
HARDWARE FAIR
ITALY



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SILVER SPONSOR
€ 1,000

- Logo in our website
- Logo in the promotional activity
- Logo and company profile in the official catalogue
- Showcase platform: Standard package



GOLD SPONSOR
€ 2,500

- Logo in our website in **priority position**
- Logo in the promotional activity
- Logo and company profile in the official catalogue
- Showcase platform→Plus package
- Advertising page in the printed catalogue
- Logo in panels and in the conference room
- 5 extra pass for the fair restaurant
- 3 posts on the fair's LinkedIn account



MAIN SPONSOR
€ 5,000

- Logo in our website in **top position**
- Logo in the promotional activity
- Logo and company profile in the official catalogue
- Advertising page in the printed catalogue
- Logo on panels and in the conference room
- **10 extra passes** for the fair restaurant
- **6 post on our LinkedIn** account
- Showcase platform→Extra package
- Logo on the visitor's ticket
- Customised graphic in the external area
- Pop-up banner in the fairs' official website homepage with logo and stand number

SHOWCASE PACKAGES

INTERNATIONAL
HARDWARE FAIR
ITALY



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An exclusive **digital platform dedicated to the promotion of International Hardware Fair Italy's exhibitors**, online for 12 months.

It is promoted through banners in International Hardware Fair website and in all the newsletters sent to the potential visitors.

It can be booked alone, or in bundle with a sponsor package.

THE PLATFORM

The platform is based on 2 main sections:

HOMEPAGE

Companies are listed with logo, show reference and link to either website or a **COMPANY SHOWCASE**. The **SHOWCASE** is an ideal solution to present the company through a company profile, company details, products descriptions, images, press releases, news, data sheets, catalogues, links and videos.

PRODUCT NEWS SECTION

A selection of product news presented with text description, images, links and online «info request» form.

Products can be updated and replaced during the year.



SHOWCASE example- go to the web

SHOWCASE PACKAGES

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THE PACKAGES

STANDARD – EURO 390

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

PLUS – EURO 690

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

EXTRA – EURO 990

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

PROMOTION

Dedicated **"Showcase newsletters"** sent to
15,000 professional contacts.

Banner in the **Hardware Fair Italy's newsletters** sent
to the database of potential visitors of the show.

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

Social network:    

SHOWCASE: WHY IT IS A GOOD CHOICE

A unique platform to reach the hardware world:

BEFORE the fair to attract visitors to your booth and present your Product news.

AFTER the fair to keep in touch with a quality audience throughout the year.

The service will be online for 12 months.



FOR MORE INFORMATION

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