Show Guide Media Pack

Promote your brand and generate more business

Official Organiser

Integrated Systems Events

OFFICIAL SUPPLIER

ise

Fira de Barcelona | Gran Vía

2 - 5 Feb 2027

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A joint venture partnership of AVIXA CEDIA

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 2027 Show Guide.

Your Complete Promotional Solution



The printed Guide in its new handy A5 format is the definitive information source at the show and is made available to every ISE attendee. The Guide will contain vital show and educational information, a comprehensive A-Z exhibitor profile listing, industry specific editorial, and a technology zone index. it will also contain a fold out site plan to help visitors navigate the show. The ISE 2027 Show Guide will also be made available in digital format - hosted on the show website and emailed by the show organisers to registered visitors in the run up to the show, as well as shared on social media.

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 or 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 2027 and make YOU stand out ahead of your competition!

Sponsorship Opportunities

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

€16,300

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



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

€10,550

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





Exclusive logo branding on the Exhibitor Profiles opening page and on the footer of every Exhibitor Profile page (Approx. 65 pages)



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



Exhibitor Extended Profile.

Option C.
Exclusive Technology Zone Index Sponsorship

€10,550

Exclusive to one Exhibitor, sponsorship of the Technology Zone Index gives one company the opportunity to stand out over and above competitors in the most high profile way.





Exclusive logo branding on the Technology Zone Index opening page and on the footer of every Technology Zone Index page (approx. 10 pages)



Full page ad site on the reverse of the Technology Zone Index opening page



Exclusive Sponsorship of your relevant individual Tech Zone categories



Exhibitor Extended Profile.

Option D.
Site Map Sponsorship

€8,790

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.



Exclusive logo branding on the roll-out site map



Exhibitor Extended Profile



Full page right hand advert opposite editorial



Full Page Inside Back Cover Advert

Display Advertising Opportunities & Marketing Packages

Display Advertising Opportunities

Display Adverts	Cost
Inside Front Cover	**€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**

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%**



Display Advertising Opportunities & Marketing Packages

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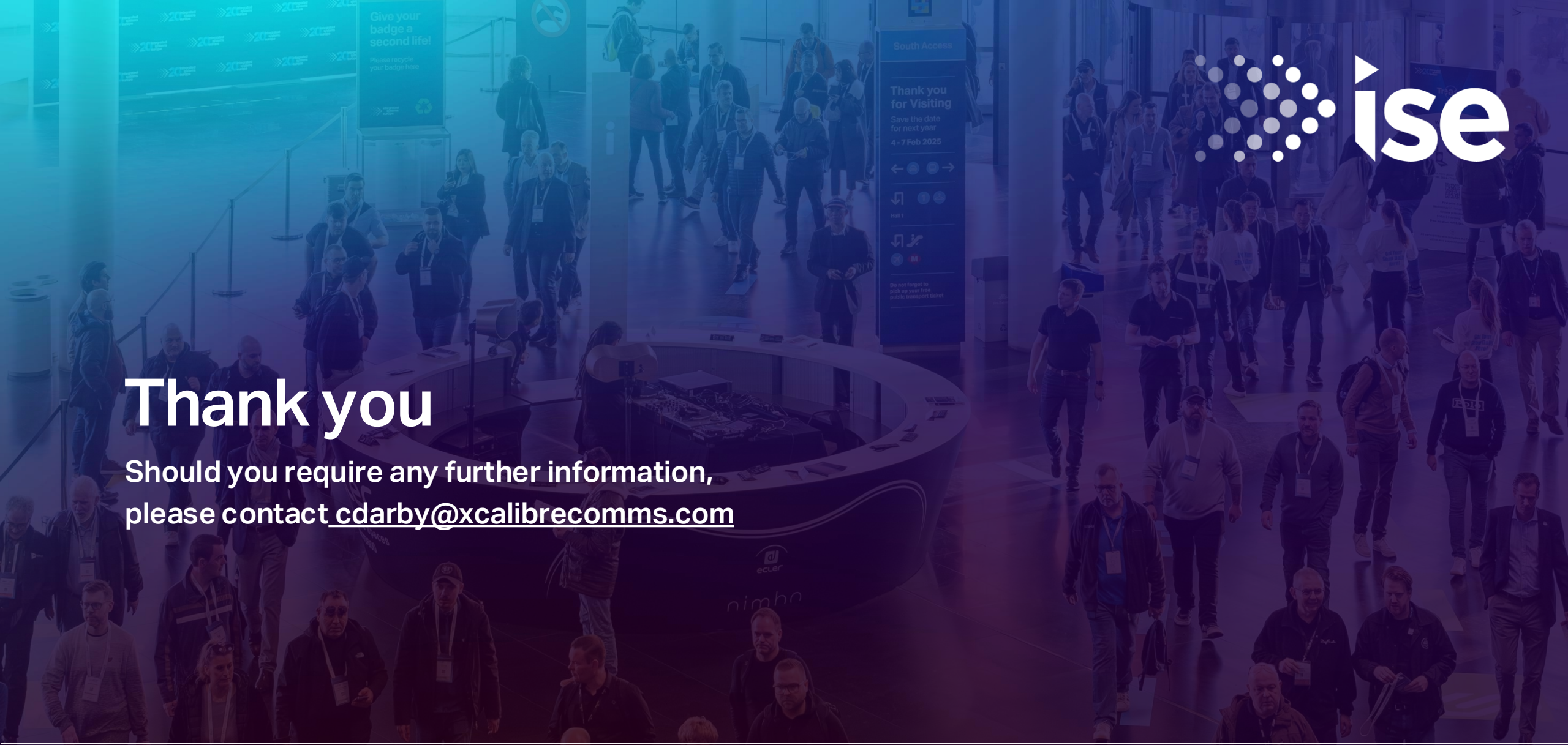
Examples only and subject to change

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





Thank you

Should you require any further information, please contact cdarby@xcalibrecomms.com

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