



SPONSOR PACKAGES & SHOWCASE

DIGITAL SHOWCASE PACKAGES

The **Digital Showcase** is a platform dedicated to promoting interzum forum italy exhibitors, available online for 12 months. It can be purchased on its own or in combination with a sponsorship package.

Platform structure

The platform is structured around two main pages:

✓ HOMEPAGE

This page presents the companies that have applied, with their logo, location at the fair and a link to their company website or SHOWCASE. The SHOWCASE is a space dedicated to presenting the company and its products (a sort of mini website). In this area, you can enter the company profile, products with descriptions and images, videos, technical data sheets, downloadable documents and complete personal details.

✓ PRODUCTNEWS PAGE

This page is dedicated to company news. Each news item is presented with text, product images, videos, links and an «Information Request» form.

SPONSOR PACKAGES

MAIN

- ✓ Logo on the official fair website in a top position on a dedicated banner
- ✓ Logo in the sponsor section of the catalogue
- ✓ Logo in the exhibition's promotional newsletters
- ✓ Company profile and advertising page in the catalogue
- ✓ Logo in the graphics at the exhibition/conference area
- ✓ Priority position in the online catalogue and showcase section
- ✓ Sponsorship of the entrance ticket
- ✓ Showcase: EXTRA PACKAGE
- ✓ 1 DEM to 2,500 contacts
- ✓ Social media package: 8 social media posts for LinkedIn/Facebook/Instagram(choice of posts, videos, reels and stories) + content sponsorship

GOLD

- ✓ Logo on the official fair website in a priority position in a dedicated banner
- ✓ Logo in the sponsor section of the catalogue
- ✓ Logo in promotional newsletters for the fair
- ✓ Company profile and advertising page in the catalogue
- ✓ Logo in graphics at the trade fair/conference area
- ✓ Showcase: PLUS PACKAGE
- ✓ 1 DEM with 1,500 contacts
- ✓ Social media package: 5 social media posts for LinkedIn/Facebook/ Instagram (choice of posts, videos, reels and stories)

SILVER

- ✓ Logo on the official fair website in a dedicated banner
- ✓ Logo in the sponsor section of the catalogue
- ✓ Showcase: STANDARD PACKAGE
- ✓ 1 DEM a 1,000 contacts to promote showcase products
- ✓ Social media package: 2 social media posts for LinkedIn/Facebook/Instagram(choice of posts, videos, reels and stories)

THE DIGITAL SHOWCASE

TYPES OF PACKAGES



STANDARD

- ✓ Logo + link to the website + stand position
- ✓ Showcase with company profile and 3 products
- ✓ 1 product in the News section

PLUS

- ✓ Logo + link to the website + stand position
- ✓ Showcase with company profile and 6 products
- ✓ 1 product in the News section
- ✓ 1 dem to 1.500 addresses

EXTRA

- ✓ Logo + link to the website + stand position
- ✓ Showcase with company profile and 9 products
- ✓ 1 product in the News section
- ✓ 1 dem a 2.500 addresses

SHOWCASE: WHY CHOOSE IT?

- ✓ The online platform dedicated to **promoting exhibitors at FSB Forum Italy**. The service will remain **online for 12 months**.
- ✓ A service that can be purchased on its own or in combination with a **sponsorship package**.
- ✓ It is a tool to connect you with the world of **sports facilities, urban furniture and public spaces**.
- ✓ **BEFORE the fair** to attract visitors to the stand and preview new products.
- ✓ **AFTER the fair**, to establish continuous contact throughout the year with a qualified audience.

FOR MORE INFORMATION



Melissa Crippa
Project Assistant

Tel: +39 02 86961348
melissa.crippa@koelnmesse.it