INTERMOBILITY AND BUS EXPO

GreenTechInsights

VISIBILITY TOOLS & PACKAGES 2024

FACTS & FIGURES IBE 2022

120
Brands

301
Test Drive

6.900
Attendances

24
Events

31.420 mq
Exhibition Area

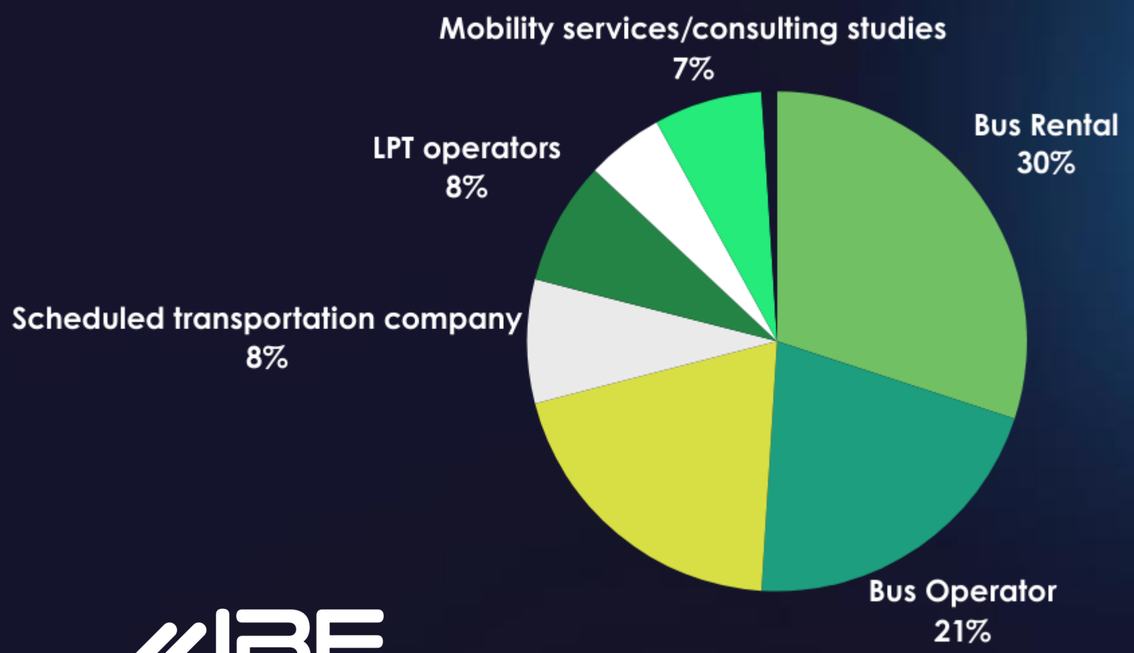
30
Press Accreditation

IBE VISITOR PROFILE

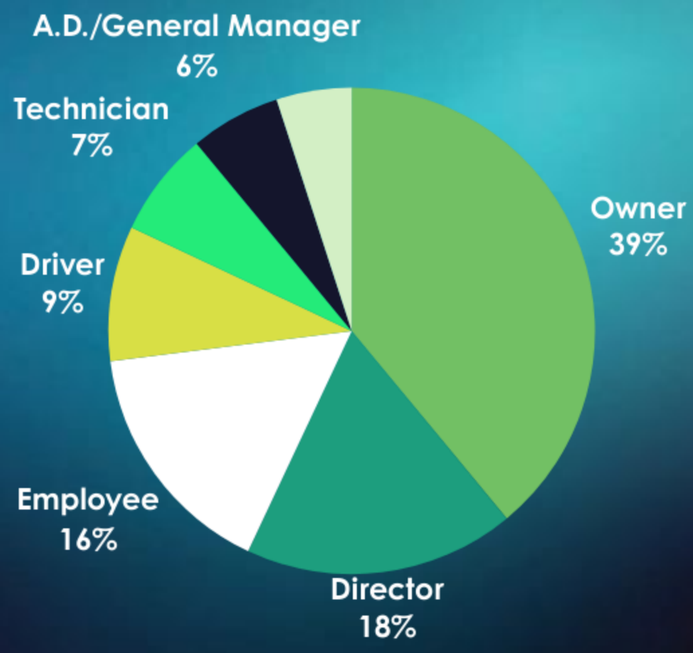
6.900 VISITORS

16% FOREIGN

INDUSTRY



PROFESSIONAL PROFILE



NETWORKING

Allow buyers and visitors to contact you with just a few clicks by chatting, saving your page in favourites or directly requesting a business meeting.

DIGITAL TEAM MEMBER

Give your sales force access to the platform, they will help you handle contact enquiries, search for interesting buyers and invite them for a stand or video call.

BUSINESS MEETING

Section of the profile page that allows visitors and buyers to request an appointment with your sales force with one click.

MATCHMAKING WITH A.I. SUPPORT

Get noticed by the visitors most interesting to you. A.I. will propose your brand to buyers in line with your offer.

GreenTech Insights BENEFITS

NO BARRIERS

Reach an extended, global audience. You will host In-person, hybrid and digital visitors.

INCREASE YOUR ROI

Broaden your pool of contacts through the right mix of on-site and online, with a positive impact on revenues.

GET YOURSELF NOTICED

Increase event sessions and content through the platform to reach more stakeholders

OFFER THE BEST

Offer your visitors the best of both worlds: physical ?and virtual.

MAXIMIZE YOUR INVESTMENT

Exploit the digital extension to reach your business objectives through new channels.

VISIBILITY PACKAGES

TWe offer some ideas on how to maximise your visibility by combining digital and physical tools at an even better price.

CANALI:

FAIRGROUNDS - RIMINI EXPO

DIGITAL PLATFORM

WEBSITE - EN.EXPOIBE.COM

DETAILS DIGITAL PROFILES

NETWORKING

VISIBILITY

LIST OF PROFILES	GOLD	PLATINUM
BASIC PROFILE PAGE	X	X
VIDEO - HEADER IN PROFILE PAGE	X	X
BACKGROUND IN PROFILE PAGE		X
MATCHMAKING FUNCTIONALITY TO THE	X	X
BUSINESS MEETING (VIDEOCALL & FUNZIONE AGENDA)	X	X
INTERACTIONS WITH VISITORS (VISITOR-EXHIBITOR CHAT)	X	X
TEAM MEMBER DIGITAL (N.UTENZE)	10	15
DIGITAL CATALOG (NO.PRODUCTS/IMAGE)	15	20
PRODUCT ADVERTISING IN PROFILE PAGE		X
ROTATING SPLASH PAGE		1
LOGO IN HOME PAGE		X
DEDICATED EVENTS ON THE CALENDAR		1
LOGO IN ONLINE PLAN		2
PROMO PROFILE REBOOKING	**INCLUDED**	**€2.500* / €3.500**

*** Promo early bird**

VISIBILITY PRINT AT HOME

Maximum logo visibility among visitors. 90% of total access tickets are in PDF format.

€ 5.000 **Personalization print at home visitor**

Technical info
Size: 10.4x14.4cm bxh
Format: pdf in high resolution

Material delivery
Within 90 days after the start of the event

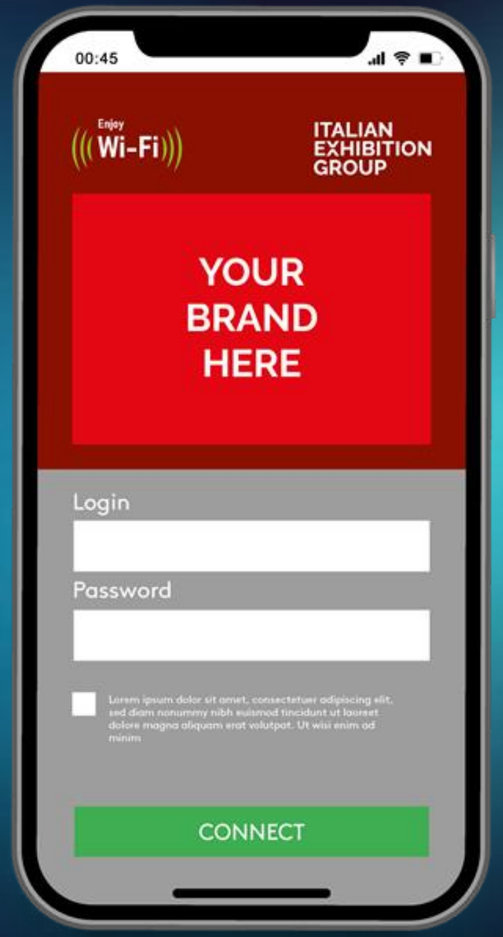
BANNER ON WIFI ACTIVATION PAGE

Set your brand apart and gain maximum visibility with every access by premium national and international buyers

ITechnical info:

- Logo size: 600x300 pixel (wxh)
- Background image size: 932x1398 pixel (wxh)
- Format: jpg, gif

€ 2.000

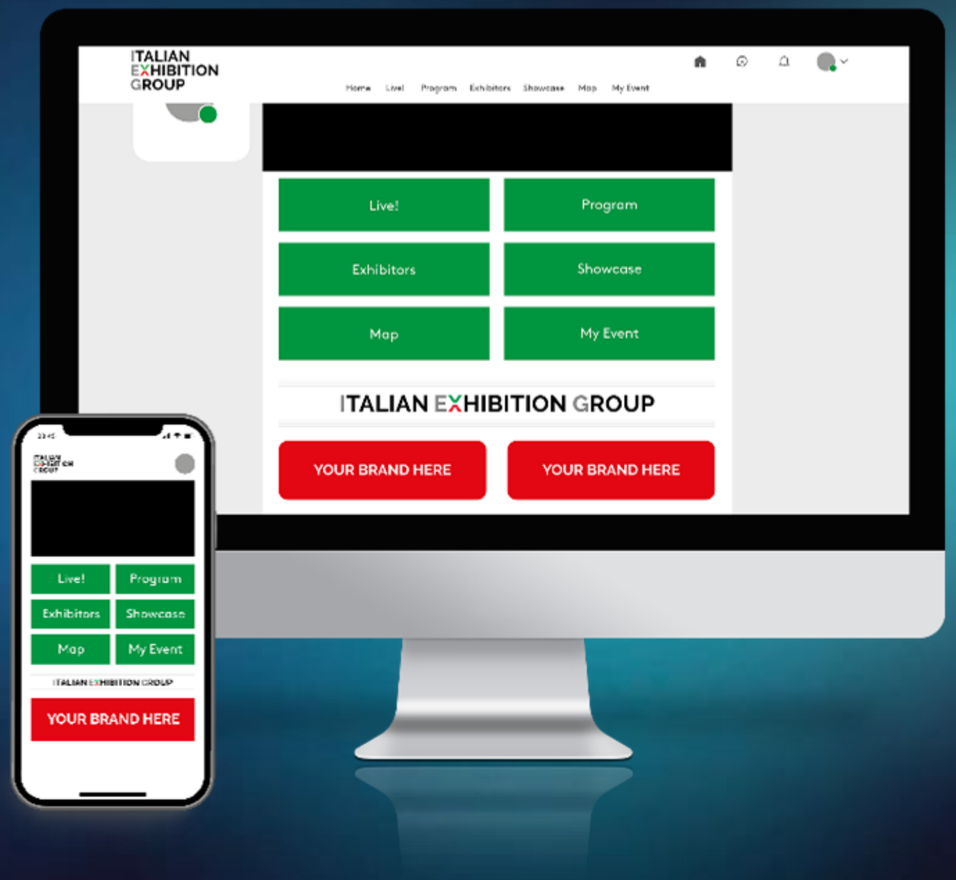


LOGO ON HOMEPAGE

Get maximum digital coverage during the days of the show every time visitors access the app homepage.

Technical info:

- Logo size: 200x200 pixel
- Format: png, jpg, gif or vector



€ 1.500

Logo

BANNER WEB SITE

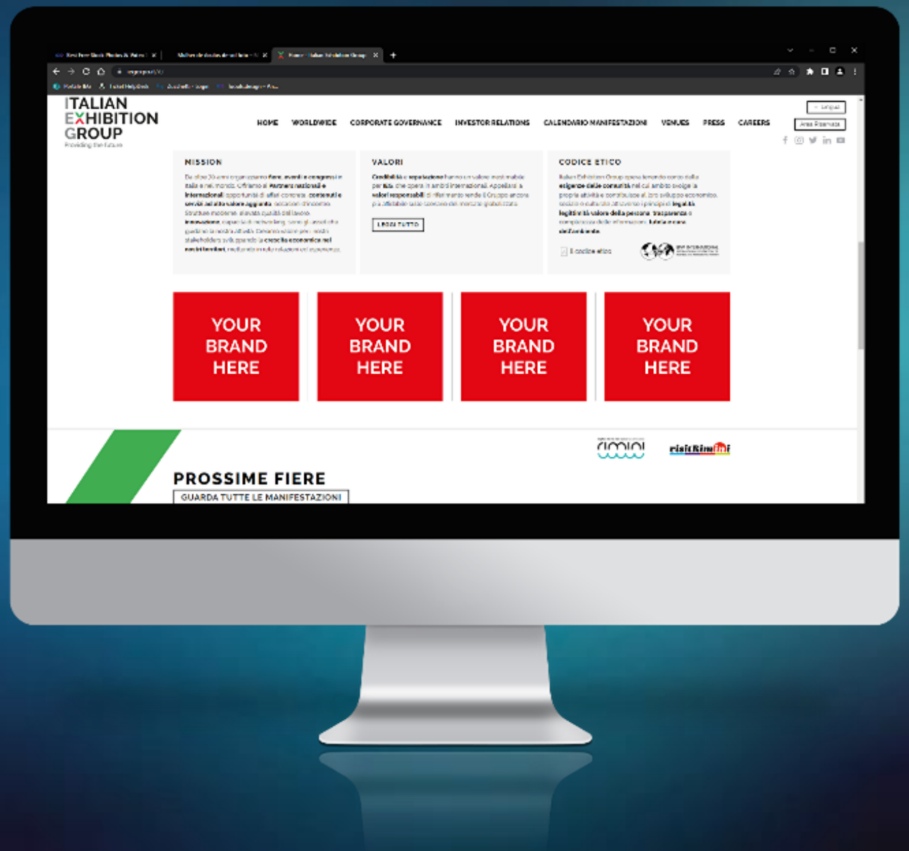
Make your brand stand out every time the homepage is accessed on the show website.

Technical info:

- Logo size: 200x200 pixel
- Max size: 80 kb
- Format: png, jpg, gif

Materials delivery:

- within 10 days of the publication date



€ 500

Strategic internal pages

€ 500

Homepage site

BANNER IN RESERVED AREAS

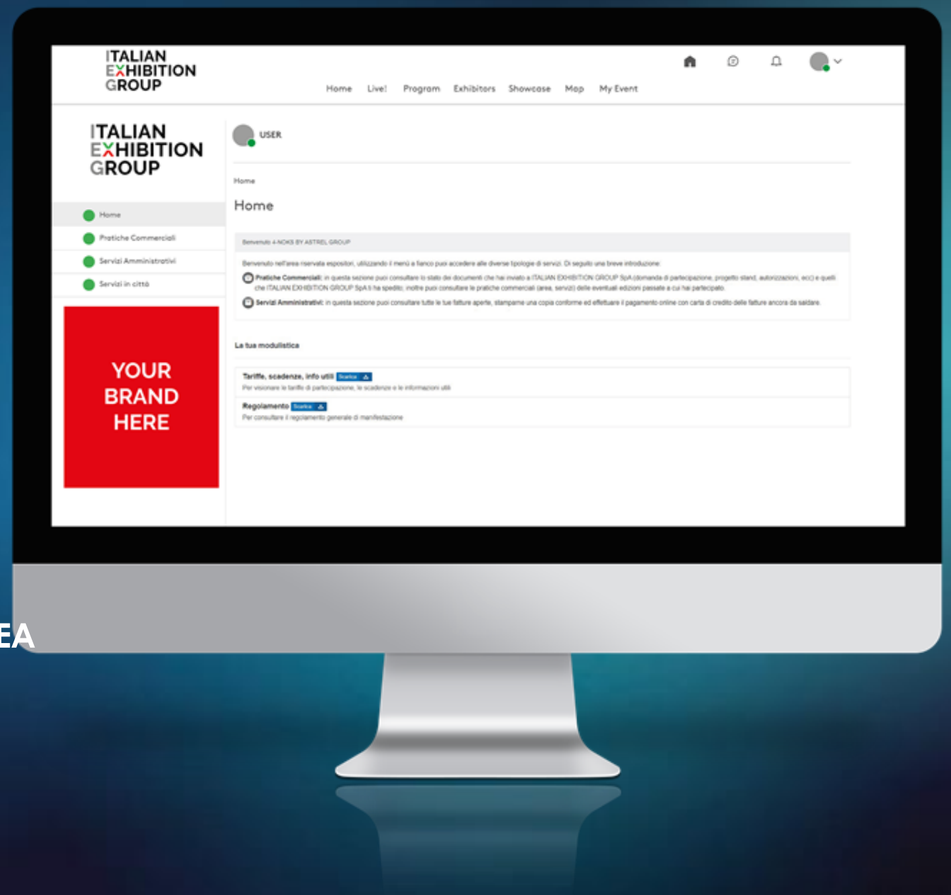
Attract visitors' interest in your brand: more than 90% of tickets are requested via the reserved areas.

ITechnical info:

- Logo size: 250x250 pixel
- Format: png, jpg or vector
- Max size: 1 MB

Materials delivery:

- within 10 days of the publication date.



€ 5.000 VISITORS RESTRICTED AREA BANNER

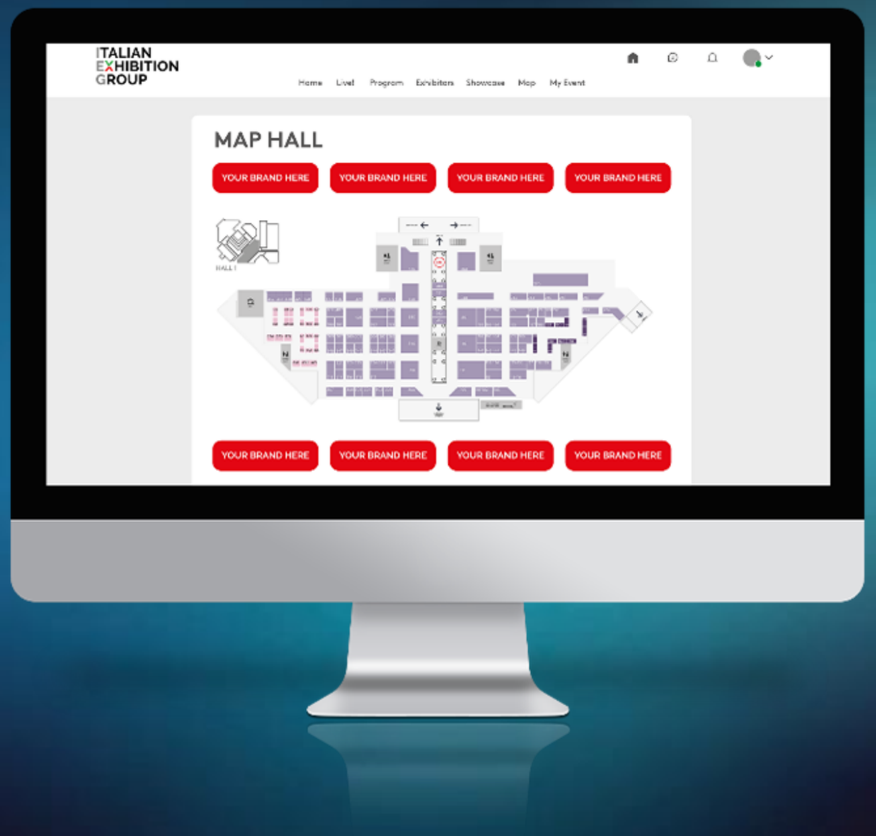
€ 5.000 BUYERS RESTRICTED AREA BANNER

LOGO IN ONLINE MAP

Ensure visibility at every access on the map and be found in visitors' paths by inserting your brand logo on the stand on the plan

Technical info:

- Logo size 200X200pixel.
- Format png, jpg, gif



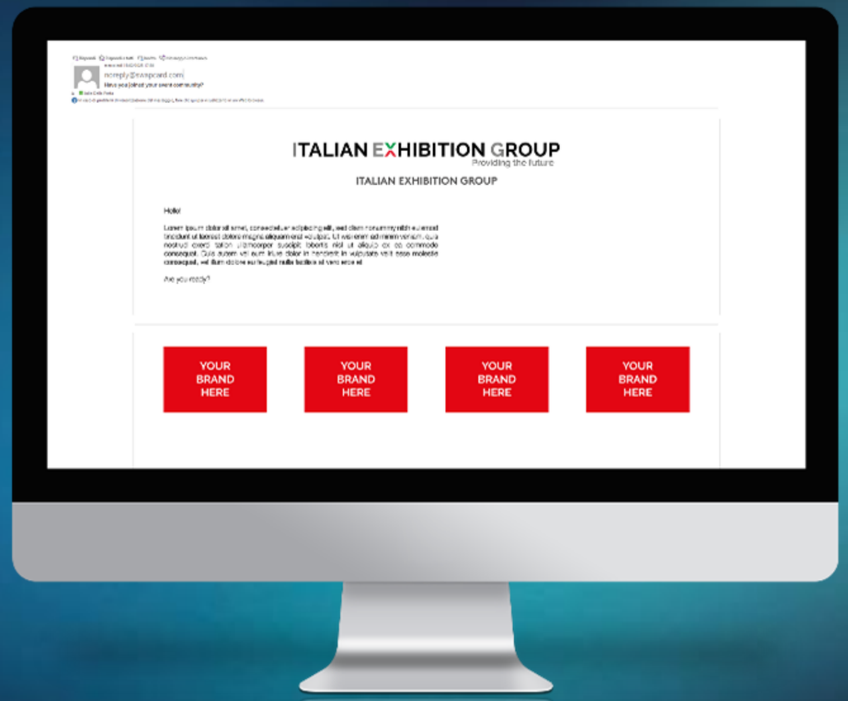
€ 800

LOGO ON EMAIL ACTIVATION VISITORS

Make your brand visible to all domestic and international visitors by placing it in the login email for the digital visitor platform

Technical info
Logo size 200X200pixel
Format png, jpg, gif

Material delivery
within 10 days from the date of publication



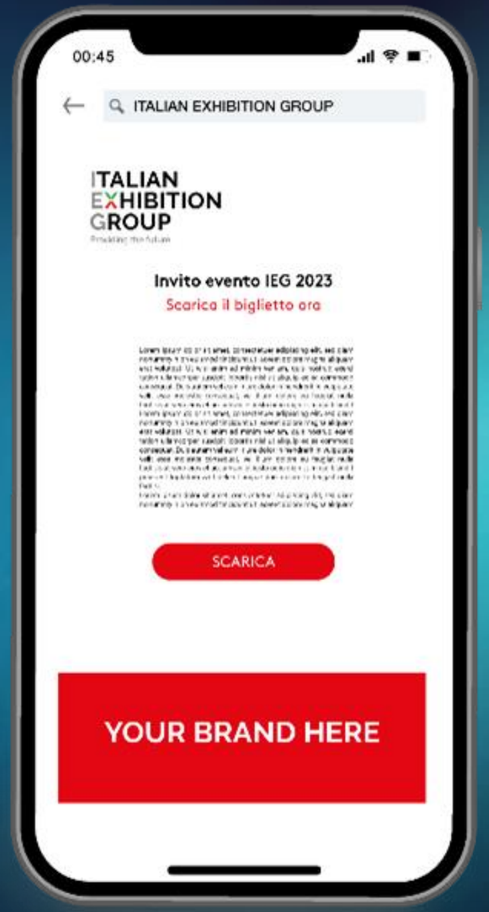
€ 1.500

NNEWSLETTER BANNER ON WEB INVITATION

A not-to-be-missed opportunity to highlight your brand to an exclusive selection of professionals

Technical info:

- Image size 1920X1080 pixel (ratio 16:9).
- Format png, jpg, gif
- Max size: 1 MB



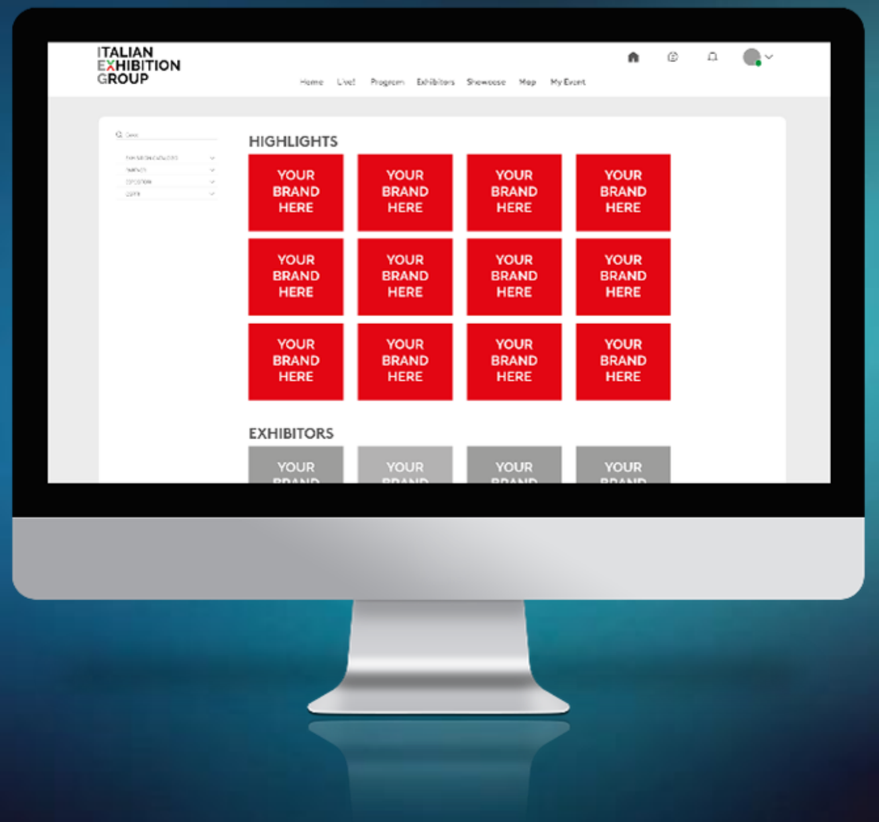
€ 5.000

LOGO IN HIGHLIGHTS

Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

Technical info:

- Logo size 200X200pixel.
- Format png, jpg, gif
- Max. weight: 80kb

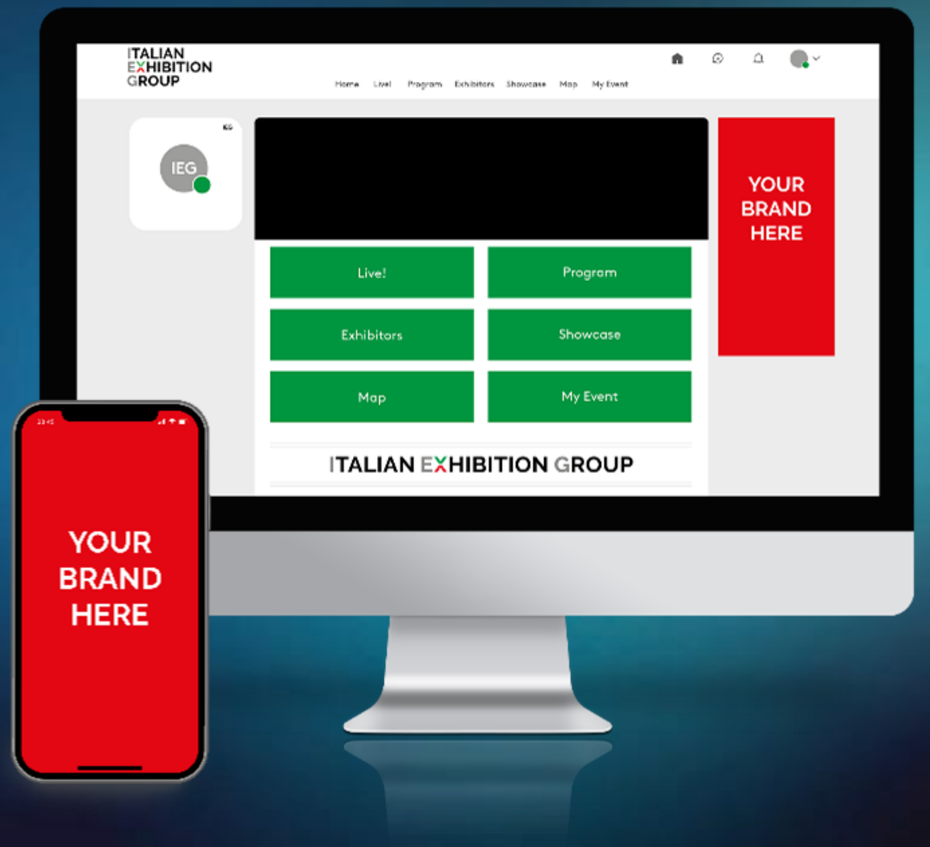


€ 1.200

SPLASH PAGE

Show your brand to everyone both when opening the app and on the event homepage by choosing this exclusive digital service

Technical info
Image size 1080x1920 pixels (9:16 ratio). Format png, jpg,
Max weight: 1 MB

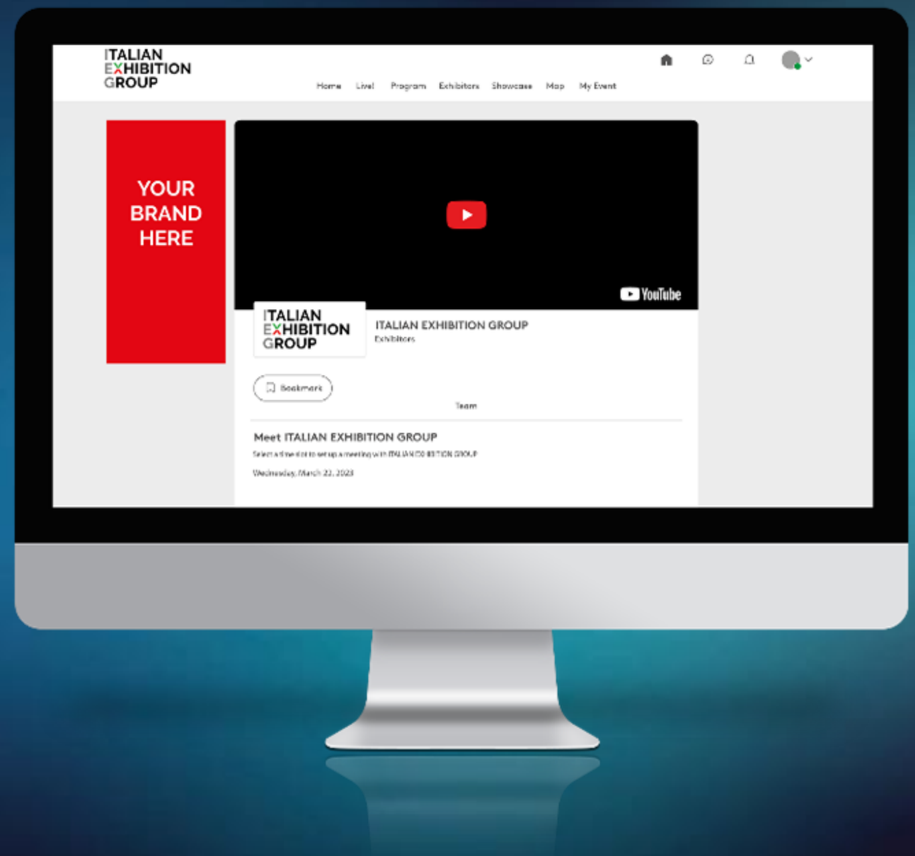


€ 2.000

BANNER ON PROFILE PAGE

Highlight products, services, events or initiatives by creating a communication campaign on your profile page.

Technical info
1080x1920px image (9:16 ratio)
No heavier than 1 MB



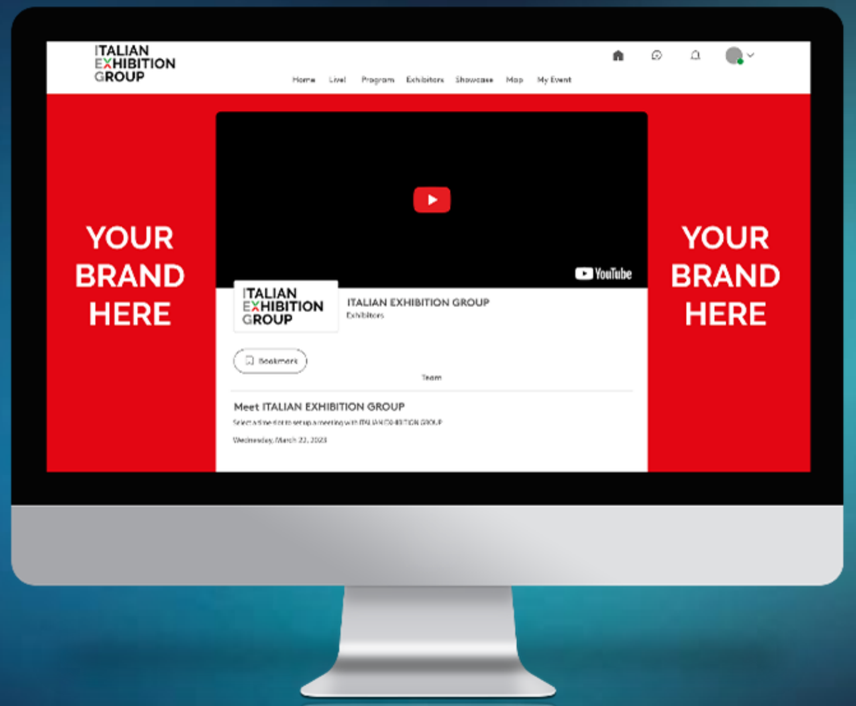
€ 500

BACKGROUND ON PROFILE PAGE

Set yourself apart from the competition and give your digital showcase a look that grabs visitors' attention and interest.

Technical info:

- Image size 1920x1080 pixel (ratio 16:9).
- Format png, jpg
- Max size: 1 MB



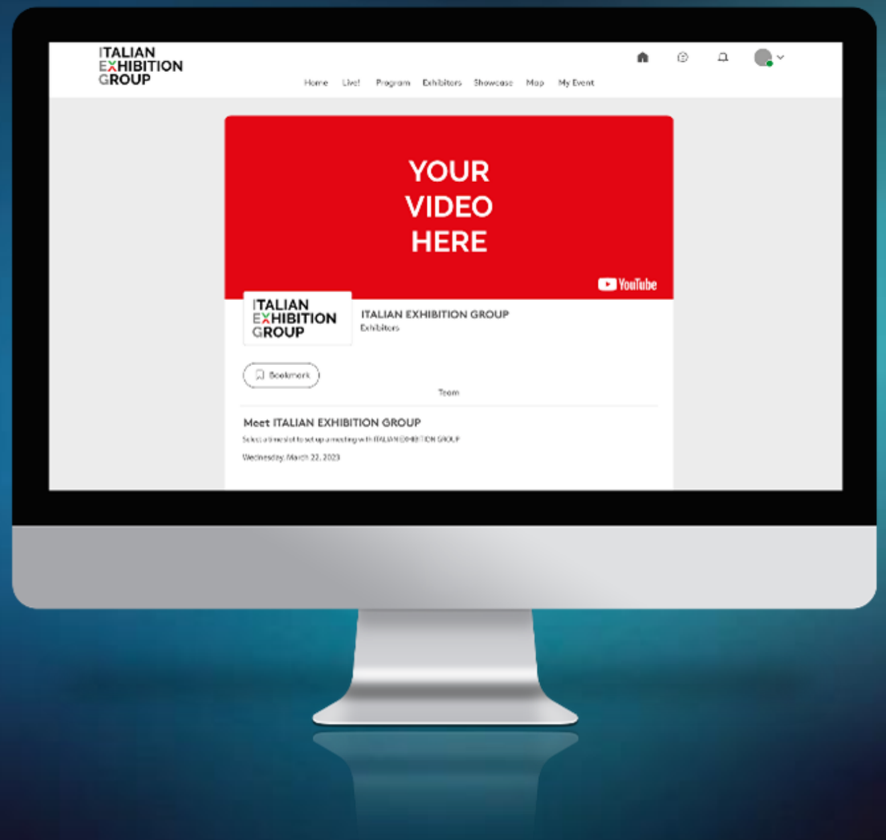
€ 200

VIDEO ON PROFILE PAGE

Make your profile dynamic and entertain your audience by using an exclusive, high-engagement video to enrich your showcase.

Technical info:

- You will be able to embed the video via video platforms such as YouTube and Vimeo.



€ 200

PUSH COMMUNICATIONS

CANALI:

PUSH NOTIFICATIONS

DIGITAL PLATFORM

WEBSITE - EN.EXPOIBE.COM

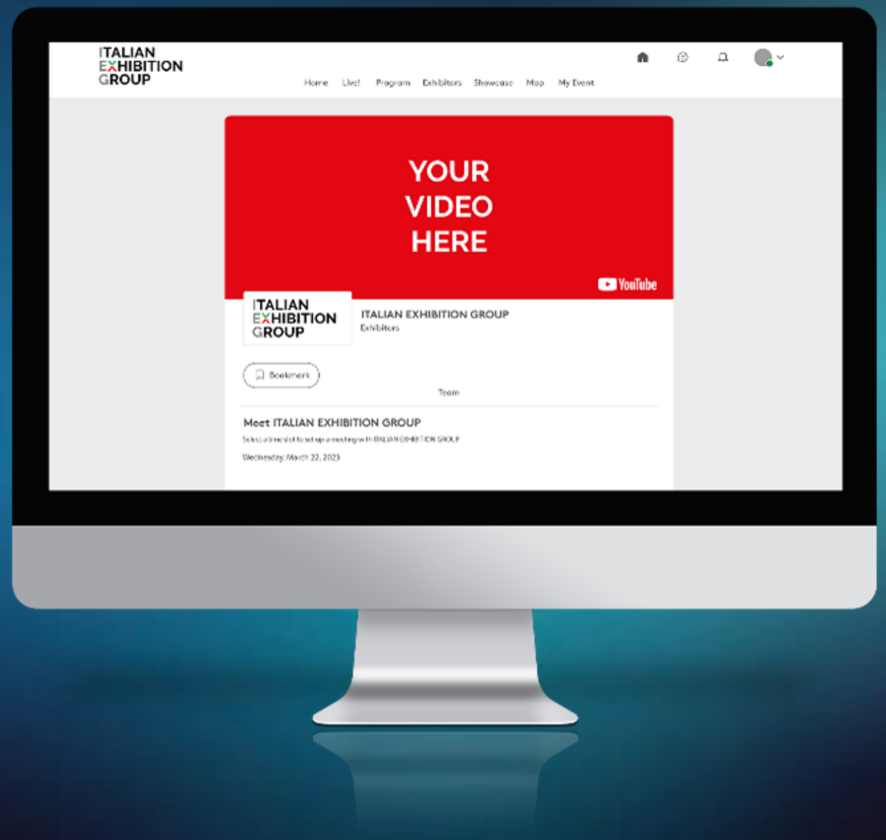
Materials delivery: via e-mail to advertising@iegexpo.it

PUSH NOTIFICATION

Reach all event participants on the platform by creating a message with customised text and link.

Technical info

- title max 20 characters
- text: max 150 characters
- url landing page link



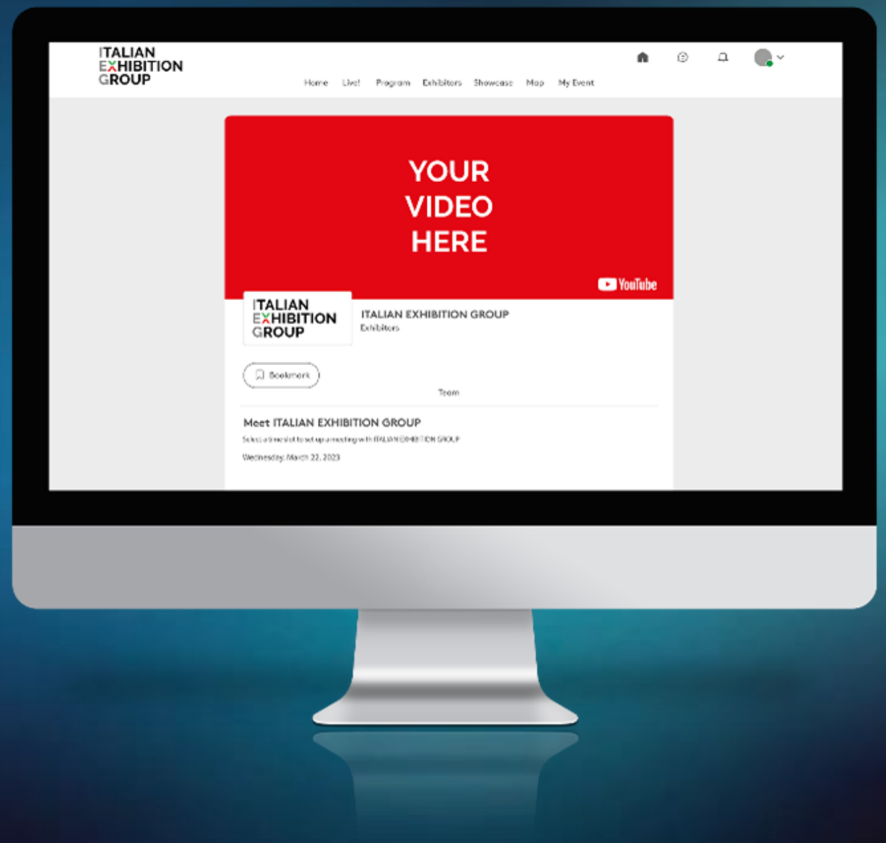
€ 1.000

LIVE: WATCH NOW

Give your speech maximum visibility by streaming it live and making it available on-demand in the platform.

Technical info:

- The event will be recorded by an in-house director and live streamed on the digital platform.



€ 1.000

SOCIAL COMMUNICATION

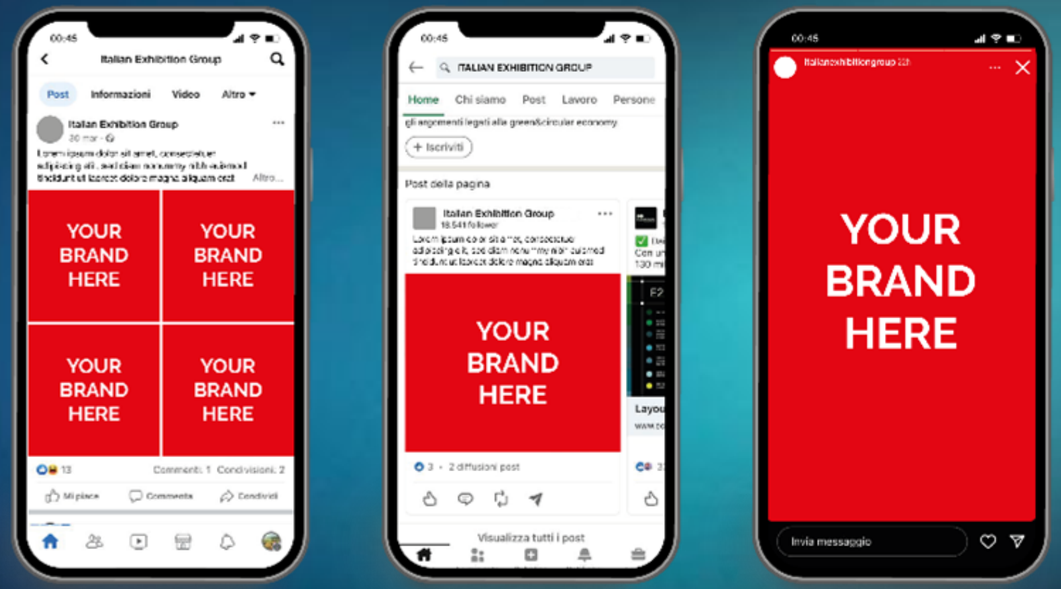
Reach the entire national and international show community through social channels.

ITechnical info:

- Text: description max 350 characters including spaces.
- URL landing page link (optional)

Materials delivery:

- within 15 days of the publication date



€ 500

NOTIZIA AND BANNER IN NEWSLETTER

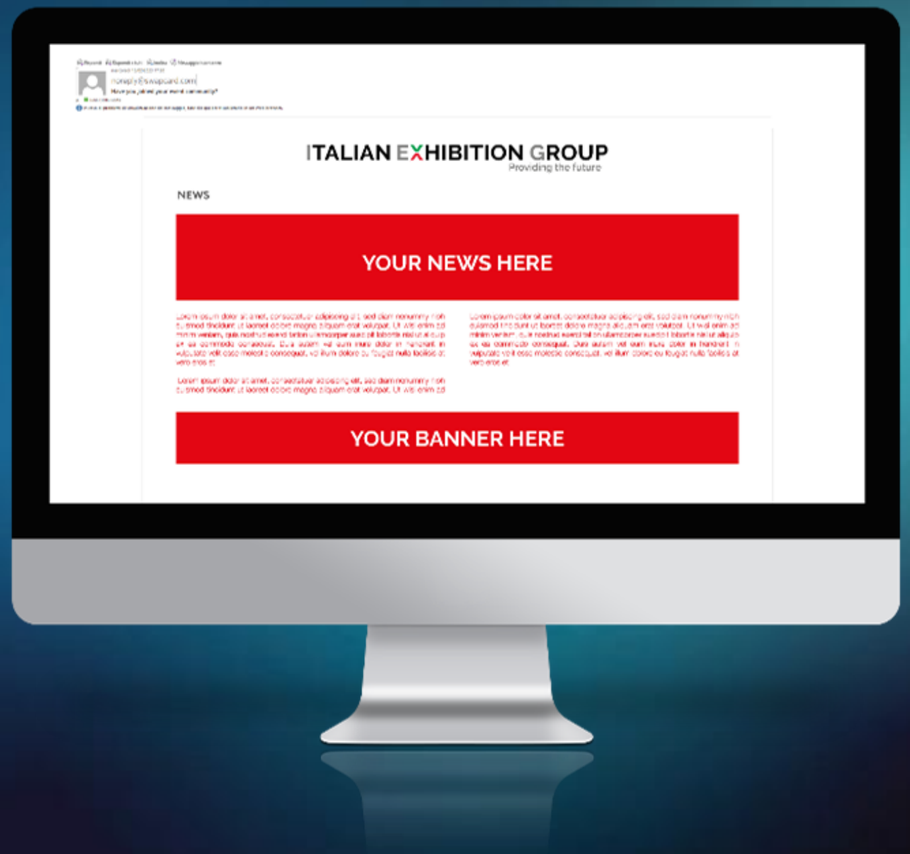
Give your brand visibility and relevance by communicating corporate news to a database of profiled professionals.

Technical info:

- Text: max 500 characters including spaces with link to website
- Banner: png or jpg, size 564x200 px (wxh)

Materials delivery:

- within 10 days of the publication date.



€ 1.200 **€ 500** **BANNER ONLY**

DEM TO VISITATORS

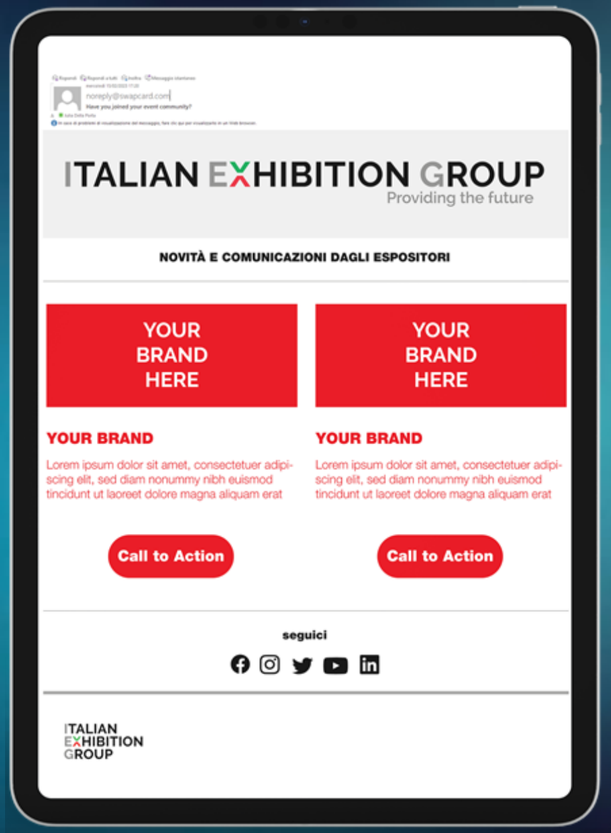
Reach a large pool of profiled potential clients with a newsletter entirely and exclusively dedicated to your brand.

Technical info:

- Provide one or two images.
- Size: max 250 kb per image;
- Company logo: size 300x100pixel wxh;
- Provide one or two news items.
- Text, no more than 600 characters including spaces per news item. Content: preferably product news, industry updates, own event promotion/invitation during the show.

Materials delivery:

- A proof of the DEM will be sent within 5 working days of the mailing date, and confirmation for acceptance will be requested within 3 working days of the DEM mailing date.



€ 1.000

MULTIBRAND NEWSLETTER

RMake your brand visible to the entire show database and direct users to your exhibitor profile page.

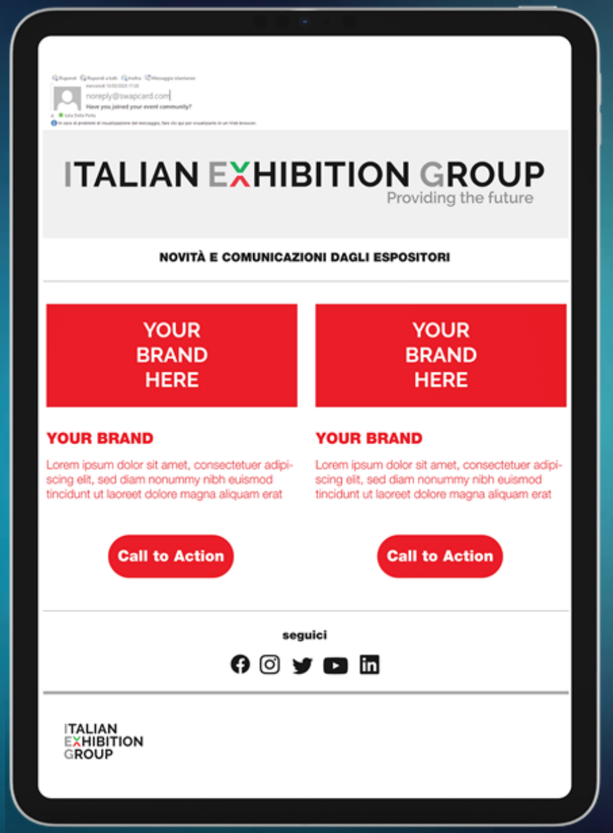
Info tecniche

- Text: max 450 characters including spaces
- Image: ratio 16:9 or also 1:1.

Logo: png or jpg

Materials delivery:

- within 10 days of the publication date.



€ 1.500

ADDITIONAL SERVICES

ADDITION TEAM MEMBER - 5	€ 200
ADDITION OF PRODUCTS TO THE CATALOGUE -5	€ 200
LEAD SCANNER	€ 250
PROFILE UPLOAD SERVICES EXHIBITOR	€ 500

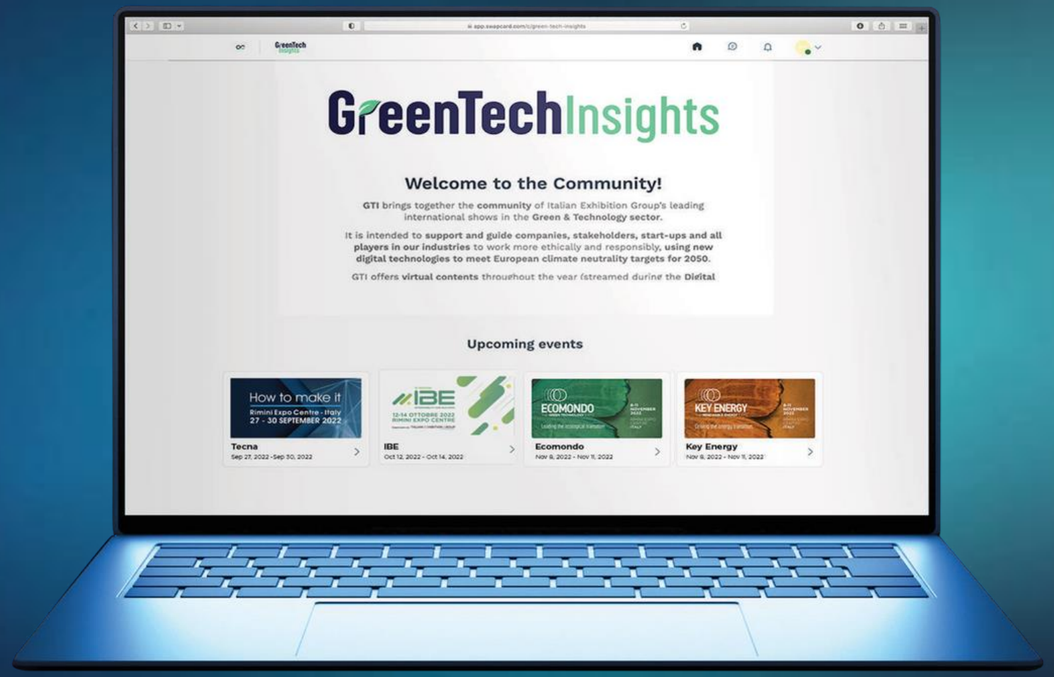
GreenTechInsights

What is GTI Community?

Green Tech Insights is the community that brings together Italian Exhibition Group's leading international Green Technology events and their users. Under this umbrella, a digital platform has been created that exponentially increases business opportunities and visibility for exhibitors and buyers.

What GTI offer?

TECNA - How to make it, part of the community, offers a digital extension of the physical event allowing exhibitors to customise their digital showcase and present themselves at their best to buyers present at the exhibition and connected remotely. You can showcase available slots to connect with your target audience, advertise your products, and invite visitors to your stand



TECNA How to make it

GREENTECH INSIGHTS IN NUMERI

+ 200.000
PROFILED COMPANIES

+ 2.500
EXHIBITORS

+ 150.000
ATTENDANCES

+ 100.000
FOLLOWER

+ 300.000
GROSS SQUARE METRES OF EXHIBITION AREA

PARTNER

100 national associations 80 international associations, Ministries, European Commission, Regions, Public Administrations, Research Institutions, Institutions, Network of Municipalities, opinion leaders and policy makers.

ECOMONDO The green technology expo.
KEY THE ENERGY TRANSITION EXPO
DPE INTERNATIONAL ELECTRICITY EXPO
IBE
TECNA How to make it

TECNA How to make it

IBE

INTERMOBILITY AND BUS EXPO

19-21 NOVEMBER 2024

GreenTechInsights

ECOMONDO
The green technology expo.

KEY
The Energy Transition Expo

DPE
INTERNATIONAL ELECTRICITY EXPO

IBE

TECNA
How to make it