

# Show Guide Media Pack

A joint venture partnership of



Promote your brand and generate more business

Fira de Barcelona | Gran Vía

31 Jan - 3 Feb 2023



# Your Complete Promotional Solution

We are delighted to announce that we have appointed Exhibition Publishing industry leaders Xcalibre Communications as the official publishers of the official ISE 2023 Show Guide.

The Guide is the definitive information source at the show and is made available to every ISE attendee. The Guide will contain vital show and education information, a comprehensive exhibitor profile listing, industry specific editorial, and a full product locator section. It will also contain a fold out site plan to help visitors navigate the show.

Your account manager **Christian Darby** will be contacting you over the coming weeks to discuss the very real benefits of promoting your attendance within the Guide, if in the meantime you would like to reserve one of the limited exclusive sponsorship opportunities to discuss the advertising opportunities available, please don't hesitate to contact Christian directly.

Read on to see how our advertising and sponsorship solutions can help your ROI at ISE 2023 and make YOU stand out ahead of your competition!



Contact Xcalibre Communications today for more information: Tel: + 44 (0)203 286 6179 | Email: [cdarby@xcalibrecomms.com](mailto:cdarby@xcalibrecomms.com)

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# Sponsorship Opportunities

## Option A. Exclusive, Overall Sponsorship of the Official Show Guide

A unique opportunity to draw maximum attention to your company, position your brand alongside ISE and stand out above all of the other exhibitors.

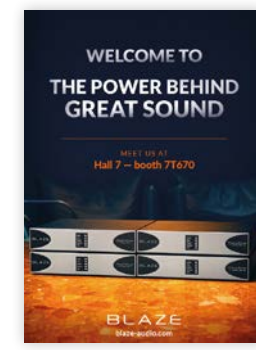
£13,995



Your logo branding on the front cover



Full Page Outside Back Cover Advert



One Internal Full Page Advert



Exclusive Logo Branding On All Editorial Pages



Exhibitor Extended Profile.

## Option B. Exclusive Exhibitor Profiles Sponsorship

Exclusive to one Exhibitor, raise the profile of your brand in the Main Directory section and stand out amongst your competition.

£8,995



Exclusive logo branding on the Exhibitor Profiles opening page and on the footer of every Exhibitor Profile page



Full page ad site on the reverse of the Exhibitor Profile section opening page



Exhibitor Extended Profile.

## Option C. Exclusive Product Locator Sponsorship

Exclusive to one Exhibitor, sponsorship of the Product Locator section gives one company the opportunity to stand out over and above competitors in the most high profile way.

£8,995



Exclusive logo branding on the Product Locator opening page and on the footer of every Product Locator page



Full page ad site on the reverse of the Product Locator opening page



Exclusive Sponsorship of your relevant individual product categories

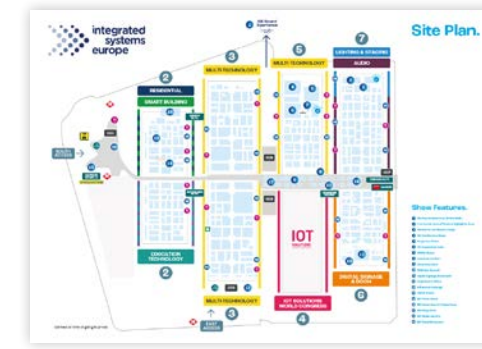


Exhibitor Extended Profile.

## Option D. Site Map Sponsorship

Exclusive to one Exhibitor, sponsor one of the highest traffic sections of the Guide, maximise your presence and branding and drive relevant buyers to your stand.

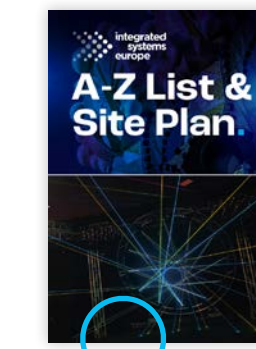
£7,500



Logo branding on the roll-out site map



Exhibitor Extended Profile.



Exclusive logo branding on the Alphabetical list opening page



Exclusive logo branding on the footer of every Alphabetical listing page



Full page Inside Back Cover Advert

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# Display Advertising Opportunities & Marketing Packages

## Display Advertising Opportunities

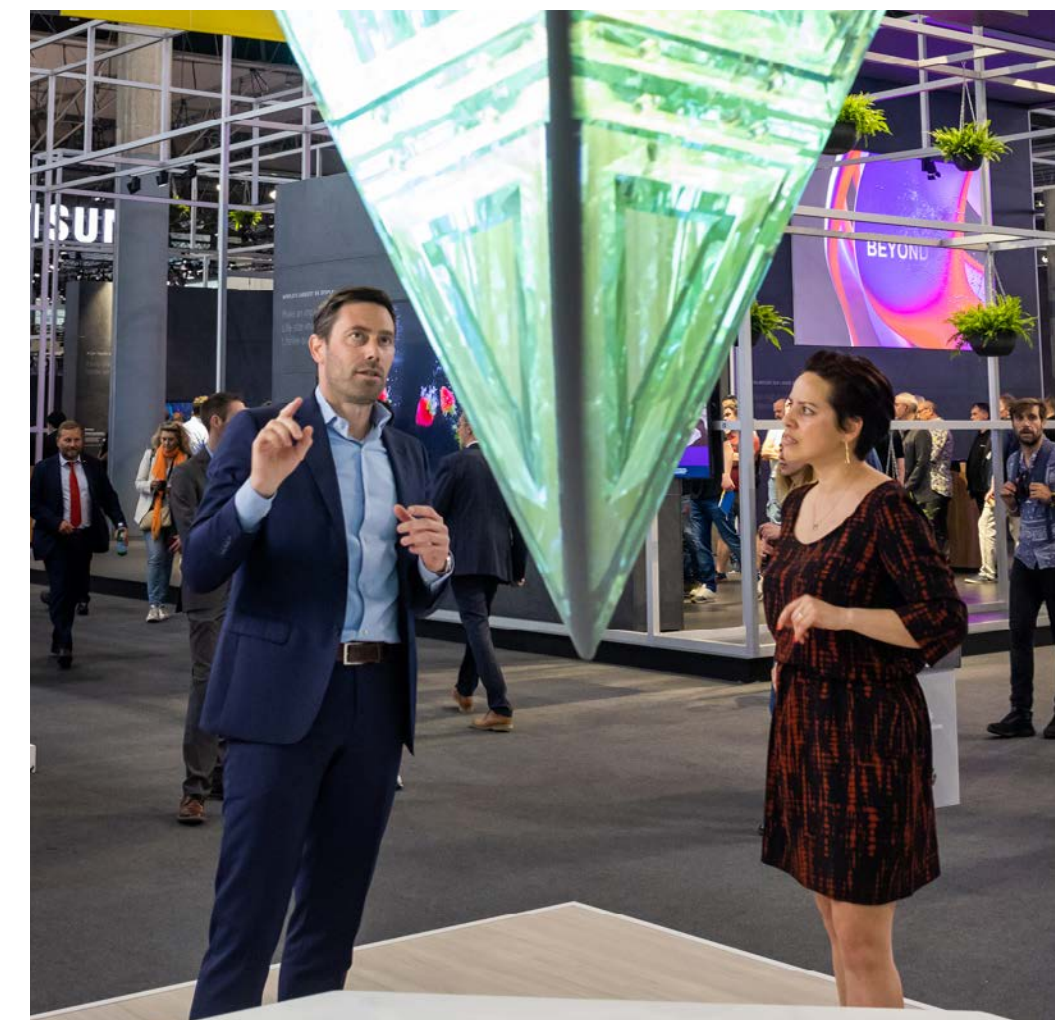
Display Adverts	Cost
Inside Front Cover	£4,880
Double Page Spread	£5,720
Full Page	£3,775
Half Page	£2,225
Quarter Page	£1,150

Show Guide Profile Listings	Cost
<b>Option 1 Exhibitor Extended Profile</b> 750 characters profile (will also feature on ISE exhibitor list on show website), logo with profile, boxed and colour wash	£580
<b>Option 2 Co-Exhibitor Profile</b> 750 characters profile (will also feature on ISE exhibitor list on show website), logo with profile, boxed and colour wash	£580

All prices are subject to UK VAT unless a VAT/tax exemption number is provided

## Marketing Packages

On-Site Focus (Show Guide Only)	Rate Card	Package Price	Rate Card Saving
DPS + Extended Profile	£6,300	£5,350	15%
Full Page + Extended Profile	£4,335	£3,900	10%
Half Page + Extended Profile	£2,835	£2,700	5%



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