



XYLEXPO 2022 MEDIA KIT

Promote your business at Xylexpo and add value to your brand

A unique and not-to-be-missed exhibition, **since 1968 Xylexpo has been presenting an extensive lineup** of technology for wood and wood-based materials, **showcasing the development of the industry** with all its multiple facets.

The event has always supported its exhibitors, and also this year, a number of promotion opportunities will be available to involve operators from all over the world, before, during and after the show.

The following are the proposals to add value to your participation in the event at Fieramilano-Rho.

The costs do not include VAT.



Banner on the Xylexpo.com website

The Xylexpo website is visited by thousands of operators before, during and after the exhibition days, with contacts soaring from the opening of visitor registrations. Therefore, a banner on the xylexpo.com pages is an excellent opportunity to promote your brand.

Period: 1 July – 31 October
Size 330x90 px (300 DPI)
Pricing 480 euro

Banner in Xylexpo newsletter

The Xylexpo newsletters, circulated to tens of thousands of operators in Italy and around the world, is the main promotion vehicle of the exhibition. A banner in one of the 10 newsletters planned between July and October ensures high visibility among the users of machines and technology all over the world. We offer many options for any budget.

Period: 1 July – 20 October
10 issues planned (Italy and worldwide) 2 in July, 2 in August, 4 in September, 2 in October
Banner 1, size 600x100 px (300 DPI), 3 positions per newsletter
Banner 2, size 250x100 px (300 DPI), 6 positions per newsletter

Pricing

	Banner 1 (euro)	Banner 2 (euro)
3 newsletters	1,500	900
5 newsletters	2,000	1,200
10 newsletters	4,000	2,600



Logo and ad pages in the Xylexpo visitor guide/hall maps

During Xylexpo, a free exhibition guide with hall map will be distributed to all the visitors, to make it easier to move around the expo center and to provide exhibitors with an opportunity to highlight their stand and promote their products.

Distribution: 20,000 copies at the reception desk.

Pricing:

Color logo on the map, vector format or 300 DPI: **250 euro**
(available space for 20 logos in each hall);

full page (A5, 14,8 x 21,0 cm): **1,000 euro**;

ad pages: half page : **600 euro**; Back cover: **1,800 euro**.



Distribution of branded lanyards at hall entrance

At the entrance of each hall, branded lanyards can be distributed for free to all visitors, from dedicated boxes. The offer includes the branding of the boxes located in the entrance areas and the refilling of the boxes.

Four boxes will be available and a single exhibitor can sponsor up to two boxes.

Pricing:

1 box **1,500 euro**, 2 boxes **2,800 euro**.

The lanyards must be provided by the exhibitor.



Xylexpo Digital/Ceptra Multimedia

Ceptra Multimedia goes beyond the physical boundaries of the exhibition and helps you reach customers across geographies and time.

The portfolio includes: live streaming from your booth or from the Xylexpo Arena conference area, via the **Xylexpo Tube** channel (offering a rich schedule during the exhibition days), and a promotion video filmed at your booth. All the contents produced can be hosted in the online exhibitor catalog of the **Expo Plaza** platform, that will be up and running permanently.



Live streaming from the booth

We will come to your booth for a 30-minute live streaming, including machine demos, booth overview, an interview to be broadcast also on the **Xylexpo Tube** channel.

The service includes:

- event promotion;
- film crew with cameraman and director;
- live streaming on Xylexpo Tube and possibility to chat with operators connected from all over the world;
- video clip provided as a file.

Pricing: 1,000 euro



Live streaming from the Xylexpo Arena conference area

Xylexpo Arena is the conference area inside hall 24 that will host all the events scheduled during the exhibition. One or more 30-minute slots can be booked for presentations, events or interviews.

The service includes:

- event promotion;
- film crew;
- live streaming on Xylexpo Tube and possibility to chat with operators connected from all over the world;
- video clip provided as a file.

Pricing: 400 euro



Promotion video production at the booth

An exhibition normally provides an excellent setting to shoot videos to illustrate and promote machinery and solutions.

. A unique opportunity for which Cepra Multimedia offers a dedicated service including:

- film crew with cameraman and director;
- video clip provided as a file;
- possibility to add subtitles or dubbing in multiple languages.

Pricing: 600 euro



NEW - E-mail marketing campaign to increase visitor figures at your booth

Increase your visibility at Xylexpo with our **e-mail marketing campaigns**.

Promote your company and technologies by inviting Italian and international visitors directly to your booth.

Three mailings addressed to **Italy** and three **international markets**, each with customizable contents to maximize the involvement of recipients.

The mailings can be addressed flexibly to the following countries: Germany, Austria, Switzerland, Poland, France, Spain, Belgium, The Netherlands, UK, Scandinavia, Czech Republic, Slovakia, Slovenia.

Period: 1 September – 10 October

Pricing

Market	No. of mailings	Database	Total messages	Cost for 3 mailings
Italy	3	10,000 companies	30,000	€ 1,800
International	3	20,000 companies	60,000	€ 2,400

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15 | **10**
2022

Xylexpo
fieramilano



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