



31<sup>st</sup> International Enological  
and Bottling Equipment Exhibition  
Fiera Milano Rho, 17<sup>th</sup>-20<sup>th</sup> November 2026



## 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 .....

## SIMEI Printed Catalogue

Advertising formats of SIMEI Catalogue		RATES	Special positions		RATES
<input type="checkbox"/>	Company highlighting in the alphabetical list Bold-faced text with coloured background +	€ 600.00	<input type="checkbox"/>	2 <sup>nd</sup> cover page <sup>(1)</sup>	€ 3,000.00
<input type="checkbox"/>	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>	€ 1,750.00	<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> Printed on a cardboard and inserted among the catalogue's signatures	€ 2,300.00	<input type="checkbox"/>	First page <sup>(1)</sup>	€ 2,600.00
<input type="checkbox"/>	Half page horizontal 1/2 colour page, trim area: base 110 mm, height 90 mm	€ 1,100.00	<input type="checkbox"/>	Second page <sup>(1)</sup>	€ 2,000.00
<input type="checkbox"/>	QR Code + Logo Near the company name in the alphabetical list	€ 800.00	<input type="checkbox"/>	Bookmark (max 2) b 80 x h 170 mm	€ 2,800.00

**Priority to old advertisers who will confirm by 29<sup>th</sup> May 2026. After this term the special positions will be sold to those Exhibitors who book them.**

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

## Visitor's Guide

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	€ 1,000.00
<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

(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 **27<sup>th</sup> July 2026** by e-mail to **catalogo@simeit.it**.

**Please return this contract to General Secretariat by 26<sup>th</sup> June 2026 by e-mail**

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

# WEB and Newsletter

## Digital formats

### Monthly home-page banner on [www.simeit.it](http://www.simeit.it)

(b 1170 x h 145 pixel)

	<b>RATES</b>
<input type="checkbox"/> Jan-Jul 2025	€ 700,00
<input type="checkbox"/> Aug-Dec 2025	€ 800,00
<input type="checkbox"/> Jan-Mar 2026	€ 1,000,00
<input type="checkbox"/> Apr-Jun 2026	€ 1,100,00
<input type="checkbox"/> Jul-Sep 2026	€ 1,300,00
<input type="checkbox"/> Oct-Nov 2026	€ 1,800,00

requested month: .....

### Banner on SIMEI Newsletter

(b 500 x h 100 pixel)


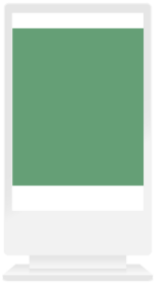
	<b>RATES</b>
<input type="checkbox"/> Newsletter Italian visitors	€ 1,700.00
<input type="checkbox"/> Newsletter foreign visitors	€ 1,300.00
<input type="checkbox"/> Newsletter Italian + foreign visitors	€ 2,500.00

requested month: .....

## SIMEI 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.

	<b>RATES</b>
<input type="checkbox"/> Logo on Digital Map The map will be visible on the platform, the APP and the totems	€ 290,00
 <input type="checkbox"/> Infopoint totem banner 1728 x 440 pxl The image rotates in a carousel	€ 800,00
 <input type="checkbox"/> Adv Entire Infopoint Totem 2160 x 2690 pxl Visible when the totem is not on, the image rotates in a carousel	€ 500,00
<input type="checkbox"/> Post Notification on the APP to all visitors	€ 750,00
<input type="checkbox"/> 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 SIMEI 2026

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