

VISIBILITY PACKAGES & ADVERTISING

EICMA 2025



82nd International Two-Wheeler Exhibition

4th - 9th NOVEMBER 2025. MILAN RHO - FIERA



5 GOOD REASONS TO BUY YOUR ADV PACKAGE

1. To stand out and increase **brand visibility** and strengthen the bond with active customers;
2. To intrigue **potential customers** and make the brand known to a **large audience**;
3. To promote activations, **increase visits to the stand** and present new products;
4. To communicate on a **digital and physical platform**, which addresses a very broad target;
5. To keep industry operators, active and prospective customers constantly informed about **your presence at EICMA 2025 and the news for 2026**.

OUR PRODUCTS:

- **Exhibition Guide:** more than 300,000 copies printed in paper format, distributed free of charge to visitors;
- **Exhibitors List Backdrop with floorplan:** located at the entrance to the halls;
- **“Eicma Business Meeting” platform:** the online system available to exhibitors and operators from all over the world, capable of matching demand and supply and creating B2B occasions;
- **Digital Catalogue:** published on the official EICMA website. In addition to your information collected through the portal, it is possible to enrich the virtual showcase with direct links to your official social pages.

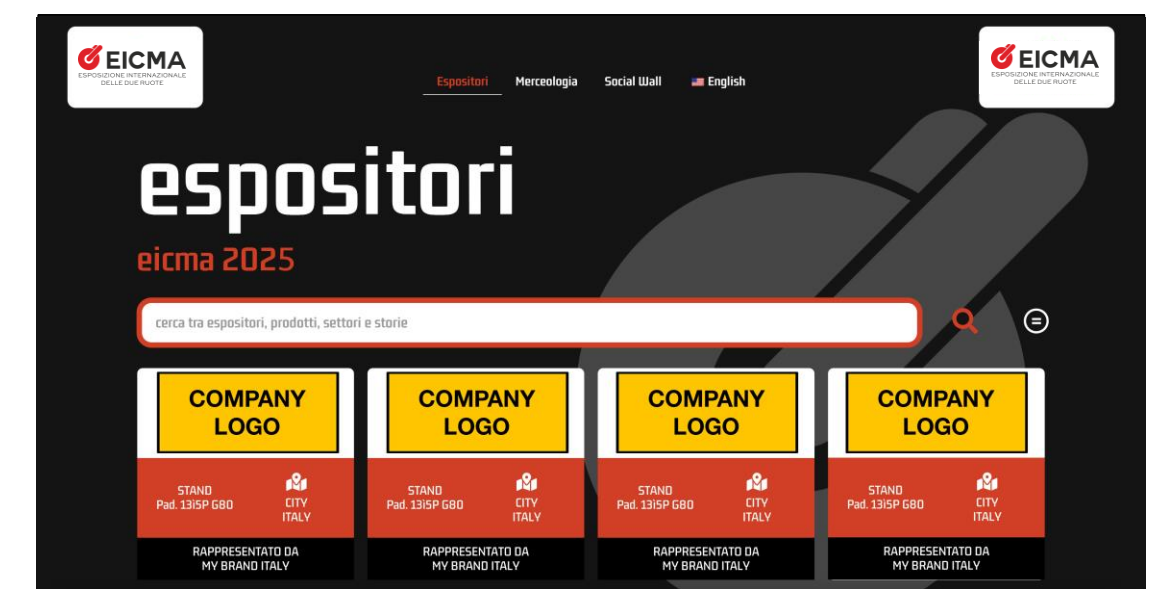
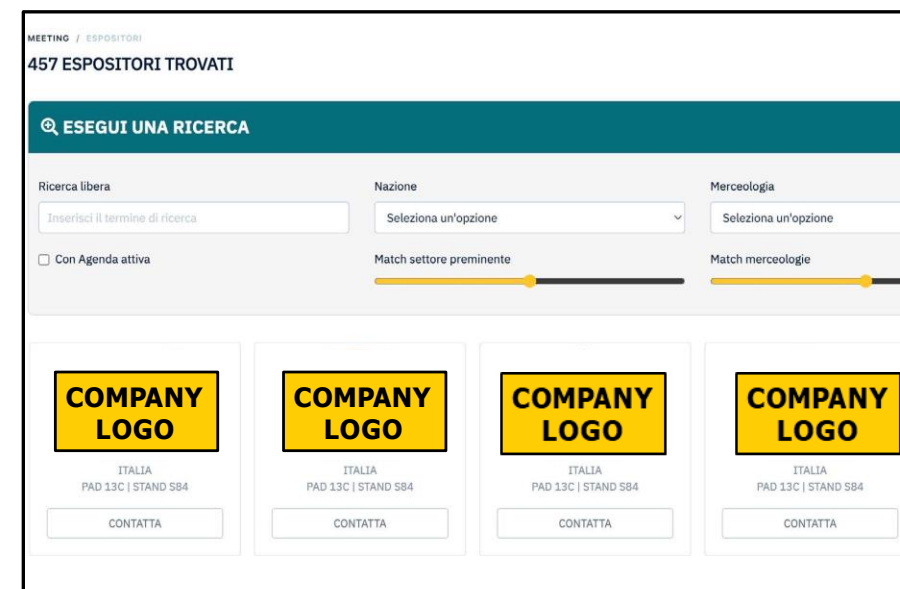
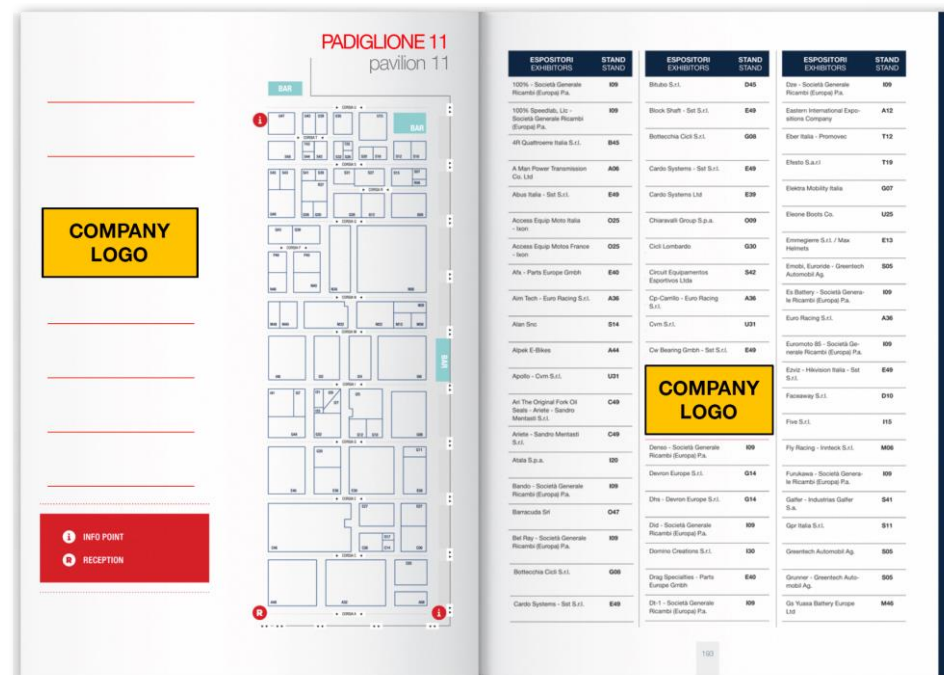
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COMPANY LOGO VISIBILITY ON THE FOLLOWING SUPPORTS

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 WTH FLOORPLAN

Located at the entrance to the halls

DIMENSION 4,00x3,00 m

EICMA BUSINESS MEETING

Digital platform available to exhibitors and operators selected by Eicma

Click here to view the digital proposals

adv.eicma.it

DIGITAL CATALOGUE

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

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ADV PAGE ON THE 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

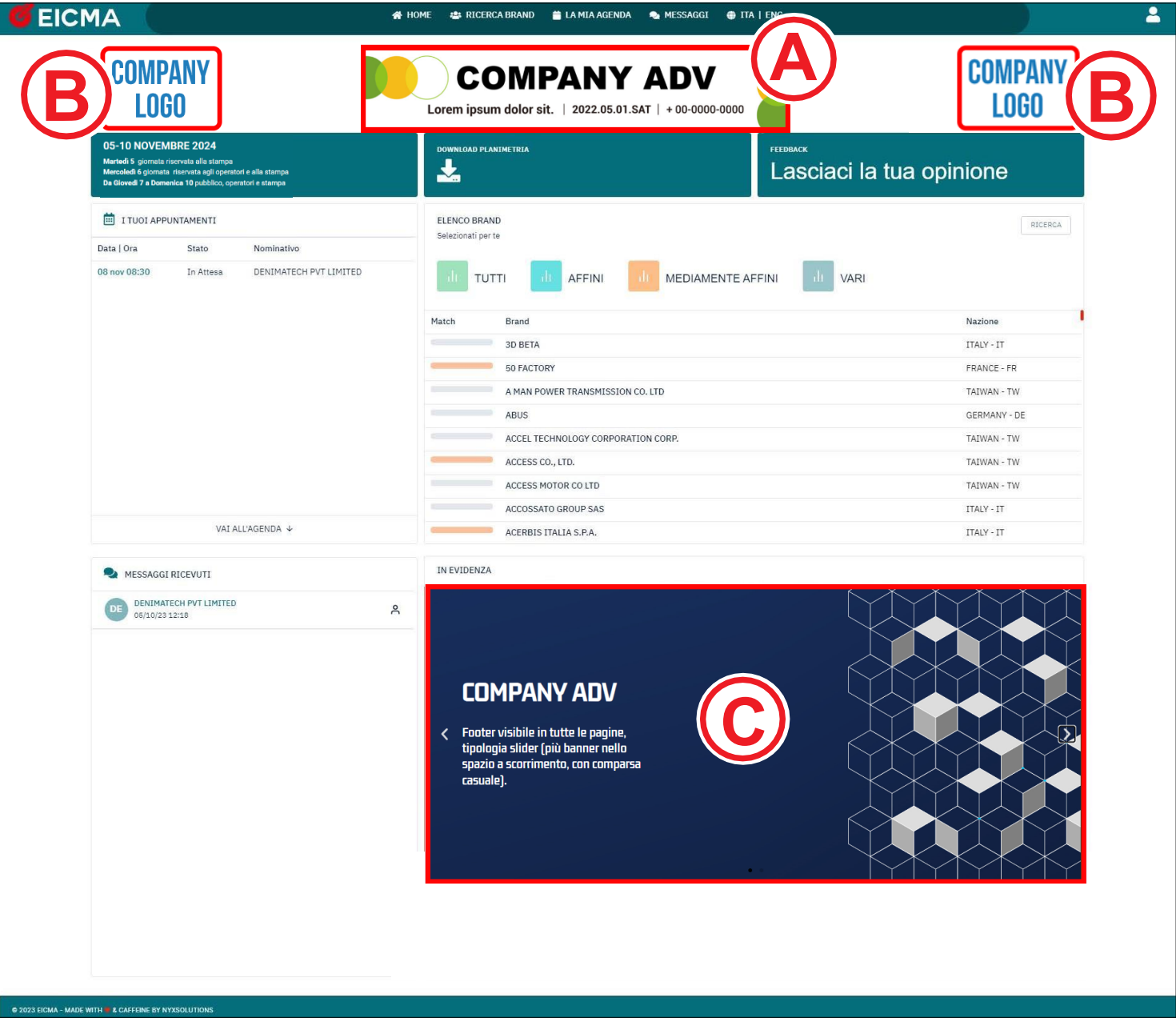
EURO 6,000.00 (+VAT if due)

PRINTED FORMAT IN MORE THAN 300,000 COPIES

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VISIBILITY OF BANNER BOX ON THE HOMEPAGES OF THE B2B AND B2C DIGITAL PLATFORMS



EICMA BUSINESS MEETING - B2B



DIGITAL CATALOGUE - B2C

SOLUTION C

POSITION A
COMPANY ADV ON:
Eicma business meeting: Scrolling slide 525x110 px - 72 dpi
EURO 1,000.00 (+ VAT if due)

POSITION B
COMPANY LOGO ON:
Eicma business meeting: Scrolling slide 600x300 px - 72 dpi
Digital catalogue: Scrolling slide 140x100 px / JPG - 72 dpi - PNG
EURO 1,500.00 (+ VAT if due)

POSITION C
COMPANY ADV ON:
Eicma business meeting: Scrolling slide 1060x597 px - 72 dpi
Digital catalogue: Scrolling slide 2200x700 px / JPG - 72 dpi - PNG
EURO 2,000.00 (+ VAT if due)

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

82nd International Two-Wheeler Exhibition

4th - 9th N O V E M B E R 2 0 2 5. MILAN RHO - FIERA

DATA OF THE STAND OWNER COMPANY

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

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

To be returned by 10th September 2025 to nuni.grossano@eicma.it

- Form duly completed;
- Copy of money transfer;
- Graphic material.

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

The exhibitor (stamp)

The legal representative (signature)

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

FLAG 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)	<input type="radio"/>
2nd COVER	EURO 5,000.00	(+VAT if due)	<input type="radio"/>
3rd COVER	EURO 3,000.00	(+VAT if due)	<input type="radio"/>
4th COVER	EURO 6,000.00	(+VAT if due)	<input type="radio"/>

● SOLUTION C

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

POSITION A	EURO 1,000.00	(+VAT if due)	<input type="radio"/>
POSITION B	EURO 1,500.00	(+VAT if due)	<input type="radio"/>
POSITION C	EURO 2,000.00	(+VAT if due)	<input type="radio"/>

EURO TOTAL (+VAT if due)