

Alimentaria 2018

A unique
Food, Drinks and
Gastronomy
Experience



Advertising and sponsorship catalogue

Co-located event



BARCELONA

16-19 April

Gran Via Venue

www.alimentaria-bcn.com

The
Alimentaria
Hub

The
Alimentaria
Experience

Alimentaria  Exhibitions

Enhance your company's visibility at a key international event

Holding Alimentaria and Hostelco together gives you a **110,000 sq.m platform open to the world**. A chance to highlight and improve your location, stand out from your competitors and present your new products and services to the over **150,000 professionals (45,000 from outside Spain) who will attend** the show.

This catalogue features the best options **for impacting your target and associating your brand with a leading event in Spain and the Mediterranean Arc**, one which is an **international benchmark** with a positioning that sets it apart in Latin and Central America. Here you will find a wide range of advertising and sponsorship options, their **advantages** and the **expected return**.

Make the most of all the potential of a leading event in your industry.

01. General sponsorship



02. Online Advertising

03. Onsite Advertising

04. Contracting T&C and process

1. General sponsorship

- | Accreditation lanyard
- | Visitor accreditation
- | Exhibitor accreditation
- | Turnstiles
- | Alimentaria-Hostelco Wi-Fi
- | Circular route buses
- | Shuttle buses: Sants Estació - venue
- | Portable mobile device chargers
- | Hosted Buyers buses: hotel - fair - hotel
- | Hosted Buyers Lounge: Welcome Cocktail
- | Hosted Buyers Lounge: Buffet
- | Hosted Buyers Lounge: Exclusive Service Corner

General considerations.

All sponsors will get:

- **Visibility** for their company's logo.
- Their logo **featured** on the show's website.
- A **mention** of their sponsorship in all related public communications (press releases, social media, visitor guide, etc.).

Contact us and we'll tell you all about it.
comercial@alimentaria.com



Exhibitor accreditation



Alimentaria-Hostelco Wi-Fi



Turnstiles

		Pieces	Exclusivity	Price/pc.	Deadline
Accreditation lanyard	Give your brand a prominent place on the lanyard bearing the official accreditation for access to the venue. It will bring you mass recognition and maximum publicity among everyone attending Alimentaria and Hostelco .	150,000	Yes	€36,000	15/11/2017
		150,000	No	€18,000	15/11/2017
Visitor accreditation	Impact all visitors to the show through the accreditation giving access to the fairground.	150,000	Yes	€20,000	15/02/2018
Exhibitor accreditation	Impact all visitors to the show through the accreditation giving access to the fairground. Advertiser profile: full sector service company.	25,000	Yes	€10,000	15/12/2017
Turnstiles	Enhance your brand's visibility for all attendees by putting your image on the front of the turnstiles leading into the venue. A place which all professional visitors, Hosted Buyers, exhibitors, press and Alimentaria and Hostelco institutions have to go through.	All entrances: 38 turnstiles	Yes	€25,000	15/02/2018
		South Entrance: 15 turnstiles	Yes, per entrance	€15,000	15/02/2018
		North Entrance: 10 turnstiles	Yes, per entrance	€7,000	15/02/2018
		East Entrance 2-3: 9 turnstiles	Yes, per entrance	€7,000	15/02/2018
		East Entrance 4-6: 4 turnstiles	Yes, per entrance	€5,000	15/02/2018
Alimentaria-Hostelco Wi-Fi	All eyes will be on you if you sponsor the venue's free Wi-Fi connection. Promote your brand during the four days of the show by naming the network with a welcome splash screen for the connection and the inclusion of your logo throughout the Alimentaria and Hostelco Wi-Fi publicity campaign.	Over 860,000 unique sessions (2016)	Yes	€12,000	15/03/2018



Circular route buses / Sants Estació - venue



Portable mobile device chargers

		Pieces	Exclusivity	Price/pc.	Deadline
Circular route buses	Make your brand visible by personalising the bus that Alimentaria - Hostelco lays on for attendees and connects the entrances to the show.	3	Yes	€9,000	15/03/2018
Shuttle buses: Sants Estació - venue	Make your brand visible by personalising the bus that Alimentaria - Hostelco lays on for attendees travelling between Sants Estació and the venue.	5	Yes	€15,000	15/03/2018
Portable mobile device chargers	Make yourself visible through this innovative service which attendees can use to charge their smartphones and tablets for free through stations, each equipped with 10 portable and customisable batteries. They will be sited in a number of strategic areas.	All the stations in all areas (10 stations)	Yes	€12,000	29/03/2018
	The Alimentaria Hub: bloggers area, CaixaBank Room (space for FIAB Food & Drinks business meetings), information point and Hosted Buyers Lounge.	4 stations	Yes, per area	€5,000	29/03/2018
	The Alimentaria Experience: information point, VIP room for chefs and speakers and Aula Gastronòmica.	3 stations	Yes, per area	€4,000	29/03/2018
	Vinorum Think: VIP room and information point.	2 stations	Yes, per area	€3,000	29/03/2018
	Barcelona Cocktail Art.	1 station	Yes, per area	€2,000	29/03/2018



Hosted Buyers Lounge: Buffet (in 2016)

		Pieces	Exclusivity	Price/pc.	Deadline
Hosted Buyers buses: hotel – show – hotel	Make your brand visible by personalising the bus that Alimentaria lays on for Hosted Buyers between their hotel and the venue.	3	Yes	€10,000	01/03/2018
Hosted Buyers Lounge: Welcome Cocktail	Position your brand in the welcome event that thanks the Hosted Buyers for coming. It is traditionally held on the first day of the show in the Hosted Buyers Lounge.	Approx. 750 Hosted Buyers invited	Per product category*	€1,000 + Product contribution	01/03/2018
Hosted Buyers Lounge: Buffet	Make your product visible in the rest area for international buyers and VIP visitors. Sponsor the facility by contributing your product to the free buffet available throughout the day.	Product tasting	Per product category*	€2,000 + Product contribution	01/03/2018
Hosted Buyers Lounge: Exclusive Service Corner	Book an exclusive promotion area in the Hosted Buyers Lounge. This area consists of a table-counter and a stool where someone from your company can promote your products among members. Advertiser profile: full service company.	Exclusive corner	Max. 3	€3,000	01/02/2018

* Sponsorship reserved for a single company for each product category and respecting The Alimentaria Hub's *partners*. Assignment will be in order of registration and payment.

2. Online Advertising

- | Website
- | Exhibitor and product catalogue
- | Alimentaria 2018 official app
- | Alimentaria 2018 Newsletters
- | Alimentaria 2018 Official Twitter

Leverage the online publicity for Alimentaria before, during and after the show to take your place in its communication and get **more impressions, more traffic to your website** and **greater engagement** for your company.

We provide you with a number of online media featuring a wide range of options so you can find the one that's right for you.

Contact us and we'll tell you all about it.
comercial@alimentaria.com



Website

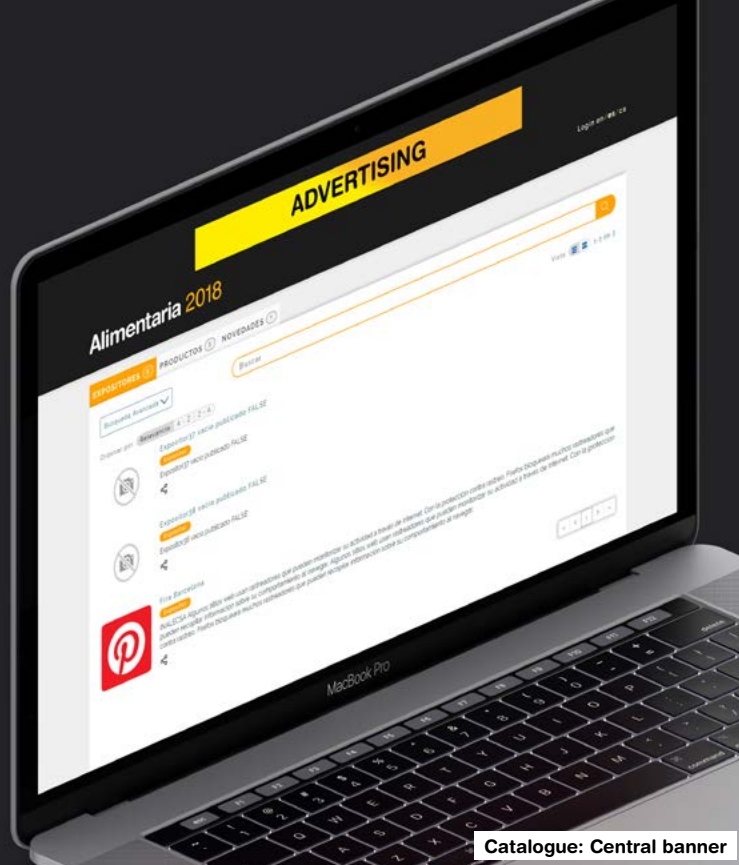
Website

It's the ideal platform for enhancing your company's visibility and increasing visits to your stand. This portal features all the show's contents and provides access to the exhibitor catalogue, the exhibitor and visitor areas and the accreditation system.

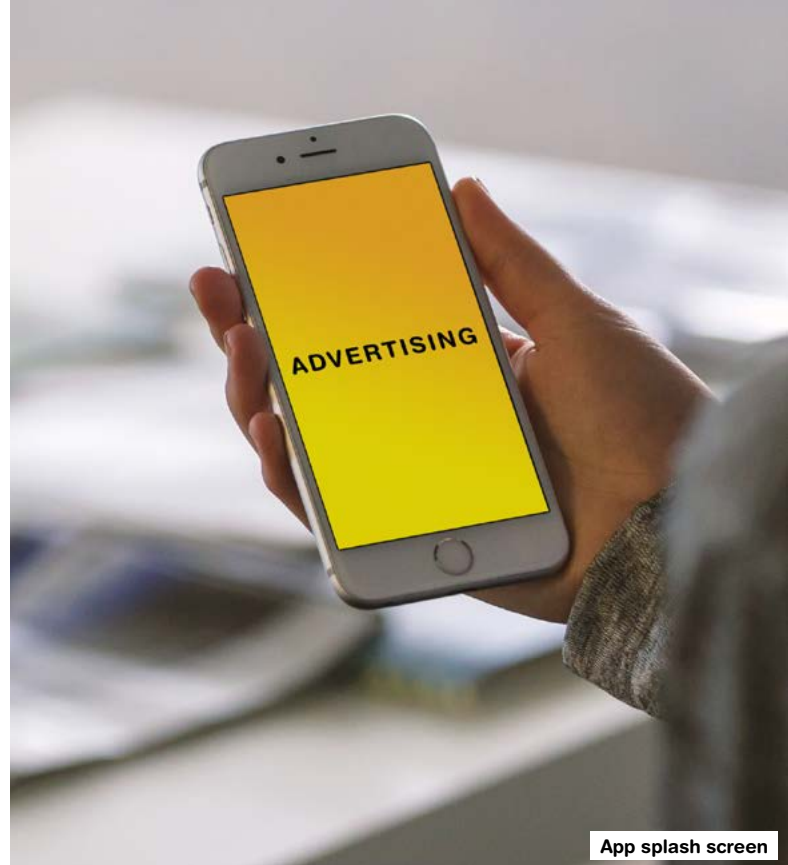
In the year prior to Alimentaria 2016 there were more than 4,000,000 page views (+27% compared to the previous event).

	Location	Measurements	Exclusivity	Price/pc.
Exclusive main banner over header	Homepage			€6,000
	Alimentaria section			€2,750
	Visiting section	970 px x 90 px	Yes	€2,750
	Exhibit section			€2,000
Exclusive banner	Homepage			€2,000
	Alimentaria section			€1,500
	Visiting section	970 px x 90 px	Yes	€1,500
	Activities section			€1,200
1/3 banner	Homepage			€750
	Alimentaria section			€500
	Visiting section	300 px x 250 px	No	€500
	Activities section			€500
Promoted content	Sectors and activities pages	Image: 240 px x 240 px and 32 characters (title) + 280 characters (description)	Max. 2	€800
Brief promoted content	Sectors and activities pages	120 px x 120 px and 32 characters (title) + 90 characters (description)	Max. 3	€150
Exclusive banner in the accreditation system	End of accreditation process	250 px x 250 px	Yes	€3,500

- Deliver the images in PNG, JPG or GIF format not exceeding 40 kb and a link (with UTM's if you wish) that will open in a new window.
- Any advertising item will be published after purchase until two months after the show.
- As the website is responsive, the display of the banners may vary depending on the device where they are displayed.
- Deadline for hiring and delivery of final artwork: 29/03/2018



Catalogue: Central banner



App splash screen

Exhibitor and product catalogue

This promotional tool for exhibitors stays available after the event has finished as it remains posted online for two years. Visitors use it to plan their visit, which means it is the ideal showcase to increase your visibility. At the last Alimentaria, the lists of companies and products achieved 50% of the

traffic on the website with over 2,250,000 page views in all the languages available. Exhibitors who purchase a featured or sponsorship profile immediately increase their number of enquiries.

	Type	Measurements	Exclusivity	Price/pc.
Central banner	Advertising + link	970 px x 90 px	Yes	€5,000
			Rotating: max. 3	€1,900
Information in catalogue	Standard	1 company listing and 3 product listings	All exhibitors	€0
	Featured	1 company listing and 5 product listings. Greater visibility	No	€350
	Sponsorship	1 company listing and 10 product listings. Greater visibility + top positions in the list	Yes, per sector	€850

- When purchasing any of the types, their considerations will be automatically included in the list of exhibitors and products available on the Alimentaria 2018 official app.
- Deadline for hiring and delivery of final artwork in the case of the central banner: 09/04/2018

Alimentaria 2018 official app

Your company at the fingertips of all show attendees. Get more visitors to your stand with the Alimentaria app, the interactive guide for planning time at the show featuring a continuous flow of updated information.

Approximately 10,000 downloads at the last edition. The Alimentaria app will be free and compatible with iOS and Android operating systems.

	Type	Measurements	Exclusivity	Price/pc.
App splash screen	Full image on the homepage screen + link	- Landscape terminal: 1920 px x 1080 px with safety zone of 240 px on each side. - Portrait terminal: 1080 px X 1920 px with safety zone of 290 px at the top and 240 px at the bottom	Yes	€5,000
Screen footer banner	Advertising + link, visible in the app's sections with a rotating banner	1024 px x 90 px (landscape) and 360 px x 50 px (portrait)	Exclusive	€1,500
			Rotating: max. 3	€800

- Deliver the images in PNG, JPG or GIF format not exceeding 40 kb and a link (with UTMs if you wish) that will open in a new window.
- Deadline for hiring and delivery of final artwork: 29/03/2018



Newsletter: Sponsor and informative notes

Alimentaria 2018 Newsletters

Strategically enhance your visibility by taking out an ad space in the Alimentaria 2018 newsletters with an exclusive presence in the body of the newsletter and a link to your website in the last mass mailings before the event is held.

Newsletters for visitors

	Type	Measurements	Exclusivity	Price/pc.
Addressed to pre-registered Spanish and international visitors with all the information they need to plan their visit.	Sponsor	Central banner in the body of the newsletter (600 px x 100 px) + link	Max. 2	€5,000
Last five newsletters before the show is held (approx. 120,000 contacts/newsletter)	Informative note	Image (158 px x 151 px), title (30 characters) and description (120 characters) + link	Max. 3	€2,500

Newsletters for exhibitors

	Type	Measurements	Exclusivity	Price/pc.
Sector and general contents plus the latest news to generate maximum participation. Advertiser profile: Full service company.	Sponsor	600 px x 100 px + link	Max. 2	€2,000
Two newsletters before the show is held (4,500 contacts/newsletter)	Informative note	Image (158 px x 151 px), title (30 characters) and description (120 characters) + link	Max. 3	€700

- As the newsletter is responsive, the display of the banners may vary depending on the device where they are displayed.
- Deadline for hiring and delivery of graphic material (accepted formats PNG, JPG and GIF, maximum size 40 kb) is 29/03/2018



Twitter

Alimentaria 2018 Official Twitter

Presence in two tweets and two retweets a month. During the show this goes up to 1 tweet + 1 retweet a day, coordinated and planned in advance by contacting: social@alimentaria.com

	Type	Exclusivity	Price/pc.
Alimentaria 2018 Official Twitter	Presence in the show's official account for your content related to Alimentaria 2018.	No	€1,200

• Active from the time of hiring until the end of the show. The contracting deadline is 10/04/2018, subject also to the availability of resources to enable optimal content management.

3. Advertising Onsite

- | [Guides](#)
- | [Outdoor advertising at venue](#)
- | [Indoor advertising at venue](#)

Alimentaria has a number of informative media and areas to make visiting the show easier and deliver a better visitor experience.

Optimise your visibility during the event and get **more traffic to your stand**.

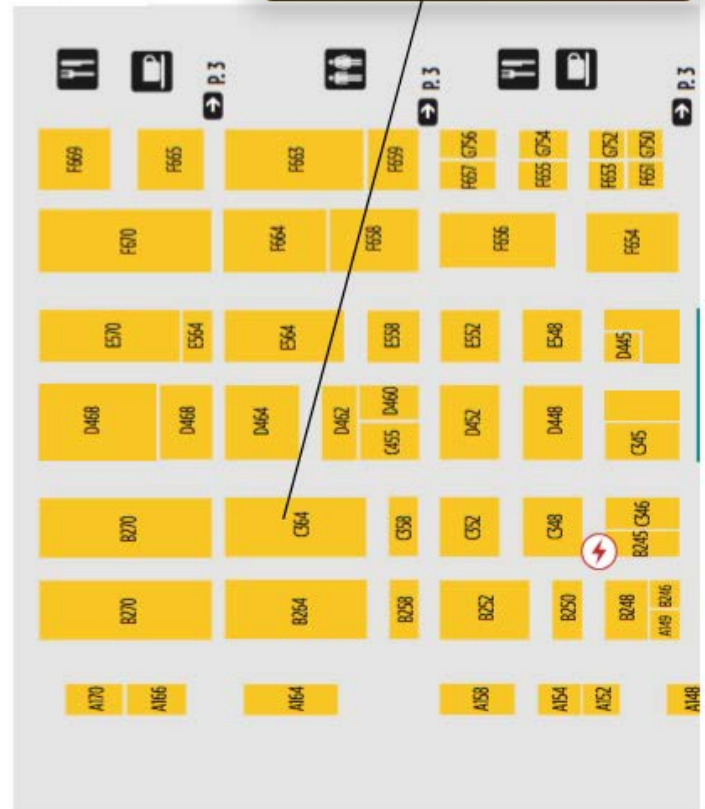
Contact us and we'll tell you all about it.
comercial@alimentaria.com



Double page in the Visitor Guide

EXPOSITORES
EXPOSITORS
EXHIBITORS

ADVERTISING



Logo on map in Visitor Guide

Guides

Visitor Guide

Direct visibility for Alimentaria and Hostelco visitors

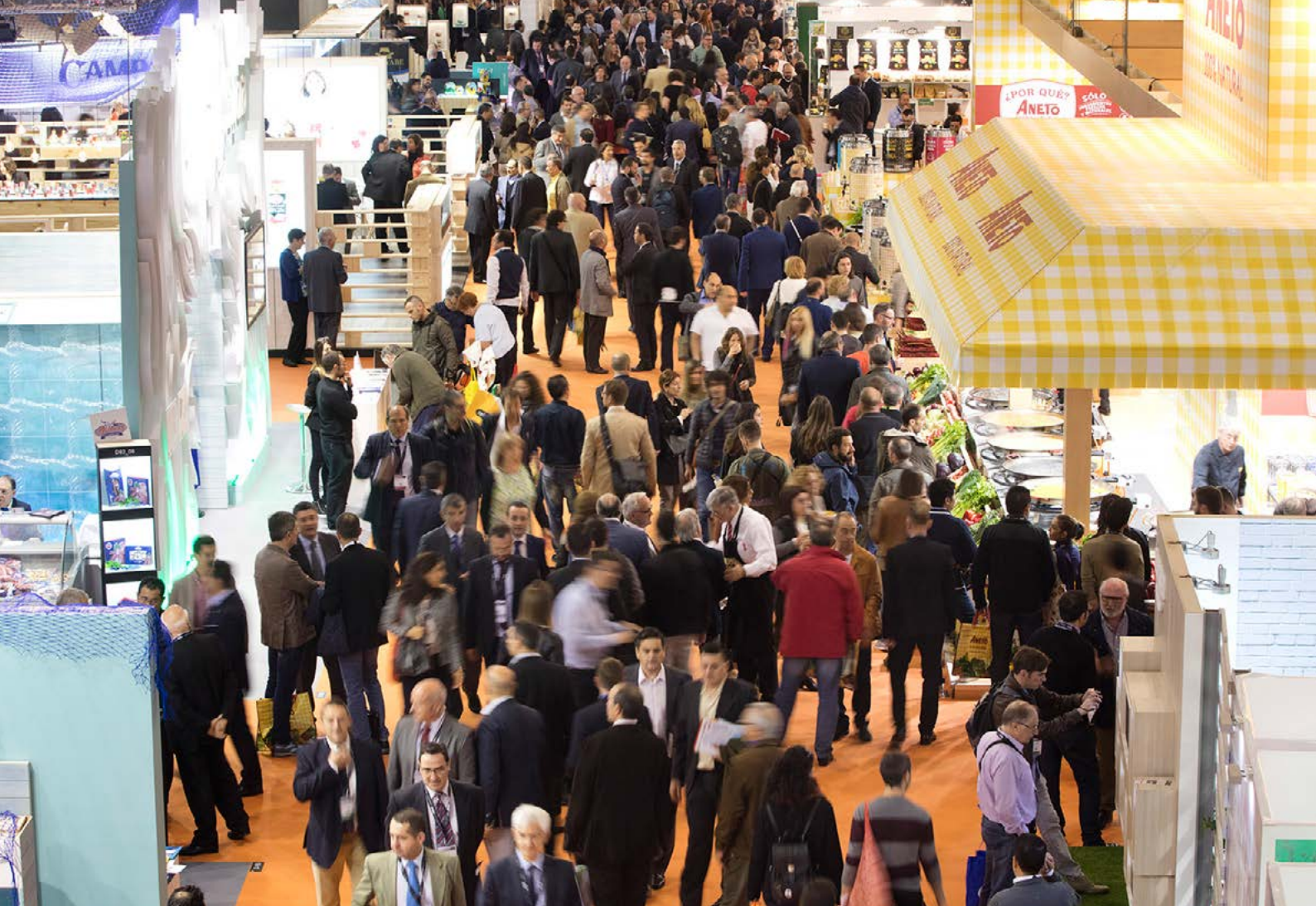
Bilingual medium for professionals visiting Alimentaria and Hostelco. It contains all the useful information: opening hours, entrances, food options, list of exhibitors and maps, activity programmes, etc.

It will be available as a hardcopy at all the entrances to the show at the accreditation and information points set up in the venue. It will also be in digital format on the show's website and will be announced via newsletter to all accredited visitors.

Estimated print run	Type	Measurements	Exclusivity	Price/pc.
80,000 copies (Medium measurements: closed: 200 mm x 220 mm, open: 400 mm x 220 mm) and digital format.	Back cover	Width: 200 mm + 3 mm (bleed) Height: 220 mm + 3 mm (bleed)	Yes	€5,000
	Double page	Width: 400 mm + 3 mm (bleed) Height: 220 mm + 3 mm (bleed)	No	€2,500
	Inside back cover	Width: 200 mm + 3 mm (bleed) Height: 220 mm + 3 mm (bleed)	Yes	€2,000
	Colour page	Width: 200 mm + 3 mm (bleed) Height: 220 mm + 3 mm (bleed)	No	€1,500
	Logo on exhibitor map*	Vectorised logo	Max. 10 logos per hall	€1,200
	1/2 page	Width: 200 mm + 3 mm (bleed) Height: 110 mm + 3 mm (bleed)	No	€800

* Hiring this type means your logo automatically goes on the venue's signage maps in all its halls (see page 17).

• Deadline for hiring and delivery of final artwork: 01/03/2018



Exhibitor guide

Direct visibility for Alimentaria exhibitors

Bilingual medium for everyone attending Alimentaria which helps with any procedures or processes while the event is on. It is given out as a hardcopy (approximately 50 pages) free of charge to all exhibitors and is posted on

the show's website in the Exhibit section and in the Exhibitor Area services portal. Its availability is announced by newsletter to all exhibitors.

Advertiser profile: full sector service company.

Estimated print run	Type	Measurements	Exclusivity	Price/pc.
4,500 pc on paper (Medium measurements: closed: 110 mm x 210 mm, open: 220 mm x 210 mm) and digital format.	Back cover	Width: 110 mm + 3 mm (bleed) Height: 210 mm + 3 mm (bleed)	Yes	€3,000
	Front cover banner	Width: 110 mm + 3 mm (bleed) Height: 45 mm + 3 mm (bleed)	Yes	€1,800
	Inside front cover	Width: 110 mm + 3 mm (bleed) Height: 210 mm + 3 mm (bleed)	Yes	€1,500
	Inside back cover		Yes	€1,200
	Colour page	Width: 110 mm + 3 mm (bleed) Height: 210 mm + 3 mm (bleed)	No	€900

- Deadline for hiring and delivery of final artwork: 01/03/2018



Outdoor advertising at venue

Medium	Location.	Actual size	Usable size	Exclusivity	Price/pc.
XXL billboard*	South Entrance	45 m x 11 m	30 m x 11 m	Yes, shared with the organisers	€30,000
Masts with advertising flags	South Entrance, taxi rank (15 pc.)				€15,000
	South Entrance, goods entrance (10 pc.)		1 m wide x 4 m high	Exclusive per area	€9,000
	North Entrance plaza (6 pc.)				€5,000
Square tower	Entrances to show and to transport (Metro/FGC)	4 sides measuring 1 m wide x 4 m high		No	€3,000
3D tower	Exits from car parks A and B	4 sides measuring 2.16 m wide x 4 m high x 1 m side		No	€6,000
Totem	Exits from car parks C, D, E and F	4 sides measuring 1.20 m wide x 2.04 m high		No	€3,000

* Although exclusivity is specified, the medium's size means that the space will be shared with the organisers which will take up 1/3 of the actual size.

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 22/03/2018. After that date a **surcharge of 5% of the price** will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: **Maya Zarza** (maya@nivellpublicitari.com).



Escalators



Front-lit canvas



Travelators in walkway



Circular towers

Indoor advertising at venue

Medium	Location	Actual size	Useful size	Exclusivity	Price/pc.
Totem	Walkways between halls	4 sides measuring 1.20 m wide x 2.04 m high		Yes	€3,000
Front-lit canvas South Entrance*	South Entrance, left-hand side	7 m wide x 4.55 m high	4.66 m wide x 4.55 m high	Yes, shared with the organisers	€12,000
	South Entrance, right-hand side	6 m wide x 4.48 m high	4 m wide x 4.48 m high		€12,000
Circular towers (walkway)	Hall 4	33.02 m x 3.60 m high		Yes	€7,500
	Hall 5	33.22 m x 3.48 m high			€7,500
	Hall 6	33.28 m x 3.60 m high			€7,500
Escalators (support rails)**	South Entrance, connection with walkway	8 sides: 12.65 m x 0.57 m		Yes, per escalator	€10,000
	South Entrance, connection with press room and indoor Metro entrance	7 sides: 12.8 m x 0.58 m		Yes, per escalator	€7,000
	Between walkway and hall 2, 3 (2 escalators), 4, 5, 6, 7, 8	6 sides: from 12.90 m x 0.57 m to 17.70 m x 0.63 m		Yes, per escalator	€9,000
Travelators in walkway**	HALL 2, 3, 4-5, 8	6 sides: from 37.40 m x 0.57 m to 45.5 m x 0.57 m		Yes	€7,500

* Although exclusivity is specified, the medium's size means that the space will be shared with the organisers which will take up 1/3 of the actual size.

** Measurements are approximate. Ask Nivell Publicitari for a template to adjust the final artwork design for these media.

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 22/03/2018. After that date a **surcharge of 5% of the price** will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: **Maya Zarza** (maya@nivellpublicitari.com).



Advertising on sides and company logo on maps

Indoor advertising at venue

Medium	Location.	Actual size	Exclusivity	Price/pc.
Company logo on the show's "You Are Here" maps***	Per hall	Vector logo	Max. 10 advertisers per hall	€1,200
Advertising on the sides of the show's "You Are Here" maps	In the entire venue (estimated two maps per hall)	2 sides: 0.40 m (width) x 3 m (height)	Yes	€6,000
Handing out advertising in passageways (away from stand)	Per hall	Authorisation signed by the organisers is required	Max. 2 companies per hall/day	€600

*** Hiring this option means your logo automatically goes on the Visitor Guide maps (see page 13) provided that it is taken out before 01/03/2018

The deadline for hiring and sending graphic materials as a printable high-resolution PDF file is 22/03/2018. After that date a **surcharge of 5% of the price** will be charged. If you have any questions or require further information about advertising at the venue (indoors or outdoors), please contact **Nivell Publicitari**, the official supplier which receives the final artwork and produces and places advertising items: **Maya Zarza** (maya@nivellpublicitari.com).

Gran Via Venue Outdoor and Indoor Advertising

- Square tower
- Masts
- ▲ Totem
- 3D tower
- Escalators
- Travelators in walkway
- Circular tower in walkway
- Canvasses / Billboard
- Organisers' medium
- Shuttle Bus



4. Contracting T&C and process



Contracting process

If you have any questions, please contact your salesperson who will guide you and suggest special packages to suit your needs.

- If you are sure about what you want, please fill in the contracting form and send it to your salesperson.
- The sales department will confirm availability and validate your application.
- To process the chosen item, you have to pay the fee and email proof of payment along with this duly completed form to comercial@alimentaria.com. You can pay by cheque or by bank transfer to FIRA INTERNACIONAL DE BARCELONA

CAIXABANK, S.A.
 IBAN: ES49 2100 0927 5602 0001 7660
 SWIFT: CAIXESBBXXX
 Av. Diagonal, 530, pl. baixa. 08006 Barcelona

- You will receive an invoice from Fira Internacional de Barcelona for the items you have hired.
- Once you have paid and/or we have received your proof of payment, we will then block the advertising space for your company.
- Based on the type of advertising you need to send the graphic material following the instructions in this catalogue (measures, formats) for each medium and always within the deadlines set.
- If you have not provided the graphic material with the correct specifications by the deadline, and even though you may have paid, the insertion or application of the advertisement in the contracted medium cannot be guaranteed and save in case of force majeure the amount paid will not be refunded.

Contracting T&C

- To contract any of the advertising options, you have to fill in the form and email it to comercial@alimentaria.com. You will receive written notification of the availability and acceptance of the contracted service.
- The design of each of the graphic promotional items will be the responsibility of the contracting company.
- Each service must comply with the technical specifications stipulated for each medium.
- By signing the form you accept the show's advertising standards and terms and conditions and any additional ones that may be introduced during the course of the show.
- The organisers reserve the right not to accept a graphic design if it conflicts with the show's rules and values.
- In no case will it conflict with the event's general sponsors and partners which will appear whenever the organisers consider it appropriate.
- Prices do not include VAT. Companies whose tax address is outside Spain are exempt from VAT.

Contracting form

Contact person Company

Tax ID Address

Postcode Town Province/County/State

Country Phone

E-mail Place and date

General sponsorship

	Exclusivity	Price/pc.
<input type="checkbox"/> Accreditation lanyard	√	€36,000
<input type="checkbox"/> Accreditation lanyard	x	€18,000
<input type="checkbox"/> Visitor accreditation	√	€20,000
<input type="checkbox"/> Exhibitor accreditation	√	€10,000
Turnstiles		
<input type="checkbox"/> All entrances	√	€25,000
<input type="checkbox"/> South Entrance	√	€15,000
<input type="checkbox"/> North Entrance	√	€7,000
<input type="checkbox"/> East Entrance 2-3	√	€7,000
<input type="checkbox"/> East Entrance 4-6	√	€5,000
<input type="checkbox"/> Alimentaria-Hostelco Wi-Fi	√	€12,000
<input type="checkbox"/> Circular route buses	√	€9,000
<input type="checkbox"/> Shuttle buses: Sants Estació - venue	√	€15,000
Portable mobile device chargers		
<input type="checkbox"/> All areas	√	€12,000
<input type="checkbox"/> The Alimentaria Hub	√	€5,000
<input type="checkbox"/> The Alimentaria Experience	√	€4,000
<input type="checkbox"/> Vinorum Think	√	€3,000
<input type="checkbox"/> Barcelona Cocktail Art	√	€2,000
<input type="checkbox"/> Hosted Buyers buses: hotel - fair - hotel	√	€10,000
<input type="checkbox"/> Hosted Buyers Lounge: Welcome Cocktail*	√	€1,000
<input type="checkbox"/> Hosted Buyers Lounge: Buffet*	√	€2,000
<input type="checkbox"/> Hosted Buyers Lounge: Exclusive Service Corner*	√	€3,000

* To sponsor the selected Hosted Buyers Lounge, please state the type of product or service supplied by your company.

Online advertising

Website

	Exclusivity	Price/pc.
Exclusive main banner over header		
<input type="checkbox"/> Homepage	√	€6,000
<input type="checkbox"/> Alimentaria section	√	€2,750
<input type="checkbox"/> Visiting section	√	€2,750
<input type="checkbox"/> Exhibit section	√	€2,000
Exclusive banner		
<input type="checkbox"/> Homepage	√	€2,000
<input type="checkbox"/> Alimentaria section	√	€1,500
<input type="checkbox"/> Visiting section	√	€1,500
<input type="checkbox"/> Activities section	√	€1,200
1/3 banner		
<input type="checkbox"/> Homepage	x	€750
<input type="checkbox"/> Alimentaria section	x	€500
<input type="checkbox"/> Visiting section	x	€500
<input type="checkbox"/> Activities section	x	€500
<input type="checkbox"/> Promoted content*	x	€800
<input type="checkbox"/> Brief promoted content*	x	€150
<input type="checkbox"/> Exclusive banner in the accreditation system	√	€3,500
Exhibitor and product catalogue		
<input type="checkbox"/> Exclusive Top Banner	√	€5,000
<input type="checkbox"/> Rotating Top Banner	x	€1,900
<input type="checkbox"/> Featured	x	€350
<input type="checkbox"/> Sector sponsorship*	√	€850
Alimentaria 2018 official app		
<input type="checkbox"/> Splash Screen	√	€5,000
<input type="checkbox"/> Exclusive Footer Banner	√	€1,500
<input type="checkbox"/> Non-exclusive Rotating Footer Banner	x	€800
Alimentaria 2018 Newsletters		
Newsletters for Visitors		
<input type="checkbox"/> Sponsors	x	€5,000
<input type="checkbox"/> Informative note	x	€2,500
Newsletters for Exhibitors		
<input type="checkbox"/> Sponsors	x	€2,000
<input type="checkbox"/> Informative note	x	€700
Alimentaria 2018 Official Twitter		
<input type="checkbox"/> Alimentaria 2018 Official Twitter	x	€1,200

* For these online sponsorship items, please select the sector and/or the activity you want.

Sector

- Intervin Intercarn Interlact
 Expoconser Multiple Foods Restaurama

Activity

- The Alimentaria Hub The Alimentaria Experience Vinorum Think
 Olive Oil Bar Barcelona Cocktail Art Innoval

Onsite advertising

Guides

	Exclusivity	Price/pc.
Visitor guide		
<input type="checkbox"/> Back cover	√	€5,000
<input type="checkbox"/> Double central page	√	€2,500
<input type="checkbox"/> Inside back cover	√	€2,000
<input type="checkbox"/> Colour page	x	€1,500
<input type="checkbox"/> Logo on map (hall)*	x	€1,200
<input type="checkbox"/> 1/2 page	x	€800

Exhibitor guide		
<input type="checkbox"/> Back cover	√	€3,000
<input type="checkbox"/> Front cover banner	√	€1,800
<input type="checkbox"/> Inside front cover	√	€1,500
<input type="checkbox"/> Inside back cover	√	€1,200
<input type="checkbox"/> Colour page	x	€900

Outdoor advertising at venue

<input type="checkbox"/> South Entrance billboard	√	€30,000
<input type="checkbox"/> South Entrance Masts – Taxi Rank (15 pc.)	√	€15,000
<input type="checkbox"/> South Entrance Masts – Goods Entrance Area (10 pc.)	√	€9,000
<input type="checkbox"/> North Entrance Plaza Masts (6 pc.)	√	€5,000
<input type="checkbox"/> Square tower (at show entrances and transport)**	x	€3,000
<input type="checkbox"/> 3D tower (A and B car park exits)**	x	€5,000
<input type="checkbox"/> Totem (C to F car park exits)**	x	€3,000

Indoor advertising at venue

<input type="checkbox"/> Totem (walkways between halls)**	x	€3,000
<input type="checkbox"/> Front-lit canvas South Entrance – Left-hand side	√	€12,000
<input type="checkbox"/> Front-lit canvas South Entrance – Right-hand side	√	€12,000
<input type="checkbox"/> Circular tower (hall 4 walkway)	√	€7,500
<input type="checkbox"/> Circular tower (hall 5 walkway)	√	€7,500
<input type="checkbox"/> Circular tower (hall 6 walkway)	√	€7,500

Escalators (support rails)

<input type="checkbox"/> South Entrance, connection with walkway	√	€10,000
<input type="checkbox"/> South Entrance, connection with press room and indoor Metro entrance	√	€7,000
<input type="checkbox"/> Between walkway and hall 2	√	€9,000
<input type="checkbox"/> Between walkway and hall 3A	√	€9,000
<input type="checkbox"/> Between walkway and hall 3B	√	€9,000
<input type="checkbox"/> Between walkway and hall 4	√	€9,000
<input type="checkbox"/> Between walkway and hall 5	√	€9,000
<input type="checkbox"/> Between walkway and hall 6	√	€9,000
<input type="checkbox"/> Between walkway and hall 7	√	€9,000
<input type="checkbox"/> Between walkway and hall 8	√	€9,000

Travelator in walkway

<input type="checkbox"/> Hall 2	√	€7,500
<input type="checkbox"/> Hall 3	√	€7,500
<input type="checkbox"/> Hall 4-5	√	€7,500
<input type="checkbox"/> Hall 8	√	€7,500
<input type="checkbox"/> Company logo on the show's "You Are Here" maps. *	x	€1,200
<input type="checkbox"/> Advertising on "You Are Here" maps	√	€6,000
<input type="checkbox"/> Handing out advertising in passageways*	x	€600

* For these onsite advertising items select the hall of your choice.

- | | | |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Hall 1 | <input type="checkbox"/> Hall 2 | <input type="checkbox"/> Hall 3 |
| <input type="checkbox"/> Hall 4 | <input type="checkbox"/> Hall 5 | <input type="checkbox"/> Hall 6 |
| <input type="checkbox"/> Hall 7 | <input type="checkbox"/> Hall 8 | |

** Ask for the location you want according to the medium, indicating the reference used in the map on page 18.

Square tower _____

Totem _____

3D tower _____

Company signature and stamp

For any questions please contact your salesperson. Fill in and email this form to **comercial@alimentaria.com** and we'll confirm whether the medium is available. Once proof of payment has been received, the space will be hired and blocked.

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