








PARTNERING OPPORTUNITIES

Be everywhere you want to be!

World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

WORLD PUBLISHING EXPO 2016 PARTNERING POSSIBILITIES

	No. 1 LANYARDS <p>Your own lanyards will be handed out to all visitors in the registration area. Production and shipment of lanyards to be done by the sponsor.</p>	9000 €*
	No. 2 VISITOR BADGES <p>The lower part of the badges will announce "Sponsored by" followed by the sponsor's company logo. All visitors can print their badges on an A4 sheet that will also display an ad of the sponsor's choice.</p>	9000 €*
	No. 3 VISITOR BAGS <p>Provide the visitors with a bag that they can use during the Expo and also take home with them. Bags will be available to all visitors in the registration area. Production and shipment of the bags not included.</p>	9000 €*
	No. 4 HALLPLAN AD <p>Your ad in the hall plan that will be available to all Expo visitors. Page format: 210 mm x 297 mm</p>	<p>½ page horizontal 4c 2000 €*</p> <p>1/1 page 4c 3000 €*</p> <p>Cover page 4c 4000 €*</p> <p>Deadline for print-data: 16th August 2016</p>
	No. 5 WEBSITE BANNER AD <p>Place your banner ad on the event website. With an average of 45,000 unique visitors, this is a premium spot. We have a max. of 5 banner ads available.</p>	<p>Available formats: JPEG, GIF, or Flash (with embedded URL)</p> <p>Banner size: 234 x 180 pixel</p> <p>1000 €*</p>

* non-members pay an additional 25 %

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▶ No. 6 BLOG BANNER AD



The WPE blog generates up to 10,000 page impressions per day during the event and an average 4,000 impressions in the month after the exhibition.
We have a max. of 5 banner ads available.

Available formats: JPEG, GIF, or Flash (with embedded URL)
Banner size: 234 x 180 pixel

1000 €*

▶ No. 7 SPONSORED CONTENT POST



Your opportunity to purchase a sponsored content post on the WPE blog. The post will be announced as sponsored content and promoted via the WPE twitter account. Content to be provided by sponsor.

100 €*

▶ No. 8 WORLD NEWS PUBLISHING FOCUS



The Expo edition of our well-known magazine is an advertising opportunity you should not miss! The issue has a potential reach of over 32,000 in print and ePaper circulation combined and will also be available to all Expo visitors on-site.

Front-Page Banner Ad

5000 €*

Full-Page Ad

3500 €*

Half-Page Ad

2700 €*

Quarter-Page Ad

2300 €*

Order deadline is 16th August 2016

▶ No. 9 WAN-IFRA MAILING SERVICE



Your chance to personally address your target group in the WAN-IFRA database. We will define a group of recipients with you and then mail your message right to their desk (physical mailing only). This opportunity is only open to WAN-IFRA members. Please contact us immediately for a quote.

TBD

▶ No. 10 CONFERENCE SESSION



Be the exclusive sponsor of a conference session of your choice. Our moderator will mention sponsors throughout the event and your logo will be displayed on stage or next to the stage. As conference sponsor, you can also choose if you want to be the first or last stand where the Guided Tour following the session will stop. Also included: 2 additional exhibitor passes, 1 sponsored content post on the WPE blog, and a half page ad in the WPE hall plan.

6000 €*

▶ No. 11 CONFERENCE STAGE



Place your logo exclusively on the conference backdrop and on the lectern and be recognized as official sponsor in all marketing materials related to the stage. Hold a short introductory speech (ca. 3 min) once per day and spread out your marketing materials on the audience chairs. A bar table for your marketing materials, one counter booth by the conference stage, and floor advertising (6 x 1 sqm) is included. You also have the option of providing a short video presentation before the beginning of the first session. Unlimited visitor passes for you to invite customers and potential clients will be available.

18000 €*

* non-members pay an additional 25 %

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► No. 12 LIGHT-DISPLAY BASIC AND JUMBO



Impress with more than 10m² advertising space on the JUMBO-Display or choose the convincing 3½ m² of the BASIC-Module. Every display will be placed in a prominent area. Advertisements will be provided by you or just let us take care of it with our fair know-how. **Don't hesitate to ask!**

BASIC: 2 sides, each 594 x 1.682 mm

500 €*

JUMBO: 2 sides, each 841 x 2.378 mm

1000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 13 FLOOR-ADVERTISING AT THE CASH DESKS (FOYER D)



Use the space every visitor has to step on: in front of the cash desks. With a color-printed, skid-proof plastic foil. Also available: cut into a shape. **Ask us!**

Space at each cash desk:
100 x 200 cm per cash desk

500 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with 1000 dpi)

► No. 14 CEILING-BANNER IN THE MALL



2-sided ceiling-banner in the middle of the mall. At every entrance to a hall, hanging banners serve as a navigation-aid. In between there is room for YOU. Direct the visitors to your stand. Highly visible, two sides per banner! **Send us your design!**

Ceiling-banner in the Mall
(2 sides, 150 x 400 cm each)
each ceiling-banner

2500 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 15 BANNER ON THE PIKE



That's how you advertise twice! During arrival of the visitors and also during departure. Original and memorable. 7 pikes available - 3 at entry-points and 4 at exits of the parking garage D. One-sided printing. Size: 130 x 50 cm. **Take advantage of this unique opportunity!**

All available pikes, 7 pcs.

2000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 16 FLOOR-ADVERTISEMENT WITH ADHESIVE FOIL



Advertise where everyone is looking - the floor! Lay out a trail to your booth or use your logo and your booth-number in the foyer or exhibition hall entrance. You can also have your own aisle carpet in the exhibition hall. Many possibilities exist! **Call us, we have great ideas!**

adhesive foil price per m² (min. 5 m²)

5-19 m²

500 €*

20-39 m²

400 €*

starting at 40 m²

300 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

* non-members pay an additional 25 %

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► No. 17 ADVERTISING ON THE TARMAC



Very effective outdoor floor-advertising! Make that first impression and put your message onto sidewalks or in front of hall entrances. Any size possible, even cut to desired shape! Need help? **Just give us a call!**

aluminium foil price per m² (min. 5 m²)

5-8,99 m²

starting at 9 m²

600 €*

500 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 18 USE OF THE GLASS FACADE AS AN ADVERTISING SURFACE



Unbeatable placement! It's not just fairgoers who get to see your advertising. Use the glass wall of Foyer D as an impactful advertising surface! Glass sheet format approx. 400 x 222 cm. **Limited surfaces available!**

per glass surface 400b x 222w cm

2000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 19 WELCOME-CARPET (FOYER D)



Welcome your clients at the entrance! A large carpet (240 x 150 cm) printed with your design will be laid right at the entrance to the fair! **Just call us!**

price per carpet á 150w x 240h cm

2000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

► No. 20 FREE-FLYING ZEPPELIN



This way your message will be seen for sure. The remote controlled 4 metre blimp will fly exclusively for you in the lounge, in the main entrance and in the halls. The hull can carry your message on both sides. Customized branding. The advertising space is 200 x 60cm per side. **Don't hesitate to ask!**

Only for event duration (4 days) -
2 color branding incl.

6000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with 1500 dpi)

► No. 21 VISIBALL



An exclusive advertisement tool is available with this huge ball (Ø 2m) which is „visible“ even from quite a distance. This monster ball is a guaranteed eye-catcher in any open or enclosed space and will have the visitors attention instantly by its huge round form suspended in air - quite unlike any other form of advertisement at fairs. An air blower is part of the package. Order the Visiball now!

For entire duration of event - incl. double sided 2-colour adhesive foil

3000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with min. 750 dpi)

* non-members pay an additional 25 %

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▶ No. 22 BANNER BETWEEN THE COLUMNS FOYER D



The space between two columns allows you to hang a 30m² banner! Its next to the entrance where every visitor needs to pass. Only limited spaces available. **Book now!**

Banner

size: 750 w x 400 h cm

5000 €*

size: 450 w x 390 h cm

4000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with 1000 dpi)

▶ No. 23 BANNER IN FOYER D



Banner in highlighted position above the glass doorway to the mall. You need to pass the banner to get to hall C. **Order now!**

Banner with Velcro®

maximum size 666 w x 236 h cm

4000 €*

Deadline for print-data: 5th September 2016
(PDF, 1:10, pics with 1000 dpi)

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PARTNERING OPPORTUNITIES

Please complete the form and send it to:

WAN-IFRA CH · Rotfeder-Ring 11 · 60327 Frankfurt am Main · Germany · Phone +49.69.2400630 · sales@wan-ifra.org

YES TO (PARTNERING OPTION NO.)	QUANTITY/m ² (IF APPLICABLE)	TOTAL (IN €)
<input type="checkbox"/>	_____	_____
<input type="checkbox"/>	_____	_____
<input type="checkbox"/>	_____	_____
<input type="checkbox"/>	_____	_____
<input type="checkbox"/>	_____	_____

Payment methods (please select one):

Transfer payment upon invoice reception.

By card

American Express Visa Euro-/Mastercard Diners

Card Number

Exp. date CVC

Full name printed on the card

By signing I agree to pay the fees described above

Please send the invoice to the following address:

Full name _____

Company _____

Position _____

Address _____

Postcode, City _____

Country _____

VAT number _____