

# MARKETING, ADVERTISING & SPONSORSHIP OPPORTUNITIES

FOR EXHIBITORS ONLY

XXVI<sup>Ed.</sup>  
**CREMONA**  
*Mondomusica*  
INTERNATIONAL EXHIBITION  
OF HANDCRAFTED MUSICAL INSTRUMENTS  
27<sup>th</sup>-29<sup>th</sup> September 2013

## What is it?

A combination of a low cost and effective communication tools, which will allow you to reach your potential customers before, during and after the Exhibition.

## Discover our promotional tools!

A wide range of effective marketing solutions at your disposal.

## How much is it?

Combining more communication tools brings best results than using only one channel. There are plenty of possibilities: please get in contact with our staff, we will study together the best solution for your business needs.

# MAKE YOURSELF VISIBLE FOR 365 DAYS A YEAR WITH CREMONAFIERE!



## CREMONAFIERE

Piazza Zelioli Lanzini, 1  
Località Cà de Somenzi  
26100 - Cremona - Italy  
info@cremonamondomusica.it  
www.cremonamondomusica.it

## 1 ADVERTISING IN THE EXHIBITION CATALOGUE

The exhibition Catalogue is the tool to get in touch with all musicians and distributors visiting the Exhibition. More than **6,000 copies for free** distributed at exhibition entrance and at the info-points. The catalogue will contain the Exhibitors list (complete details and description), exhibitor's list by business category, plan and events programme.

**The catalogue is a useful tool also after Exhibition.** It is indeed a referential guide for all musicians, traders and artistic managers: a selected directory of important information, a key visibility for the advertiser.

Cod.	Size		€
1.1	Inside front Cover (4 colours)	Bleed size 140x210 mm	€ 550,00 + VAT each
1.2	Inside back cover (4 colours)	Bleed size 140x210 mm	€ 500,00 + VAT
1.3	Back cover (4 colours)	Bleed size 140x210 mm	€ 700,00 + VAT
1.4	Opposite inside front cover (4 colours)	Bleed size 140x210 mm	€ 450,00 + VAT
1.5	Inside page (4 colours)	Bleed size 140x210 mm	€ 400,00 + VAT
1.6	½ inner page (4 colours)	Bleed size 140x105 mm	€ 250,00 + VAT
1.7	Footer (min. 3) (4 colours)	Bleed size 100x20 mm	€ 150,00 + VAT each
1.8	Logo near Company name in alphabetical list	25x10 mm	€ 80,00 + VAT



## 2 GUIDE MAP

The Cremona Mondomusica guide map (**10.000 copies**) will be the **primary tool for visitors**. It will contain the floor plan, the exhibitors list and more info about Exhibition. The guide map will be distributed **free** at the Exhibition entrance and the info points. **It is a mayor opportunity to gain visibility, to highlight your presence and provide clear information about how to reach your exhibition area.**

Cod.	Size		€
2.1	Logo on the floor Plan	Size 25x10 mm (JPG or TIF 300 dpi)	€ 180,00 + VAT each
2.2	Module on back cover	Size 80x18 mm	€ 100,00 + VAT each

2.1



### 3 MAGAZINE

\* : all communication tools marked "\*" are without costs if combined with other tools

The Mondomusica magazine is an **important updating tool** for musicians, professionals and amateurs, of entire musical field. **News and useful information** about the Exhibition are the magazine key features. It will be **published on Cremona Mondomusica web site** (25,000 access every month), **four issues**, Italian and English, (3 issues on line, 1 issue also printed), sent to Cremona Mondomusica database (more than 40,000 operators all over the world, 300 journalists from 10 countries).

Inside the magazine you will find also useful information for a **nice stay in Cremona** (hotel, restaurants, concerts, vernissages, ecc...).

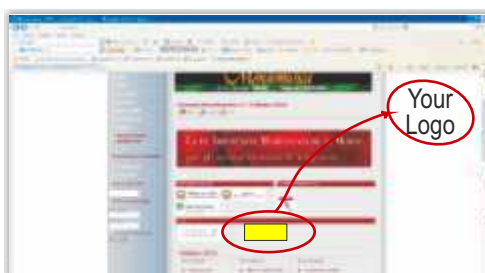
Cod.	Size		€
3.1	Back cover (4 colors)	Bleed size 210x297 mm	*
3.2	Inside page (4 colors)	Bleed size 210x297 mm	*
3.3	½ inside page (4 colors)	Bleed size 210x148 mm	*



### 4 CREMONA MONDOMUSICA WEBSITE

The web site has **25,000 accesses from all over the world** and is the reference information source for all **Visitors and Exhibitors**. On the web site you will find all information to exhibit (presentations and services request forms) and visit (date, opening hours, how to get Cremona, online preregistration). The website is a must to collect all necessary information about Cremona Mondomusica and its side events. It allows you to enhance your visibility also after the Exhibition and reach all your target.

Cod.	Size	€
4.1	Company logo and link	€ 150,00 + VAT
4.2	Company logo on confirmation visitors preregistration email	€ 100,00 + VAT
4.3	Company logo on booking area reserved to Exhibitors	*
4.4	Company logo on preregistration area reserved to Visitors	*
4.5	Video interview to company manager into CremonaFiere official Youtube channel and to Cremona Mondomusica website.	*
4.6	Company video production and publishing into CremonaFiere official Youtube channel and the Cremona Mondomusica website.	*



**5 LOGO ON CARPET**

Aisles are the way that visitors walk spontaneously during their visit at Cremona Mondomusica. Therefore a **big logo (2mt x1 mt)** placed on the aisles carpet becomes a **great opportunity to enhance your visibility**. Placed near to the stand or near to the most busy areas (central or entrance aisle, Notantica room, info points, ect.....), becomes a visibility **multiplier of your exhibit space**.

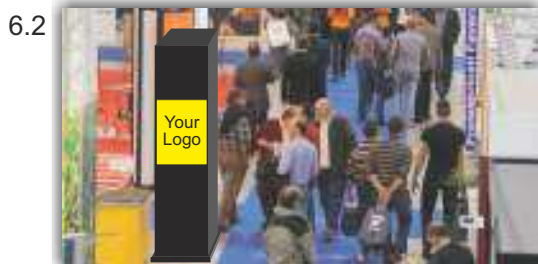
Cod.	Size		€
5.1	Company logo on carpet	Size 200x100 cm	€ 300,00 + VAT each.



**6 POSTERS AND LCD SCREENS**

Posters placed in **strategic locations** and LCD screens, which transmit infos, are chance to catch visitors attention. So are available different size posters placed near high-visibility areas indoor and outdoor (entrance/exit, snack bar, busy areas, ect. ...). A visual communication to increase the importance of your own presence.

Cod.	Size		€
6.1	Poster placed at entrance	Size 50x70 cm	€ 300,00 + VAT
6.2	Poster placed at central aisle (min. 3 posters)	Size 50x70 cm	€ 150,00 + VAT each.
6.3	Poster placed at the congress centre	Size 200x100 cm	€ *
6.4	Company presentation slide on indoor LCD screens (3 days)		€ 700,00 +VAT
6.5	Company manager interview on indoor LCD screens (3 days)		€ 700,00 +VAT
6.6	Company logo on events programme on indoor LCD screens (3 days)		*
6.7	Different size posters		€/mq 130,00 +VAT



**7 DIRECT MARKETING**

\* : all communication tools marked \*\*\* are without costs if combined with other tools

Cremona Mondomusica means also more **opportunities to contact to the public thanks to total coverage Cremonafiore database**. For example:

- Company logo on emailing and faxmailing to entire Mondomusica database (more than 40,000 contacts)
- Advertiser info emailing to visitors or to thousands of targeted companies all over the world who should be Interested.

These opportunities, in combination with other communication tools, are information that call attention to addressees for long time: a good occasion in addition to a well-constructed advertising campaign continuing also after the exhibition.

Cod.	Size	€
7.1	Company info: direct mailing to CremonaFiere exhibitors database	*
7.2	Company logo on mailing to CremonaMondomusica visitors	*
7.3	Company info: direct mailing to Cremonafiore visitors database	*



**8 CUSTOMIZED SOLUTIONS**

Get in contact with our Marketing Office, we will study together a tailored communication programme to satisfy your needs!

**Advertising office:**  
 tel. +39 0372 598011 - fax: +39 0372 598222  
 e-mail: info@cremonamondomusica.it

PLEASE, FILL OUT IN BLOCK CAPITALS, SIGN AND SEND BY FAX + 39 0372 598222 .

## BOOKING FORM

To:

**CREMONAFIERE** *Spa*

Piazza Zelioli Lanzini, 1 - 26100 - Cremona - Italy  
 Advertising Office: tel. +39 0372 598011 - fax: +39 0372 598222  
 e-mail: [info@cremonamondomusica.it](mailto:info@cremonamondomusica.it)  
 VAT Code: IT 00158700195

Advertising office:  
 tel. +39 0372 598011 - fax: +39 0372 598222  
 e-mail: [info@cremonamondomusica.it](mailto:info@cremonamondomusica.it)

**We book the following features for Cremona Mondomusica:**

Company Name .....  
 Address .....  
 ZIP Code ..... City ..... Country .....  
 Ph. .... / ..... Fax ..... / ..... E-mail .....  
 VAT Code ..... Stand No. ....  
 Contact ..... Mobile phone. ....

Code	Description	€	
		€	[1]
		€	[2]
		€	[3]
		€	[4]
		€	[5]
		€	[6]
		€	[7]
<b>GROSS TOTAL</b> (= [1]+[2]+[3]...)		€	
+VAT (21%)		€	
<b>TOTAL TO BE PAID</b>		€	

**CremonaFiere will transmit its invoice for advertisement requested simultaneously with the receipt of this form.**

The payment must be made  
 no later than August 30<sup>th</sup>, 2013  
 by bank transfer to CARIPARMA – Ag. 2 Cremona  
 IBAN: IT 96 F 06230 11419 000043423660 - BIC: CRPPIT2P219

**By example:**



**WARNING:**

- The company provides printing materials and will be not returned
- Poster and moquette setup by CremonaFiere
- CremonaFiere can provides turn-key posters proposals on request
- File type admitted: JPG or PDF or TIF (min. 300 dpi high resolution)
- Email for sending file: [sate@cremonafiere.it](mailto:sate@cremonafiere.it)
- Booking deadline: **August 30<sup>th</sup>, 2013**
- File delivering deadline: **absolutely not later than August 30<sup>th</sup>, 2013**

Date .....

Sign and stamp .....