Package list TortonaDesignWeek edition 2023

*excluding VAT

	€ 1.500,00* **BASIC**	€ 2.500,00* **STANDARD**	€ 5.000,00* **BUSINESS**	€7.000,00* **PREMIUM**	DM Price list **PLUS**
WEB SITE	Insertion of company logo on 'exhibitors' page + brief description (tot. lines)	Insertion of company logo on 'exhibitors' page + brief description (tot. lines) Company logo insertion NOT CLICKABLE on **'home' page**	Insertion of company logo on 'exhibitors' page + brief description (tot. lines) Insertion of **CLICKABLE** company logo in the "home" page with link to the page dedicated to the specific company Creation of **dedicated company page** including: logo, description, gallery with 3 images	Insertion of company logo on 'exhibitors' page + brief description (tot. lines) CLICKABLE company logo insertion in the "home" page with link to the page dedicated to the specific company Creation of dedicated company page including: logo, description, gallery with **5 images + LINK to company website and social profiles**	**Complete customisation** of the company page. Not available for packages of less than € 5,000.00: - € 800.00* for packages from € 5,000.00 - € 500.00* for packages from € 7,000.00 upwards
DIGITAL MAP Web site and download	Placement of the company name on the digital map and in the index, including in a **CASUAL position** but after the FIRST and SECOND POSITIONS (order defined by the purchase history)	Insertion of company name on the digital map and in the index, including in the **SECOND positions** (order defined by purchase history) + **insertion of company logo**	Insertion of company name on the digital map and in the index, including in the **FIRST positions** (order defined by purchase history) + insertion of company logo **BIG**	Insertion of company name on the digital map and in the index, including in the FIRST positions (order defined by purchase history) with **GRAPHIC EVIDENCE** (bold or capital letters) + insertion of large company logo	Logo and name with **link to customised page** (as above) Not available for packages of less than € 5,000.00: - € 200.00* for packages from € 5,000.00 - € 100.00* for packages from € 7,000.00 upwards
PAPER MAP	Map front: Company name placement on the printed flyer and in the index, including it, in a **CASUAL position** but after the FIRST and SECOND POSITIONS (order defined by purchase history)	Map front:: company name insertion on the printed flyer and in the index, including the index, in the **SECOND positions** (order defined by purchase history) Display face: Insertion of **company logo**	Map front: company name insertion on the printed flyer and in the index, including index, in the **FIRST positions** (order defined by purchase history) Display face: insertion of company logo **BIG**	Map front: insertion of company name on the printed flyer and in the index, including it, in the FIRST positions (order defined by purchase history) with **GRAPHIC EVIDENCE** (bold or capital letters) Display face: insertion of company logo BIG + **short description**	**Marking on the TDW website** as a pick-up point for the paper map, increasing visibility and attendance at your location. · from € 400.00*. **Printing** for distribution at your own point of exhibition, can be purchased for all packages, minimum number of 250 copies · € 250.00* + printing cost **Map customisation:** - FRONT map with indication of exhibitor only - BACK with extensive description, logo and image + QR code with link to website and social profiles
PALINE	Dedicated Paline at the entrance to the exhibition with company name and logo	Dedicated Paline at the entrance to the exhibition with company name and logo + **brief company description**	Dedicated Paline at the entrance to the exhibition with company name and logo + company description + **image**	Dedicated Paline at the entrance to the exhibition with company name and logo + **extensive** company description + image and **QR code** with link to own website and social media	Placement of a **customised Paline** with directions to the exhibition site along the TDW route
TOTEM	Map front: insertion of company name on the map and in its index in a **CASUAL position** but after the FIRST and SECOND POSITIONS (order defined by purchase history) Display face: insertion of logo	Map front: insertion of company name on the map and its index in the **SECOND positions** (order defined by purchase history) Display face: insertion of logo	Map front: insertion of company name on the map and its index in the **FIRST positions** (order defined by purchase history) Display face: insertion of logo **BIG**	Map front: insertion of company name on the map and in its index in the FIRST positions (order defined by purchase history) with **GRAPHIC EVIDENCE** (bold or capital letters) Display face: insertion of BIG logo with **short description**	1) Insertion of a **QR code with links** to the company's website and social media in the 'exhibitors' section, in conjunction with the company's logo and description 2) Creation of an **EXCLUSIVE dedicated** face
SOCIAL TDW	1 generic post and presence of the company logo in the 'exhibitors' post	**1 post + 1 stories IG dedicated** 1 generic post and presence of the company logo in the 'exhibitors' post	**2 post + 3 stories IG dedicated** 1 generic post and presence of the company logo in the 'exhibitors' post	**3 post + 7 stories IG dedicated** 1 generic post and presence of the company logo in the 'exhibitors' post	Customised social strategy, publication of posts or photo stories to supplement the editorial caledarium provided for Facebook and Instagram TDW. Purchasable from all packages: · dedicated pre-event extra post € 200.00* each · dedicated pre-event extra stories € 180.00* each · dedicated on event days extra post € 300.00* each · dedicated on event days extra stories € 280,00* each · dedicated post-event extra post € 120.00* each · dedicated post-event extra stories € 100,00* each
ADV	€ 50 adv included in package for TDW page promotion	**€ 150** adv included in package for TDW page promotion **€ 40** adv included in package for dedicated post promotion	**€ 300** adv included in package for TDW page promotion **€ 50** adv included in package for dedicated post promotion	**€ 500** adv included in package for TDW page promotion **€ 100** adv included in package for dedicated post promotion	Customised Adv investment. Buyable from all packages.
PRESS OFFICE		1 generic post and presence of the company logo in the 'exhibitors' post	1 generic post and presence of the company logo in the 'exhibitors' post	1 generic post and presence of the company logo in the 'exhibitors' post	Customised press office support on request. Buyable from all packages.
Presence on fuorisalone.it	See details and costs in the table on the following page				
Presence on other web site	Mention in websites dedicated to the Salone and fuori salone (e.g. yesmilano.it, designwanted.com)	Mention in websites dedicated to the Salone and fuori salone (e.g. yesmilano.it, designwanted.com)	Mention in websites dedicated to the Salone and fuori salone (e.g. yesmilano.it, designwanted.com)	Mention in websites dedicated to the Salone and fuori salone (e.g. yesmilano.it, designwanted.com)	Possibility of publication and visibility on industry websites. Buyable from all packages.
extra service	· MERCHANDISING (logo bags, clothing, customer gifts, customised gadgets, staff clothing, etc.) · STAFF (hostesses, reception, security) · PRESS CONFERENCE · LOCATION CONSULTANCY · PERSONALISED GRAPHIC SERVICES (catalogue, flyers, etc.) · CATERING · Photo and video				

PRESENCE ON FUORISALONE.IT

START PLAN
€600,00*

Presence in the 'Pathways' section of the www.fuorisalone.it website, under the 'Projects' section, with a page dedicated to TDW that describes the event and gives basic information about it.
It will be possible to mention and link to the page the individual activities/events taking part in the project.
There will be no opportunity to create complete brand/designer/event tabs with a landing page.
In this case, the companies/exhibitors participating in TDW will not have a communication plan dedicated to them nor a dedicated landing page, but only a mention.

The START plan includes:
DayByDay Newsletter (during Design Week):
- No. 1 box within the DayByDay newsletter dedicated to promoting the event during TDW**.

Social channels and official Fuorisalone.it channels (Instagram, Facebook and Instagram)
- N. 1 social outlet of your choice on Instagram, Facebook or Linkedin channels of Fuorisalone.it according to the content to be promoted* (exhibitors will only be mentioned)
- N. 1 live story by the editorial staff during Design Week Magazine (the exhibitors will only be mentioned)
- N.1 promotional article proposed by the client*** (exhibitors will be mentioned only)
- Sharing of the article for direct promotion on Facebook and Linkedin***.

Press conference (if contract is signed by 15 January 2023)
- Mention of the TDW event in the press release issued at the conference (expected date 28/2/2023) and in subsequent updates.
- Presence of the TDW event with a dedicated paragraph in the pdf presentation accompanying the press conference in the "Projects" section

Please note
* If the choice is on the Instagram channel the publication can be made from 1 March to 15 April (not during Design Week) | If the choice is Facebook or LinkedIn there are no restrictions on publication dates - the choice will be made by the TDW organisation
** Sharing of the content for its direct promotion within the Day by Day newsletter, on the dates of: Sunday 16 April, Monday 17 April, Tuesday 18 April, Thursday 19 April, Friday 20 April.
* Sharing will be done in the period between 1 March and 22 April, the choice of day being subject to the date of booking the slot. 600€ + VAT.

Participation will be confirmed if the minimum number of companies or the minimum total investment for the purchase of the package offered by FuoriSalone.it of € 4,000.00 + VAT is reached by 15 January

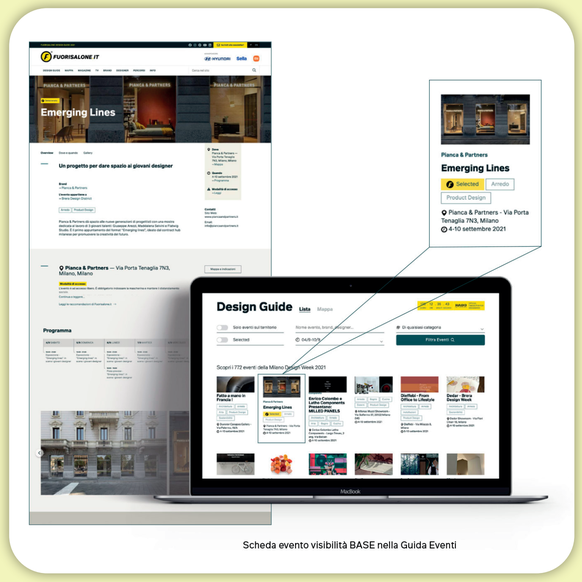
BASE PLAN (in addition to the Start plan)
€1.600,00*

Official guide and map
For those who would like to be listed in the event guide and benefit from a re-share of the event tab on the official Fuorisalone.it Facebook channel.

Event Guide:
- BASIC visibility of the event card
- Linked brand card
- Linked designer tab
- Pin on the Fuorisalone digital map

Social media:
event card sharing on Facebook by Fuorisalone.it*.

*(Sharing will be done in the period between 20 March and 4 April, the choice of day is subject to the date of the slot booking)



Scheda evento visibilità BASE nella Guida Eventi

PLUS PLANE (in addition to the Start plan)
€2.500,00*

Event guide, social media and magazine
For those who want greater visibility within the event guide and social media and magazine activity to support content and the event.

Event Guide:
- FOCUS visibility of event tab
- Linked brand tab
- Linked designer cards
- Pin on the Fuorisalone digital map

Social media:
N.1 social outlet of your choice on Fuorisalone.it's Instagram, Facebook or Linkedin channels*.

Magazine:
- N.1 promotional article proposed by the client**
- Sharing of the article for its direct promotion on Facebook and Linkedin**.

* If the choice is on the Instagram channel the publication can be made from 1 March to 15 April (not during Design Week) | If the choice is Facebook or LinkedIn there are no limitations on publication dates
** Sharing will be done in the period between 1 March and 22 April, the choice of day is subject to the date of booking the slot.

Scheda evento visibilità FOCUS nella Guida Eventi

* All prices are exclusive of VAT