

TANEXPO MEDIA KIT



ONLINE

REACH
THE WHOLE
FUNERAL
INDUSTRY

ONSITE

ATTRACT VISITORS
AND
DRIVE TRAFFIC
TO YOUR BOOTH

SPONSORSHIPS

REACH YOUR
PROFESSIONAL
TARGET

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

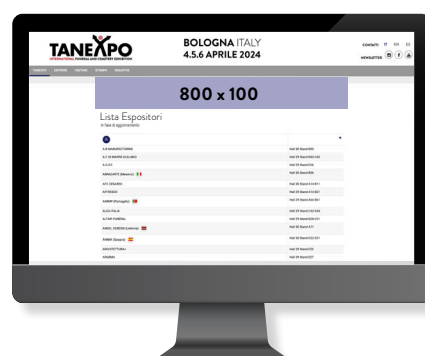


EXHIBITOR LIST BANNER

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 € 800.00

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)

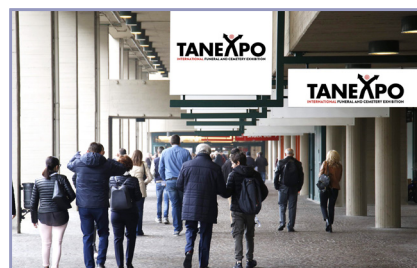
€ 950.00

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.



SERVICES CENTRE

ADVERTISING SIGNS IN THE EXHIBITION CENTRE

Visitors' path from the Costituzione Entrance. Get your trade show start here welcoming customers and prospects.

1 single-sided advertising sign (100xH150 cm)

€ 600.00

4 single-sided advertising signs (100xH150 cm)

€ 2,000.00

Customized totem signs 2 sides (100xH300 cm)

€ 1,800.00

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



HALLS 28 - 29 - 30 GALLERY

ADVERTISING SIGNS IN THE EXHIBITION CENTRE

Customized totem signs strategically located in the link connecting halls 28-29-30.
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

Contact the show management

Dimension: 4,50m W x 2,40m H

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



NORTH ENTRANCE

ADVERTISING SIGNS IN THE EXHIBITION CENTRE

Totems customized with graphics, placed along the strip after ticket offices, immediately before the entrance to the pavilions.

1 side

€ 1,200.00

2 sides

€ 1,800.00

Dimension 1,00m W x 3,00m H

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



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

Contact the show management

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



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



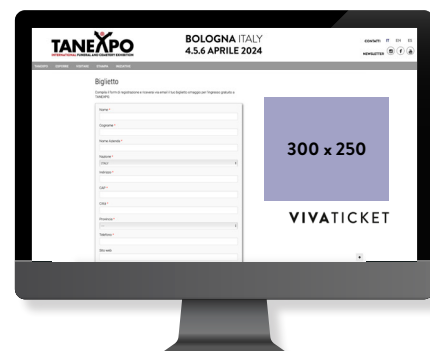
TANEXPO Print@home TICKET SPONSORSHIP

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 introductive 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

