

ARTIGIANO IN FIERA

DO YOU WANT TO BOOST YOUR VISIBILITY TO YOUR CUSTOMERS?
PROMOTION OPPORTUNITIES DURING THE EVENT AND THROUGHOUT THE YEAR



AN EVENT UNIQUE TO THE WORLD

Artigiano in Fiera is an opportunity to boost your visibility through promotional tools at the physical exhibition and a series of digital opportunities available all year round.

EXHIBITION

1,000,000
visitors

50 physical
promotional spaces

1,000,000
printed materials for the public

MEDIA REACH OF THE EVENT

7,500,000
Social Media contacts

750
press releases, radio and TV broadcasts over 9 days

DIGITAL PLATFORM

3,000,000
unique
users

1,500,000
members registered
with the community

11,000,000
page
views

30,000,000
ADV banner
impressions

What does ALL-YEAR promotion through Artigiano in Fiera channels mean?

- ✓ PRESENTING YOURSELF to millions of contacts;
- ✓ SUPPORTING & STRENGTHENING your recognisability at the fair;
- ✓ planning MARKETING & COMMUNICATION actions aimed at an interested market;
- ✓ showcasing NEW PRODUCTS to a varied audience;
- ✓ boosting your BRAND's visibility and establishing new business contacts.

We have developed OPPORTUNITIES TAILORED TO YOUR ENTERPRISE...
here are our communication packages!

**PROMOTE AND PRESENT YOURSELF
TO THE ARTIGIANO IN FIERA AUDIENCE.
DISCOVER OUR PACKAGES... IT'S WORTH IT!**

* VAT 22% not to be applied to exhibiting companies with commercial activity resident outside Italy (DPR 633/72 Art. 7 quinquies)

TOTEM SILVER

- 1 Entrance Totem
- 1 E-mail Insert
- 1 E-mail banner
- 2 Social Media Posts

€ 4.000*
Instead of € 5.000*

1

Want to make it easy for visitors to see you at Artigiano in Fiera? Be seen at the fair with your totem measuring 1x2.5 m at the entrance to the hall! Promote your offer and products before the fair through emails and social media.

▼ Totem

▼ E-mail

▼ Social Network



LED SILVER

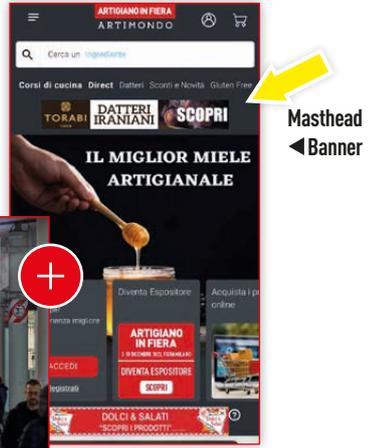
- 1 Double-sided Ledwall
- 1 Masthead banner
- 1 E-mail Insert
- 2 Social Media Posts

€ 4.500*
Instead of € 5.900*

2

Prefer to intercept the flow of people on Corso Italia? Choose the Digital Ledwall and integrate your communication strategy with emails, social media posts and visibility on artigianoinfiera.it!

▼ Double-sided Ledwall



Masthead
Banner

LED GOLD

- 1 Lake Ledwall
- 1 All-branded E-mail
- 1 Central Box Banner
- 2 E-mail banner

€ 4,300*
Instead of € 5.400*

3

Boost your visibility at the fair with modern and innovative promotional tools: Use the Ledwall measuring 5.5x3 m! Your stand will also be promoted through a newsletter dedicated to you, and a banner in a very central position on artigianoinfiera.it

▼ Central Box Banner

▼ Lake Ledwall



ALL YEAR ROUND

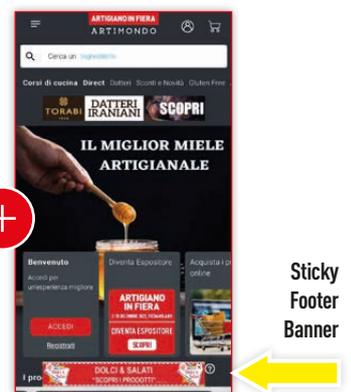
- 1 High visual billboard
- 1 Masthead Banner
- 1 Sticky Footer Banner
- 1 E-mail Insert
- 1 E-mail Banner

€ 7.000*
Instead of € 9.000*

4

All visitors to Artigiano in Fiera will see your promotional message when they enter your hall! With the adhesive billboard measuring 1.40x3.25 m. But that's not all: you will enjoy a vast digital audience all year round with banners on artigianoinfiera.it and a space in our newsletters!

High
visual
billboard



Sticky
Footer
Banner

MAXI-TOTEM GOLD

- 1 Maxi-Totem
- 1 Masthead Banner
- 1 Sticky Footer Banner
- 1 All-branded E-mail

€ 8.500*
Instead of € 11.500*

5

The high-impact 3-sided Maxi-Totem (1.40x4.50 m) guarantees your visibility on Corso Italia, with the possibility to promote your participation before the fair with the most effective digital marketing actions: banners on artigianoinfiera.it and newsletters dedicated to you!



◀ Maxi-Totem

DIGITAL

PROMOTE AND PRESENT YOURSELF TO THE ARTIGIANO IN FIERA AUDIENCE. DISCOVER OUR PACKAGES... IT'S WORTH IT!

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Reserved to enterprises **with e-commerce** on artigianoinfiera.it

It doesn't take much to reach fans of Artigiano in Fiera! Hundreds of thousands of contacts, just for your company thanks to your messages in our Newsletters and dedicated posts on Facebook and Instagram!

Integrated communication across all digital tools is the best way to achieve your goals. Emails, banners on artigianoinfiera.it and social media: everything you need to boost your visibility!

Complete and extraordinary inclusion in our digital tools... the chance to reach millions of contacts!

SMART

- 4 E-mail Banner
- 2 Social Media Posts

€ 1.900*

Instead of € 2.400*

6

PRO

- 1 All-Branded e-mails
- 2 E-mail Inserts
- 1 E-mail Banner
- 1 Sticky Footer Banner
- 2 Social Media Posts

€ 4.800*

Instead of € 6.000*

7

ELITE

- 3 All-Branded e-mail
- 4 E-mail Inserts
- 1 Masthead Banner
- 2 Social Media Posts

€ 9.200*

Instead of € 11.500*

8

Reserved to enterprises **without an e-commerce** showcase on artigianoinfiera.it

Are you an exhibitor at the fair? We give you the possibility to insert a link to your web contents (*dedicated page, registration form...*) on your artigianoinfiera.it exhibitor page!

What else can you integrate with the link to your website? Community emails, visibility on artigianoinfiera.it and social media posts!

The package for those who "want it all" from the web. You'll reach millions of contacts and impressions through all the main digital spaces in our offer!

ESSENTIAL

- ✓ Link to own website
- 1 E-mail Banner
- 2 Social Media Posts

€ 1.800*

Instead of € 2.250*

9

PROFESSIONAL

- ✓ Link to own website
- 1 All-Branded E-mail
- 1 E-mail Insert
- 1 Sticky Footer Banner
- 2 Social Media Posts

€ 5.000*

Instead of € 6.250*

10

ALL IN ONE

- ✓ Link to own website
- 3 All-Branded E-mail
- 3 E-mail Inserts
- 1 Masthead Banner
- 2 Social Media Posts

€ 9.000*

Instead of € 11.700*

11



Link to own website



WANT TO CHOOSE THE BEST PROMOTIONAL TOOLS FOR YOU?

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01 NEWSLETTER TO THE COMMUNITY

- **ALL-BRANDED (€ 1,500*)**
Newsletter fully dedicated to the enterprise
- **INSERT (€ 700*)**
Dedicated section in the newsletter
- **BANNER (€ 350*)**
Advertising box that links back to the enterprise's website or web page
The insertion of a banner in emails dedicated to the fair during the months of October, November and December starts from € 700

02 SOCIAL MEDIA (€ 1,000*)

- **1 Facebook post and 1 Instagram post dedicated to the promotion of the enterprise's products, services and offers**

03 ARTIGIANOINFIERA.IT BANNER BOOST MASTHEAD & STICKY FOOTER 970X90

artigianoinfiera.it offers tools to capture users' attention, directing them towards your website or web page with contents representative of your brand, lead collection forms, images, videos, etc. The proposed formats, **visible for 1 month on all pages of the website and in the Artigiano in Fiera Magazine**, guarantee millions of impressions throughout the year.

- **MASTHEAD 970X90 PX (€ 3,200*)**
Space on website header for 1 month
- **STICKY FOOTER 970X90 PX (€ 1,800*)**
Dynamic space that follows the user as they scroll down

04 ARTIGIANOINFIERA.IT CLICKMASTER BANNER HOME PAGE BOX

- **UP RECTANGLE BOX 300X250 PX (€ 1,500*)**
Space under home page header, visible only in the desktop version.
- **CENTRAL RECTANGLE BOX 300X250 PX (€ 750*)**
Space in central area of Home Page among product categories

Here they are in detail:

- + **DEDICATED NEWSLETTERS** to the Community
- + **SOCIAL MEDIA**
- + **BOOST BANNERS** on artigianoinfiera.it
- + **CLICKMASTER BANNERS** on the artigianoinfiera.it home page
- + **ENTRANCE HALL TOTEM** (at the entrance to the halls)
- + **HIGH VISUAL BILLBOARD** (at the entrance to the halls)
- + **MAXI-TOTEM** in Corso Italia, the external avenue connecting the halls
- + **DOUBLE-SIDED DIGITAL LEDWALL** in Corso Italia
- + **LAKE LEDWALL** in Corso Italia

05 ENTRANCE HALL TOTEM 1x2.5 METRES

The enterprise can promote their presence at the fair using tools that engage visitors in certain strategic areas with the highest traffic. The double-sided totem 1x2.50 m is an opportunity to achieve greater visibility in one of the entrances to the halls (reception).
Investment € 3,000*

06 HIGH VISUAL BILLBOARD 1.40x3.25 METRES

The showcase-sign is perfectly visible to all visitors walking along the external avenue connecting the entrances to all the halls (Corso Italia).
Investment € 3,000*

07 MAXI-TOTEM IN CORSO ITALIA 1.40x4.50 METRES PER SIDE

The Maxi-Totem is a means to promote (on three sides) your brand's images on Corso Italia.
Investment € 5,000*

08 DOUBLE-SIDED DIGITAL LEDWALL

The Digital Ledwall is a modern, double-sided screen measuring 6 x 1.5 m with high visibility, showing images of your brand in Corso Italia. It shows a 15-second ad every 3 minutes with a guaranteed 160 sightings per slot.
Investment € 1,000* per Slot

09 LAKE LEDWALL

The screens are positioned on the side of Corso Italia and intercept the entire flow of visitors coming from the underground (Porta Est). They show a 15-second ad every 3 minutes with a guaranteed 160 daily sightings per slot.
Investment € 1,800*

DO YOU WANT TO ACTIVATE YOUR PACKAGE NOW?
Contact us!

promozione@artigianoinfiera.it
Tel. 02.319.119.11
www.artigianoinfiera.it

