



HIT

S H O W

ADDITIONAL
PUBLICITY

CONTENTS

- Customised
- Videowall Circuit
- Sponsorship
- Newsletter
- Social Media
- Website
- Distribution



Customisation

CUSTOMISATION

SQUARE



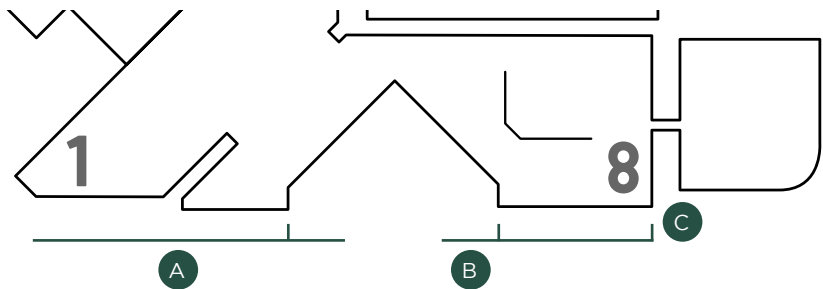
CUSTOMISED SQUARE



WINDOW DECALS ON EN- TRANCE AND EXIT DOORS



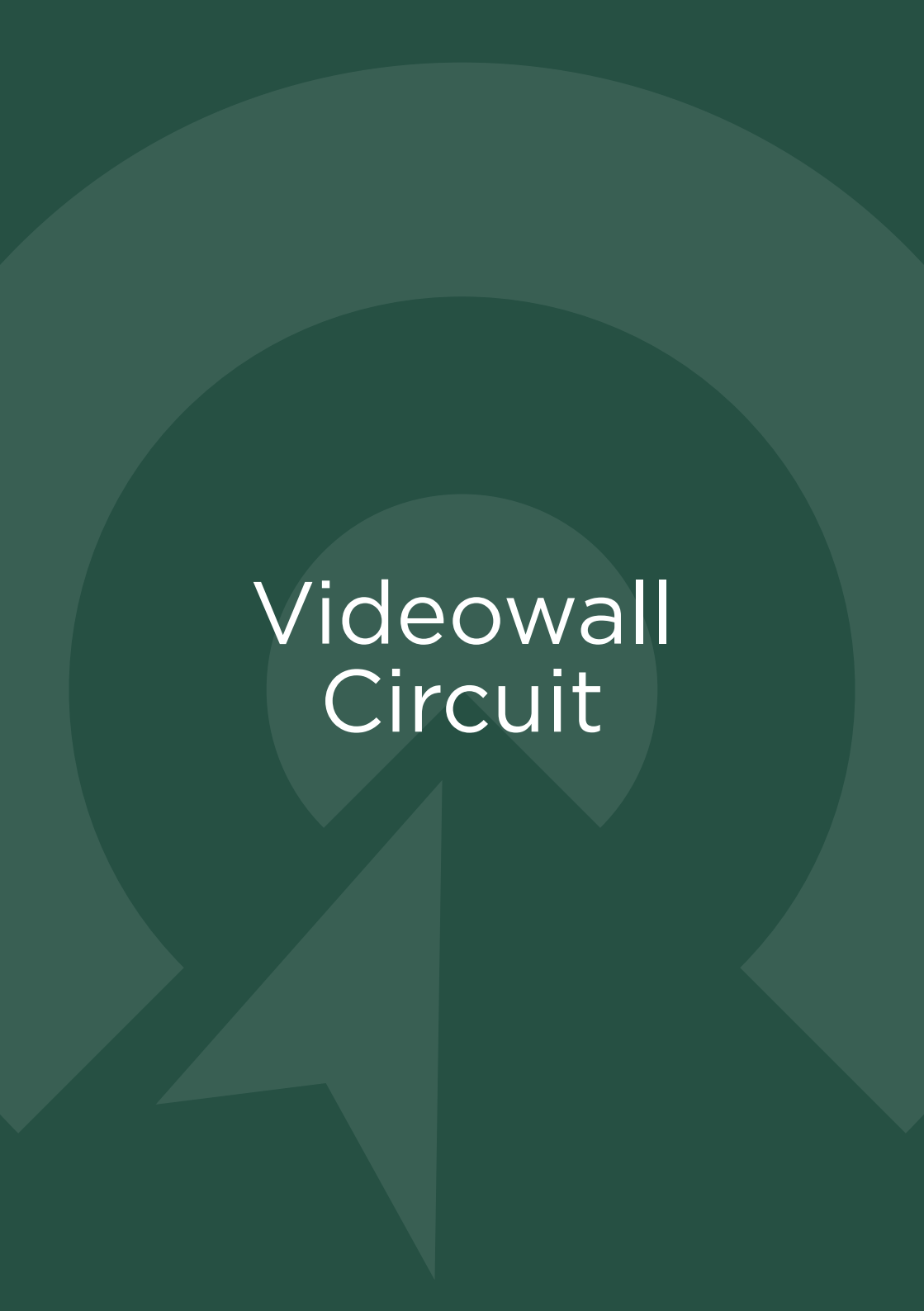
SHEET IN PRINTED PVC

**NOTES**

- PVC sheet with eyelets, heat welded, top and bottom
- The graphics along the perimeter must not contain lettering or images that cannot be cut.
- Format: PDF, JPG and PNG
- Material: provided by the customer

TECHNICAL SPECIFICATIONS

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



Videowall Circuit

WEST ENTRANCE 3

Code CC0.1



NOTES

Code CC 0.1
10" - 15" Ad
Format: (video) MP4,
(images) JPG and PNG
Material: provided by the customer

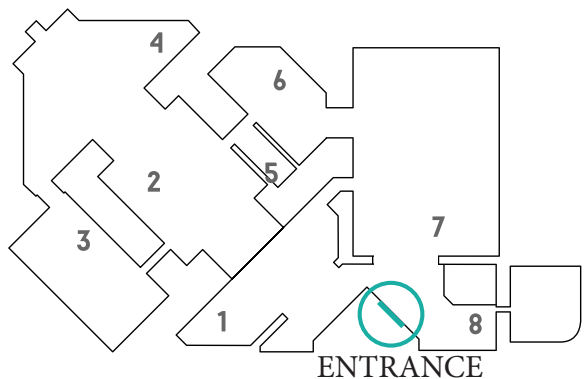
Max. schedule:
Max. 6 companies per day

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 to first floor



NOTES

10" - 15" Ad

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

Material: provided by the customer

Max. schedule:

Max. 6 companies per day

Curved LED video wall 3,488x48 cm

and curved LED video wall 288x4 cm

Technical Specifications

Images to be provided fragmented as follows

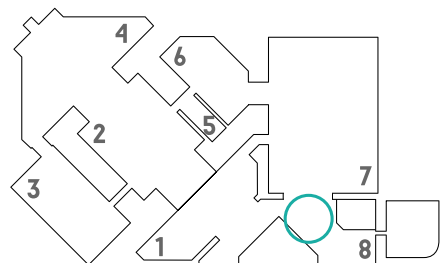
- Pixel sector 1: 1664X96 with start at 64 px
- Pixel sector 2: 1728X96
- Pixel sector 3: 1728X96
- Pixel sector 4: 1920x96

Video to be supplied whole 1920x1080 px

Image/video resolution:

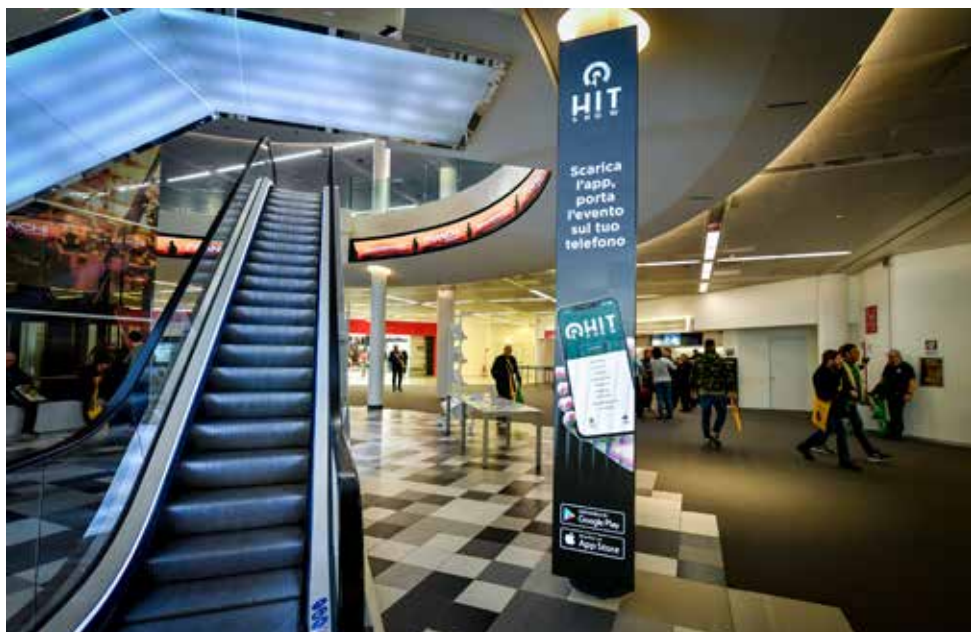
7040X96 px

Video with overall resolution: 1920X1080 px



LED VIDEOWALL TOTEM HALL 8.0

Escalator to first floor



NOTES

10" - 15" Ad

Format: (video) MP4,

(images) JPG and PNG

Material: provided by the customer

Max. schedule:

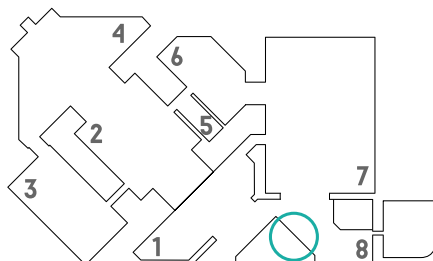
Max. 6 companies per day

Technical Specifications

32x352 cm, pitch 2.5 mm

Image/video resolution:

192X1344 px



LIFT TO HALL 8.0

Lift up to Hall 8.1



NOTES

Material: provided by the customer
 Max. schedule: 1 fixed company

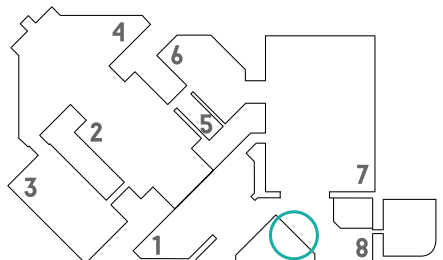
Technical Specifications

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

| | |
|----|----|
| A4 | B4 |
| A3 | B3 |
| A2 | B2 |
| A1 | B1 |

Image/video resolution:

192X1344 px



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

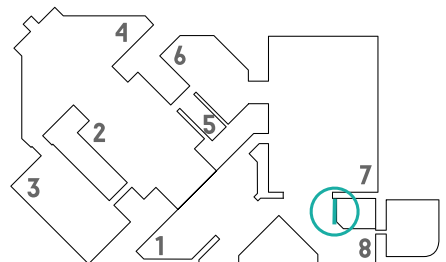
Technical Specifications

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

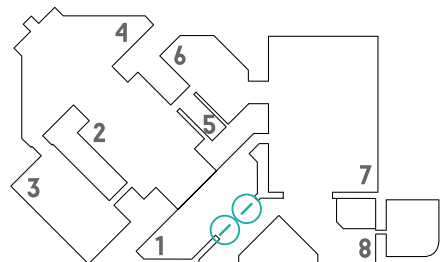
Technical Specifications

2 x 55" each

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

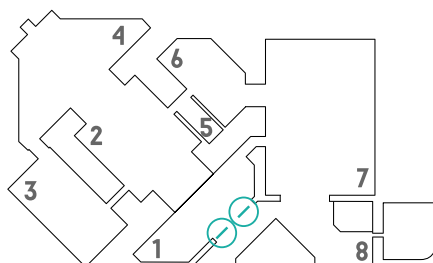
Technical Specifications

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

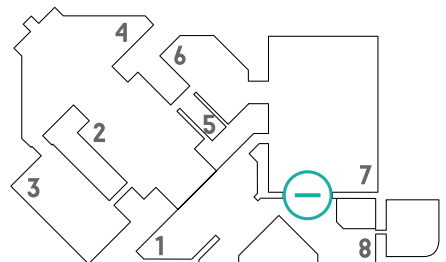
Technical Specifications

2 x 85"

L 1.1 m x H 1.9 / 2.09 sq m

Image and Video Resolution:

1920 X1080 px



TURNSTILES ENTRANCE HALL 4

Code CC0.24



NOTES

Code CC0.24

10" - 15" Ad

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

Material: provided by the customer

Max. schedule:

Max. 6 companies per day

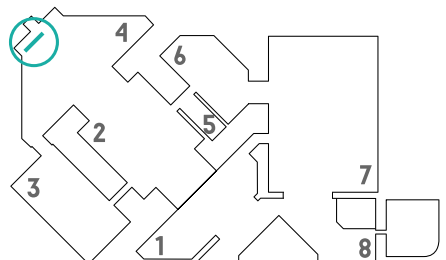
Technical Specifications

3 x 55"

Stacked 1.21 m x 2.04 / 2.46 sq m

Image and Video Resolution:

1080X1920 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

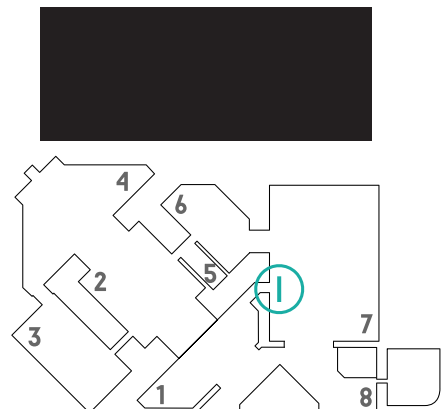
Technical Specifications

L 4.48 m x H 1.92 / 8.60 sq m

Video Wall pitch 10"

Image and 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

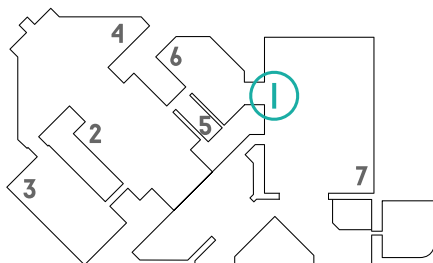
Technical Specifications

L 4.48 m x H 1.92 / 8.60 sq m

Video Wall pitch 10"

Image and Video Resolution:

448x192 px



LINK 7-6 | LINK 7-1 LINK 2-4



NOTES

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

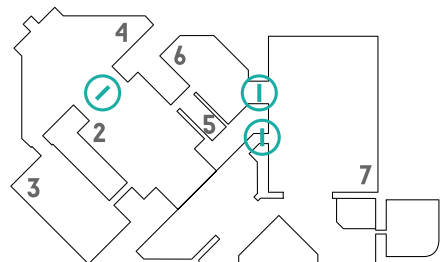
Technical Specifications

Material: graphics provided by the customer

Graphics: two sided

No. panels 3 or 5 or 11

Format: PDF and PNG





Sponsorship

HIT 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

SKEET SHOOTING 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

The background features a dark teal color with several overlapping, semi-transparent circles of varying shades. A large, light teal star shape is positioned at the bottom center, pointing upwards. The word "Newsletter" is centered in the upper half of the image in a white, sans-serif font.

Newsletter

DEM



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

1200X800 px

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

The background features a dark teal color with several overlapping, semi-transparent circles of varying shades. A large, stylized arrow points upwards from the bottom center, also in a semi-transparent teal color. The text "Social Media" is centered in the upper half of the image.

Social Media

DEDICATED POST



Material to be provided

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

Technical Specifications

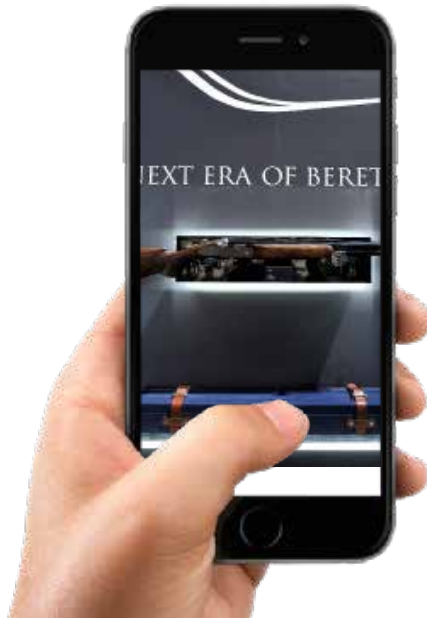
Format: (video) MP4, (images) JPG and PNG
Vector logo

Image and video resolution

1200X800 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,

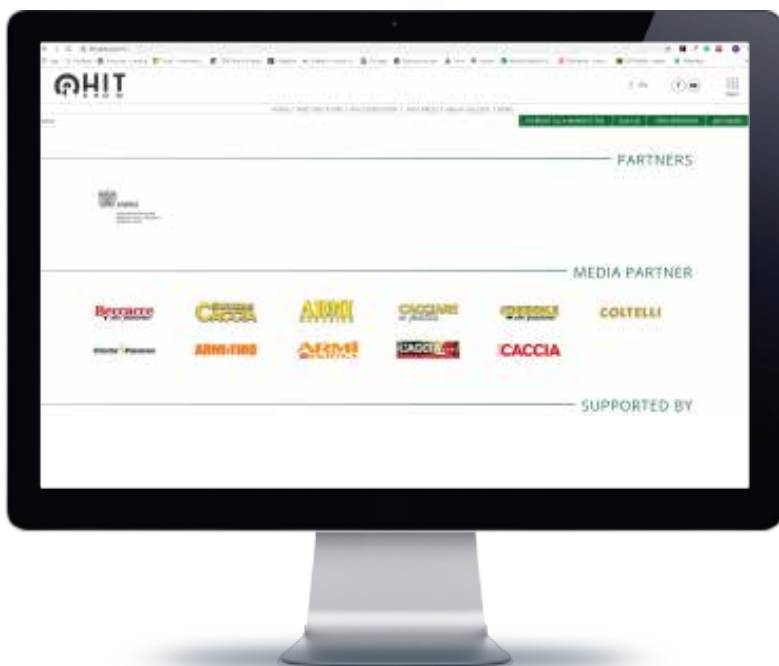
Filmed by our operators during the event and published live in Facebook and Instagram stories.



Website

HOMEPAGE

Inclusion of logo and clickable links



Material to be provided

Vector logo
Pointing link

Technical Specifications

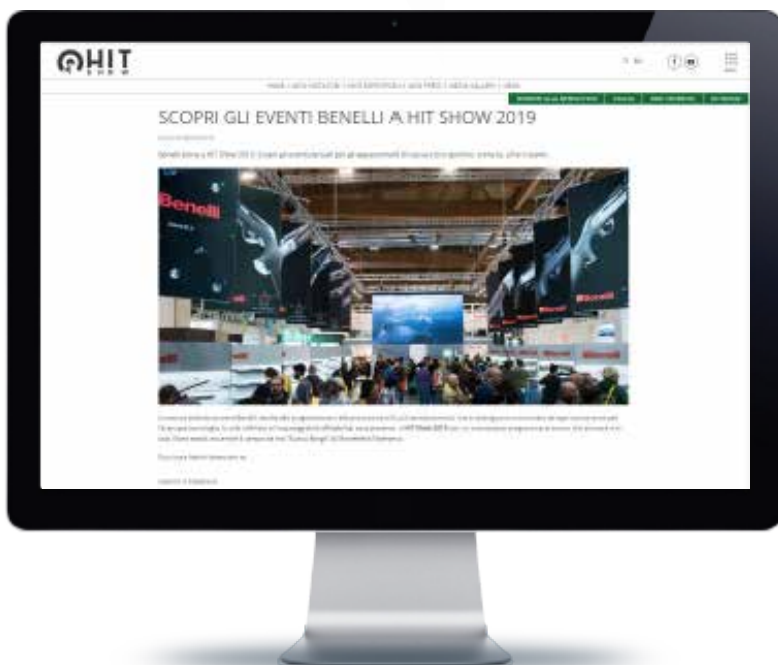
Format: Vector or PNG logo

Image and video resolution

170X90 px

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

The background features a dark teal color with several overlapping, semi-transparent circles of varying shades. A large, light teal arrow points upwards and to the right, starting from the bottom left and ending near the center of the page. The word "Distribution" is centered in white text.

Distribution

DISTRIBUTION OF OWN PROMO MATERIALS



Material to be provided

Provided by 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 #hitshow20 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



f v
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