

FISHING | BOATING | OUTDOOR

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**PESCARE**  
SHOW

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**ADDITIONAL** PUBLICITY

## **INDEX**

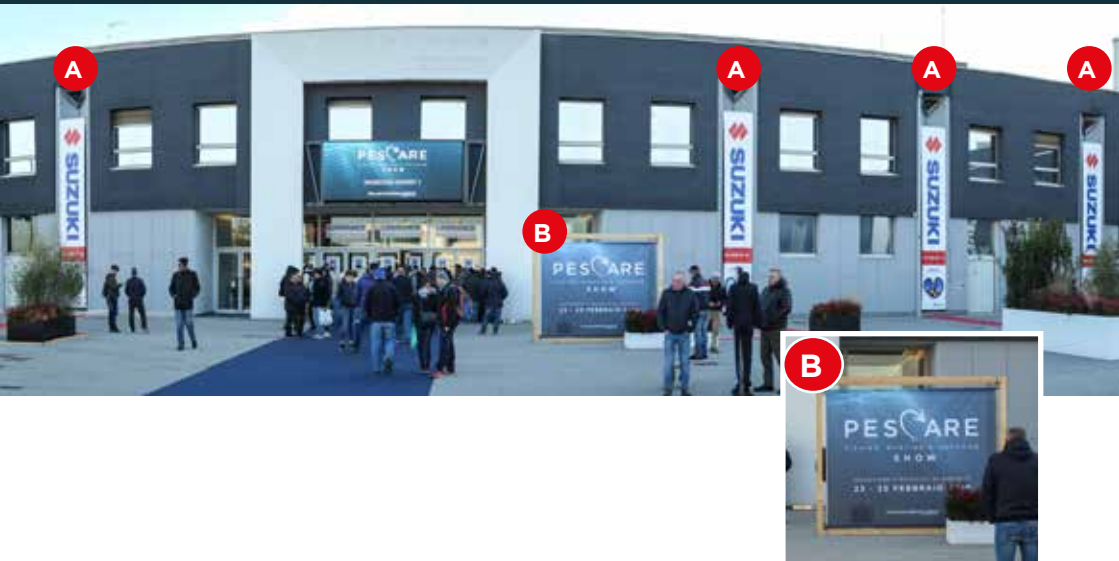
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Customisation

# Customisation

# SQUARE



## CUSTOMISED SQUARE

### NOTES:

#### A - PVC banner

Up to a maximum of 10  
Format: 1x7 m  
with print proofs  
provided by the customer

#### B - Frame

Format: 2.70x2.20 m  
Material: micropore sheet  
with print proofs  
provided by the customer

#### Resolution:

high-res pdf





## WINDOW DECALS ON ENTRANCE AND EXIT DOORS

### NOTES

#### Window decals

3 decals for top glass and  
6 decals for door glass  
on each entrance

#### Dimensions:

top glass: 187x122 cm  
decal sizes: 150x50 cm  
door glass: 76x209 cm  
decal sizes: 50x180 cm

#### Print proofs:

provided by the customer

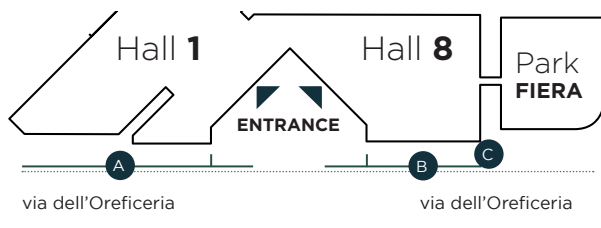
#### Resolution:

high-res pdf



## Customisation

# ENTRANCE ENCLOSURE



### TECHNICAL SPECIFICATIONS

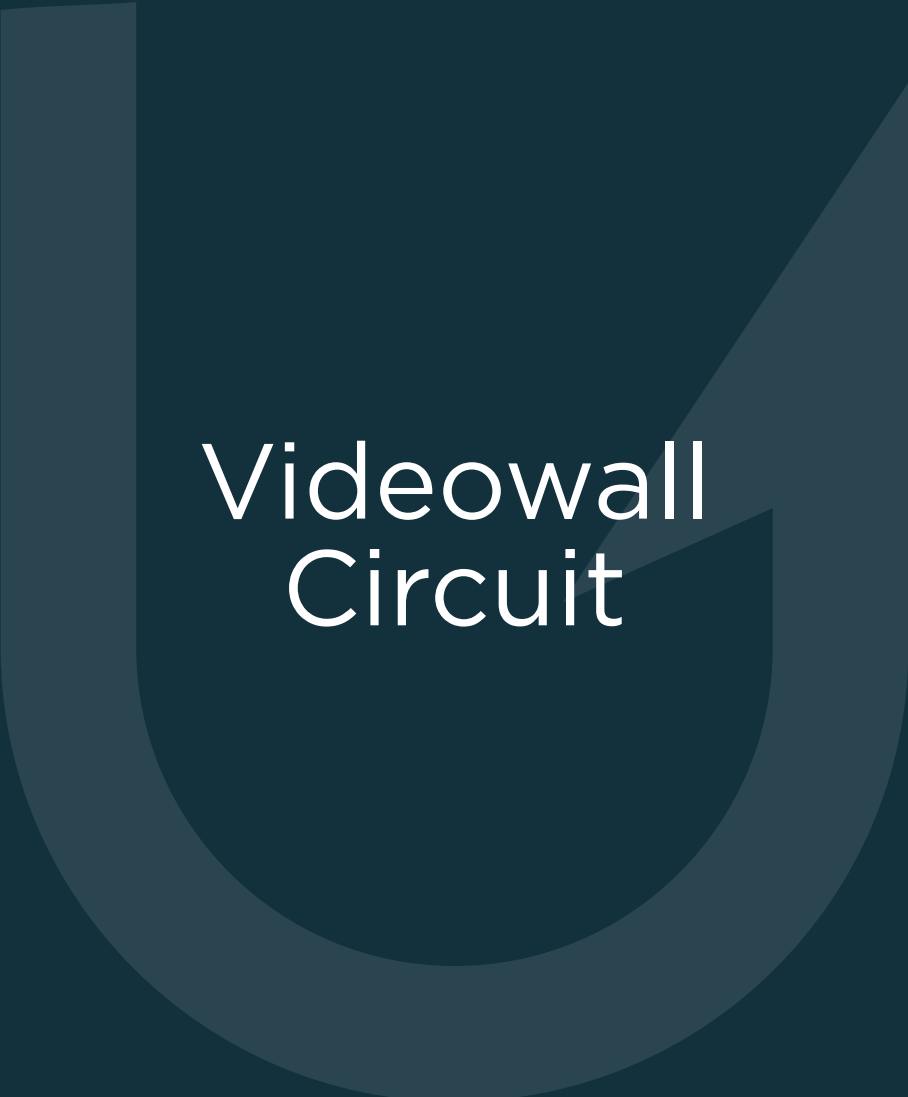
- PVC sheet with eyelets, heat welded, top and bottom

### NOTES

- The graphics along the perimeter must not contain lettering or images that cannot be cut.
- Format: PDF, JPG and PNG
- Print proofs provided by the customer
- Print by IEG

### DIMENSIONS

- Interior Hoarding A 1,680x160 cm
- Interior Hoarding A 1,680x160 cm
- Exterior Hoarding A 5,968x160 cm
- Exterior Hoarding B 7,115x160 cm
- Gate A 219x160 cm
- Gate B 247x160 cm
- Gate C 210x160 cm

A large, light blue, stylized letter 'U' graphic that frames the central text. The 'U' is composed of a thick vertical bar on the left and a curved bottom and right side. The text is centered within the negative space of the 'U'.

# Videowall Circuit



## WEST 3 ENTRANCE

Code CC0.1

### NOTES

Code CC 0.1

10" - 15" Ad

Format: (video) MP4,  
(images) JPG and PNG

Material:  
provided by the customer

Max. schedule:

Max. 6 companies per day

### Technical Specifications

L 4.48 m x H 1.92 / 8.60 sq m

Video Wall: pitch 10

### Image/video resolution:

448 X 192 PX







## CIRCULAR LED VIDEO WALL HALL 8.0

### Escalator from Hall 8.0 to Hall 8.1

#### NOTES

Curved LED video wall 3,488x48 cm  
and curved LED video wall 288x4 cm

10" - 15" Ad

Format: (video) MP4, (images) JPG and PNG

Graphic files from customer

Max. schedule:

Max. 6 companies per day

#### Technical Specifications

Images to be provided fragmented as follows

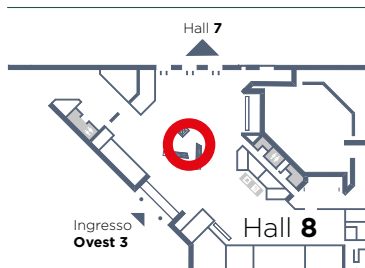
- Pixel sector 1: 1664X96 with start at 64 px
- Pixel sector 2: 1728X96
- Pixel sector 3: 1728X96
- Pixel sector 4: 1920x96

Video to be supplied whole 1920x1080 px

#### Image/video resolution:

7040X96 px

Video with overall resolution: 1920X1080 px





## LED VIDEOWALL TOTEM HALL 8.0

Escalator from Hall 8.0 to Hall 8.1

### NOTES

10" - 15" Ad

Format:

(video) MP4,

(images) JPG and PNG

Graphic files from customer

Max. schedule:

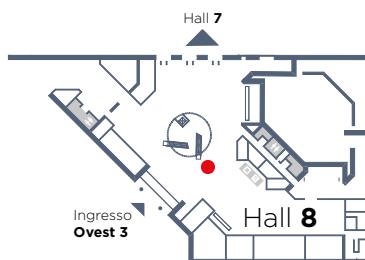
Max. 6 companies per day

### Technical Specifications

32x352 cm, pitch 2.5 mm

### Image/video resolution:

192X1344 px





## LIFT, HALL 8.0

Lift up to Hall 8.1

### NOTES

Graphic work on the visible column on the lift of Hall 8.0, with adhesive film.  
Graphic files from customer  
Availability for event  
1 fixed company

### Technical Specifications

A1: 2370x1950mm  
A2: 2370x1950mm  
A3: 2370x1950mm  
A4: 2370x1200mm  
B1: 2800x1950mm  
B2: 1450.8 x 1025.8mm  
B3: 1400x975mm  
B4: 2800x1200

### Image/video resolution:

192X1344 px

A4	B4
A3	B3
A2	B2
A1	B1





## PAY DESK, WEST ENTRANCE 3

Code CC0.5

### NOTES

#### Code CC 0.5

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

#### Technical Specifications

3 x 46"

L 3.06 m x H 0.578 / 1.77 sq m

#### Image/video resolution:

1920 X 1080 PX





## PAY DESK, WEST ENTRANCE 1

Code CC0.6

### NOTES

#### Code CC0.6

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

#### Technical Specifications

2 x 55" each

L 2.42 m x H 0.68 / 1.65 sq m

#### Image/video resolution:

1920 X 1080 PX







## TURNSTILES ENTRANCE HALL 1

Code CC0.25 - CC0.26

### NOTES

#### Code CC0.25 - CC0.26

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

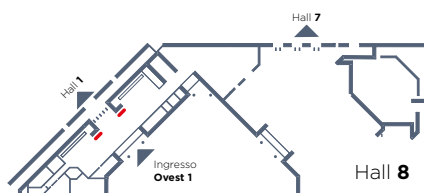
#### Technical Specifications

1 X 85

L 1.1 m x H 1.9 / 2.09 sq m

#### Image/video resolution:

1080 X 1920 PX





## TURNSTILES ENTRANCE HALL 7

Code CC0.21 - CC0.22

### NOTES

#### Code CC0.21 - CC0.22

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

#### Technical Specifications

2 X 85

L 1.1 m x H 1.9 / 2.09 sq m

#### Image/video resolution:

1920 X1080 px





## PASSAGE 7-1

Code CC0.8

### NOTES

#### Code CC0.8

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

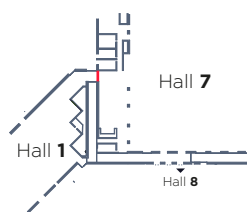
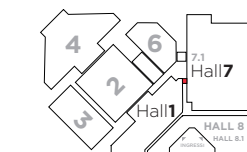
#### Technical Specifications

L 4.48 m x H 1.92 / 8.60 sq m

Video Wall pitch 10"

#### Image/video resolution:

448x192 px







## PASSAGE 7-6

Code CC0.8 bis

### NOTES

#### Code CC0.8

10" - 15" Ad

Format:

(video) MP4, (images) JPG and PNG

Material:

provided by the customer

Max. schedule:

Max. 6 companies per day

#### Technical Specifications

L 4.48 m x H 1.92 / 8.60 sq m

Video Wall pitch 10"

#### Image/video resolution:

448x192 px





# Advertising panels



## PASSAGE 7-6 | PASSAGE 7-1 PASSAGE 2-4

### NOTES

Advertising on 3 or 5 or 11 panels to customise the link between halls

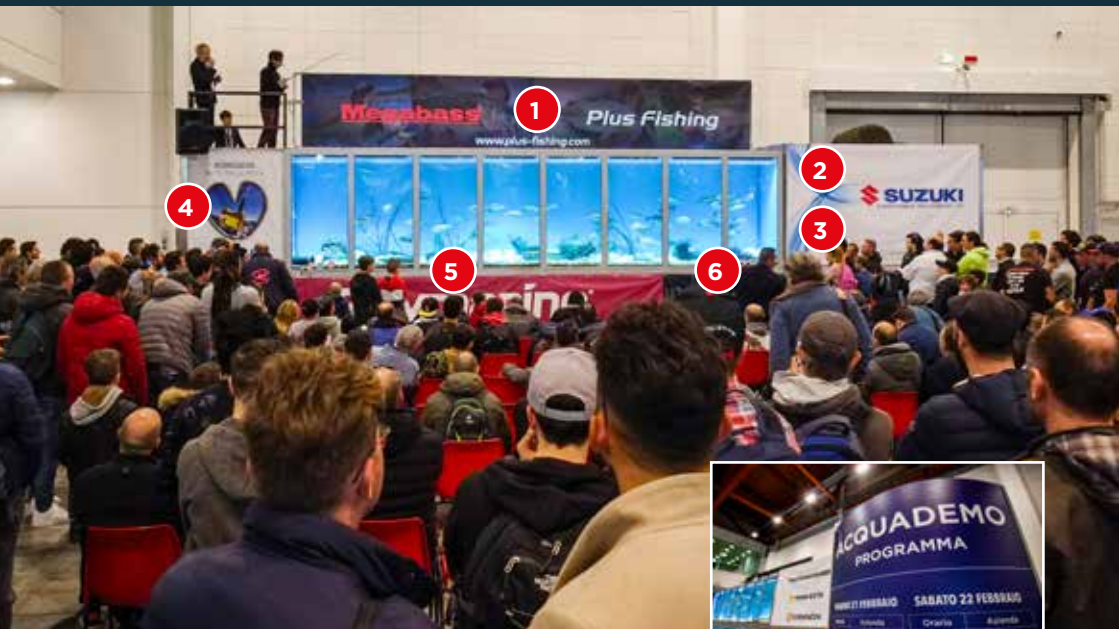
### Technical Specifications

Material:  
graphics from customer  
Two-sided  
graphic  
No. panels  
3 - 5 - 11  
Format:  
PDF and PNG





Sponsorship



## ACQUADEMO

### Banner insertion

#### Material provided by the customer

Vector logo / banner

#### Technical Specifications

Format: PDF

#### Banner dimensions

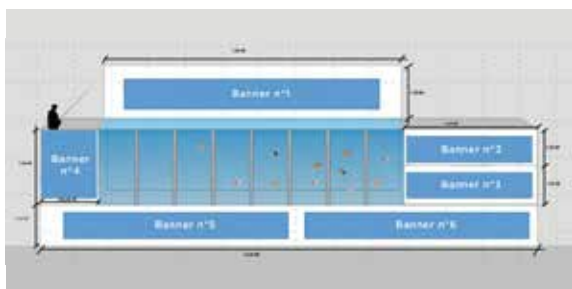
banner 1 - 7.92x1.28 m

banner 2 - 3.42x1.00 m

banner 3 - 3.42x1.00 m

banner 4 - 1.90x1.42 m

banner 5 - 13.65x1.00 m





## FISHING ARENA

### Logo insertion

Logo inserted inside the special area and website (on all articles or sections that mention the area, with link to own website)

#### **Material to be provided**

Vector logo  
Pointing link

#### **Technical Specifications**

Format: Vector or PNG logo

#### **Image and video resolution:**

1200X800 px



Newsletter



## DEM

### Direct email marketing

#### Material to be provided

- Text
- Logo
- Video and Photo
- Link to website

#### Technical Specifications

- Format: (video) MP4, (images) JPG and PNG
- Vector logo

#### Image and video resolution

600x300 px



# Newsletter

# NEWSLETTER



## NEWSLETTER WITH FIXED BANNER

**Exclusive on all visitor newsletters**

### **Material to be provided**

Banner  
Link to website

### **Technical Specifications**

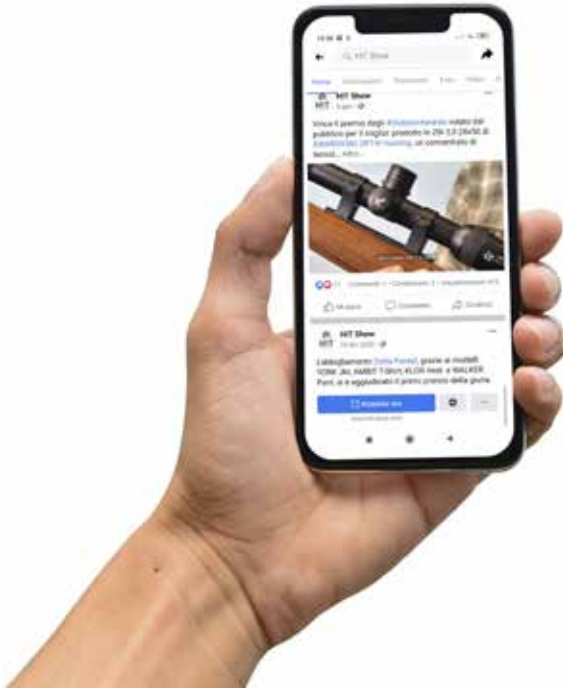
Format: JPG and PNG

### **Image and video resolution**

600X150 px



Social Media



## DEDICATED POST

### Material to be provided

- Text
- Logo
- Video and Photo
- Link to website

### Technical Specifications

Format: (video) MP4, (images) JPG and PNG  
Vector logo

### Image and video resolution

800X800 px



## LIVE ON SOCIAL MEDIA

Company presentation, new product features

### **Material to be provided**

Link to website

### **Service Specifications**

30-second video filmed at the stand – logo + products presented

Filming will be agreed the day before,

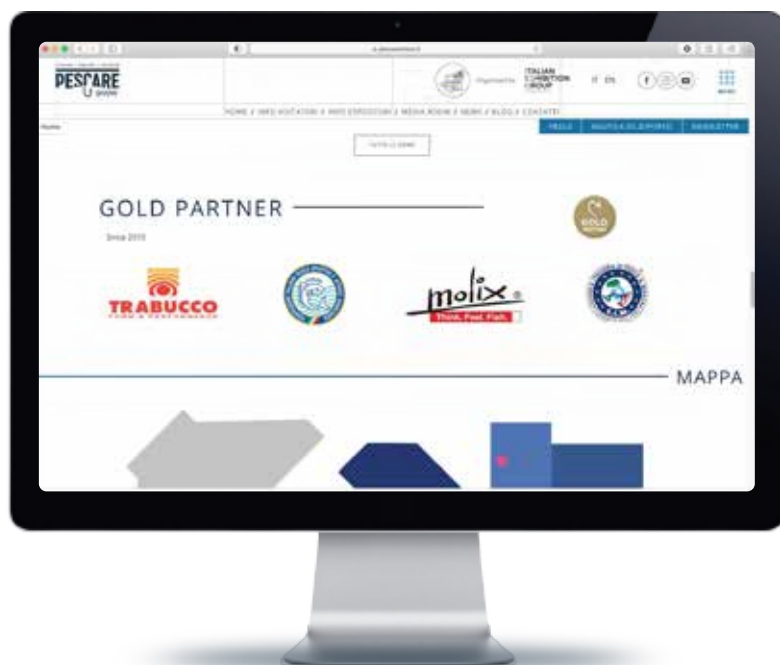
Filmed by our operators during the event and published live in Facebook and Instagram stories.



Website

Website

HOMEPAGE



## HOMEPAGE

Inclusion of logo and clickable link

### Material to be provided

Vector logo  
Pointing link

### Technical Specifications

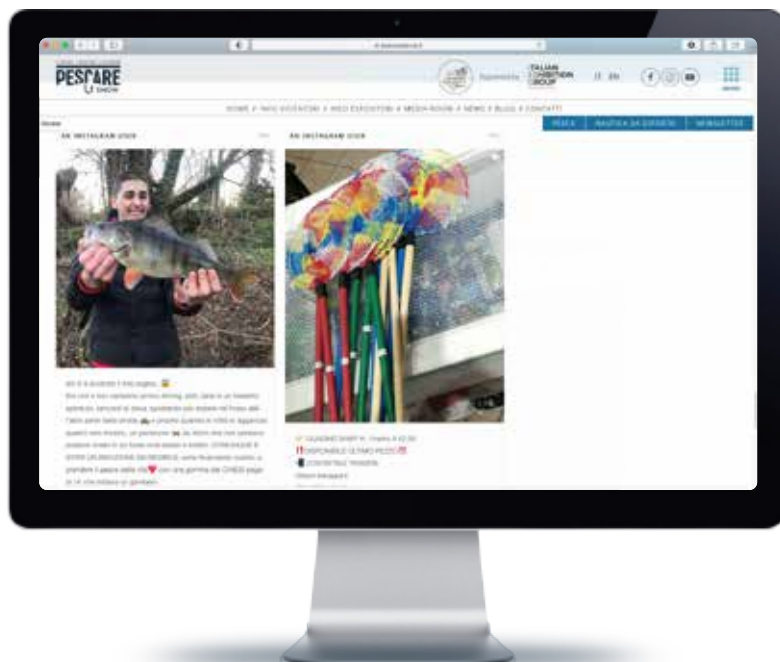
Format: Vector or PNG logo

### Image and video resolution

170X90 px

Website

ARTICLE



## ARTICLE

Company presentation, new product features

### Material to be provided

Text (max. 2,000 characters)

Logo

Video and Photo

Link to website

### Technical Specifications

Format: (video) MP4, (images) JPG and PNG

### Image and video resolution

1200x800 px



# Distribution



**Distribution**

**PROMO MATERIAL**



## DISTRIBUTION OF OWN PROMO MATERIALS

**Material to be provided**

Supplied by the customer

**Service Specifications**

Hostess distribution of promotional material (postcards, discounts, gadgets, magazines, etc.) at cash desks



## POSTCARD DISTRIBUTION

Postcard distribution, just after the entrance turnstiles, inviting the public to post a photo on their social media, using the hashtags #companyname #hitshow21 in exchange for a gadget to collect at the company stand.

### **Material to be provided**

Logo  
Gadgets (provided by the customer)

### **Technical Specifications**

Format: Vector or PNG logo

### **SERVICE SPECIFICATIONS**

Postcards distributed by hostess



## GUIDE MAP

Insertion of logo or advert in the guide map

### **Material to be provided**

Logo or advert

### **Technical Specifications**

Format: Vector or PNG logo/Advert  
*More information to be provided*

### **Service Specifications**

Map distribution at all entrances and info points



## REDUCTION FLYER AT ENTRANCE

Insertion of logo on flyer

### Material to be provided

Logo

### Technical Specifications

Format: Vector or PNG logo

### Service Specifications

Flyer sent to all trade associations

FISHING | BOATING | OUTDOOR

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# PESCARE

SHOW

Organized by

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

[pescashow.it](https://www.pescashow.it)

   #PescareShow21