

## **MARKETING TOOLS**

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# PRESENTATION

**Dear exhibitor,**

**know the main advantages of using the marketing tools available for the expoMECÂNICA.**

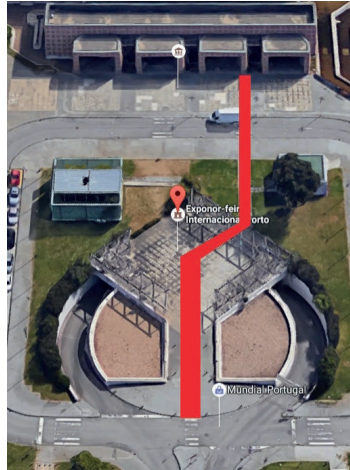
- Maximize the event marketing action;
- Reach a greater number of people;
- Attract more visitors to your stand;
- Highlight your brand;
- Expand the announcement before, during and after the event;
- Reach a qualified public;

**ATTENTION PLEASE:** some of the marketing tools have limited quotes, specific locations, so the requests will be answered in chronological order. Please check the availability with the kikai Eventos team.

# OUTSIDE CROSSWALK

## What is it?

It's a walkway with insertion of advertising. The publicity will indicate the way from the entrance of Exponor to the entrance of the fair.



## PRICE

Event Week: **500€ + VAT**  
Creation, production, assembly and disassembly - **Price on request.**

## MEASURES

97m length x 3m width

# TOP OF THE MAIN ENTRANCE



## PRICE

Event Week: **1500€ + VAT**  
Creation, production, assembly and disassembly - **Price on request.**

## MEASURES

16m x 3m

# ADVERTISING IN THE CHECK-IN

## What is it?

Placement of a panel at the check-in of access to the fair.



## PRICE

Event Week: **500€ + VAT**  
Creation, production, assembly and disassembly - **Price on request.**

## ADVANTAGES

- Strong impact and visibility with visitors
- Required passage

## MEASURES

Side 1: 82 x 312.8cm  
Side 2: 82.3 x 343.4cm  
Side 3: 83 x 313 cm  
North Entrance: 101.50 cm x 65 cm

# ROLL-UP

## What is it?

The roll- up is an advertising display, with an elegant and attractive aluminium frame, that you can use anywhere to communicate your brand.



## PRICE

Event week: **150€/ unit+ VAT**  
Creation, production, assembly and disassembly - **price on request.**

Location - **on request.**

## ADVANTAGES

Easy movement of the advertising for different areas of interest in the pavilion.

## MEASURES

83cm x 1.90cm

# FOYER COLUMNS



## PRICE

Event week: **150€/ unit+ VAT**

Creation, production, assembly and dis-assembly - **price on request.**

Location - **on request.**

## ADVANTAGES

Strong visibility, since it is the main access to hall 6.

## MEASURES

221,5 cm width  
442,6 cm height

# ROUND COLUMNS

An excellent option to make a strong impact: «dress» the round columns of the exponsor with your promotional message. You can use more than one column.



## PRICE

Event week: **100€/ unit+ VAT**

Creation, production, assembly and disassembly - **price on request.**

Location - **on request.**

## ADVANTAGES

- Strong visibility and highlight to the company
- Main entrance to the pavilion.

## MEASURES

915 cm x 2445 cm.



# FAIR MAP

## What is it?

Allows to highlight the exhibiting company through the printing of the logo, also serving to locate your stand.



## PRICE

Event week: **500€ + VAT**

## ADVANTAGES

- Highlights the exhibiting company
- Allows to locate booth
- Strong impact with visitors.

## MEASURES

Entrance of the fair.

# CENTRAL PRISMA

## What is it?

This is a triangle located in the center of pavilion 6.



## PRICE

Event week: **250€/ unit+ VAT**  
Creation, production, assembly and disassembly - **price on request.**

## ADVANTAGES

- 360° visibility.

## MEASURES

547,6 cm width  
520,6 cm height

# DIGITAL DISPLAY

## What is it?

It is a Display covered with advertising of the company. Each Display is accompanied by a tablet with the event information and an exhibitor promotion space.



## PRICE

200 € + VAT/ unit

## ADVANTAGES

- Direct impact on qualified public;
- Brand activation;
- Enables customer relationship and interactivity;
- Strategic communication at the fair;
- Generates more visits to the stand.

## LOCATION

Placement of the displays in 8 points of the pavilion, it can be adjusted.

INDOOR

# ADVERTISING IN THE FAIR CARPET

## What is it?

Placement of the printed logo (in 2 colors) with the company location in the carpet of the fair.



## PRICE

Event week: **50€/unit + VAT** (10 units minimum)

## ADVANTAGES

- Strong visibility and impact;
- Low cost per contact;
- Passing zones.

## MEASURES

29.7 X 42cm (A3)



# LED PANEL



## PRICE

On request

## ADVANTAGES

- Strong impact and visibility:
- Obligatory passage.

## LOCATION

Fair main entrance next to the check-in.

# BATHROOMS

Enjoy the time that visitors spend at Exponor sanitary facilities to get your message across. Several options for advertising in these spaces are available. Contact us



## PRICE

On request

## ADVANTAGES

Impact by the unexpected.

## LOCATION

Hall 4 and 5 bathrooms

## INFORMATION



FOYER - 2 urinals and 3 compartments  
Pavilion 6 - 5 urinals and 4 compartments



FOYER - 3 compartments  
Pavilion 6 - 4 compartments

# POP-UP SITE

## What is it?

It is an online advertising, at the opening of the website of the fair.



## PRICE

Month before the event:  
**500€ + VAT**

## ADVANTAGES

Strong visual impact whenever the user accesses the website.

## LOCATION

Opening of the website.

# BANNER SITE

## What is it?

The expoMECÂNICA website has a space to insert a banner as an advertising tool.



## PRICE

Month before the event:  
**250€ + VAT**

## LOCATION

Website

# INTERACTIVE MAP

## What is it?

In the space of the interactive map of the website expomecanica.pt, it is possible to insert a vertical banner.



## PRICE

Month before the event3  
**250€ + VAT**

## LOCATION

Interactive map – website.

# FACEBOOK PUBLICITY

## What is it?

Inserting a banner to the Facebook page of expomecânica.



## PRICE

Month before the event:  
**250€ + IVA**

# ONLINE ACCREDITATION

## What is it?

The online credential is obtained by the visitors at the fair site and guarantees access to the event without queues.



## PRICE

Month before the event:  
**1000€ + IVA**

## ADVANTAGES

In the 2016 edition, 6500 accreditations were made.

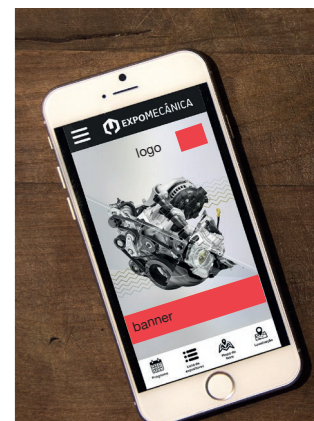
## LOCATION

All the online credentials will be printed on an A4 sheet, being 1/4 of the page designed for advertising.

# APP MOBILE

## What is it?

Available for free (android and iOS) to obtain all the event information.



## PRICE

Logo: **100€ + VAT**  
Banner: **120€ + VAT**

## ADVANTAGES

Strong visual impact and innovation of the 2017 fair edition.

## LOCATION

To be defined.

# FLYER CHECK IN

## What is it?

Flyers can be placed in the check-in to distribute to the visitors.



## PRICE

Event week:

**250€ /unidade + VAT**

Creation, production - **cliente**  
responsability.

## ADVANTAGES

Mass production at a low cost.

## LOCATION

Check in.

# ADVERTISING DISTRIBUTION

## What is it?

Advertising distribution or gifts at the entrance / exit or inside the fair.



## PRICE

Event week: **450€ / 2 assistants +VAT**

Advertising, gifts and assistants - **us-**  
**tomer responsibility.**

## ADVANTAGES

- With strong impact and visibility next to the visitors;
- Flexibility

## LOCATION

To be defined by the customer.

# ADVERTISING IN INVITATIONS

## What is it?

Support in printed paper in two colors and sent to professionals visitors , allowing the insertion of advertising on both sides.



## PRICE

Front: **600€ / 50.000 unidades + VAT**  
Back: **300€ / 50.000 unidades + VAT**

## ADVANTAGES

- Visibility;
- Low cost;
- Obligatory ticket support.

## NOTE

It is criterion of the Organization the placement of advertising, according with the sector of activity.