

SIMEI ENOVITIS 2024

Advertising catalogue





Il mezzanino – metropolitana M1

One of the factors that contribute to making Fiera Milano Rho such a popular destination is its optimal accessibility thanks to the subway, a convenient and fast means of transport for guests from all over the world.

Visitors can easily reach the fair by passing through the underground corridor that connects the station to the exhibition center.

In this transit area Fiera Milano has set up a modern reception area at the service of visitors with customizable advertising spaces.

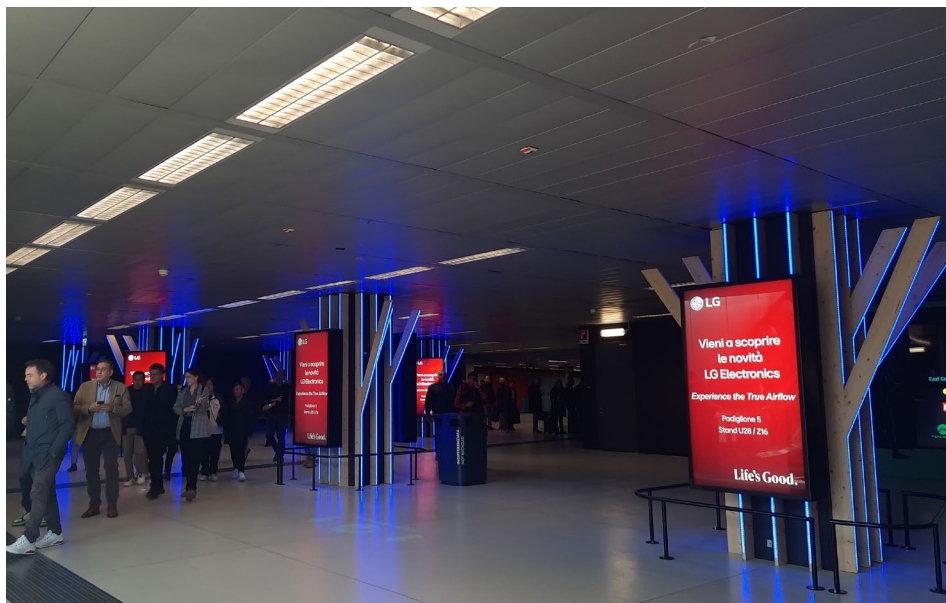
M1 RHO STATION








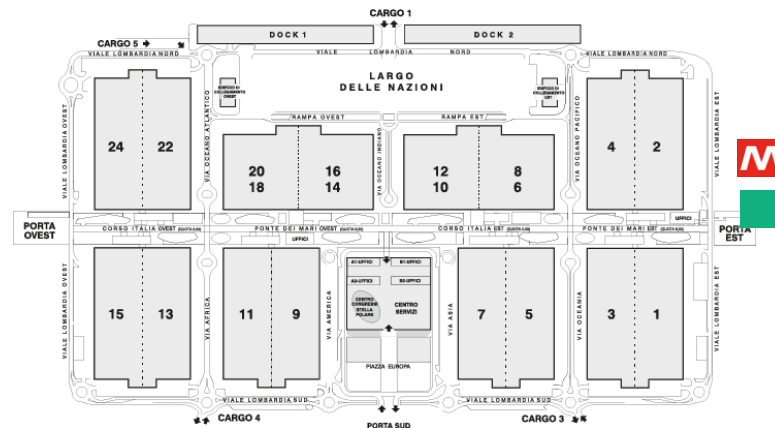
FIERA MILANO EAST DOOR ENTRANCE



Ledwall advertising (Cod. Art. 250517)



-  Type of content: static images
-  Period: trade show days
-  Display hours : as per event timetable
-  Maximum of 5 advertisers
-  Spots 5 second



Disponibilità: 10 single-sided LED walls on 6 columns



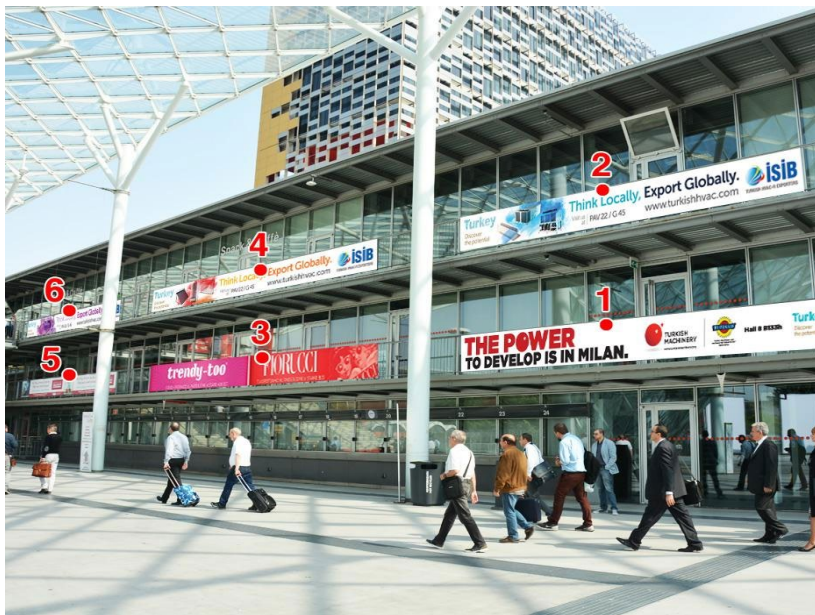
Full screen
Dimensions : 981 x 1703 mm
Resolution: 1080 x 1920 px
 € 900 for monitor 5"
 Domination (10 monitor in simultaneously)
 € 7.000



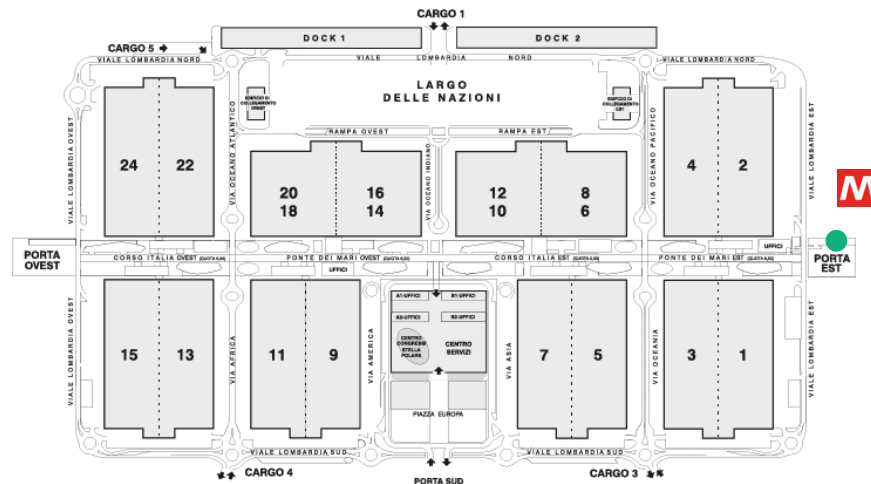
The Entrances - Gates

The Porta Est [East] (Underground), Porta Sud [South], and Porta Ovest [West] entrance gates, with their turnstiles and police control stations, are the best areas for advertisers who want to show off their videos and creativity to the public, who normally spend an average of 5-7 minutes in the area.

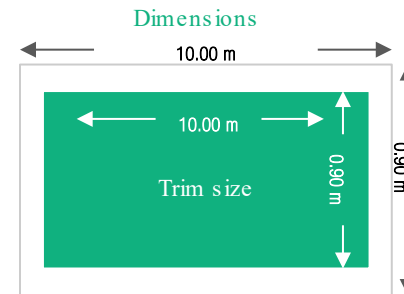
SHEET 10.00 x 0.90 m (Cod. art. 24974)



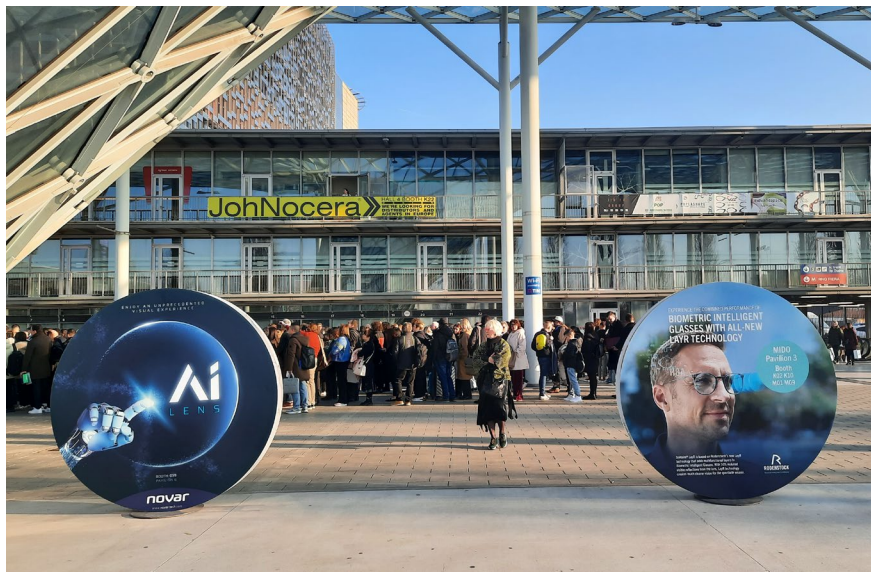
- Advertising license: € 2,500.00 each
- Material realization: € 200.00 each
- Mounting+dismounting: € 90.00 each



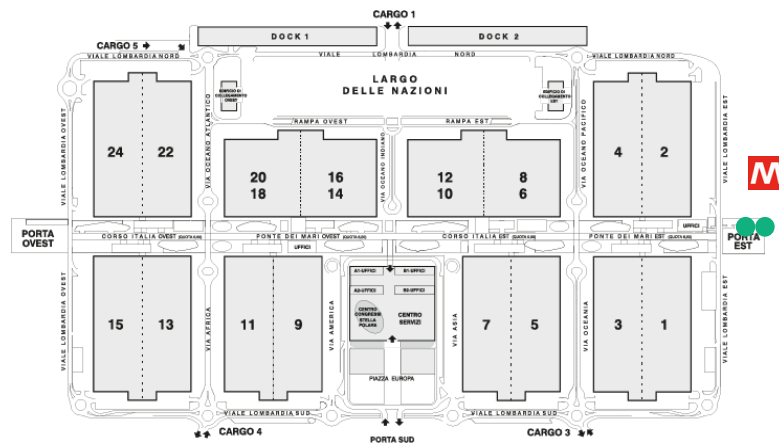
- Number available: 6
- Material: PVC
- Location: East Gate - Ticket Office Handrail



PANEL Ø 1,97 m - Two-sides (Cod. art. 24973)



- Advertising license: € 2,000.00 (cad)
- Material realization: € 345.00 (cad)
- Mounting+dismounting: Included in the realization costs



- Number available: 2
- Materiale: forex
- Location: Lobby Porta Est



East Gate – Ledwall (Cod. Art. 25000)



Type of content: static images or video



Period: trade show days



Display hours: as per event timetable



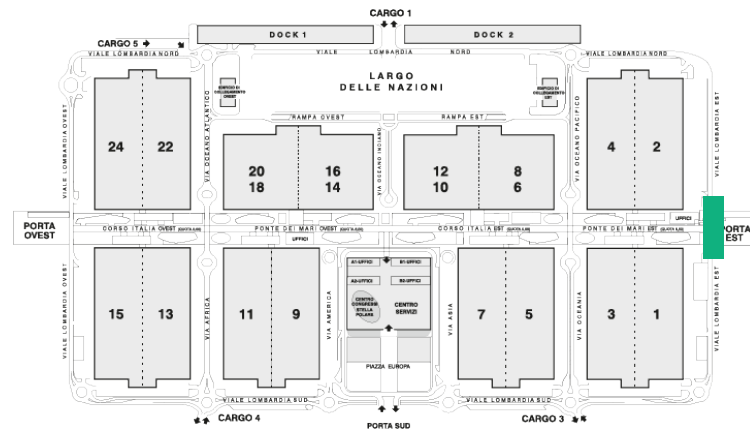
Maximum of 5 advertisers



Spots lasting 15 repeated every 3 minutes



160 guaranteed passages per day per customer



Availability: 1 Ledwall (PE02)



Full screen

Dimensions: 12000 x 3500 mm

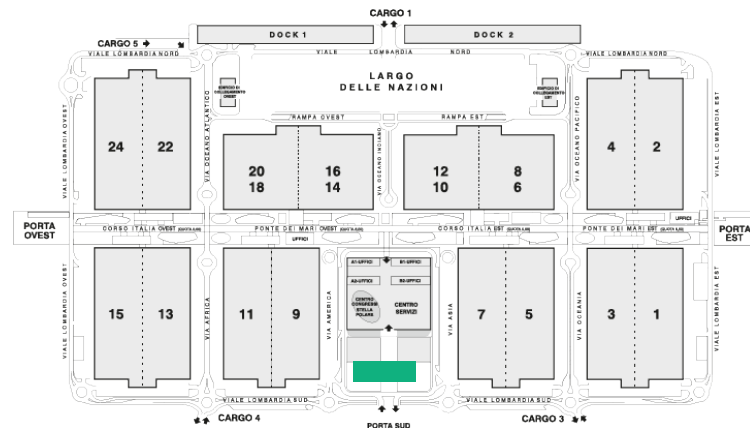
Resolution: 3072 x 896 px

€ 4.000 (15")

South Gate – Ledwall (Cod. Art. 250001)



-  Type of content: static images or video
-  Period: trade show days
-  Display hours: as per event timetable
-  Maximum of 5 advertisers
-  Spots lasting 15 repeated every 3 minutes
-  160 guaranteed passages per day per customer



Availability: 1 Ledwall (PS01)



Full screen
Dimensions: 10200 x 4800 mm
Resolution: 1496 x 704 px
€ 5.000 (15")

Services Centre balcony – Ledwall (Cod. Art. 250003)



-  Type of content: static images or video
-  Period: trade show days
-  Display hours: as per event timetable
-  Maximum of 5 advertisers
-  Spots lasting 15 repeated every 3 minutes
-  160 guaranteed passages per day per customer



Availability: 1 Ledwall (CS02)



Full screen
Dimensions: 7168 x 1728 mm
Resolution: 2688 x 648 px
€ 2.500 (15")

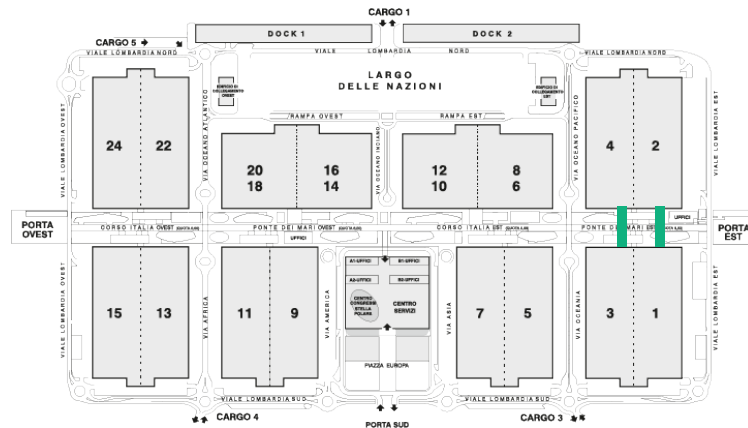


Corso Italia

This is the main thoroughfare, the central promenade that most visitors use when entering or exiting the reception areas for the pavilions located on ground floor.

It carries a lot of pedestrian traffic for the entire day during events, and is also the area in which there are most restaurants, bars, visitors services, and temporary stands.

Fieramilano Rho Exhibition Centre
Corso Italia – Ledwall (Cod. art. 250007)



Availability: 2 Double sided ledwalls (CI01 → CI02)



Type of content: static images or video



Period: trade show days



Display hours: as per event timetable



Spots lasting 15 repeated every 3 minutes

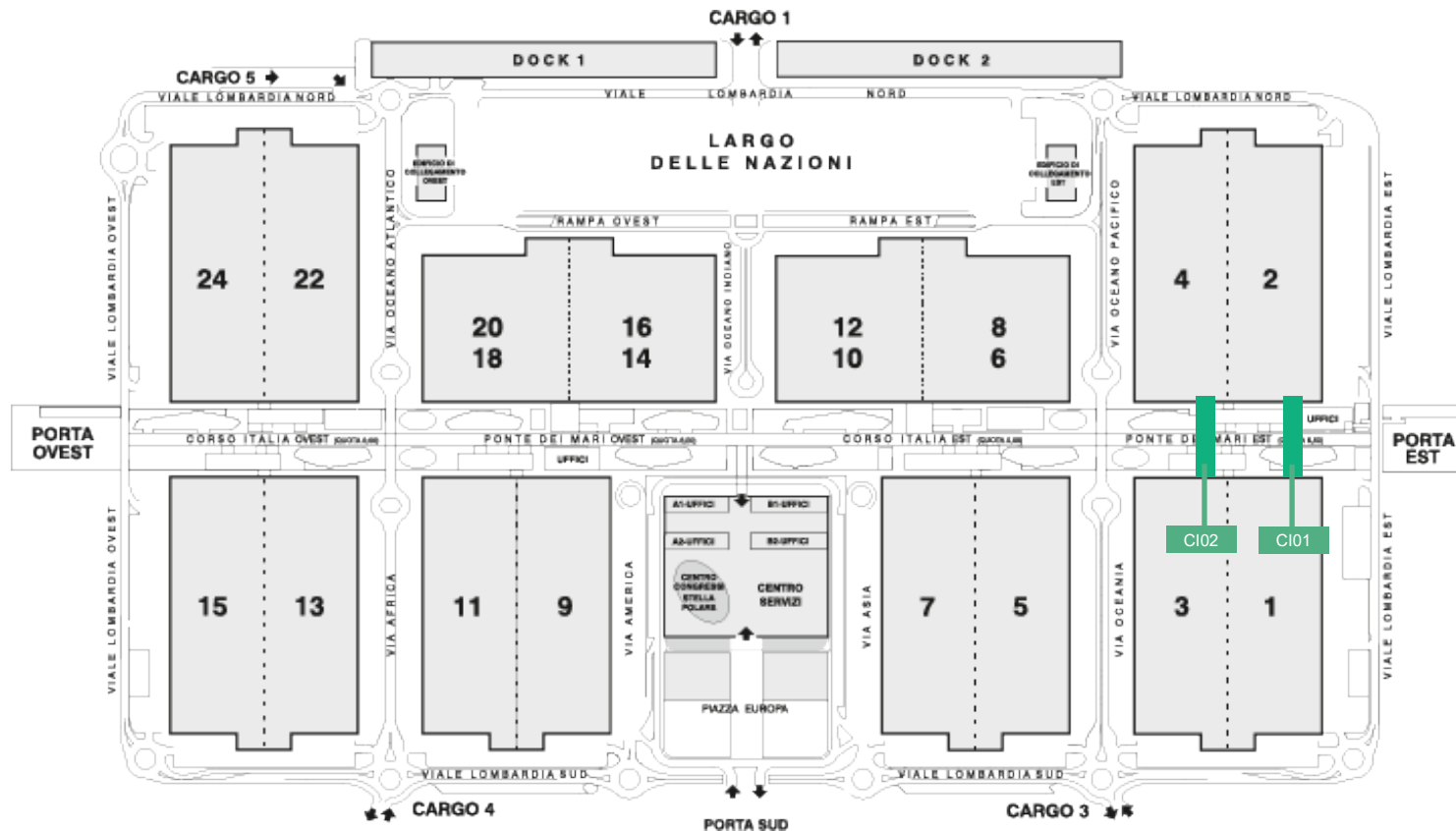


160 guaranteed passages per day per customer

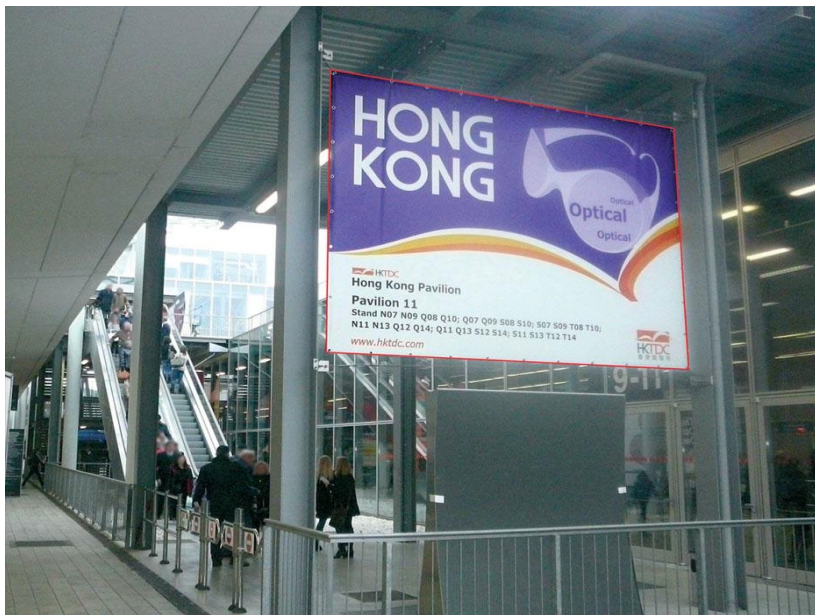


Full screen double sided
Dimensions: 6000 x 1500 mm
Resolution: 1536 x 384 px

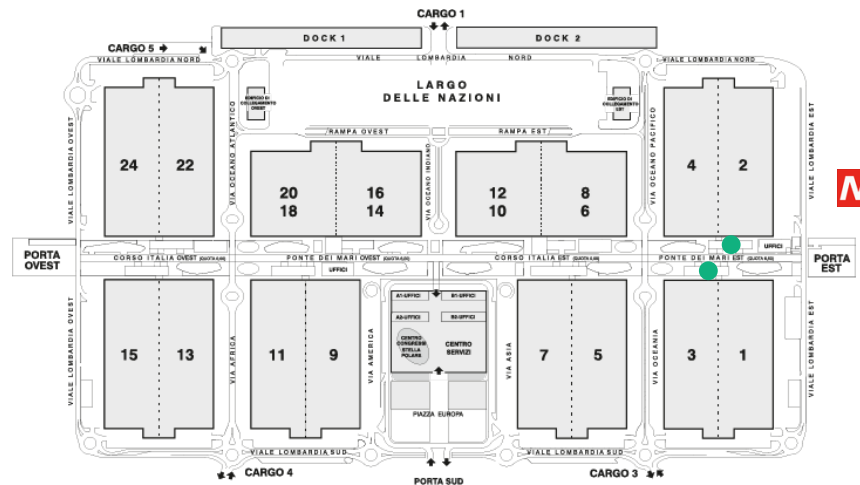
Corso Italia – Double sided outdoor banner



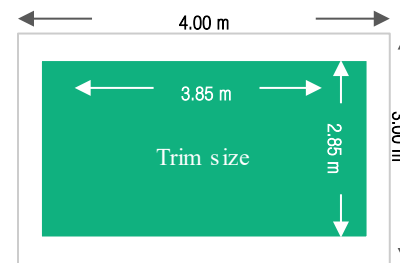
SHEET 4.00 x 3.00 m - Two-sides (Cod. art. 24996)



- Advertising license: € 3,000.00 each
- Material realization: € 360.00 each
- Mounting+dismounting: € 100.00 each



Dimensions

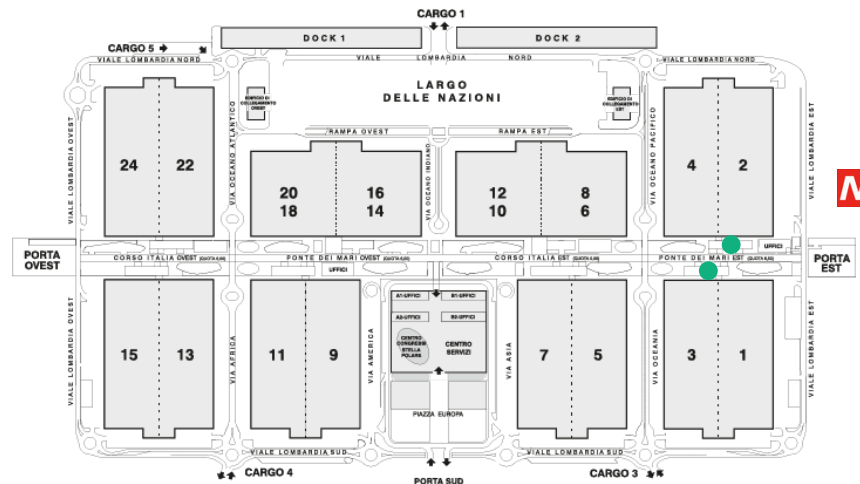


- Number available: 2
- Material: PVC
- Location: Corso Italia -
Pav. reception entrance -
In front of escalators

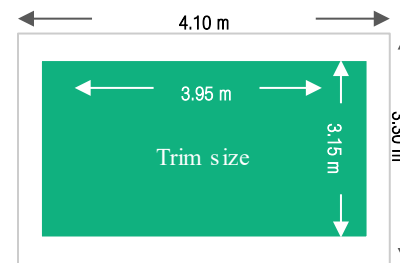
SHEET 4.10 x 3.30 m - Two-sides (Cod. art. 24997)



- Advertising license: € 4,000.00 each
- Material realization: € 360.00 each
- Mounting+dismounting: € 100.00 each

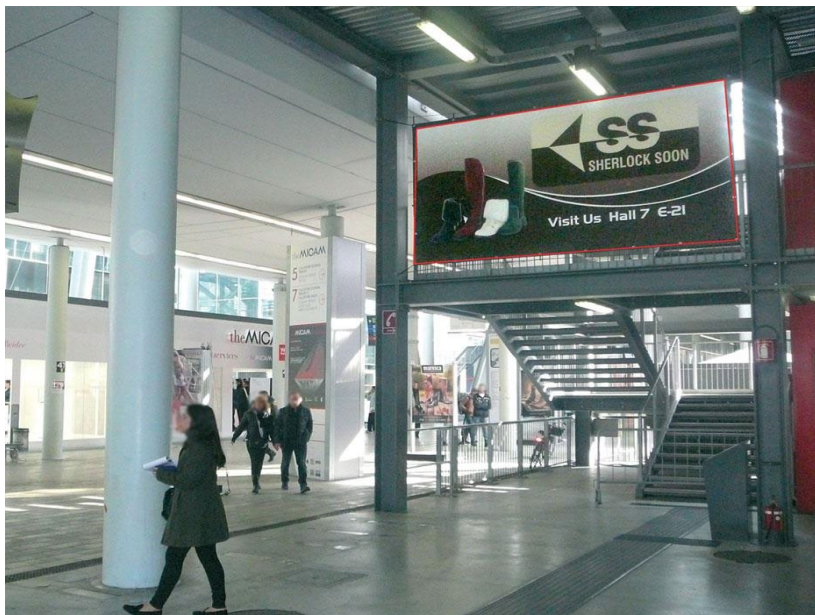


Dimensions

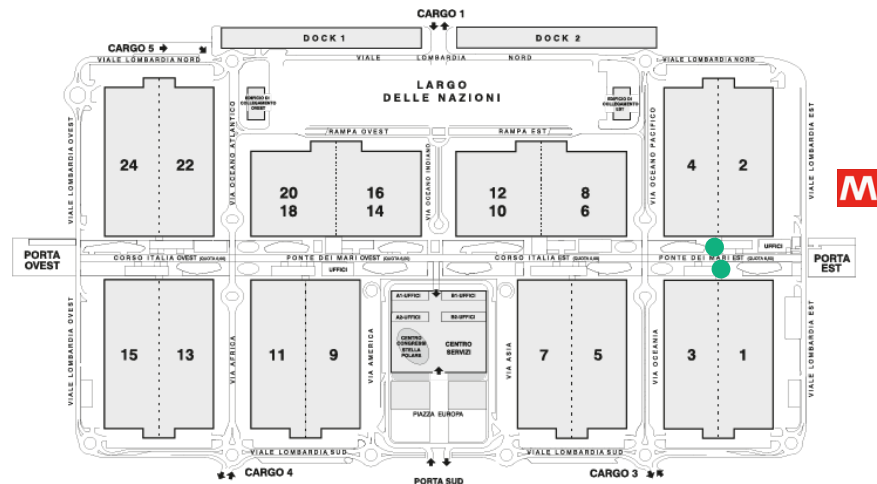


- Number available: 6
- Material: PVC
- Location: Corso Italia -
Pav. reception entrance -
Below escalators

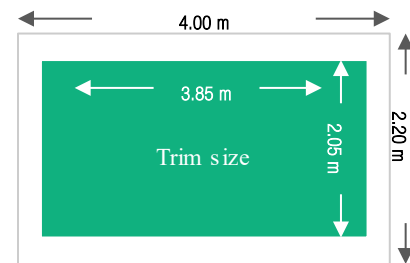
SHEET 4.00 x 2.20 m (Cod. art. 24999)



- Advertising license: € 3,000.00 each
- Material realization: € 200.00 each
- Mounting+dismounting: € 80.00 each

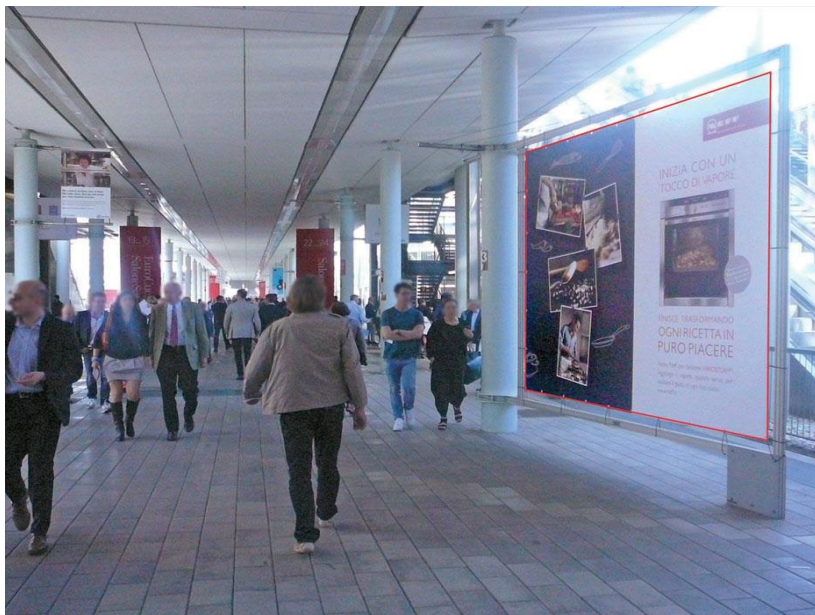


Dimensions

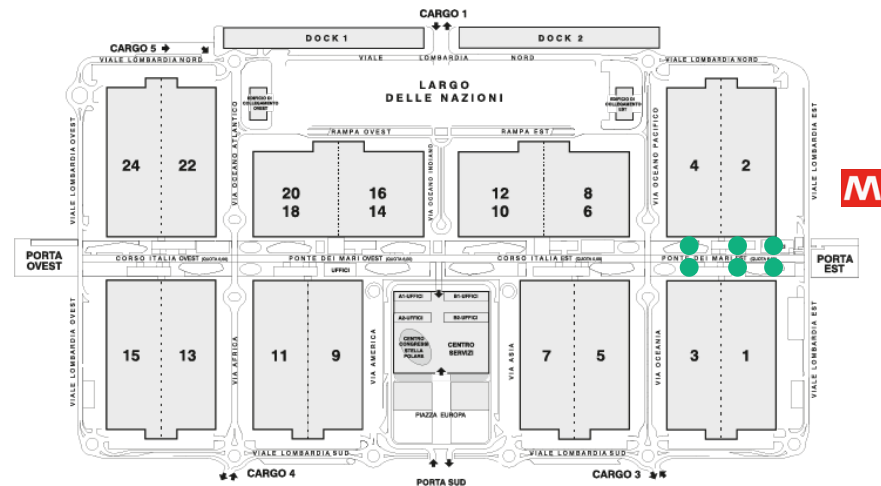


- Number available: 2
- Material: PVC
- Location: Corso Italia -
Pav. reception entrance -
Below escalators

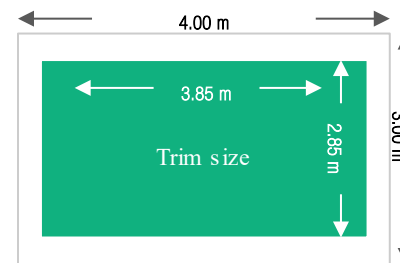
SHEET 4.00 x 3.00 m - Two-sides (Cod. art. 241033)



- Advertising license: € 3,500.00 each
- Material realization: € 350.00 each
- Mounting+dismounting: € 170.00 each

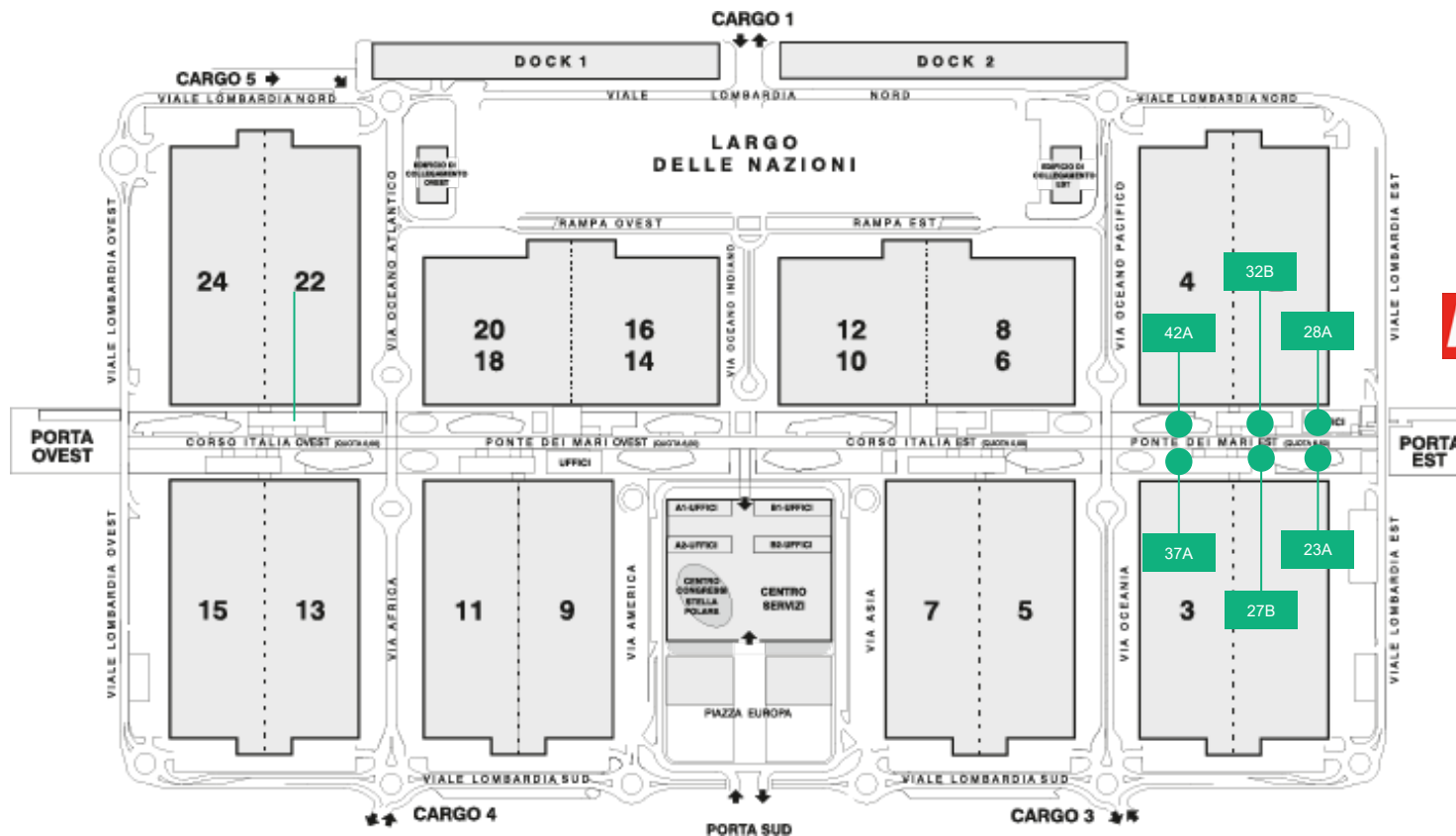


Dimensions



- Number available: 6
- Material: PVC
- Location: Corso Italia - On column

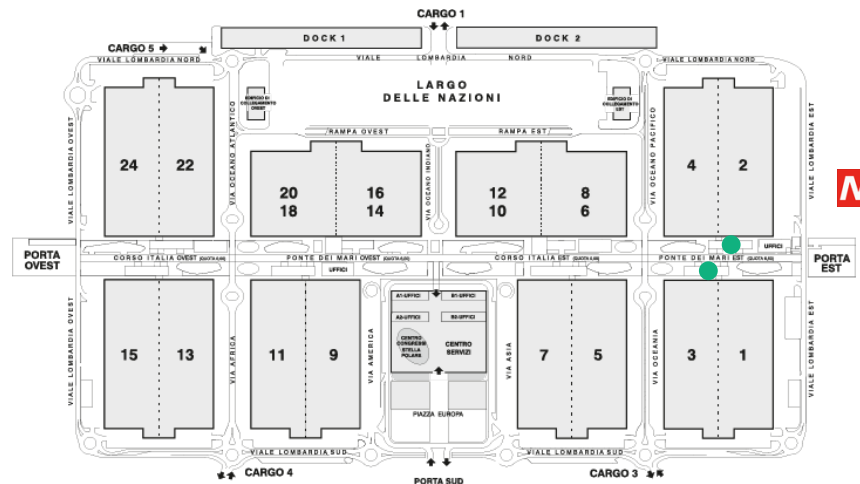
TELO BIFACCIALE 4.00 x 3.00 m – Corso Italia



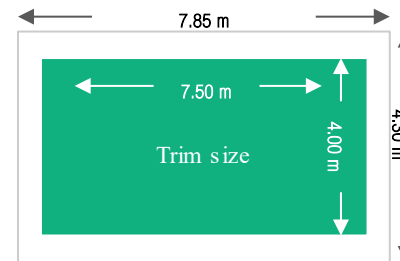
SHEET 7.85 x 4.30 m (Cod. art. 241004)



- Advertising license: € 5,000.00 each
- Material realization: € 600.00 each
- Mounting+dismounting: € 380.00 each



Dimensions

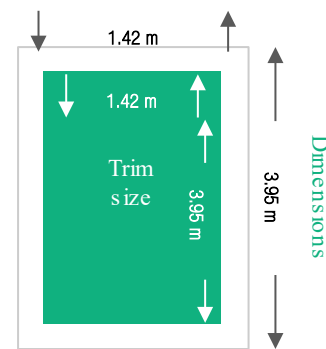
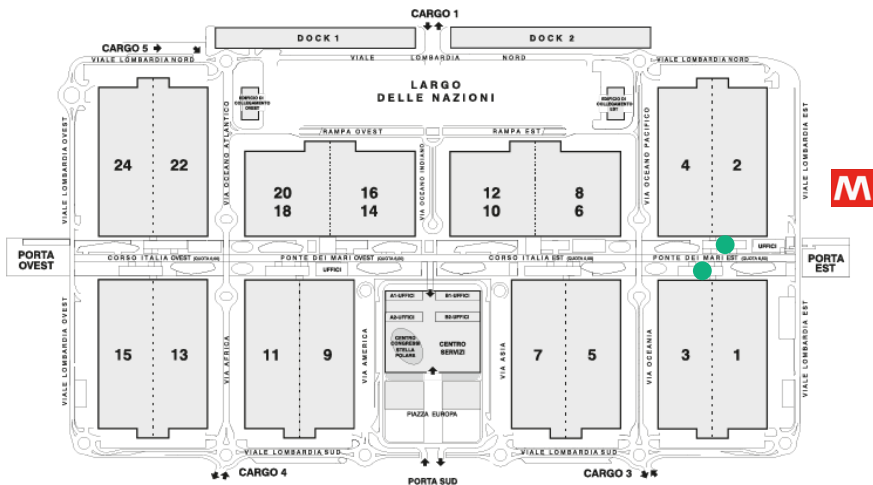


- Number available: 2
- Material: PVC
- Location: Corso Italia - Pav. reception entrance

ADHESIVE VINYL 1.42 x 3.95 m (Cod. art. 241006)

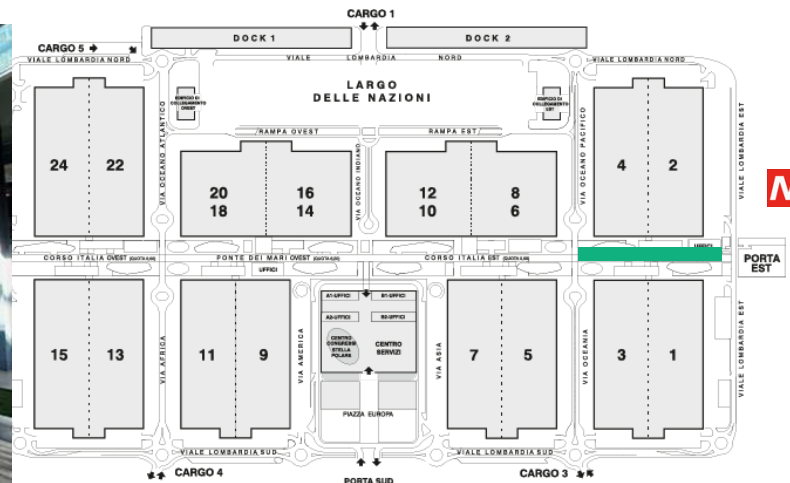


- Advertising license: € 5,000.00 (6 windows)
- Material realization: € 800.00 (6 windows)
- Mounting+dismounting: Included in the realization costs



- Number available: 12 (max. 6 per window)
- Material: Adhesive vinyl (the windows are separated by 8.5/9 cm of mullion)
- Location: Corso Italia - Reception window - Escalator side

EASEL 1.40 x 2.00 m - Two-sides (Cod. art. 241005)



Advertising license:

€ 2,000.00 each

Material realization:

€ 400.00 each (material + easel rental)

Mounting+dismounting:

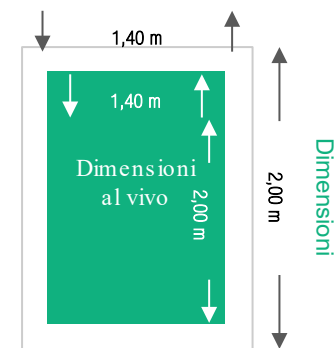
Included in the realization costs

Number available: 6

Material: PVC

Location:

Corso Italia - Ponte dei Mari



Dimensioni

VINYL FLOOR ADHESIVE 1.00 x 1.00 m (Cod. art. 241011)



Advertising license:

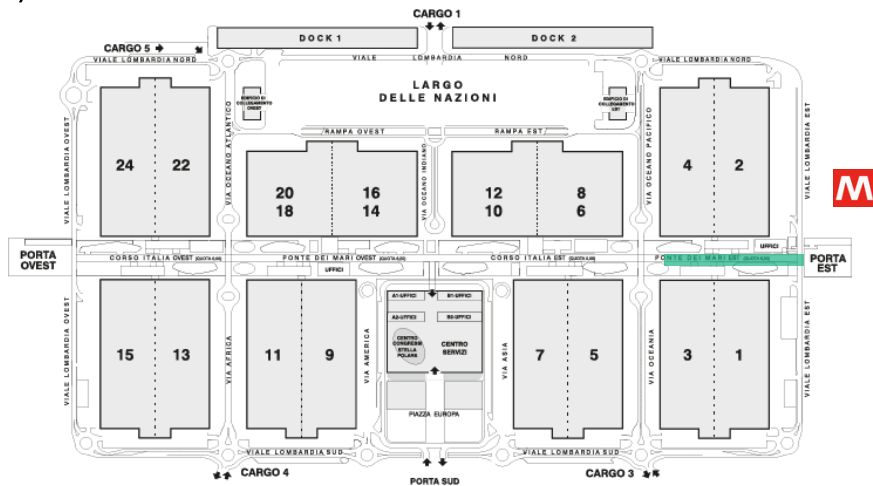
€ 2,000.00 each

Material realization:

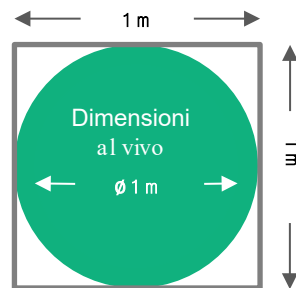
€ 400.00 each (material + easel rental)

Mounting+dismounting:

Included in the realization costs



Dimensioni



Number available: 30

Material: PVC

Location:

Corso Italia - Ponte dei Mari



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