

## The leading resource for professional information about exhibitions

**Expofairs.com was born in 1999**, in the full swing of the new media revolution, as a complement to and evolution of the GMF - Guida Mondiale delle Fiere (World Trade Fair Guide). Thanks to its completeness and simplicity, both its content and access rapidly increased.

The strong point is its **trade fair database**, the most complete and up-to-date database of its kind. Detailed information over about 32,000 trade fairs in all industries and all over the world are included, for over 120,000 entries. Moreover, Expofairs.com publishes a wide-reaching database of companies providing services for exhibitions and congresses.

The News section, updated daily, provides news items from the world of exhibitions, congresses, incentives and events. **Expofairs.com Weekly** is a weekly selection of those news items. A link to Expofairs.com Weekly is sent every week all over the world to about 230,000 active email addresses of operators interested in the trade fair/congress market.



### Expofairs.com is consulted by:

- managers of business of any size and industry as well as professionals interested in planning their appearances at trade fairs and in receiving constant updates regarding goings-on in the trade fair/congress market;
  - people who provide information, consulting, guidance and services for participation in trade fairs-congresses (Chambers of Commerce, professional and trade associations, private consulting and guidance companies, set-up personnel, shippers, travel agencies, hotels, airlines, etc.).
- Statistics (Jun/12 updated)**  
Registered users: **about 98,000**  
Monthly user sessions: **over 100,000**

All of this makes Expofairs.com the most trustworthy consultation tool for professionals who need accurate and timely information on the trade fair/congress market and its events.

The GMF and PRISMA are also located, unabridged and just the same, on Expofairs.com.

Their contents are indexed by a series of search engines; also for this reason over 8000 full downloads of PRISMA are made every month.

The latest edition of the GMF is available for limited consultation of its articles and advertising pages, whereas prior editions are available in full.





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## ADVERTISING RATES (EUR) AND STANDARD SIZES 2014

FIXED BANNERS	Duration 12 months	Duration 6 months	Duration 1 month	BANNERS BY CRITERIA	Duration 12 months	Duration 6 months	Duration 1 month
Homepage	2,900.00	1,600.00	400.00	Exhibition/supplier database result page	600.00 each criterion	400.00 each criterion	100.00 each criterion
Exhibition/supplier search page	2,200.00	1,200.00	300.00	For banners by criteria you can choose the following impression criteria: trade fair database: city, commercial category supplier database: region/province (only Italy), type of supplier			
News pages Expofairs Weekly	2,900.00	1,600.00	400.00				
The banners must be: max 160x75 pixels, max 4 kB, gif or jpg format							

HIGHLIGHTING IN THE DATABASES	Options	duration 12 months	duration 6 months
Exhibition database result page	Exhibition’s logo + free access to full data*	400.00	260.00
Supplier database result page	Supplier’s complete data and logo + short introduction text*	400.00	260.00
News database result page Expofairs Weekly	Addition of a picture/logo to the news item and positioning in the top group for one week	duration 7 days 400.00	
*Sponsored exhibitions and suppliers are shown on the top in the results pages			

EMAIL WEEKLY	Options	1 issue	3 issues	5 issues
Highlight	Picture/logo + title (with link) of a news item highlighted in the news database and in the Expofairs Weekly	1.200,00	3.000,00	3.900,00
Proposal	Message (max. 550 keystrokes) with logo and link to the website	800,00	2.000,00	3.000,00

Company		Advertising manager	
Address		Town	Country
VAT No.	Tel.	Fax	
Email		Url (web site)	

**We intend to buy the following advertising spaces in [www.expofairs.com](http://www.expofairs.com):**

_____	EUR	_____
_____	EUR	_____
+ Vat (22%)	EUR	_____
Total Amount	EUR	_____

**We agree to the following conditions:**

- The Buyer must deliver all the requested material in electronic format to the email ad@expofairs.
- Any order must be effected exclusively by means of this purchase order form. The acceptance of each order is subject to the approval of Pianeta Srl, which reserves the right to cancel it, even if confirmed, at any time and without forewarning in events beyond Pianeta Srl's control. In these cases neither the Buyer nor Pianeta Srl will have to pay any charge
- The payment must take place within 30 days from the invoice date. Payments will be valid only if made directly to Pianeta Srl.
- Any responsibility connected with the advertisement publication regarding tax authorities, any public administration or private person is totally and exclusively on the Buyer's account.
- All disputes arising from this contract will be settled by the Courts of Turin.

Date: ..... Signature and company stamp: .....