



30<sup>th</sup> International Enological  
and Bottling Equipment Exhibition  
Fiera Milano Rho, 12<sup>th</sup>-15<sup>th</sup> November 2024

ORGANIZED BY



# THE INTEGRATED COMMUNICATION BEFORE – DURING – AFTER SIMEI



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 .....

Advertising formats of SIMEI Catalogue	RATES	Special positions	RATES
<input type="checkbox"/> Company highlighting in the alphabetical list Bold-faced text with coloured background +	€ 500.00	<input type="checkbox"/> 2 <sup>nd</sup> cover page <sup>(1)</sup>	€ 3,000.00
Company highlighting in the product list Max 5 products - Bold-faced text		<input type="checkbox"/> 3 <sup>rd</sup> cover page <sup>(1)</sup>	€ 1,800.00
<input type="checkbox"/> Full page <sup>(1)</sup>	€ 1,500.00	<input type="checkbox"/> 4 <sup>th</sup> cover page <sup>(1)</sup>	€ 5,000.00
<input type="checkbox"/> Full page on inside card <sup>(1)</sup>	€ 2,000.00	<input type="checkbox"/> First page <sup>(1)</sup>	€ 2,600.00
Printed on a cardboard and inserted among the catalogue's signatures		<input type="checkbox"/> Second page <sup>(1)</sup>	€ 2,000.00
<input type="checkbox"/> Half page horizontal	€ 900.00	<input type="checkbox"/> Bookmark (max 2)	€ 2,800.00
1/2 colour page, trim area: base 110 mm, height 90 mm		b 80 x h 170 mm	
<input type="checkbox"/> QR Code + Logo	€ 700.00		
Near the company name in the alphabetical list			

**Priority to old advertisers who will confirm by 31<sup>st</sup> May 2024. After this term the special positions will be sold to those Exhibitors who book them.**

Advertising formats of Visitor's Guide	RATES
<input type="checkbox"/> Full colour ground of the stand + Logo Highlighting of the stand on the plan and of the company name in the exhibitors' list Maximum 12 companies per hall	€ 900.00
<input type="checkbox"/> 2 <sup>nd</sup> cover page <sup>(2)</sup>	€ 3,000.00
<input type="checkbox"/> 3 <sup>rd</sup> cover page <sup>(2)</sup>	€ 2,000.00
<input type="checkbox"/> 4 <sup>th</sup> cover page <sup>(2)</sup>	€ 4,500.00
<input type="checkbox"/> First page <sup>(2)</sup>	€ 2,600.00
<input type="checkbox"/> Bottom of the page 155 x 40 mm + 5 mm Down under the exhibitors' list	€ 800.00

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

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

Digital formats	RATES
<b>Monthly home-page banner on <a href="http://www.simeit.it">www.simeit.it</a></b> Banner Custom (b 1170 x h 145 pixel)	
<input type="checkbox"/> Jan-Jul 2023 € 500,00	<input type="checkbox"/> Aug-Dec 2023 € 650,00
<input type="checkbox"/> Jan-Mar 2024 € 800,00	<input type="checkbox"/> Apr-Jun 2024 € 900,00
<input type="checkbox"/> Jul-Sep 2024 € 1000,00	<input type="checkbox"/> Oct-Nov 2024 € 1500,00
requested month: .....	
<b>Banner on SIMEI Newsletter (b 500 x h 100 pixel)</b>	
<input type="checkbox"/> Newsletter Italian visitors	€ 1,700.00
<input type="checkbox"/> Newsletter foreign visitors	€ 1,300.00
<input type="checkbox"/> Newsletter Italian + foreign visitors	€ 2,500.00
requested month: .....	

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

Printing materials are to be sent by **27<sup>th</sup> July 2024** by e-mail to [catalogo@simeit.it](mailto:catalogo@simeit.it).

**Please return this contract to General Secretariat by 28<sup>th</sup> June 2024 by e-mail**

Date ..... Stamp and signature .....