



**ITMA 2023**

**08 — 14  
JUNE 2023**

**FIERA MILANO RHO  
MILAN . ITALY**

[www.itma.com](http://www.itma.com)



**ADVERTISING AND  
SPONSORSHIP  
OPPORTUNITIES**



# Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services

## ELEVATE YOUR PROFILE AT ITMA 2023



Visitorship\*  
**100,000+**  
100+ countries



Exhibitors  
**1,570+**  
42 countries



Exhibition Space  
**200,000m<sup>2</sup>**  
gross



Website Traffic  
**70,000+**  
average pageviews per month

\*Statistics correct as at 30 November 2022

Discover the wide range of advertising and sponsorship opportunities available!



Online  
Advertising



Sponsorship  
Packages



Value-Added  
Marketing Services



Onsite  
Advertising



ITMAconnect  
Advertising

Target your audience before, during and after ITMA 2023.

For enquiries, contact us at  
[application@itma.com](mailto:application@itma.com).

Book your advertising and sponsorship packages now via the  
Exhibitor Centre (except ITMAconnect opportunities).

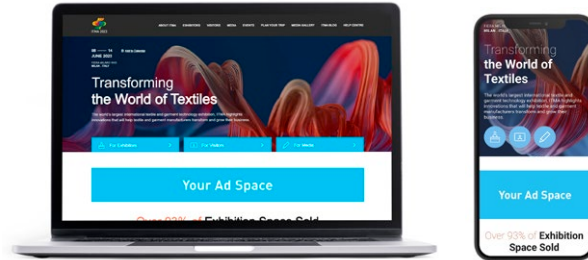


# ONLINE ADVERTISING

## Contents

- Overview
- **Online Advertising**
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services

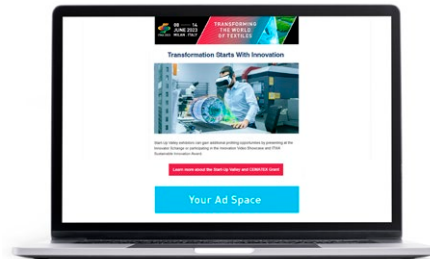
### Website Homepage – Rotating Top Banner (Limited to 3 Advertisers)



Extend your reach to the high traffic volume of visitors looking for information about the exhibition at the ITMA 2023 website.

**EUR 7,000/banner (Early Bird Rate)**  
**EUR 7,700/banner (Standard Rate)**

### Top Banner on eDM



Be the sole advertiser in each monthly e-newsletter that reaches out to a qualified audience from over 100 countries. This exclusive opportunity is only available in the October 2022 to April 2023 issues.

**EUR 2,500/issue (Early Bird Rate)**  
**EUR 2,750/issue (Standard Rate)**

### Online Floorplan – Hall Banner (Limited to 5 Advertisers per Hall)



Your Ad Space Your Ad Space Your Ad Space Your Ad Space Your Ad Space

The online floorplan on ITMA's website is one of the most visited pages by visitors. Strengthen your profile at ITMA 2023 by placing a banner on the hall where your booth is located in.

**EUR 3,000/banner (Early Bird Rate)**  
**EUR 3,300/banner (Standard Rate)**

### Online Floorplan – Logo Feature

Place your company's logo on your booth in the online floorplan to highlight your location and have it hyperlinked to drive traffic to your company's website.

**EUR 600/listing (Early Bird Rate)**  
**EUR 660/listing (Standard Rate)**

**Early bird rates  
end on 26 April 2023.**

# Contents

- Overview
- **Online Advertising**
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services



## ONLINE ADVERTISING

### Pre-Event Retargeting Display Ad (Limited to 3 Advertisers)

Target the high volume of ITMA website visitors after they have left the website. Between 7 March and 7 June 2023, have your advertisement pushed to them while they browse other websites during this period.

**EUR 6,000/100,000 impressions (Early Bird Rate)**  
**EUR 6,600/100,000 impressions (Standard Rate)**

### Post-Event Retargeting Display Ad (Limited to 3 Advertisers)

Continue your engagements after ITMA 2023. Have your advertisement pushed to ITMA's website visitors between 15 June and 15 August 2023 while they browse other websites.

**EUR 5,000/100,000 impressions (Early Bird Rate)**  
**EUR 5,500/100,000 impressions (Standard Rate)**



ITMA 2023

[ABOUT ITMA](#) [EXHIBITORS](#) [VISITORS](#) [MEDIA](#) [EVENTS](#) [PLAN YOUR TRIP](#) [MEDIA GALLERY](#) [ITMA BLOG](#) [ITMACONNECT](#)

08 — 14 [Add to Calendar](#)

**JUNE 2023**

FIERA MILANO RHO  
MILAN . ITALY

# Transforming the World of Textiles

The world's largest international textile and garment technology event will help textile and garment manufacturers transform and modernize their businesses.

Pivot to digital to extend your reach.

**Book your preferred online advertising opportunities via the Exhibitor Centre now!**

# Contents

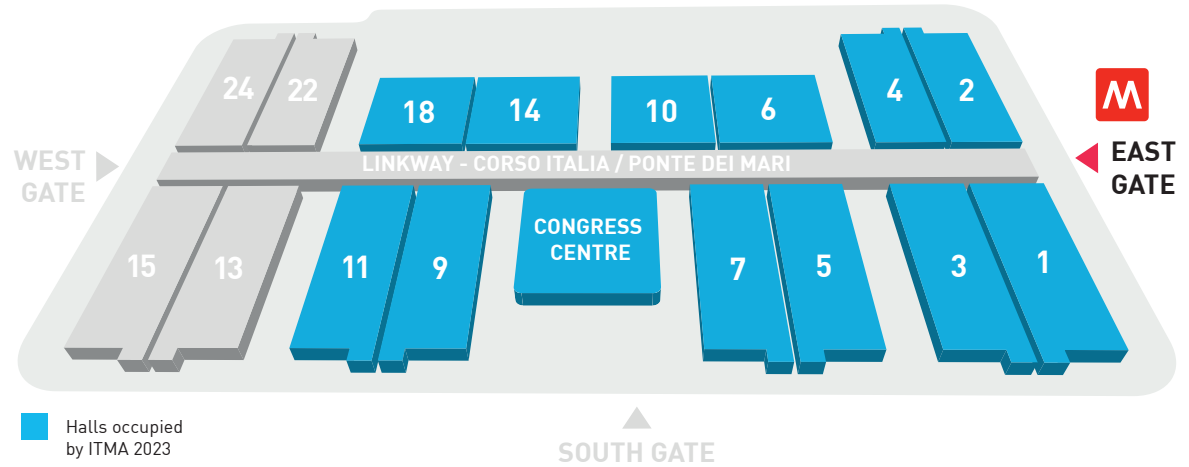
- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services



## ONSITE ADVERTISING

### Metro Station (East Gate)

Catch the attention of your potential buyers as they make their way towards the east gate of Fiera Milano Rho.

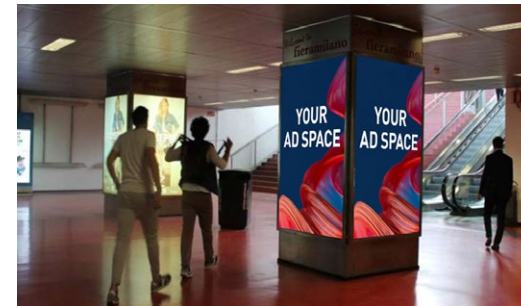


Inside Metro Station – Backlight (1-sided)



from EUR 2,000 (Early Bird Rate)  
from EUR 2,200 (Standard Rate)

Inside Metro Station – Backlight Column (4-sided)



EUR 4,600/column (Early Bird Rate)  
EUR 5,060/column (Standard Rate)

View the full list of opportunities via the Exhibitor Centre.

# Contents

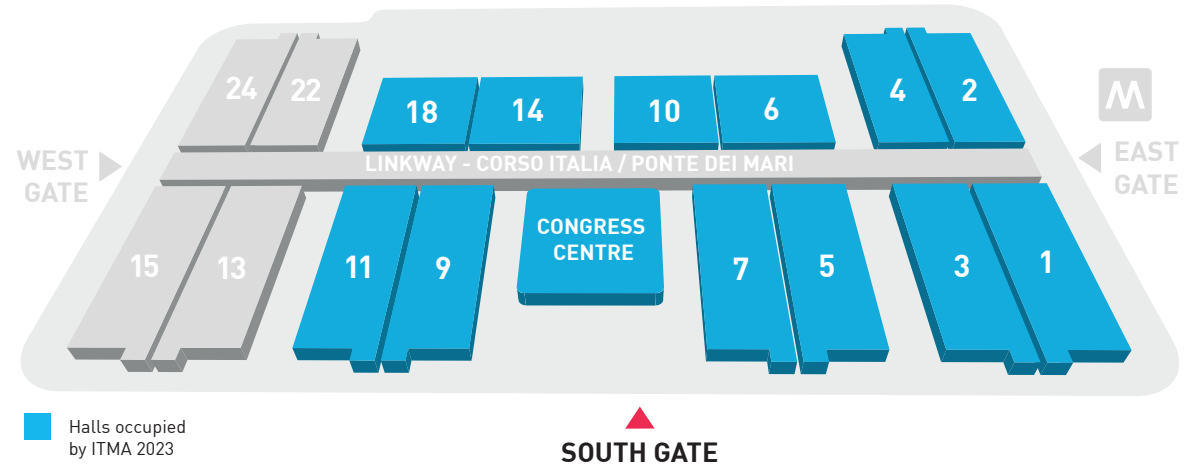
- Overview
- Online Advertising
- **Onsite Advertising**
  - Metro Station (East Gate)
  - **South Gate**
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services



## ONSITE ADVERTISING

### South Gate

Advertising at the south gate allows you to target traffic heading towards the exhibition halls, as well as participants attending conferences held at the Congress Centre.

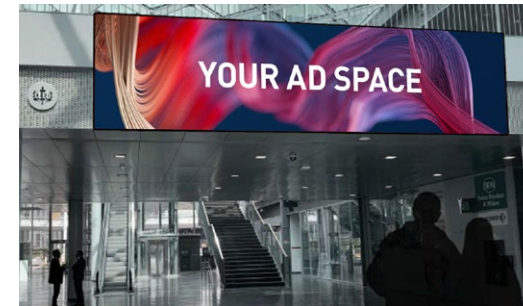


### Walkway Towards Congress Centre (2-sided)



EUR 2,400/banner (Early Bird Rate)  
EUR 2,640/banner (Standard Rate)

### Indoor LED Wall (Rotating Banners)



EUR 1,200/banner (Early Bird Rate)  
EUR 1,320/banner (Standard Rate)

# Contents

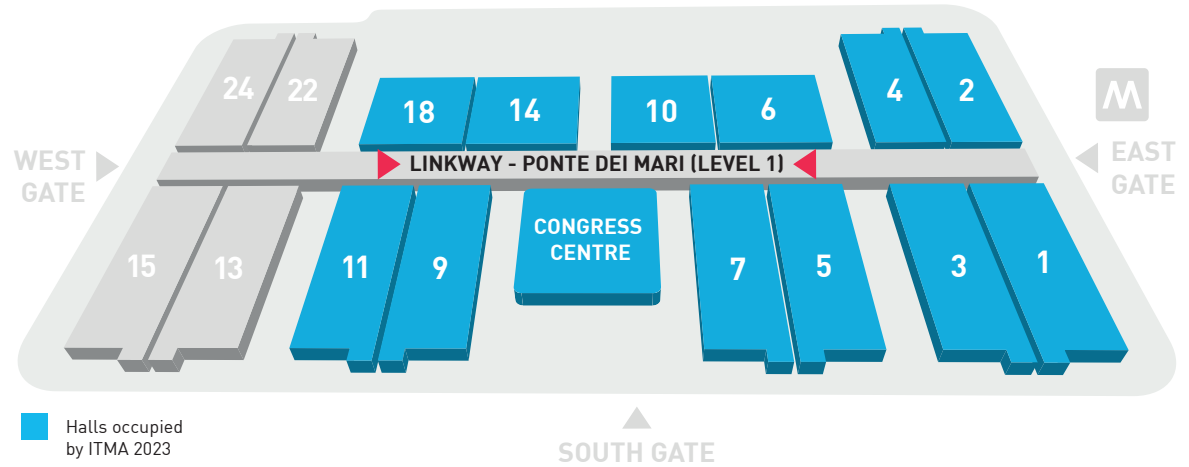
- Overview
- Online Advertising
- **Onsite Advertising**
  - Metro Station (East Gate)
  - South Gate
  - **Ponte dei Mari**
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services



## ONSITE ADVERTISING

### Ponte dei Mari

Ponte dei Mari is the level 1 linkway that connects the east and west gates. Drive traffic to your stand via this strategic linkway that leads visitors to the hall entrances.



#### Hanging PVC Canvas (2-sided)



EUR 4,900/canvas (Early Bird Rate)  
EUR 5,390/canvas (Standard Rate)

#### Travellator – Vinyl Stickers on Outer Sides (2-sided)



EUR 9,300/pair of stickers (Early Bird Rate)  
EUR 10,230/pair of stickers (Standard Rate)

# Contents

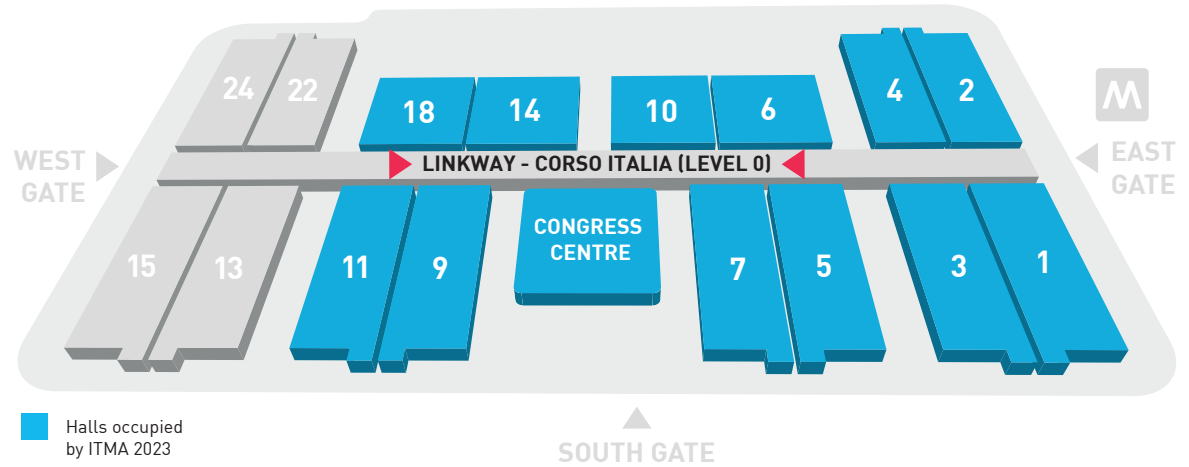
- Overview
- Online Advertising
- **Onsite Advertising**
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - **Corso Italia**
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services



## ONSITE ADVERTISING

### Corso Italia

Corso Italia is the ground level linkway that spans from the east to the west gates, and linking all the hall entrances. Along the linkway are a diverse range of food and beverage options, making it an ideal location to reach a large majority of visitors.

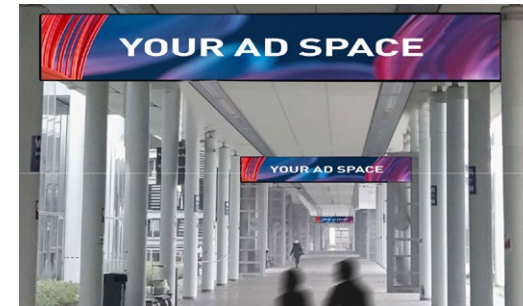


Walkway Along Corso Italia – PVC Canvas (2-sided)



EUR 5,700/canvas (Early Bird Rate)  
EUR 6,270/canvas (Standard Rate)

Double Sided Outdoor LED Screen Along Corso Italia (Rotating Banners)



EUR 3,600/spot (Early Bird Rate)  
EUR 3,960/spot (Standard Rate)

Activate your potential. Extend your reach at ITMA 2023.

**View the full listing of onsite opportunities and order now!**





# SPONSORSHIP PACKAGES

## Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services

Explore limited sponsorship packages that offer the best advertising spots across various platforms. Available on a first-come-first-served basis. You may also contact us to customise a package that meets your needs.

*Note: All online advertising will end on 30 December 2023 unless otherwise stated.*

### Standard Sponsorship Packages

Category	Entitlements	Platinum (Exclusive) €38,500	Gold (Limited to 2) €27,500	Silver (Limited to 3) €22,000
<b>A) Digital Branding Across ITMA 2023 Online Channels</b>				
Website	Homepage rotating top banner (3 in rotation)	✓		
	Rotating banner on Exhibitor Listing page and Visitors page (2 in rotation)		✓	
	Logo on Sponsors page with hyperlink to company website	✓	✓	✓
Floorplan on Website	Company banner on Floorplan Landing page (with hyperlink to stand on floorplan)	✓	✓	✓
	Company logo on your stand (with hyperlink to company website)	✓	✓	✓
ITMA App	Splash page	✓		
eDM	Web banner on eDM	2 issues	1 issue	
Social Media Channels	Social media mention (1 mention) on official ITMA channels between April and June 2023	✓		
Show Update (e-copy)	Full-page colour advertisement, special position: page 2	✓		
	Full-page colour advertisement, run-of-page		✓	✓
Retargeting Display Ad	Pre-event retargeting campaign <i>Duration: 7 March to 7 June 2023</i>	300,000 impressions	200,000 impressions	100,000 impressions
ITMAconnect	Exhibitor subscription plan upgrade <i>Duration: 15 November 2022 to 14 November 2023</i>	Ultimate	Premium	Standard

Contact us to customise a package.



# SPONSORSHIP PACKAGES

## Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services

### Standard Sponsorship Packages

Category	Entitlements	Platinum (Exclusive) €38,500	Gold (Limited to 2) €27,500	Silver (Limited to 3) €22,000
<b>B) Onsite Opportunities</b>				
Onsite Advertising	Indoor LED wall (2 in rotation) at Service Centre	✓		
	One double-sided outdoor LED screen along Corso Italia	✓	✓	
	Inside Metro Station - Wheel Forex Panel (2-sided)	✓		
	Inside Metro Station - Backlight Column (3-sided)		✓	
	Inside Metro Station: Backlight (1-sided)			✓
	One double-sided outdoor banner static LED wall along Ponte dei Mari			✓
Meeting Room (inside hall)	One room for Sponsor's use during ITMA 2023 exhibition days <i>Set up: Boardroom style</i>	✓	✓	
7-day visitor badges	Visitor badges for guests	20 badges	15 badges	10 badges
<b>C) Booth Visit and Interview</b>				
ITMAlive	One booth visit and interview with a senior company representative. Interview to be confirmed.  Interviews will be broadcast on marketing channels (such as social media, website and onsite).	✓		



# SPONSORSHIP PACKAGES

## Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- **Sponsorship Packages**
  - Standard Sponsorship
  - **Event Sponsorship**
- ITMAconnect Advertising
- Value-Added Marketing Services

### Event Sponsorship Packages

- ITMA Textile Colourant and Chemical Leaders Forum
- ITMA Nonwovens Forum

Sponsorship Entitlements	Platinum (Exclusive) €15,000	Gold (Limited to 2) €8,000
Coffee & tea break: Company logo display at break area	✓	✓
Company logo on event board on speaker's podium	✓	
Company logo on event holding slides	✓	✓
Company logo on event listing at Congress Centre	✓	✓
Company advertisement at Service Centre Stairway: Double-sided LED indoor banner	✓	✓
Sponsor credit on event promotion video	✓	✓
Quote from company representative for inclusion in eDM and social media	✓	✓
ITMAlive interview with company representative onsite. Interview will be included in post-event video to be broadcast on itma.com and social media channels	✓	
Sponsor profile on itma.com Events page: 50-word company profile with one picture and company logo hyperlinked to company website	✓	✓
ITMAconnect: Company logo on respective event banner after onsite event on the on-demand content event listing	✓	✓
Branding as Platinum Sponsor on event eDM and one Sponsor mention on social media post	✓	
Forum tickets	3 tickets	2 tickets

Maximise your presence at ITMA 2023.

**Book early as packages are limited.**

# Contents

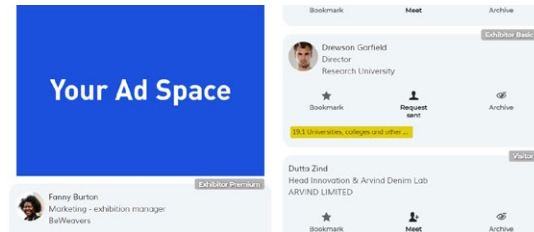
- Overview
- Online Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- **ITMAconnect Advertising**
- Value-Added Marketing Services



# ITMACONNECT ADVERTISING

Participants can make use of ITMAconnect to start their engagements before the exhibition and after ITMA 2023. Choose from a selection of opportunities to support your marketing activities.

## In-Between Banner – Profile and Product Listing Page

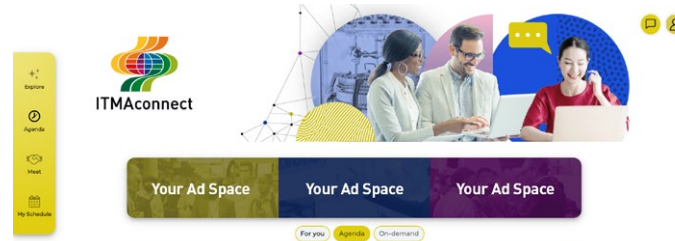


Be one of the 8 advertisers to let your brand stand out by hyperlinking and driving traffic to your digital space.

### EUR 1,200/quarter

Peak period surcharge of EUR 360 applies for April - June 2023.

## Agenda Highlight *(exclusive to Ultimate plan subscribers)*

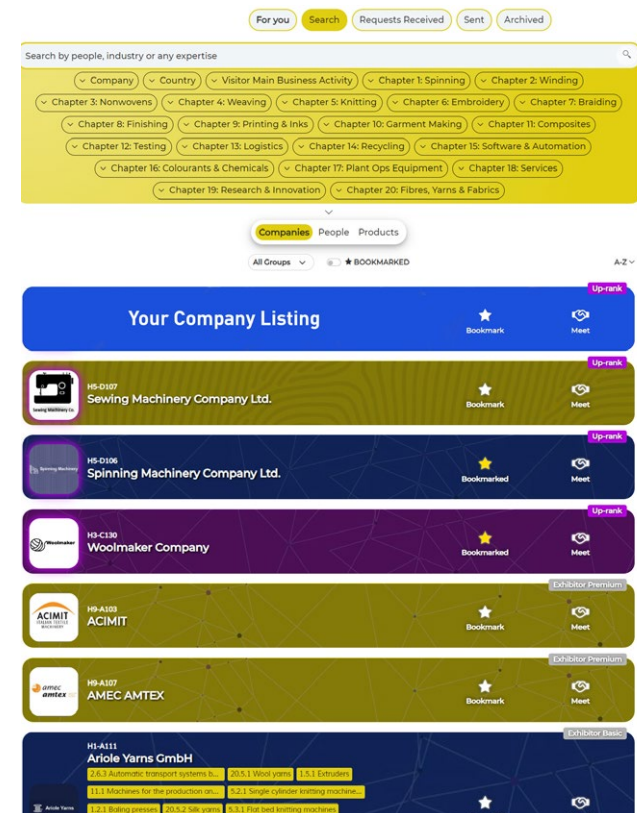


Be one of the 3 advertisers monthly to have your event banner at the top of the Agenda page.

### EUR 400/month

Peak period surcharge of EUR 120/month applies for April - June 2023.

## Up-Rank (Limited to 8 Advertisers per Quarter)



Up-rank your company, staff and product listing so that they appear at the top when buyers look to connecting with exhibitors.

### EUR 3,000/quarter

Peak period surcharge of EUR 900 applies for April - June 2023.

**Booking starts  
15 November 2022 via the  
ITMAconnect eShop.**


# Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- **ITMAconnect Advertising**
- Value-Added Marketing Services



## ITMACONNECT ADVERTISING

### eDM Section 2 Banner



ITMAconnect is the new one-stop sourcing platform and knowledge hub that complements the ITMA 2023 exhibition. Participants can start the engagements before the exhibition, make appointments for in-person meetings at ITMA 2023, and continue the conversations after the exhibition.

Build connections, source technologies and solutions, share ideas and grow your business with ITMAconnect.

[Learn more about ITMAconnect](#)


**Your Ad Space**

**6 Distinctive Features**

Monthly e-newsletter will be sent to engage all ITMAconnect users. Kickstart your post-ITMA 2023 engagements by placing your exclusive banner advertisement from July 2023.

**EUR 2,400/3 issues per quarter**

### Agenda Booster eDM *(exclusive to Ultimate plan subscribers)*



**ITMAconnect**

**Your Lead Story**

Available from July 2023, Agenda Booster offers an exclusive lead story in the ITMAconnect's monthly e-newsletter. This is the best way to promote any event that you are organising via ITMAconnect.

**EUR 1,500/issue per month**

Expand your reach beyond ITMA 2023.

**Book your advertising opportunities via the ITMAconnect eShop from 15 November 2022.**



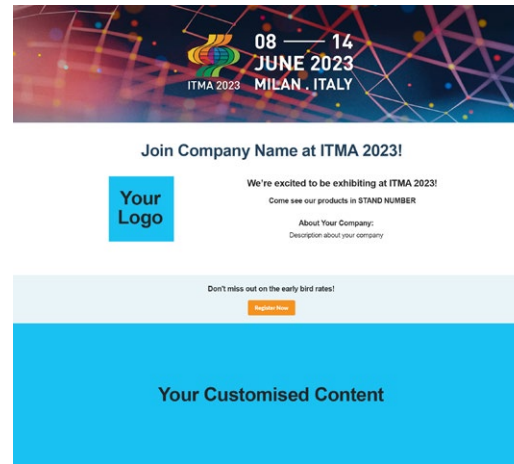
## VALUE-ADDED MARKETING SERVICES

### Contents

- Overview
- Online Advertising
- Onsite Advertising
  - Metro Station (East Gate)
  - South Gate
  - Ponte dei Mari
  - Corso Italia
- Sponsorship Packages
  - Standard Sponsorship
  - Event Sponsorship
- ITMAconnect Advertising
- Value-Added Marketing Services

Leverage the following complimentary services to further support your company's participation.

#### Guest Invite Programme

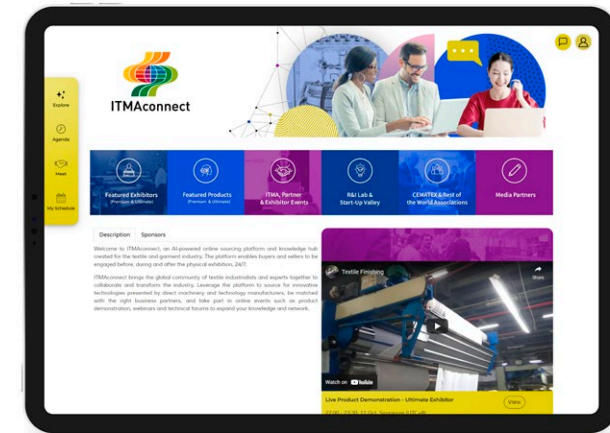


An easy-to-use marketing tool to promote your participation and invite clients to visit your booth.

- 1: Create your website landing page to promote your participation**
- 2: Create email using the template to send personalised invite to your clients**
- 3: Create banners for your website and email signature**

Details will be emailed to you in the 4th quarter of 2022.

#### ITMAconnect



As an ITMA 2023 exhibitor, you will automatically be enrolled to the basic subscription plan and can access the platform from 15 November 2022 to 14 June 2026.

You may also upgrade your plan over 4 subscription periods or purchase add-ons according to your needs.

Find out more at [itmaconnect.com](https://itmaconnect.com).

For enquiries, contact us  
at [application@itma.com](mailto:application@itma.com).