



THINKING TO TECNARGILLA



26-30 SEPTEMBER 2016 RIMINI

Marketing tools for exhibitors



ON LINE

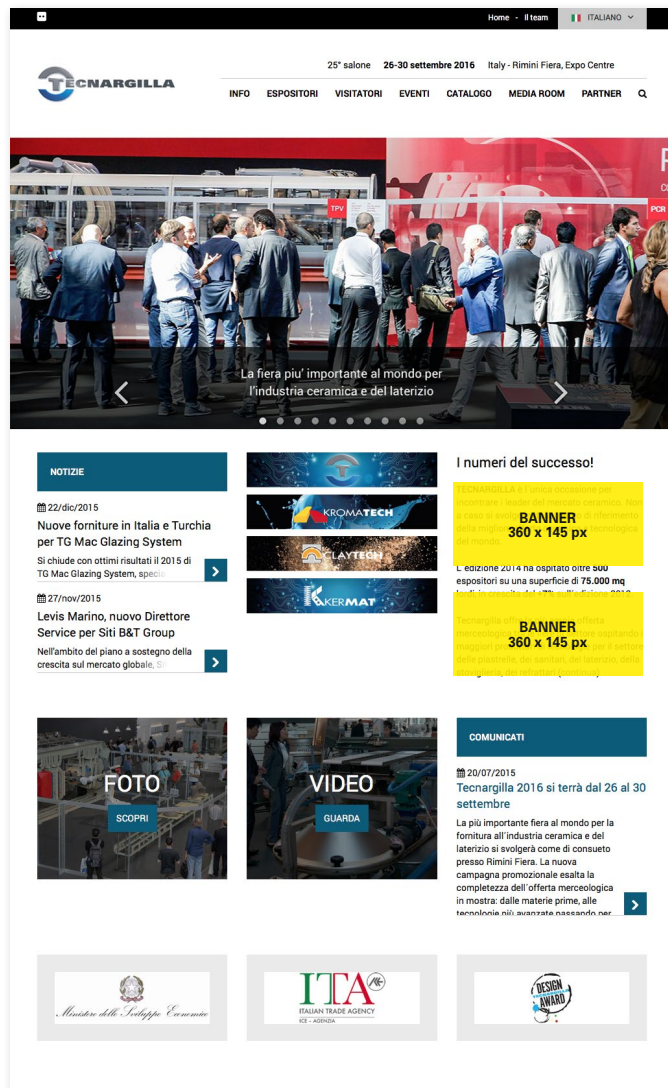
www.tecnargilla.it
(new responsive site)

- [1. HOME TOP BANNER](#)
- [2. HOME BOTTOM BANNER](#)
- [3. GENERAL BANNER](#)
- [4. ONLINE CATALOGUE](#)
- [5. COMPANY ADVERT VIDEOS](#)
- [6. TECNARGILLA VISITORS' NEWSLETTER](#)
- [7. COMPANY DEM / NEWSLETTER](#)
- [8. WEB INVITATION](#)
- [9. ALL-INCLUSIVE WEB PACKAGE](#)

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

1. HOME TOP BANNER



Advertising on the HOME PAGE OF THE NEW RESPONSIVE SITE
www.tecnargilla.it.

2 visible banners in rotation, lasting until refresh
(5 sponsors per banner MAX.)

FORMAT (BASE X HEIGHT)

360x145 pixels, 72 dpi .jpg, with link to site
Lasts until refresh

PERIOD

January–August
September

PRICE/MONTH

→ €900 (3 months: €1,350)
→ €1,200

ONLINE

PRINT

ON SITE

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

2. HOME BOTTOM BANNER



Advertising on the HOME PAGE OF THE NEW RESPONSIVE SITE
www.tecnargilla.it.

3 3 visible banners in rotation, lasting until refresh
(3 sponsors per banner MAX.).

FORMAT (BASE X HEIGHT)

300X100, 72 dpi .jpg, with link to site
Lasts until refresh

PERIOD

January–August
September

PRICE/MONTH

→ € 400
→ € 600

ONLINE

PRINT

ON SITE

3. GENERAL BANNER

The screenshot shows the website interface for Tecnargilla 2016. At the top, there is a navigation bar with the logo and menu items: INFO, ESPOSITORI, VISITATORI, EVENTI, CATALOGO, MEDIA ROOM, PARTNER. Below the navigation bar, the main content area features a blue header with the title 'Tecnargilla 2016'. A sidebar on the left contains a list of links: 'I numeri del successo di Tecnargilla', 'Pianta dei padiglioni', 'Sfoglia la brochure', 'Foto gallery', 'Video gallery', 'Il team', and 'Notizie'. The main content area displays a large banner with the title 'I numeri del successo di Tecnargilla' and a photograph of several men in suits cutting a ribbon. Below the banner, there is a text block describing the event, followed by a list of the top 10 foreign countries with the highest visitor numbers. At the bottom of the page, there is a small infographic titled 'Gli espositori dell'edizione 2014'.

BANNER
160 x 60 px

Advertising visible in one of the internal sections of the site (visitors or exhibitors, or media, or catalogue) excluding the HOME PAGE.

A maximum of 5 banners will be published per section.

FORMAT (BASE X HEIGHT)

160x60 pixels, 72 dpi static .jpg, with link to site
max. 5 banners per section

PERIOD

January–September →

PRICE/MONTH

€ 600
(3 months: € 900)

4. ONLINE CATALOGUE: SHOWCASED EXHIBITORS

The screenshot shows the website interface for the 2014 catalogue. The main content area is titled 'Catalogo 2014' and contains a table of exhibitors. The table has two columns: 'Espositore' and 'Area Espositiva'. The first row is highlighted in yellow and shows 'A ZETA GOMMA FORNITURE INDUSTRIALI SPA' in the exhibitor column and 'D3 072' in the area column. Other exhibitors listed include ABICERT ENTE DI CERTIFICAZIONE E ISPEZIONE, ABRASIVI ADRIA SRL, ACIMAC - ASS. COSTR. IT. MACCHINE ATTREZZATURE CERAMICA, and many others.

Espositore	Area Espositiva
A ZETA GOMMA FORNITURE INDUSTRIALI SPA	D3 072
ABICERT ENTE DI CERTIFICAZIONE E ISPEZIONE	C5 196
ABRASIVI ADRIA SRL	B3 187
ACIMAC - ASS. COSTR. IT. MACCHINE ATTREZZATURE CERAMICA	Hall Sud 002
ACMI ITALIA SRL	C3 174
ADI SPA	B3 074
AIR POWER GROUP SPA	D3 155
AKW - AMBERGER KAOLINWERKE	B5 071
AL FARBEN S.A.	D6 075
ALDERO INDUSTRIAL SUPPLIES	C1 007
ALPHA CERAMICS GMBH	B1 001
ANCORA SPA	D1 071
APPEL SRL ELETTRONICA APPLICATA	B3 169
AR-SAN MAKINA IMALAT TIC.A.S.	A5 157
ARO	D1 011
AROUND THE WORLD (FLINT PEBBLES)	B5 008
ASF40R FOR MINING AND REFRACTORIES	C5 073
ASIA CERAMIC MACHINERY ENGINEERING CO., LTD	C3 174
ASIA CERAMIC MACHINERY INDUSTRIAL CO., LTD	C3 174
ASIAN EXHIBITION SERVICES LTD.	C1 038

Ability to search by company name, products and position in halls.
Ability to publish, in the page of the site dedicated to new products exhibited, custom content and images from the company.

You can publish various content in the page of the site dedicated to the catalogue:

CONTENT TYPE_A

Company name, stand no. and products

PERIOD

From September 2016 → free on registering to take part in the event and completing the catalogue form

PPRICE/MONTH

CONTENT TYPE_B

Details including:

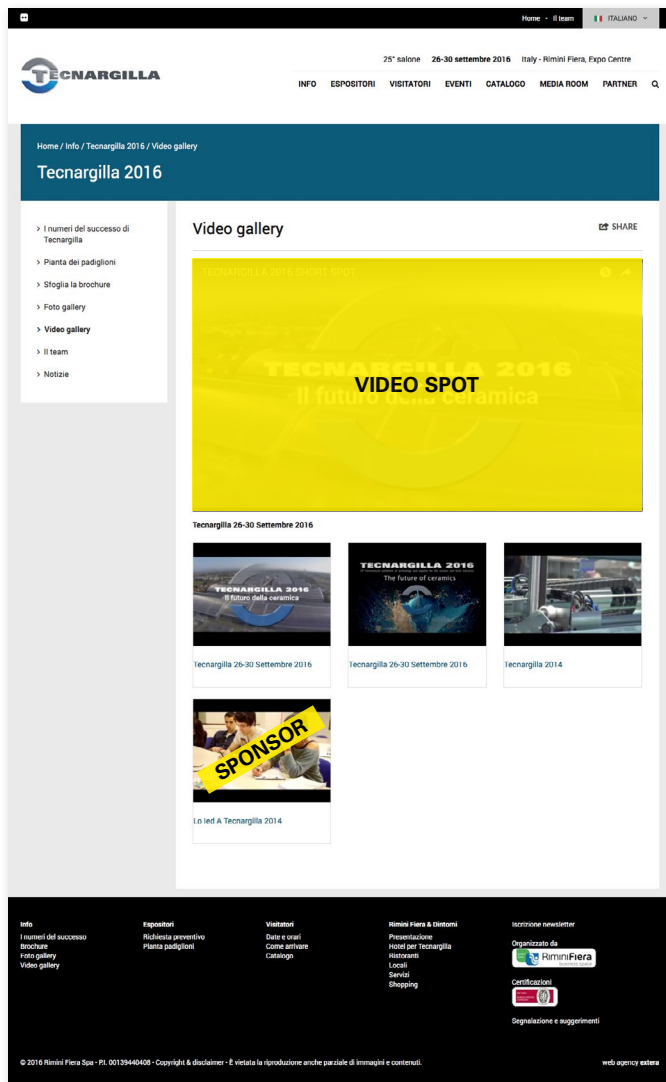
- physical, web and e-mail addresses and tel. no.
- description (300 characters inc. spaces)
- images (horizontal) + logo
- link to extra content uploaded to the "event in stand" or "technological innovation" area reserved for the company

PERIOD

From September 2016 → € 300

PREZZO/MESE

5. COMPANY ADVERT VIDEOS



Video gallery section with access from home page.

Promote your participation with an advert of up to 3 minutes on:

- WHO YOU ARE (COMPANY PROFILE) or on YOUR TECHNOLOGICAL INNOVATION reaching all operators in the sector browsing the site and our official YOUTUBE channel

CONTENT TYPE

Icon with link to video uploaded to YouTube (3 minutes max.)

PERIOD

January–September 2016

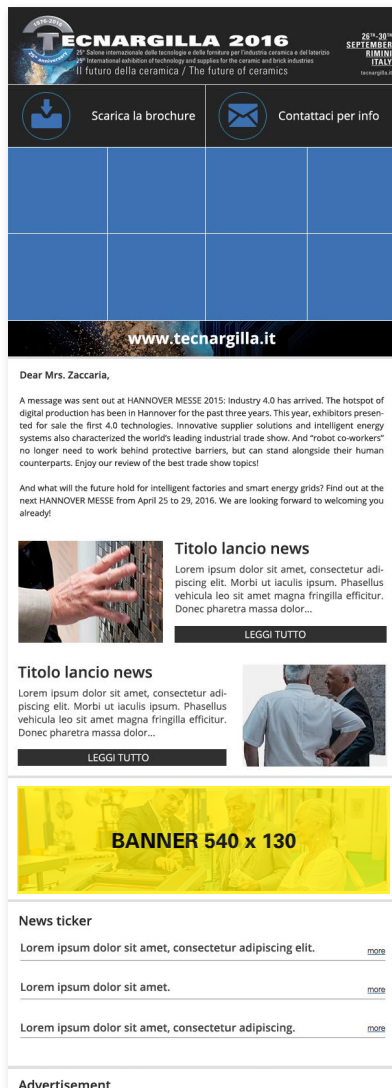
PRICE/MONTH

→ € 600 (total for period)

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

6. TECNARGILLA VISITORS' NEWSLETTER



Exclusive sponsorship of 1 monthly e-newsletter in Italian and English, delivered to our entire database of 60,000 visitors

All information on Tecnargilla is sent before and after the fair, monthly.

CONTENTTYPE

540x130-pixel banner, 72 dpi static .jpg, with link to site

PERIOD

January–July
September



PRICE/MONTH

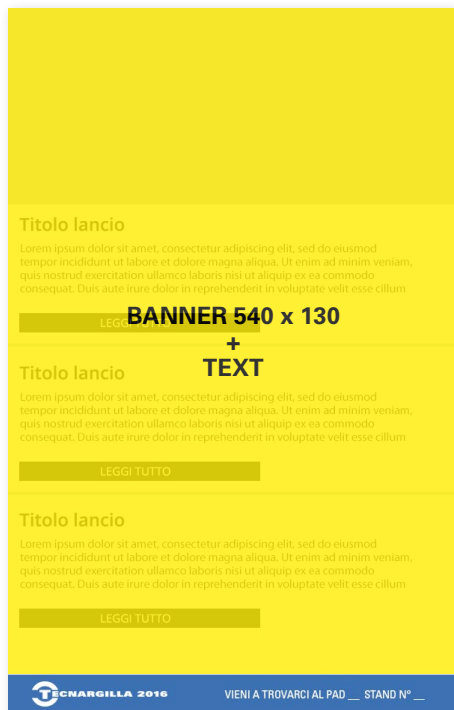
€ 1.500
€ 2.000

ONLINE

PRINT

ON SITE

7. COMPANY DEM / NEWSLETTER



Send your communications to the 60,000 contracts signed up for the Tecnargilla newsletter.

CONTENTTYPE

html format width 600 pixels, 72 dpi

PERIOD

January–July
September



PRICE/MONTH

€ 2.000
€ 2.500

TECNARGILLA 2016

25° Salone internazionale delle tecnologie e delle forniture per l'industria ceramica e del laterizio

8. WEB INVITATION

TECNARGILLA 2016
25° Salone internazionale delle tecnologie e delle forniture per l'industria ceramica e del laterizio
International exhibition of technology and supplies for the ceramic and brick industries
Il futuro della ceramica / The future of ceramics
26th-30th SEPTEMBER
RIMINI ITALY
tecnargilla.it

Ingresso gratuito a TECNARGILLA 2016

Registrati entro il 1 Settembre!

Gentile Sig. Rossi,

segui i tre semplici passi per entrare in fiera:

1. **Clicca qui e inserisci le tue credenziali riportate qui sotto**
USERNAME: m.rossi@riminifiera.it
PASSWORD: WXYLMN

Tramite questa password puoi invitare anche un collega o ricevere un ulteriore ingresso gratuito per un secondo giorno.

2. **Registrati**
3. **Stampa il biglietto** da presentare ai tornelli in fiera

Assistenza Biglietteria
Per informazioni sul servizio puoi telefonare al numero 041271900 dal lunedì al venerdì dalle 9.00 alle 19.00 e il sabato dalle 14.00, o richiedi assistenza [cliccando qui](#).

Sponsorizzato da:

**BANNER
650 x 200 px**

organizzato da **RiminiFiera**
business space

in collaborazione con **AVVICINAC**
Associazione Ceramisti Italiani
Rivoluzione Attivazione per Ceramisti

con il supporto di **Ministero delle Attività Produttive**

www.tecnargilla.it

WEB INVITATION offers a single exhibitor the possibility of being present with an "advertising banner" on the e-mail sent to Tecnargilla visitors.

WHAT IS A WEB INVITATION?

It's the digital invitation sent by Rimini Fiera to a selection of qualified operators which permits, once registration on the site is completed, direct access on the days of the exhibition without having to wait at the counters.

WHEN

It is sent in 2 languages (Italian and English) starting from July 2016 all over the world to 60,000 operators.

CONTENT TYPE

650x200-pixel banner, 72 dpi static .jpg, with link to site

PERIOD

sent 8 times before the exhibition begins →

PRICE/MONTH

€ 10.000

WEB INVITATION PACKAGE + PRINT@HOME

(see print@home information on page 14)

TOTAL PRICE

€ 15.000

TECNARGILLA 2016
Ingresso gratuito a TECNARGILLA 2016
Registrati entro il 1 Settembre

Quali gli stessi, segui i tre semplici passi per entrare in fiera:

1. **Clicca qui e inserisci le tue credenziali riportate qui sotto**
USERNAME: m.rossi@riminifiera.it
PASSWORD: WXYLMN

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con il supporto di **Ministero delle Attività Produttive**

www.tecnargilla.it

Ticket: istruzioni per l'uso

1. **Registrati** sul sito www.tecnargilla.it
2. **Stampa il biglietto** da presentare ai tornelli in fiera
3. **Presentati** ai tornelli in fiera con il biglietto stampato

Il centro della creatività in ceramica
Tecnargilla Design Award

4. Scarica i certificati premiali
VISITATORE

LOGO
8,8 x 14 cm

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

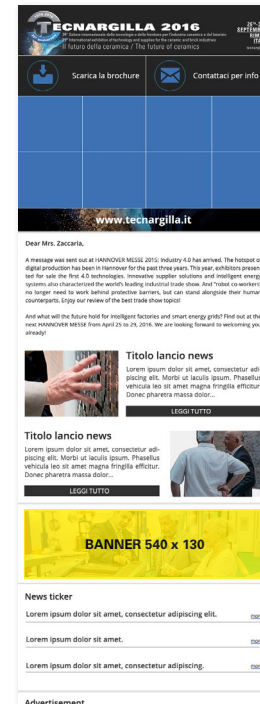
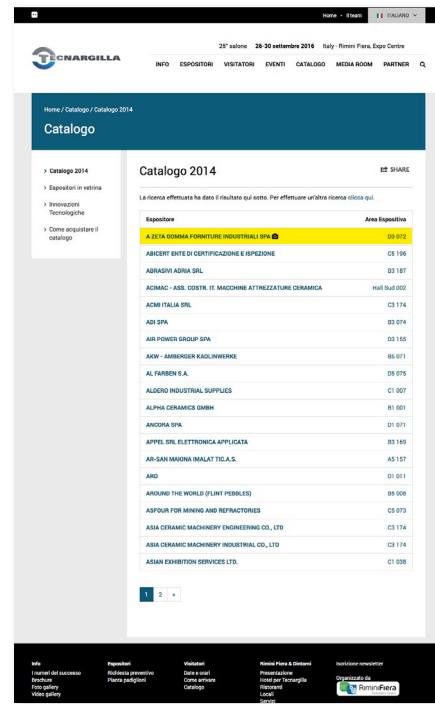
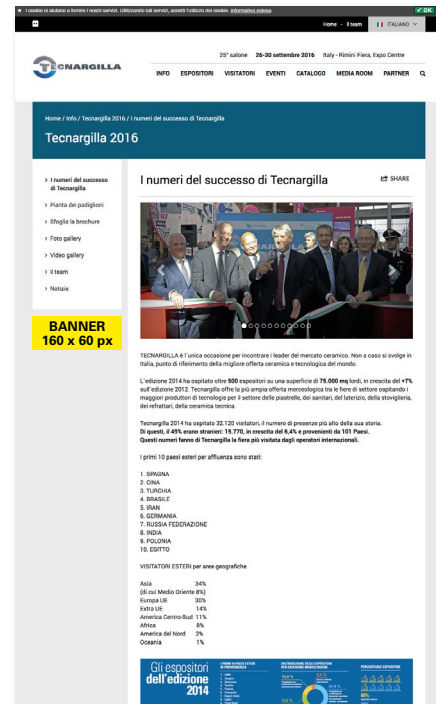
ONLINE

9. ALL-INCLUSIVE WEB PACKAGE

1 BANNER

1 x DETAILS IN CATALOGUE

1 EXCLUSIVE NEWSLETTER



THE PACKAGE INCLUDES

- GENERAL BANNER FOR 6 MONTHS
- COMPLETE DETAILS IN ONLINE CATALOGUE (CONTENT TYPE A + B)
- EXCLUSIVE SPONSORSHIP OF 1 TECNARGILLA NEWSLETTER

PRICE

€ 3.600-25% = € 2.700

PRINT



ON SITE





PRINT

print media at the fair

1. CUSTOMISED INVITATION CARD

2. PRINT@HOME

3. EXHIBITOR CATALOGUE

4. PLAN

5. ALL-INCLUSIVE PACKAGE



TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

1. CUSTOMISED INVITATION CARD



The **invitation card** is a print or .pdf promotional tool that Rimini Fiera produces for companies interested in promoting their presence at the fair directly. Packs of cards starting from 1,000 units.

WHEN

Posted in May.

I potenziali clienti da tutto il mondo, la riceveranno in formato cartaceo o pdf (se richiesto) mediante 1 spedizione prima della fiera.

LANGUAGES

English, Italian

PRICE

pack of 1000 cards €1,000 / free .pdf

DURATION

1 physical delivery directly to your company

FORMAT

8.8 x 4 cm (base x height .pdf, .tiff or .jpg, 300 dpi)
20.5 x 3 cm (base x height .pdf, .tiff or .jpg, 300 dpi)

Final deadline for receiving material April/May 2016

ONLINE



PRINT



ON SITE



TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

2. PRINT@HOME

TECNARGILLA 2016
26-30 SETTEMBRE 2016 RIMINI
Il futuro della ceramica

Ticket: istruzioni per l'uso

- 1 **STAMPA** questo documento e portalo con te. Il **TICKET** ti garantisce l'**INGRESSO** a **TECNARGILLA 2016**.
- 2 Segui la scritta **FAST PASS** utilizzando i tornelli dedicati.
- 3 Indossa il tuo **TICKET** durante la visita.

EVITA LE CODE
FAST PASS

Coupon sconto catalogo -30%
Da esibire alla cassa dell'Info Point

TECNARGILLA 2016
Rimini Fiera
IL BIGLIETTO È STRETTAMENTE PERSONALE
VISITATORE

il centro della creatività in ceramica
Tecnargilla Design Award
Il concorso, lanciato nell'edizione 2010, che mette in mostra e premia le innovazioni più attuali finalizzate al miglioramento dell'estetica e della produzione in ceramica.
Hall SUD
DESIGN AWARD

LOGO
9,8 x 14 cm

The **PRINT@HOME TICKET** is printed by those who have activated the Web Invitation and registered directly from the Tecnargilla site. It contains the basic information for visiting the exhibition (dates and times, how to get to the fair, etc.) and allows direct access without having to queue at the counters.

LANGUAGES
English, Italian

PRICE
€5,000.
PACKAGE WITH WEB INVITATION €15,000

DURATION
Media linked to opening of the ticket offices (May–September)

FORMAT
9.8 x 14 cm (base x height .pdf, .tiff or .jpg, 300 dpi)

PRINT@HOME + WEB INVITATION PACKAGE

(see web invitation information on page 11)

TOTAL PRICE
€ 15.000

TECNARGILLA 2016
Ingresso gratuito a **TECNARGILLA 2016** dal 15 settembre al 17 settembre

BANNER
600 x 200 px

LOGO
9,8 x 14 cm

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

3. EXHIBITOR CATALOGUE



SOLUTION A)
1 FULL-PAGE ADVERT

FORMAT 150x205 mm → PRICE € 1.300



SOLUTION B)
B/W LOGO IN ALPHABETICAL LIST OF EXHIBITORS

FORMAT 50x20 mm → PRICE € 300

ONLINE

PRINT

ON SITE

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

4. PLAN



35,000 copies distributed at entrance and infopoints.

- Company logo or adv. on plan of exhibition, useful for immediate identification of your position in the 12 halls.
- Your company's logo on the only free and official fair information medium for Tecnargilla visitors.

CONTENT TYPE	FORMAT	PRICE
foot of cover	→ 105x35 mm	→ € 2.000
outside back cover	→ 105x240 mm	→ € 2.500
foot of hall map side	→ 840x30 mm	→ € 2.500
logo at edge of map (max. 30)		→ € 1.200
box at side of hall map	→ 100x60 mm	→ € 2.000
band at side of exhibitor list	→ 735x35 mm	→ € 2.500
element at side of exhibitor list (max. 6 spaces)	→ 95x95 mm	→ € 2.000
name highlighted in exhibitor list		→ € 200

ONLINE



PRINT



ON SITE

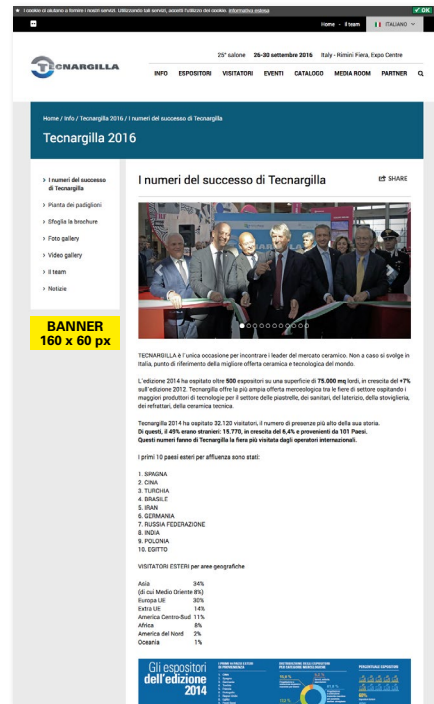


TECNARGILLA 2016

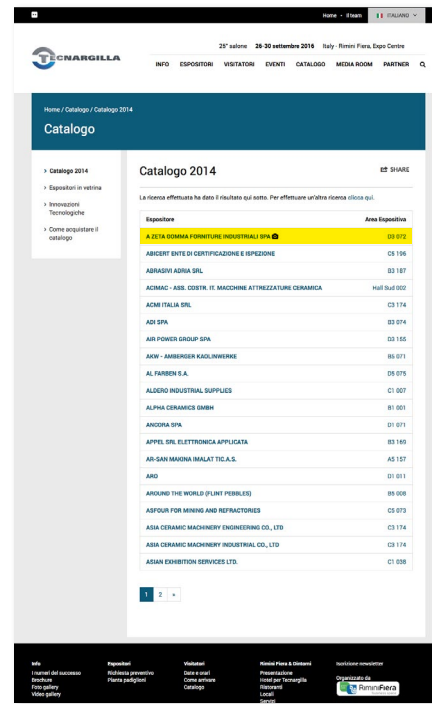
25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

5. ALL-INCLUSIVE PACKAGE

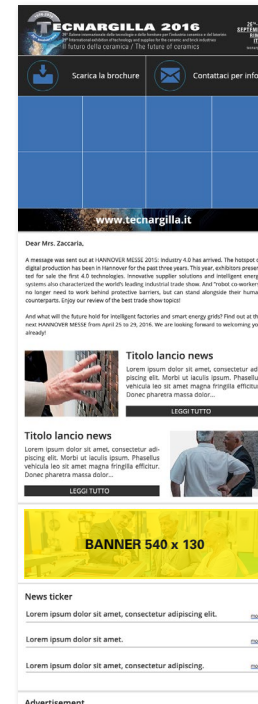
1 BANNER



1 x DETAILS IN CATALOGUE



1 EXCLUSIVE NEWSLETTER



LOGO + NAME HIGHLIGHTED ON MAP



THE PACKAGE INCLUDES

- GENERAL BANNER FOR 6 MONTHS
- COMPLETE DETAILS IN ONLINE CATALOGUE (TYPE A + B)
- EXCLUSIVE SPONSORSHIP OF 1 TECNARGILLA NEWSLETTER
- LOGO + NAME HIGHLIGHTED ON MAP

PRICE

€ 5.000-35% = € 3.250

direct marketing office CONTACTS: Tel.: +39 0541 744613 | E-mail: marketing@tecnargilla.it

ONLINE



PRINT



ON SITE





ON SITE

your visibility at the fair
during Tecnargilla

1. LANYARD
2. SHUTTLE
3. ADVERTISING IN THE DISTRICT



TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

1. LANYARD



DESCRIPTION

Distribution, through dedicated containers at the entrances to the trade fair district, of lanyards customised by the sponsor companies.

All lanyard distribution is managed by dedicated exhibition staff.

Plastic, useful internal 11.5X17 cm format, PVC with hole on short side.

Individual sponsors are responsible for producing and paying for lanyards and bags.

The material must of necessity be delivered in the period of 1–8 August 2016 to Rimini Fiera Spa.

THIS IS NOT EXCLUSIVE

PRICE

€ 6.000

DURATION

During all days of the exhibition

FORMAT

11,5 x 17 cm



2. SHUTTLE



SHUTTLE

The shuttle bus service is active from Monday, 26 September to Friday, 30 September 2016.

- The 56-seater buses can be booked both online at the www.tecnargilla.it site and at the airport or fair. The buses leave from the 2 airports Bologna Marconi and Milano Malpensa, while they leave in front of the EAST entrance at the fair.
- Promotional sponsor brochures distributed during the trip
- An audio/video advert broadcast on each sponsored bus
- News with sponsors highlighted on Tecnargilla News, which provides the broadcast
- Logo of the sponsor on the shuttle bus ticket, which can be purchased online and downloaded from the site.

LANGUAGES

English, Italian

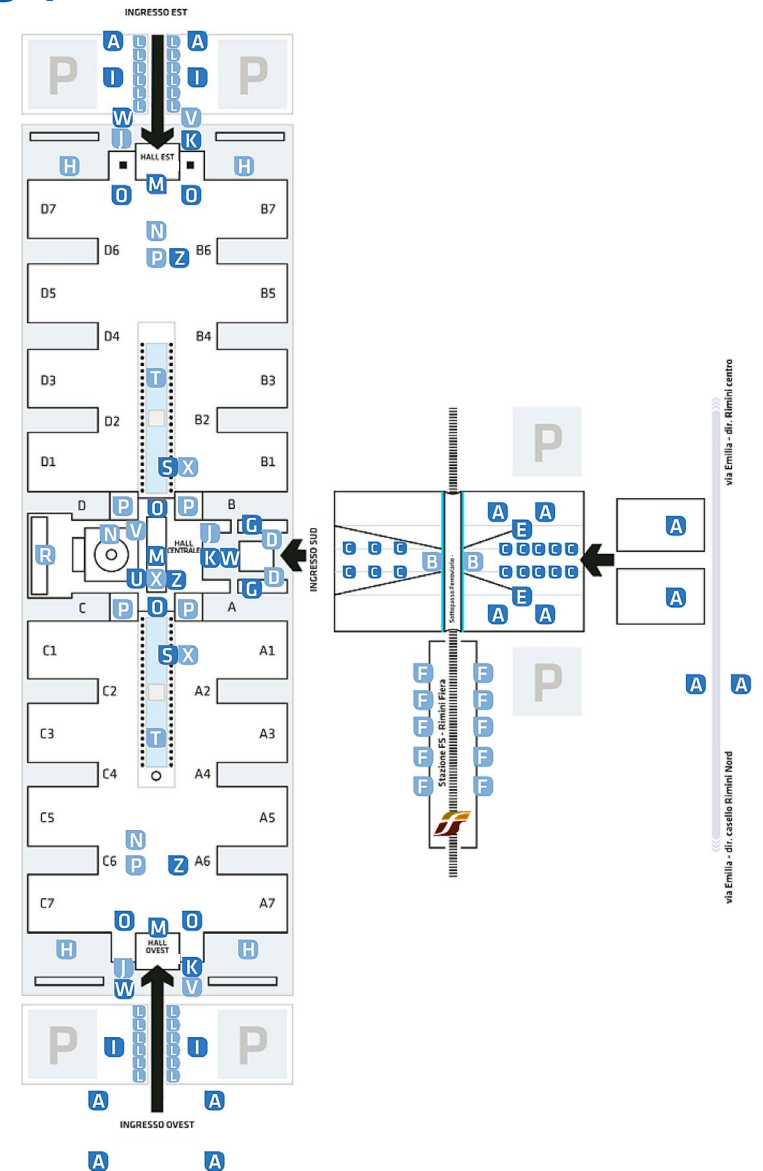
PRICE

On request



3. ADVERTISING IN THE DISTRICT

A South - east - west entrance area Rotating external panels	B South entrance path rail underpass Single-sided PVC sheet	C South entrance path Stands - supports for two-sided sheet	D South entrance Tetrapylon customisation	E South entrance path rail underpass Banners on fences for parking along the footpath
F South entrance railway station Two-sided footbridges	G South entrance Office building Single-sided PVC sheets	H External area East - west entrances Single-sided PVC sheets	I Internal and external areas Spaces for inflatables	J South - east - west - hall entrances Customisation on glass Single-sided panels
K Entrances and internal areas Vertical flags Single-sided sheet	L Internal and external areas Sails - supports for two-sided panel	M South-east-west-catering area entrances Turnstile customisation: glass barriers and upper bands	N South - east - west - central hall entrances Stands - supports for two-sided PVC sheet	O South - east - west - central hall entrances Two-sided PVC sheets
P Bar area and shops entrances - central hall Single-sided PVC sheets	Q Internal areas Adhesive floor adverts	R Self-service restaurant area Dibond panels	S Pool portico PVC sheets	T Internal - external pools
U Central hall and self-service areas Professional synchronised audio-video circuit	V South-east-west-central hall entrances Staircase customisation	W South - east - west entrances Revolving door customisation Single-sided adhesive panels	X Central hall south - east - west entrances, pools Column personalisation	Z South - east - west entrances, central hall Self-supporting two-sided totem



ADVERTISEMENT TEAM

Patrizia Sapigni Tel. +39 0541 744453 - 0541 744469 - Fax 0541 744747

TECNARGILLA 2016

25th International Exhibition of Technology and Supplies for the Ceramic and Brick Industries

**DIRECT MARKETING
OFFICE CONTACTS:**
Tel.: +39 0541 744613
E-mail: marketing@tecnargilla.it

ONLINE

PRINT

ON SITE