

EICMA 2024

VISIBILITY PACKAGES & ADVERTISING



L'ARTE DELLE DUE RUOTE. DA 110 ANNI.

81st International two-wheeler exhibition

5th - 10th NOVEMBER 2024. MILAN RHO - FIERA

EICMA.IT



5 GOOD REASONS TO BUY YOUR ADV PACKAGE

1. To increase your **visibility**, consolidate the brand, and strengthen ties with active customers;
2. To attract **prospective customers** and introduce the brand to a **wide target audience**;
3. To increase **visits to the booth** and promote products, directly addressing the large audience at EICMA;
4. To communicate on a **digital and physical platform**, enabling multiple and diverse messages;
5. To keep trade visitors, active and prospective customers, constantly informed about **your presence at EICMA 2024 and what's new in 2025**.

OUR PRODUCTS:

- **Exhibition Guide**: more than 300,000 copies in printed format, distributed free of charge to the visitors;
- **Exhibitors list backdrop**: located at the entrance to the pavilions;
- **"Eicma Business Meeting" platform**: the online platform made available to exhibitors and buyers from around the world that can bring supply and demand together, creating B2B moments;
- **Digital catalog**: published on the official EICMA website. In addition to your information collected through the portal, you can enrich the virtual showcase with direct links to your official social pages;
- **DEM**: customizing the content and choosing the weeks of sending;
- **Social media platform**: posts and stories published on EICMA's official social media profiles.

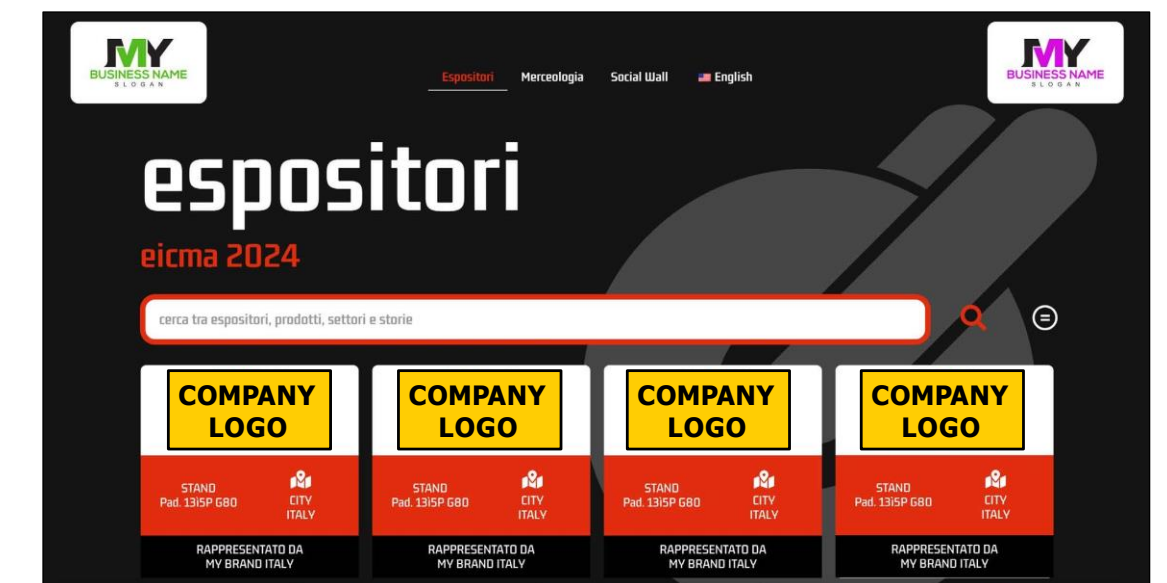
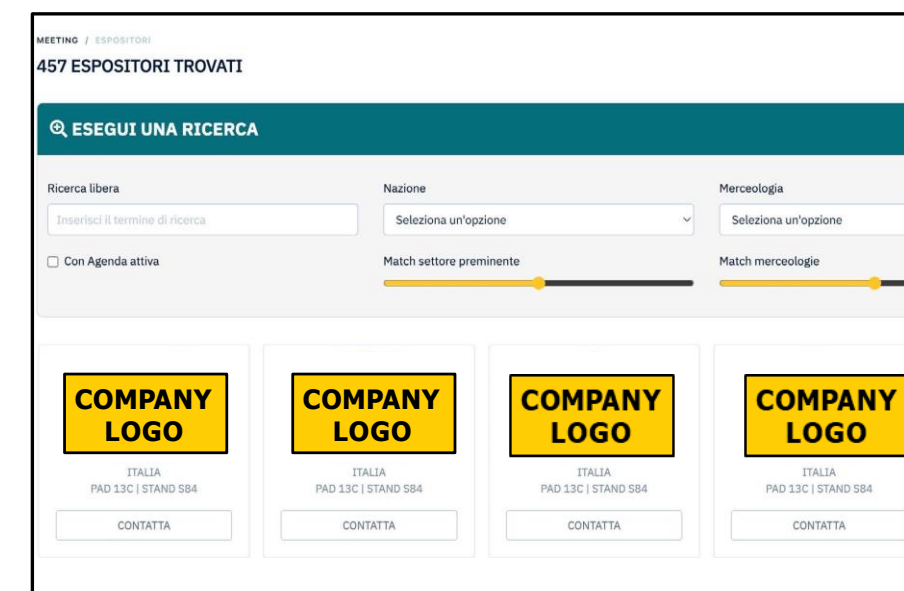
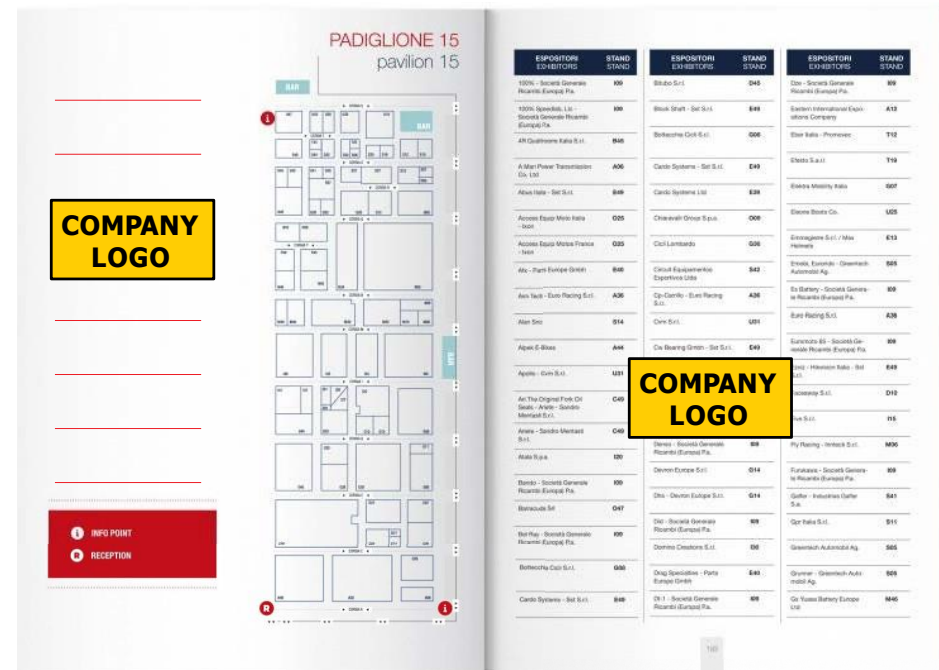
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COMPANY LOGO VISIBILITY ON THE FOLLOWING SUPPORTS

SOLUTION A

EURO 2,000.00 (+VAT if due)



EXHIBITION GUIDE

more than 300,000 copies in printed format, distributed free of charge to EICMA visitors

EXHIBITORS LIST BACKDROP

Located at the entrance to the pavilions

DIMENSION 4,00x3,00 m

EICMA BUSINESS MEETING PLATFORM

Digital platform available to exhibitors and buyers selected by Eicma

Click here to view the digital proposals adv.eicma.it

DIGITAL CATALOG

Published on the official website of the Event. Logo visible in the 'search' section of the companies.

Click here to view the digital proposals adv.eicma.it

TECHNICAL CHARACTERISTICS OF THE LOGO: format 400x400 px, jpg/ png, maximum file weight 128 kb

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ADV PAGE ON THE PRINTED FORMAT EXHIBITION GUIDE

SOLUTION B

PAGE FORMAT

mm. 190x265 - PDF
Version CMYK
resolution 300 dpi (minimum)

CHARACTERISTICS OF THE FILE

Completely vector
Bleed area 3 mm. on the 4 sides
Cut registers
(no cut marks, no
colour scale)



Full page
EURO 2,300.00 (+VAT if due)

2nd cover
EURO 5,000.00 (+VAT if due)

3rd cover
EURO 3,000.00 (+VAT if due)

4th cover
EURO 6,000.00 (+VAT if due)

PRINTED FORMAT EXHIBITION GUIDE IN MORE THAN 300,000 COPIES

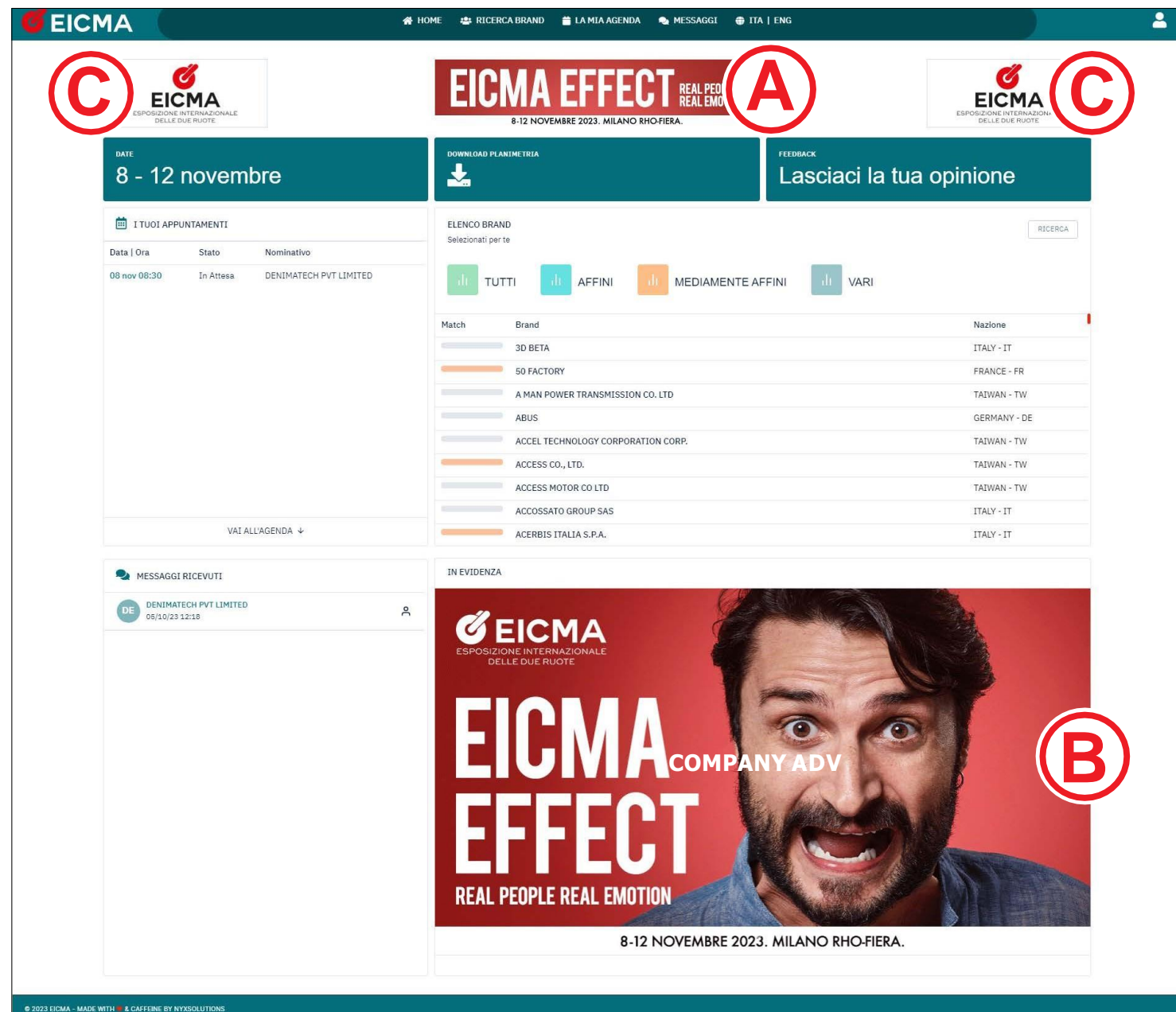
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VISIBILITY OF BANNER BOX ON ONLINE PLATFORMS

SOLUTION C

NEW
2024



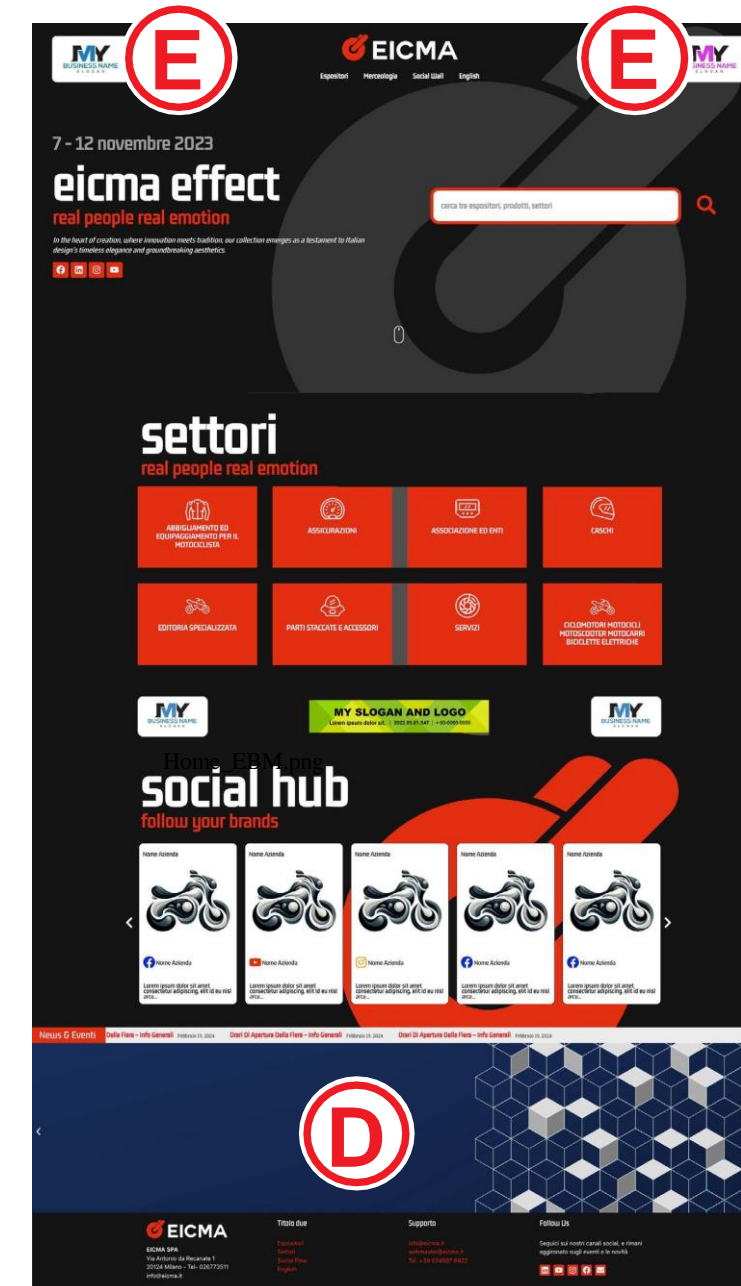
Position A
Scrolling slide
525x110 px - 72 dpi

Position B
Scrolling slide
1060x597 px - 72 dpi

Position C
Scrolling slide
600x300 px - 72 dpi

Position D
Scrolling slide
2200x700 px
JPG - 72 dpi - PNG

Position E
Scrolling slide
140x100 px
JPG - 72 dpi - PNG



ONLINE PLATFORM
EICMA BUSINESS MEETING - B2B

ONLINE PLATFORM
DIGITAL CATALOG - B2C

POSITION A
EURO 2,000.00 (+VAT if due)

POSITIONS B + D
EURO 3,000.00 (+VAT if due)

POSITIONS C + E
EURO 3,500.00 (+VAT if due)

Click here to view the digital proposals
adv.eicma.it

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DEM direct e-mail marketing

SOLUTION D

NEW
2024

EURO 4,000.00 (+VAT if due)

In recent years, EICMA has invested heavily in generating targeted contacts and acquiring a large database. This commitment now translates into a contact management tool (CRM), which can count on more than 120 thousand users.

The proposed **DEM** service involves **the presence of your company in 3 newsletters** sent by Eicma to be scheduled, as you choose, between the 4 weeks preceding the Exhibition (weeks 41-42-43-44) and the week of Eicma (week 45).

The slots, 35 in total, are allocated while supplies last.
Each exhibitor can purchase 3 mailings, choosing the sending weeks, based on availability.
Newsletter contents will be sent after verification by Eicma.

SOCIAL MEDIA PLATFORM  

SOLUTION E

EURO 3,200.00 (+VAT if due)

N. 2 POSTS

AT YOUR CHOOSING ON INSTAGRAM OR FACEBOOK

N. 4 STORIES

AT YOUR CHOOSING ON INSTAGRAM OR FACEBOOK

TECHNICAL CHARACTERISTICS OF THE MATERIAL TO BE SENT

PICTURES

Dimensions: 1200x1200 px
Format: JPEG

VIDEOS

Format: MP4
Running time: preferably max. 59 seconds.
If it lasts more than 1 minute (IGTV),
It requires a vertical cover (840x1309 px)

BODY-COPY

Length: 400 characters (spaces included)
Hashtag: #EicmaExhibitors #Eicma
#MotoLive #OneLoveTwoWheels #RoadToEicma2024

STORIES

Video: MP4 with maximum running time of 14 seconds
Pictures: JPEG dimensions 1080x1920 px (vertical)

Publications to be agreed based on availability



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DATA OF THE STAND OWNER COMPANY

Company Name.....
Address.....
Zip Code..... City.....
Country.....
Phone.....Fax.....
VAT number/Company tax code.....
Company e-mail.....

To be returned duly completed (form + copy of money transfer validated by the bank) by 09/15/2024 to nuni.grossano@eicma.it

TERMS OF PAYMENT

BANK WIRE to: EICMA S.p.A. Banca Intesa Sanpaolo Filiale: 00662 - MILANO 29
IBAN: IT76 Y030 6901 6311 0000 0014 070 - BIC: BCITITMM

CREDIT CARD: Through the proper section on Eicma exhibitor platform – espositori.eicma.it

Date:/...../.....

The exhibitor (stamp)

The legal representative (signature)

"in compliance with law 675/96 the Client with the this signature authorizes the processing of data for commercial purposes"

TICK THE SOLUTIONS YOU CHOOSE

SOLUTION A

Company logo visibility _____ EURO 2,000.00 (+VAT if due)
(on: Exhibition guide, exhibitor list backdrop, 'Eicma Business Meeting' platform and digital catalog)

SOLUTION B

ADV page on the printed format Exhibition guide

FULL PAGE _____ EURO 2,300.00 (+VAT if due)
2nd COVER _____ EURO 5,000.00 (+VAT if due)
3rd COVER _____ EURO 3,000.00 (+VAT if due)
4th COVER _____ EURO 6,000.00 (+VAT if due)

SOLUTION C

Banner visibility on the 'Eicma Business Meeting' platform and digital Catalogue

POSITION A _____ EURO 2,000.00 (+VAT if due)
POSITION B + D _____ EURO 3,000.00 (+VAT if due)
POSITION C + E _____ EURO 3,500.00 (+VAT if due)

SOLUTION D

DEM - choose the sending weeks (N.3) _____ EURO 4,000.00 (+VAT if due)

Week 41 _____
Week 42 _____
Week 43 _____
Week 44 _____
Eicma week (45) _____

SOLUTION E

Social media Platform   _____ EURO 3,200.00 (+VAT if due)

EURO TOTAL (+VAT if due)

EICMA.IT



THE SECRETARIAT IS AVAILABLE TO STUDY ANY CUSTOMIZED SOLUTIONS

For any information and assistance contact +39.02.677351.1 - nuni.grossano@eicma.it