

THE INTEGRATED COMMUNICATION

BEFORE – DURING – AFTER BEVERTECH

Including the exhibition event within
an integrated communication plan is
the most efficient strategy in order
to optimize the participation in the
tradeshow

Communication Order Form

Full Company Name

Address

Postcode Town/County Country

Telephone Fax

E-mail Web

VAT No.....

Person in charge of advertising

Printed Catalogue

Advertising formats of Catalogue

RATES

- ☐ Company highlighting in the alphabetical list € 600.00
Bold-faced text with coloured background
+
Company highlighting in the product list
Max 5 products - Bold-faced text
- ☐ Full page ⁽¹⁾ € 1,750.00
- ☐ Full page on inside card ⁽¹⁾ € 2,300.00
Printed on a cardboard and inserted among the catalogue's signatures
- ☐ Half page horizontal € 1,100.00
1/2 colour page, trim area: base 110 mm, height 90 mm
- ☐ QR Code + Logo € 800.00
Near the company name in the alphabetical list

Special positions*

RATES

- ☐ 2nd cover page ⁽¹⁾ € 3,000.00
- ☐ 3rd cover page ⁽¹⁾ € 1,800.00
- ☐ 4th cover page ⁽¹⁾ € 5,000.00
- ☐ First page ⁽¹⁾ € 2,600.00
- ☐ Second page ⁽¹⁾ € 2,000.00
- ☐ Bookmark (max 2) € 2,800.00
b 80 x h 170 mm

***Subject to availability**

(1) Colour bleed page, base 132 mm, height 210 mm + 5 mm.

Visitor's Guide

Advertising formats of Visitor's Guide

RATES

- ☐ Full colour ground of the stand + Logo € 1,000.00
Highlighting of the stand on the plan and of the company name in the exhibitors' list
Maximum 12 companies per hall
- ☐ 2nd cover page ⁽²⁾ € 3,000.00
- ☐ 3rd cover page ⁽²⁾ € 2,000.00
- ☐ 4th cover page ⁽²⁾ € 4,500.00
- ☐ First page ⁽²⁾ € 2,600.00
- ☐ Bottom of the page € 800.00
155 x 40 mm + 5 mm
Down under the exhibitors' list

(2) Colour bleed page, base 155 mm, height 330 mm + 5 mm.

Ad technical details: high resolution PDF file, **4 colours (CMYK)**.

Printing materials are to be sent by **27th July 2026** by e-mail to **espositori@bevertech.it**

Please return this contract to Organizing Secretariat by 26th June 2026 by e-mail

Date Stamp and signature

WEB and Newsletter

Digital formats

Monthly home-page banner on www.bevertech.it

(b 1170 x h 145 pixel)

	RATES
☐ Jan-Jul 2025	€ 700,00
☐ Aug-Dec 2025	€ 800,00
☐ Jan-Mar 2026	€ 1,000,00
☐ Apr-Jun 2026	€ 1,100,00
☐ Jul-Sep 2026	€ 1,300,00
☐ Oct-Nov 2026	€ 1,800,00

requested month:

Banner on BEVERTECH Newsletter

(b 500 x h 100 pixel)

	RATES
☐ Newsletter Italian visitors	€ 1,700.00
☐ Newsletter foreign visitors	€ 1,300.00
☐ Newsletter Italian + foreign visitors	€ 2,500.00

requested month:

Digital Platform

Fieramilano's Digital Platform, where you can find the exhibitors' catalogue, the events calendar and the agenda for booking meetings with buyers.
Also available on the APP for all visitors to the event.

- ☐ Logo on Digital Map
The map will be visible on the platform, the APP and the totems

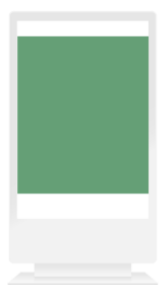
RATES

€ 290,00



- ☐ Infopoint totem banner
1728 x 440 pxl
The image rotates in a carousel

€ 800,00



- ☐ Adv Entire Infopoint Totem
2160 x 2690 pxl
Visible when the totem is not on, the image rotates in a carousel

€ 500,00

- ☐ Post
Notification on the APP to all visitors

€ 750,00

- ☐ Events
Pack of 3 events visible on the personal page of the catalogue

€ 300,00

Advertising in the exhibition centre

Advertising formats METRO STOP

- ☐ Ledwall - 981 x 1703 mm - duration 5"
10 positions available - max 5 advertisers

RATES
€ 900,00

Advertising formats EAST GATE

- ☐ Canvas - 10 x 0,90 m
2 positions available
- ☐ Ledwall - 12000 x 3500 mm - duration 15"
1 position available - max 5 advertisers
- ☐ Double-sided wheel panel - Ø 1,97 m
2 positions available

RATES
€ 2.790,00
€ 4.000,00
€ 2.345,00

Advertising formats WEST GATE

- ☐ External Ledwall - 10200 x 4800 mm - duration 15"
1 position available - max 5 advertisers
- ☐ Inside Ledwall - 7168 x 1728 mm - durata 15"
1 position available - max 5 advertisers

RATES
€ 5.000,00
€ 2.500,00

CORSO ITALIA advertising formats

- ☐ Ledwall - 6000 x 1500 mm - duration 15"
double-sided, 2 positions available
- ☐ Double-sided tarpaulin - 4 x 3 m
2 positions available
- ☐ Double-sided tarpaulin - 4,10 x 3,30 m
2 positions available
- ☐ Double-sided tarpaulin - 4,00 x 2,20 m
2 positions available
- ☐ Double-sided tarpaulin - 4 x 3 m on columns
6 positions available
- ☐ Tarpaulin - 7,85 x 4,30 m - reception entrance
2 positions available
- ☐ Double-sided stand - 1,40 x 2,00 m
6 positions available
- ☐ Walkable - Ø 1 m
minimum 10
- ☐ Adhesive vinyl - 1,42 x 3,95 m each
6 pieces

RATES
€ 2.200,00
€ 3.460,00
€ 2.345,00
€ 3.280,00
€ 4.020,00
€ 5.980,00
€ 2.400,00
€ 270,00
€ 5.800,00

SPECIAL DISCOUNT FOR BEVERTECH 2026

10% for the purchase of 1 product
20% for the purchase of 2 products
30% for the purchase of 3 products

Download the brochure from www.bevertech.it
to see the position of advertising spaces in the fairground.