



XYLEXPO 2024 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.



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.



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: 800 euro

