

asphaltica

INTERNATIONAL ASPHALT INDUSTRY EXHIBITION

DDMBRANDING.COM

3-7 MAY, 2023
VERONA, Italy

co-located with

SaMoTer

COMMUNICATION KIT

Promotional & marketing opportunities



ASPHALTICA.IT

organized by



**TAKE ADVANTAGE
OF THESE UNIQUE
PROMOTIONAL
TOOLS TO HELP
MAXIMIZE YOUR
EXPOSURE
AND IMPACT AT
ASPHALTICA,
INCREASE YOUR
VISIBILITY WITH
POTENTIAL BUYERS
AND GET ATTENDEES
TO YOUR STAND
TO SEE YOUR
PRODUCTS!**

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01

PRINT ADVERTISING

01

PRINT ADVERTISING

OFFICIAL CATALOGUE



The Official Catalogue is an extremely useful promotional tool which contains the alphabetical list of exhibitors with full details concerning Company production, fields of activity and contact info, a comprehensive conference and seminar programme, complete floor maps of the Exhibition Centre as well as Exhibitors' Hall and stand number.

SIZE

17X24 cm
4 colours with 70 lines/cm² on opaque coated paper

PRINT-RUN

1.500

DISTRIBUTION

Exhibitors: free delivery
Visitors: upon payment

DEADLINE TO ORDER ADVERTISING SPACES IN THE OFFICIAL CATALOGUE

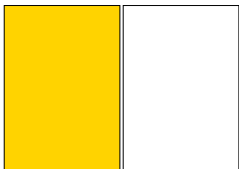
15th February 2023

DEADLINE TO DELIVER ADVERTISING GRAPHICS ARTWORK

15th March 2023

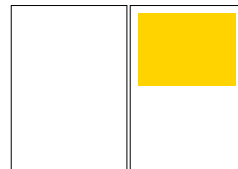
01 PRINT ADVERTISING

OFFICIAL CATALOGUE

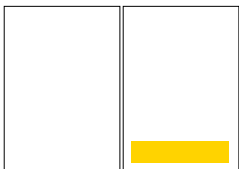


FULL PAGE
cm 17,00 x 24,00 h

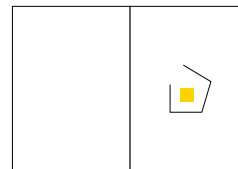
- Inside front cover
- 1st right hand page
- Inside back cover
- Outside back cover
- Inside page



HALF PAGE
cm 14,50 x 10,50 h



STRIP AT FOOTPAGE
cm 14,50 x 3,50 h



LOGO IN THE HALL PLAN
cm 3,00 x 3,00 h



**BOLD-FACE PRINT OF THE COMPANY
NAME IN THE ALPHABETICAL LIST
OF EXHIBITORS**

**BOLD-FACE PRINT OF THE COMPANY
NAME IN THE LIST OF EXHIBITS/TRADE
REPERTORY**



**LOGO IN THE ALPHABETICAL LIST
OF EXHIBITORS**

LOGO IN THE INDEX OF PRODUCTS
cm 1,50 x 1,50 h

Images are merely indicative

01 PRINT ADVERTISING

VISITOR'S GUIDE

The Visitor's Guide is a pocket guide which contains the Exhibition lay-out, the list of exhibitors with Hall and stand number as well as detailed information about facilities and services in the Exhibition Centre. It is distributed free of charge to exhibitors and visitors during the exhibition.

SIZE

Closed/pocket size cm 11,6 x h 16

Open size cm 69,6 x h 48

4 colours with 70 lines/cm² on opaque coated paper

PRINT-RUN

25.000

DISTRIBUTION

Exhibitors: free delivery.

Visitors: free delivery at the entrances and at the info-points inside the Exhibition Centre.

DEADLINE TO ORDER ADVERTISING SPACES

15th February 2023

DEADLINE TO DELIVER ADVERTISING

GRAPHICS ARTWORK

15th March 2023

01 PRINT ADVERTISING

ACCEPTABLE ADVERTISING
FORMATS TO BE SUPPLIED
*for the official catalogue and
the visitor's guide*

Digital material is preferred for better printing quality.
“Macintosh” **PDF** files are required using the following
programs:
“Illustrator CS” – “Indesign CS” – “Photoshop CS”.

FILE FORMAT

- the page must be composite and not divided in four-colour reproduction;
- the file must contain one page only;
- the file must not be protected by password;

FONT

Fonts must be always converted into outlines

COLOURS AND RESOLUTION

- images must have 300 dpi high resolution;
- use CMYK method only;
- grey scale images must have 300 dpi high resolution.

AD FORMAT

Every document must have the exact dimensions indicated in the price list + trims; texts and logos included in the ad must be placed at least 5 mm from the trim as such to avoid the risk of cut-off during make-up stages.

SUPPORTS

Printing and advertising material must be mailed by **WeTransfer** to the following e-mail address:

burri@veronafiere.it, peretti@veronafiere.it

Every document must include the Font folder and the image folder used in the announcement.

For formats, materials, inserts and any additional information please contact Veronafiere:
burri@veronafiere.it, peretti@veronafiere.it

DEADLINE TO DELIVER ARTWORK

15th March 2023

02

ADVERTISING SIGNS

02 ADVERTISING SIGNS



LEGEND

- A. SIGNS ON THE PAVILIONS**
- B. SIGNS ENTRANCE RE TEODORICO**
- C. TRUSSES**

DEADLINE TO ORDER ADVERTISING SPACES

15th February 2023

DEADLINE TO DELIVER ADVERTISING GRAPHICS ARTWORK

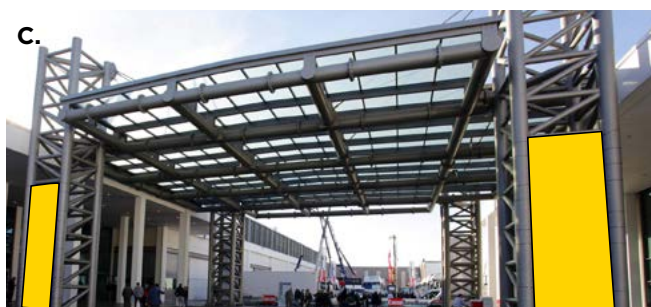
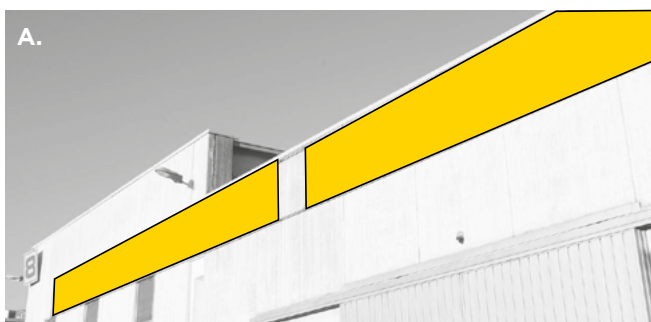
15th March 2023

HEIGHT FOR SIGNS

ON HALL 6, 7, 9, 10, 11, 12 Re Teodorico and trusses
Inside the Exhibition Centre

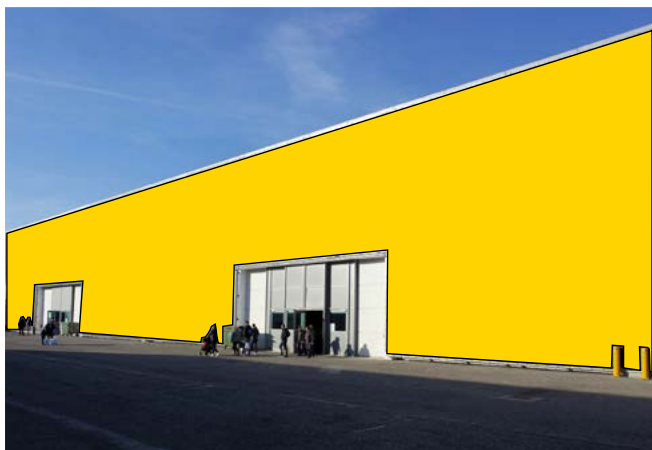
SIGNS ON THE PAVILIONS

The Exhibition halls can be decorated on the outside with billboards of the size needed. This is an additional chance to give much echo to your participation and remind potential customers about where to find your Company in the exhibition centre!



Images are merely indicative

02 ADVERTISING SIGNS



SCENIC SETTINGS

Veronafiere can provide - on request and following verification of feasibility - a package of services for scenic settings (total or partial) of the internal or external structures of the halls and portals with personalised graphics including development of advertising canvases, hire of support scaffolding, billboard assembly/disassembly service, final testing and certification of structures in accordance with current safety standards and regulations. For complete details about ad. signs, available positions and estimates please contact: ASPHALTICA Team email: burri@veronafiere.it, peretti@veronafiere.it

PERSONALISED STANDARDS

This classic form of trade fair advertising really grabs visitors' attention. Standards can be located in the outdoor areas near the three entrances to the fair as well as in the outside walkways between the exhibition halls.

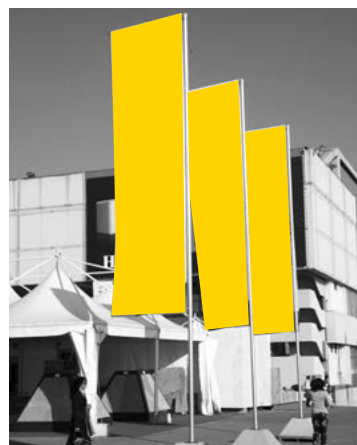
CANVAS

m 1,5 X 6 each

STRUCTURE HEIGHT

m 8

Inside the Exhibition Centre



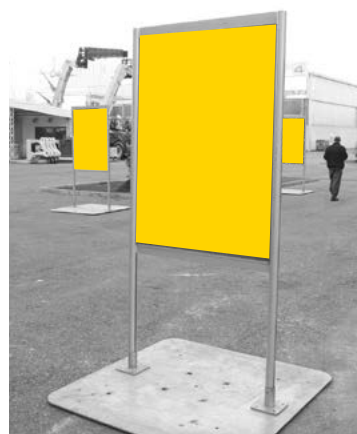
DOUBLE-SIDED SIGNS

The double-sided signs are a tool allowing you to launch your promotional message from every point of the Exhibition Centre. You can decide not only how many signs to reserve, but also where exactly you want them to be located: in front of the entrances, near the linking corridors between the halls, in a pathway leading to your hall!

No. 2 POSTERS

cm 100 X 140 each sign

Inside the Exhibition Centre



Images are merely indicative

02 ADVERTISING SIGNS

ACCEPTABLE ADVERTISING
FORMATS TO BE SUPPLIED
for advertising signs

ADVERTISING ON MAPS IN THE HALLS

In the maps located at the entrances to the main aisles of each Hall.

AD. SPECIFICATIONS

size cm 20 x 24,5

Offer limited to maximum 4 exhibitors for each Hall.

BOLD-FACE PRINT

Of the company name in the list of exhibitors of the map.

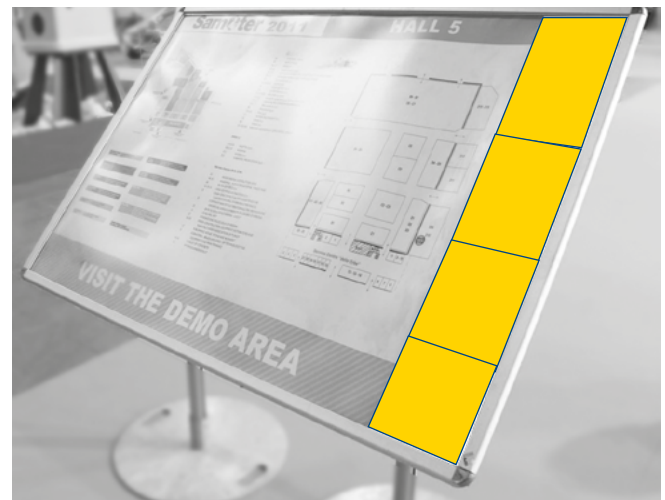
ACCEPTABLE ADVERTISING FORMATS TO BE SUPPLIED FOR ADVERTISING SIGNS

The Exhibitors should send by and not beyond **15th March 2023** graphic images developed in MACINTOSH using one of the following programs: ILLUSTRATOR CS; INDESIGN CS; PHOTOSHOP CS.

The proofs accompanying computer media must be proportional with the final dimensions and must always include a colour test, preferably a digital print proof.

FONT

Fonts must be converted into outlines and/or enclosures, for both screen display and printing.



TRADEMARKS

Trademarks should preferably be redesigned vectorially, otherwise refer to the indications in the next item - "IMAGES".

COLOURS

Use colours for four-colour printing.

IMAGES

Images must be saved in TIFF or EPS format with DCS deactivated and in CMYK. Resolution, which varies on the basis of the final printing dimensions, must be minimum 25 DPI (and maximum 300 DPI).

Printing and advertising material, together with print proofs, must be sent (**by WeTransfer**) to the following address: burri@veronafiere.it, peretti@veronafiere.it

03

WEB ADVERTISING

03 WEB ADVERTISING

BANNER ON ASPHALTICA WEBSITE HOMEPAGE

Buy now your advertising space on ASPHALTICA homepage!

ASPHALTICA website is the main source of information for all professionals to organize at best their visit at the Exhibition and get information about the event and the attending companies.

On www.asphaltica.it prime advertising spaces are available for exhibitors, ensuring great impact and visibility.

a) SUPER LEADERBOARD - Regular banner

AD. SPECIFICATIONS

px 970x90

with link to company website

b) LEADERBOARD PRE FOOTER - Regular banner

AD. SPECIFICATIONS

px 200x120

with link to company website

c) MEDIUM RECTANGLE - Rotating banner

AD. SPECIFICATIONS

px 300x250

with link to company website

04

**SPONSORSHIP
OPPORTUNITIES**

04 SPONSORSHIP OPPORTUNITIES

LOGO ON PRINT@HOME ENTRY TICKETS

Feature your company logo on SaMoTer/Asphaltica on line entry tickets!

Thanks to the SaMoTer/Asphaltica "Print@Home" ticketing service professionals can buy tickets on line at a discounted rate.

Visitors can print entrance tickets directly at home or in the office and then enter directly the Show, avoiding queues at the ticket offices.

AD. SPECIFICATIONS

cm 9 X 2

Exclusive offer limited to one single exhibitor

This offer includes all entry tickets and passes purchased on line.

04 SPONSORSHIP OPPORTUNITIES

PERSONALISED BADGEHOLDER LANYARDS

Personalised lanyards with Company corporate colours and logo.

Exclusive offer limited to one single exhibitor of SaMoTer/Asphaltica.

DISTRIBUTION

At the ticket desks at the entrances and at the info points in the Exhibition Centre

SUGAR BAGS

Sugar bags customized with company logo

DISTRIBUTION

Supply and distribution to the restaurants and cafés inside the Exhibition Centre

Exclusive offer limited to one single exhibitor of SaMoTer/Asphaltica



PERSONALISED SHOPPER

Rates on estimate..



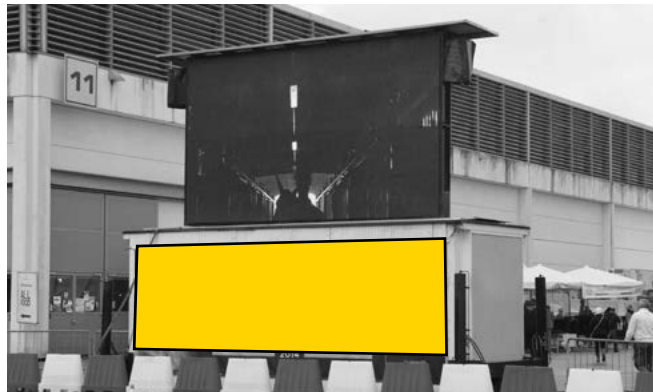
Deadline to confirm and to deliver advertising graphics artwork (vector logo in high resolution, .ai or .pdf format):
15th February 2023

Images are merely indicative

04 SPONSORSHIP OPPORTUNITIES

LED SCREENS INSIDE THE EXHIBITION CENTRE

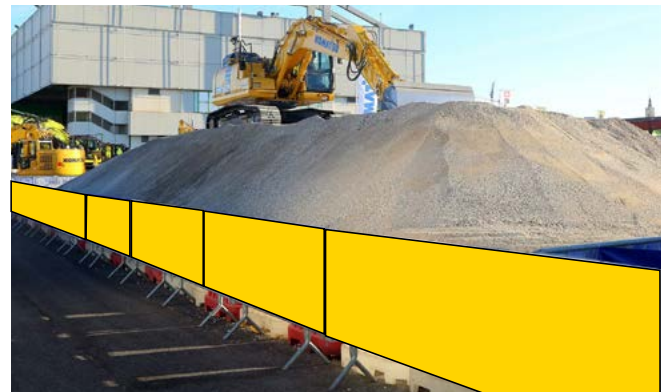
Big LED screens installed inside the fairground represent a great visibility opportunity. Your video, spot or animated file can be reproduced on the screens.



DEMO AREA

Sponsorship opportunities: Veronafiore can provide customised quotes for the personalization of the safety fence with non-woven fabric banners/advertising signs, complete with company's logo and graphic.

(Non-exclusive sponsorship)



05

RATES

05 RATES

PRINT ADVERTISING

OFFICIAL CATALOGUE

> Full Page - cm 17x24	€ 1,200 + VAT
> Half Page - cm 14,5x10	€ 800 + VAT
> Strip at Footpage - cm 14,5x3,5	€ 450 + VAT
> Inside Front Cover - cm 17x24	€ 2,500 + VAT
> 1 st Right Hand Page - cm 17x24	€ 2,500 + VAT
> Inside Back Cover - cm 17x24	€ 2,200 + VAT
> Outside Back Cover - cm 17x24	€ 3,000 + VAT
> Bold-Face print	€ 110 + VAT
> Logo in the alphabetical list of exhibitions - cm 1,5x1,5	€ 150 + VAT
> Logo in the index of products - cm 1,5x1,5	€ 150 + VAT
> Logo in the map/plan of the hall - cm 3x3	€ 280 + VAT

VISITOR'S GUIDE

> Outside back cover cm 11,6x16	€ 3,200 + VAT
> Full page	€ 1,900 + VAT
> Logo in the general plan	€ 950 + VAT

ADVERTISING SIGNS

> Sign on hall	€ 64/mq + VAT
> Trusses	€ 500 + VAT
> Personalised standards	€ 1,100/cad. + VAT
> Double-sided sign	€ 600/cad. + VAT
> Advertising space on maps in the halls - cm 20x24,5	€ 500 + VAT
> Bold-face print on maps in the halls	€ 150 + VAT

05 RATES

WEB ADVERTISING

- | | |
|---|---------------|
| > Rotating medium rectangle banner in homepage - 300x250 px | € 1,000 + VAT |
| > Super leaderboard in homepage - 970x90 px | € 1,800 + VAT |
| > Leaderboard pre footer banner in homepage - 970x90 px | € 1,100 + VAT |

SPONSORSHIP OPPORTUNITIES

- | | |
|---|----------------|
| > Logo on Print@Home ticket | € 2,800 + VAT |
| > Personalised badgeholder lanyards
(produced and distributed by Veronafiere) | € 20,000 + VAT |
| > Personalised badgeholder lanyards produced by the Exhibitor
(exclusive distribution service) | € 10,500 + VAT |
| > Sugar bags | € 4,500 + VAT |
| > LED screens inside the fairground | on estimate |
| > Non-woven fabric banners in the DEMO AREA | on estimate |