

Media kit



Web: xylexpo.com

The importance of the promotion



Promote the company during the fair is important. Adding more visibility tools to the participation

gives greater promotional strength and allows to penetrate the market more effectively.

This is why we have created a media kit that will allow exhibitors and other companies to show their trademarks and products to the public before the biennial event starts.

Xylexpo is a world renowned trademark and our tools will allow you to reach a significant number of national and international operators.

Price list

Visitors pre-registration sponsorship € 6.500

70% of Xylexpo visitors confirm their participation through pre-registration.

Banners will be positioned in the following advertising spaces:

- Web pre-registration (starting from 2016, February)
- Entrance badge

BANNER XYLEXPO.COM (monthly rate)

Home page— 2016, March, April and May € 1.000

Home page—other months € 800

Internal pages—2016, March, April and May € 500

Internal pages—other months € 300

XYLEXPO CATALOG

Inside front cover, inside back cover, back cover € 2.500

Inside front page, inside back page € 1.500

Inside page € 1.000

Bookmark € 2.000

Color company logo with description text € 250

PERSONALIZED NEWSLETTERS

1 dispatch € 1.500

3 dispatches € 3.000

Visitors invitation

€ 6.000

The visitor invitation is sent to 10,000 carefully selected Italian specialised operators.

One single advertiser can avail of 2 advertising spaces: one on the invitation and one on the self-mailer.

App Xylexpo (Android and Apple)

€ 5.000

Splash Page (intro page before seeing the home page of the application).

Xylexpo 2016

Strada I Palazzo F3
Milanofiori 20090
Assago (MI)

Tel.: +39 0289210200

Fax: +39 028259009

E-mail: promozione@xylexpo.com

How to join

Request the application form to our sales department (promozione@xylexpo.com, phone +39 02/89210200).

Follow us on our promotional channels (xylexpo.com, facebook, twitter and linkedin) to have more news on the event.



**YOUR WORLD
YOUR BUSINESS
YOUR SHOW**

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APPLICATION FORM

Please fill out and return it to Cepra SpA

Company name _____ Contact person _____

Address _____ Zip _____ Town _____ (_____)

Phone _____ Fax _____

e-mail _____ VAT _____

Invoicing data, if different from that of the requesting company

Company name _____ Contact person _____

Address _____ Zip _____ Town _____ (_____)

Phone _____ Fax _____

e-mail _____ VAT _____

Advertising page on the catalogue - 148x210 mm – 300 dpi PDF file

- | | |
|--|------------|
| <input type="checkbox"/> inside front cover, inside back cover, back cover | Euro 2,500 |
| <input type="checkbox"/> inside front page, inside back page | Euro 1,500 |
| <input type="checkbox"/> inside page | Euro 1,000 |

 Bookmark (front/back) Euro 2,000 **Colour company logo with description text Euro 250****Home page banner**

- | | |
|---|------------|
| <input type="checkbox"/> fixed March 2016 | Euro 1,000 |
| <input type="checkbox"/> fixed April 2016 | Euro 1,000 |
| <input type="checkbox"/> fixed May 2016 | Euro 1,000 |
| <input type="checkbox"/> other months | Euro 800 |

Inside page banner

- | | |
|---|----------|
| <input type="checkbox"/> fixed March 2016 | Euro 500 |
| <input type="checkbox"/> fixed April 2016 | Euro 500 |
| <input type="checkbox"/> fixed May 2016 | Euro 500 |
| <input type="checkbox"/> other months | Euro 300 |

Visitors pre-registration sponsorship Euro 6,500

Visitors invitation card Euro 5,000

App (Android e Apple) – Splash Page Euro 5,000

Based on the above, our Company will pay a total of Euro _____ by bank transfer (copy of the notice attached) to Cepra SpA – Banca Popolare Commercio e Industria Filiale Milanofiori –20090 ASSAGO (MI) **IBAN IT02H050483246000000000068.**
Requests submitted without payment will not be considered.

Date _____ Stamp and signature _____

Cepra SpA – Centro Direzionale Milanofiori 1^a Strada Palazzo F3 20090 Assago (MI) – ITALY
Tel: +39 02 89210200, Fax: + 39 02 8259009.