

Show Guide Media Pack

A joint venture partnership of



Promote your brand and generate more business

Fira de Barcelona | Gran Vía
30 Jan - 2 Feb 2024



OFFICIAL SUPPLIER



Fira Barcelona, Gran Vía
30 Jan - 2 Feb 2024

Official Organiser

**Integrated
Systems
Events**

Your Complete Promotional Solution

We are delighted to announce that we have once again appointed Exhibition Publishing industry leaders Xcalibre Communications as the official publishers of the official ISE 2024 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 2024 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

Xcalibre

Sponsorship Opportunities

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

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

€16,300



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

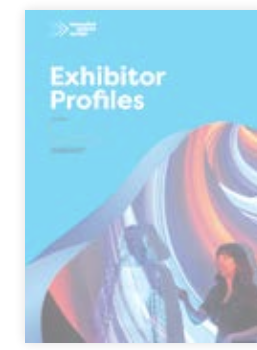


Exhibitor Extended Profile.

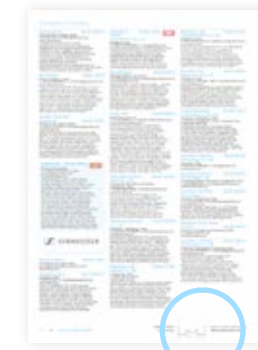
Option B. Exclusive Exhibitor Profiles Sponsorship

Exclusive to one Exhibitor, raise the profile of your brand, gain maximum exposure in the Exhibitor Profiles section and stand out amongst your competitors.

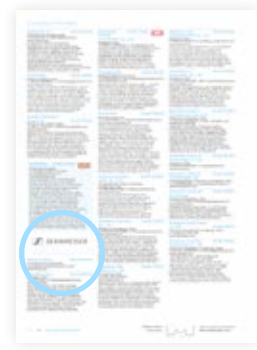
€10,550



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.

€10,550



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 traffic to your stand.

€8,790



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 SOLD	€5,680
Double Page Spread	€6,660
Full Page	€4,400
Half Page	€2,600
Quarter Page	€1,400

Show Guide Profile Listings	Cost
Option 1 Exhibitor Extended Profile 750 characters profile, logo with profile, boxed and colour wash	€690
Option 2 Co-Exhibitor Profile 750 characters profile, logo with profile, boxed and colour wash	€690

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	€7,350	€6,248	15%
Full Page + Extended Profile	€5,090	€4,580	10%
Half Page + Extended Profile	€3,290	€3,125	5%

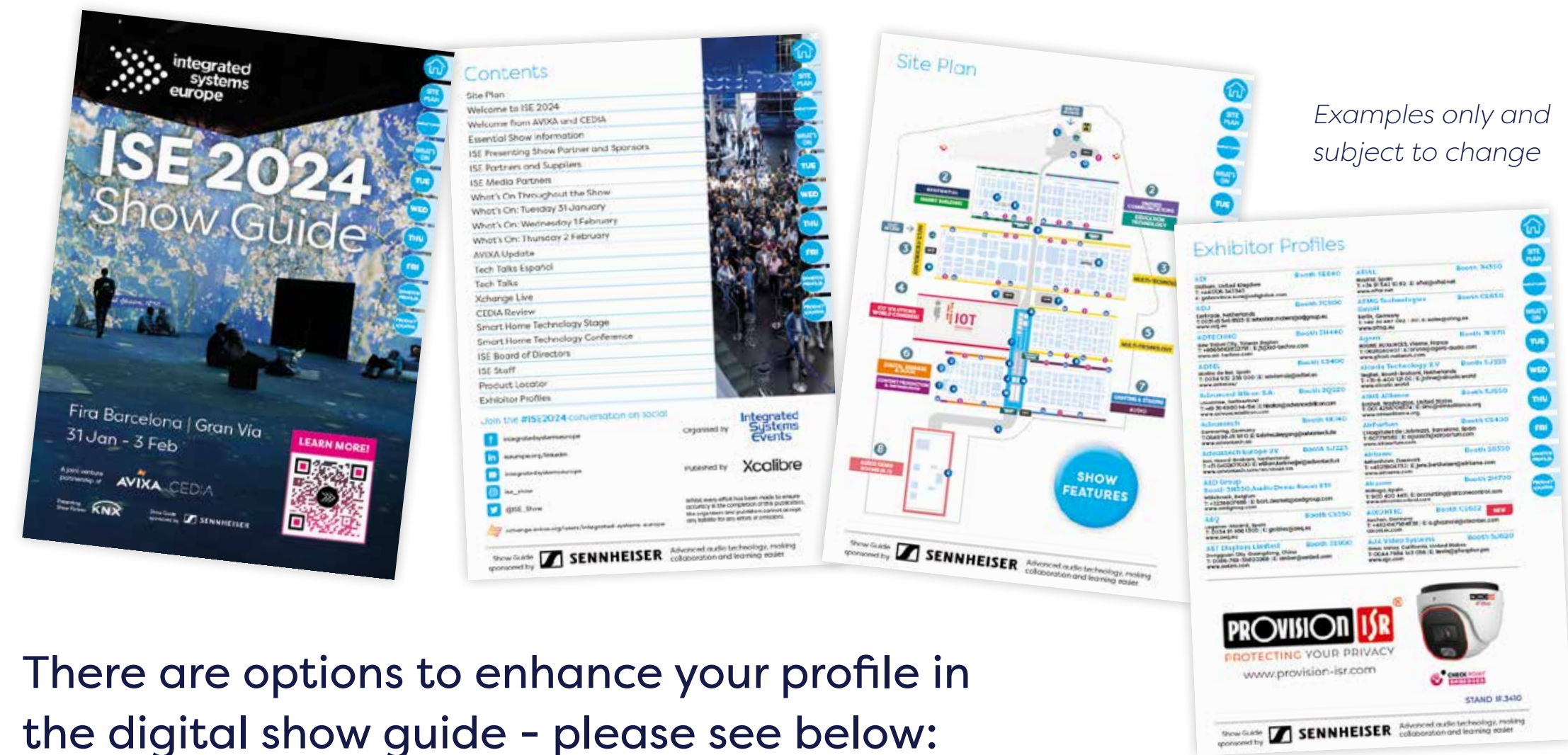


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Display Advertising Opportunities & Marketing Packages

The ISE 2024 Show Guide will also be made available in digital format - made available on the show website, and by email to the registered visitors in the run up to the show, as well as shared on social media.



There are options to enhance your profile in the digital show guide - please see below:

Digital Edition options	Cost
Option 1 Banner Advert	€999
Option 2 Banner Advert plus Video	€1,499

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



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