

# TANEXPO MEDIA KIT



**ONLINE**  
REACH  
THE WHOLE  
FUNERAL  
INDUSTRY

**ONSITE**  
ATTRACT VISITORS  
AND  
DRIVE TRAFFIC  
TO YOUR BOOTH

**SPONSORSHIPS**  
REACH YOUR  
PROFESSIONAL  
TARGET

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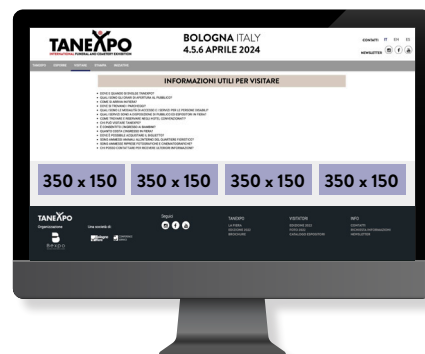
**Ticketing**  
**Education**

## HOME PAGE AND INNER PAGES BANNER

YOUR BANNER IN ALL WEB PAGES LINKED TO COMPANY'S WEBSITE.

Banner published until TANEXPO (limited to 4 companies) € 1,800.00  
Rotating banner € 400.00 month

SPECS: 350 x H 150 pixels .png .gif or .jpg

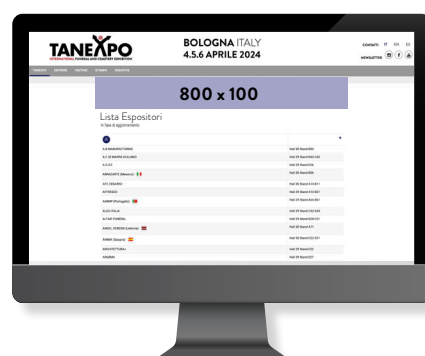


## EXHIBITOR LIST BANNER

YOUR LEADERBOARD BANNER IN ONE OF THE MOST VISITED WEB PAGES LINKED TO COMPANY'S WEBSITE.

Rotating banner published until TANEXPO (limited to 4 companies) € 1,200.00

SPECS: 800 x H 100 pixels .png .gif or .jpg



## NEWSLETTER BANNER

YOUR BANNER IN TANEXPO NEWSLETTERS.

WHEN: until December 2023 1 Issue € 450.00  
SPECS: 600 x H 100 pixels .png .gif or .jpg 3 Issues € 950.00

WHEN: January, February and March 2024 1 Issue € 500.00  
SPECS: 600 x H 100 pixels .png .gif or .jpg 3 Issues € 1,200.00

### FOCUS: BANNER PUBLISHED DURING EXHIBITION DAYS (4.5.6 April)

Your banner in the newsletters sent during the show days including latest news and highlights live from TANEXPO.

SPECS: 600 x H 100 pixels .png .gif or .jpg 1 Issue € 800.00



## ASPETTANDO TANEXPO NEWSLETTER

SPECIAL PREVIEWS ON PRODUCTS AND NEWS TO BE PRESENTED AT TANEXPO. Sent by email to all Italian professionals and published on www.tanexpo.com and on OLTRE Magazine.

**ASPETTANDO TANEXPO PREMIUM PACK** 1 Issue € 240.00

Additional contents in the web page:  
company logo, contacts (as in the catalogue), products photo gallery – up to 8 pictures.

**ASPETTANDO TANEXPO PREMIUM PACK + ASPETTANDO TANEXPO WORLD EDITION** 1 Issue € 350.00

Published in English and Spanish and emailed to 23.000+ professional contacts (translation service included) + Premium Pack.

## CATALOGUE

Distributed free of charge during TANEXPO and at the most important funeral trade events during the promotional tour.

BACK COVER	€ 4,000.00
INSIDE BACK COVER	€ 2,500.00
INSIDE FRONT COVER	€ 2,250.00
FIRST RIGHT HAND PAGE	€ 1,600.00
COLOR FULL PAGE	€ 1,200.00
COLOR DOUBLE PAGE SPREAD	€ 2,000.00



## EXPO GUIDE

Includes expo floor plan, exhibitors list and useful info to visit TANEXPO. Distributed to all professional visitors during the show.

Advertising box (6,5 x 4 cm)	€ 650.00
Back cover (21 x 10 cm)	€ 2,500.00



## TANEXPO SHOPPER

Handed out to TANEXPO visitors and during the promotional tour in the 2 years after the show.

1 side	€ 6,000.00
1 folded side	€ 2,500.00
2 folded sides	€ 4,000.00



## LANYARDS

To be distributed free of charge to visitors and press officers.

Limited to 1 sponsor	€ 6,500.00
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## FLOOR STICKERS

Limited to 3 non competitor exhibiting companies - 10 floor stickers.

Production and set up provided by show management	€ 2,800.00
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## PLACEMENT OF FLYERS, GADGETS INSIDE TANEXPO SHOPPERS

Flyers, brochures and gadgets to be provided by sponsors.  
1 item - maximum weight 150 g.

Limited to 5 companies € 1,500.00



## ADVERTISING MATERIAL HAND OUT

Handing out at show entrances.  
Limited to 4 non competitor exhibiting companies.  
(Personnel at exhibitor's expenses)

Handing out at 1 entrance € 1,800.00  
Handing out at 1 entrances € 2,500.00



## COSTITUZIONE ENTRANCE

### ADVERTISING SIGNS IN THE EXHIBITION CENTRE

Aisle from the ticket counters to the expo entrance. Get in front of your prospects with a striking image from the very beginning of their visit!

2 single-sided advertising signs (143x143cm + 215x50 cm) € 950.00  
Exposure package: 4 single-sided advertising signs € 1,600.00  
(2 sets 143x143 cm + 215x50 cm)

All prices include printing, facilities rental, set up and dismantle.



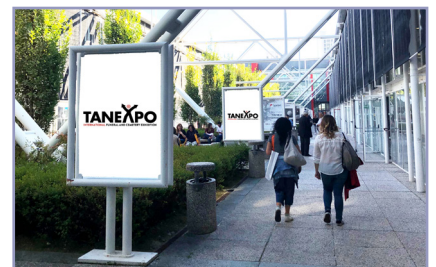
## HALLS 21 - 22

### ADVERTISING SIGNS IN THE EXHIBITION CENTER

Attract all visitors attention when walking through the inner gardens and relaxing outside the two halls. Everybody will notice your advertising signs!

1 double-sided advertising sign (100xH140 cm) € 750.00  
Exposure package: 3 double-sided advertising sign € 1,900.00  
(100xH140 cm)

All prices include printing, facilities rental, set up and dismantle.



## HALLS 16 - 21 - 22 LINK

### ADVERTISING SIGNS IN THE EXHIBITION CENTRE

Customized totem signs strategically located in the link connecting halls 16-21-22.  
Catch the attention of all professionals visiting the show.

1 side € 1,200.00  
2 sides € 1,800.00

Dimensions: 100xH300 cm (max 10 double-sided totem signs)  
All prices include printing, facilities rental, set up and dismantle.



## NORTH ENTRANCE

### ADVERTISE YOUR BRAND IN THE ENTRANCE TUNNEL

Entrance tunnel before the ticket office.  
Hit the mark! Immediately grab the attention of customers.

**Single-sided perforated backlit fabric**  
**4 panels available**

Dimension: 4,50m W x 2,40m H  
All prices include printing, facilities rental, set up and dismantle.

**Contact the show management**



## TANEXPO PLAZA

### PRESENTATIONS TO PROFESSIONAL VISITORS

Centrally located in the expo halls, **TANEXPO Plaza** will host presentations and meetings organized by the exhibiting companies. The schedule will be advertised in the official program through TANEXPO online and offline communication channels.

**Minimum Slot 1 hour € 1,300.00**

Prices include meeting room, amplification, video projection, audio-video and hostess assistance.

**Contact the show management**



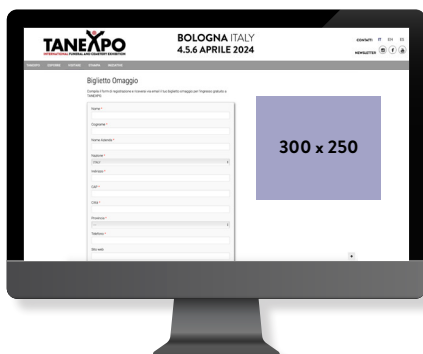
## TANEXPO FREE INVITATION SPONSORSHIP

Sponsor logo and graphic in many promotional channels:

- Print@home ticket FORM**  
Banner with reverse link to company's website published in the Print@home registration form, to download free invitation tickets.
- A - side - free COUPON**  
Placement of "sponsored by" with company logo on TANEXPO free invitation coupon.
- B - side - free COUPON**  
Customization of one side of TANEXPO free invitation coupon with sponsor graphic. Invitations will be sent together with OLTRE Magazine to all Italian professionals.
- Print@home ticket**  
Company logo to be printed on TANEXPO free invitation ticket

**(Limited to 2 sponsors)**

**Contact the show management**



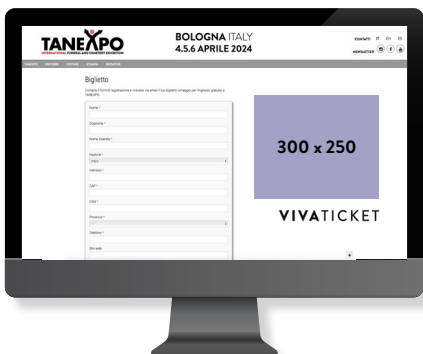
## TANEXPO Print@home TICKET SPONSORSHIP

Sponsor logo and graphic in many promotional channels:

- Print@home ticket FORM**  
Banner with reverse link to company's website published in the Print@home registration form, to buy TANEXPO tickets.
- Print@home ticket**  
Company logo to be printed on TANEXPO ticket

**(Limited to 1 sponsor)**

**€ 3,000.00**



## TANEXPO Education WORKSHOPS SPONSORSHIP

### SINGLE SPONSORSHIPS

#### A. TANEXPO Education WORKSHOPS KIT

Placement of customized pads, pens and brochures or gadgets hand out in workshop rooms.

Materials to be provided by the sponsor € 1,500.00

#### B. TANEXPO Education DIGITAL ABSTRACTS

Customized sponsor graphic in the “download abstracts” web page

Sponsor logo/graphic in TANEXPO Education attendee kit.

€ 2,000.00

#### C. TANEXPO Education TOOLS - 1 WORKSHOP

1. Placement of company logo on sponsored workshop web page, on the printed event program (4,000 printed copies hand out during TANEXPO), on the official website and in the newsletters promoting the workshop.

2. Customized desk at the entrance of the workshop room, handing out sponsor promotional material during the workshop. Personnel at company’s expenses.

3. Customized workshop room with sponsor logo on introductory and final slides and with 2 banners to be placed in the meeting room.

4. Coffee Break Sponsorship

**TANEXPO Education TOOLS - 1 WORKSHOP € 4,200.00**

### SPONSORSHIP PACKAGES

#### Full package A + B +C

TANEXPO Education WORKSHOP SPONSORSHIP € 6,200.00

#### Smart package A + B

TANEXPO Education WORKSHOP SPONSORSHIP € 3,000.00

#### Deluxe package A + C

TANEXPO Education WORKSHOP SPONSORSHIP € 5,000.00



**MARKETING TOOLS - ORDER FORM**

Company Name \_\_\_\_\_

WWW.TANEXPO.COM	ITEM PRICE	QUANTITY	TOTAL
<b>HOME PAGE AND INNER PAGES BANNER</b>			
<input type="checkbox"/> BANNER published until TANEXPO (LIMITED TO 4 COMPANIES)	1,800.00 €		€
<input type="checkbox"/> ROTATING BANNER – per month	400.00 €		€
<b>EXHIBITORS LIST BANNER</b>			
<input type="checkbox"/> ROTATING BANNER published until TANEXPO (LIMITED TO 4 COMPANIES)	1,200.00 €		€
<b>ASPETTANDO TANEXPO NEWSLETTER</b>			
<b>ADV BANNER until DECEMBER 2023</b>			
<input type="checkbox"/> 1 TIME SENDING 600 x h 100 pixel	450.00 €		€
<input type="checkbox"/> 3 TIMES SENDING 600 x h 100 pixels	950.00 €		€
<b>ADV BANNER from JANUARY to MARCH 2024</b>			
<input type="checkbox"/> 1 TIME SENDING 600 x h 100 pixels	500.00 €		€
<input type="checkbox"/> 3 TIMES SENDING 600 x h 100 pixels	1,200.00 €		€
<b>ADV BANNER during exhibition days 4.5.6 April 2024</b>			
<input type="checkbox"/> 1 TIME SENDING 600xh100 pixels	800.00 €		€
<input type="checkbox"/> ASPETTANDO TANEXPO PREMIUM PACK – 1 ISSUE	240.00 €		€
<input type="checkbox"/> ASPETTANDO TANEXPO PREMIUM PACK + WORLD EDITION - 1 ISSUE	350.00 €		€
<b>TANEXPO CATALOGUE</b>			
<input type="checkbox"/> BACK COVER	4,000.00 €		€
<input type="checkbox"/> INSIDE BACK COVER	2,500.00€		€
<input type="checkbox"/> INSIDE FRONT COVER	2,250.00 €		€
<input type="checkbox"/> FIRST RIGHT HAND PAGE	1,600.00 €		€
<input type="checkbox"/> FULL PAGE COLOR	1,200.00 €		€
<input type="checkbox"/> DOUBLE SPREAD COLOR	2,000.00 €		€
<b>EXPO GUIDE</b>			
<input type="checkbox"/> ADVERTISING BOX (approx. 6,5 x 4 cm)	650.00 €		€
<input type="checkbox"/> BACK COVER (approx. 21 x 10 cm)	2,500.00 €		€
<b>TANEXPO SHOPPER</b>			
<input type="checkbox"/> 1 SIDE	6,000.00 €		€
<input type="checkbox"/> 1 FOLDED SIDE	2,500.00 €		€
<input type="checkbox"/> 2 FOLDED SIDES	4,000.00 €		€
<b>LANYARD</b>			
<input type="checkbox"/> TANEXPO LANYARDS SPONSORSHIP	6,500.00 €		€
<b>FLOOR STICKERS</b>			
<input type="checkbox"/> 10 FLOOR STICKERS production and set up (max to 3 companies)	2,800.00 €		€
<b>FLYERS, GADGETS PLACEMENT INSIDE TANEXPO SHOPPER</b>			
<input type="checkbox"/> 1 PLACEMENT maximum weight 150 g.	1,500.00 €		€
VAT-exclusive prices.			
<b>SUBTOTAL PAGE 1</b>			€

Date \_\_\_\_\_

Company stamp and authorized signature \_\_\_\_\_



## MARKETING TOOLS - ORDER FORM

Company Name \_\_\_\_\_ SUBTOTAL PAGE 1 €

ADVERTISING MATERIALS HAND OUT		ITEM PRICE	QUANTITY	TOTAL
<input type="checkbox"/>	HANDING OUT at 1 SHOW ENTRANCE	1,800.00 €		€
<input type="checkbox"/>	HANDING OUT at 2 SHOW ENTRANCES	2,500.00 €		€

ADVERTISING SIGNS IN THE EXHIBITION CENTRE				
<b>COSTITUZIONE ENTRANCE</b>				
<input type="checkbox"/>	2 SINGLE-SIDED ADV BANNERS (A: 143 x h 143 cm + B: 215 x h 50 cm)	950.00 €		€
<input type="checkbox"/>	EXPOSURE PACKAGE: (2 sets: A: 143 x h 143 cm + B: 215 x h 50 cm)	1,600.00 €		€
<b>HALLS 21 - 22</b>				
<input type="checkbox"/>	1 DOUBLE-SIDED ADVERTISING SIGN (100xH140 cm)	750.00 €		€
<input type="checkbox"/>	EXPOSURE PACKAGE: 3 double-sided advertising sign (100xH140 cm)	1,900.00 €		€
<b>HALLS 16 - 21 - 22 LINK</b>				
	CUSTOMIZED GRAPHIC TOTEM 1 SIDE (100 x h 300 cm)	1,200.00 €		€
<input type="checkbox"/>	CUSTOMIZED GRAPHIC TOTEM 2 SIDES (100 x h 300 cm)	1,800.00 €		€
<input type="checkbox"/>	<b>NORTH ENTRANCE</b>			
<input type="checkbox"/>	SINGLE-SIDED BACKLIT BANNER - TUNNEL (450 x h 240 cm)	Contact the show management		€

TANEXPO PLAZA				
<input type="checkbox"/>	PRESENTATION - MIN. SLOT 1 HOUR	Contact the show management		€

TANEXPO FREE INVITATION SPONSORSHIP				
<input type="checkbox"/>	SPONSORSHIP (LIMITED TO 2 COMPANIES)	Contact the show management		

TANEXPO print@home TICKET SPONSORSHIP				
<input type="checkbox"/>	UNIQUE SPONSORSHIP	3,000.00 €		€

TANEXPO Education WORKSHOPS SPONSORSHIP				
<input type="checkbox"/>	A - WORKSHOPS KIT Sponsorship (pens, pads and gadgets provided by sponsor)	1,500.00 €		€
<input type="checkbox"/>	B - WORKSHOPS DIGITAL ABSTRACTS Sponsorship	2,000.00 €		€
<input type="checkbox"/>	C - ONE WORKSHOP TOOLS Sponsorship (your image on materials, in the meeting room, promo desk, coffee break)	4,200.00 €		€
<input type="checkbox"/>	FULL SPONSORSHIP PACKAGE A + B + C	6,200.00 €		€
<input type="checkbox"/>	SMART SPONSORSHIP PACKAGE A + B	3,000.00 €		€
<input type="checkbox"/>	DELUXE SPONSORSHIP PACKAGE A + C	5,000.00 €		€

VAT-exclusive prices.

### TERMS OF PAYMENT

Payments shall be made in favor of:  
BEXPO SRL  
Italy - VAT ID IT03831551209  
by means of bank transfer  
 BANCO BPM Bologna Ag. 14  
IBAN IT36Q0503402410000000004195  
Swift code BAPPIT21586

NET AND TOTAL AMOUNT €

+ Italian VAT if due.

DEPOSIT: 50% of the total amount to be settled upon confirmation	€
BALANCE DUE to be settled by January 31, 2024	€

Date \_\_\_\_\_

Company stamp and authorized signature \_\_\_\_\_

Please return filled in and signed to BEXPO srl - info@tanexpo.com

## MARKETING TOOLS - ORDER FORM

Company Name \_\_\_\_\_

### TERMS OF PAYMENT

Payments shall be made in favor of:

BEXPO SRL

Italy - VAT ID IT03831551209

by means of bank transfer

BANCO BPM Bologna Ag. 14

IBAN IT36Q050340241000000004195 - Swift code BAPPIT21586

The customer expressly acknowledges that the contract established with this order form must be considered as strictly linked and causally connected to the contract for participation in the Exhibition "TANEXPO" finalized with the "Application Form", for which the Customer himself confirms that he knows and accepts the relevant "General terms of participation in the Exhibition", including article 6. It is therefore reiterated that, in the event of withdrawal or termination for any reason and in any situation from the participation contract, the "Promotional Opportunities" contract will also be considered terminated. In the latter circumstance, if the termination is due to a withdrawal by the Customer with communication sent to the Organizer at least 90 days before the Exhibition opening date, then the Organizer will be entitled to collect the deposit paid by the Customer for the "Promotional Opportunities"; if the termination is due to a withdrawal by the Customer with communication sent to the Organizer less than 90 days before the Exhibition opening date (or without any communication), then the Customer will be required to pay the Organizer the full amount of the contract for the "Promotional Opportunities"; all of the above except for compensation for any major direct or indirect damages.

Date \_\_\_\_\_

Company stamp and authorized signature \_\_\_\_\_