

Marketing Sponsorship Opportunities



27 - 30 MAY 2025
FIERA MILANO - ITALY

A JOINT VENTURE BETWEEN:





IPACK-IMA MILANO 2025

The place of innovation... since more than 60 years

- More than 60 years of innovative ideas, trend and technological revolutions
- Historical brand with 25 previous editions
- Second exhibition in the world for technological solutions in processing, packaging and materials industry
- Innovation as first purpose
- More than 1.200 exhibitors
- More than 60.000 qualified visitors from 122 countries





FACTS & FIGURES

3 - 6 MAY 2022

* post-covid edition



1.166 Exhibitors
24% International exhibitors


59.837 Visitors

25% International visitors
1 out of **4** returning visitor


122 Countries

AREAS OF ORIGIN

EU	70,84%
<i>East EU</i>	20,41%
Asia	7,17%
<i>Middle East</i>	5,21%
Africa	12,47%
<i>North Africa</i>	9,19%
Latin America	6,25%
North America	2,56%
Oceania	0,71%

8 Halls

over **53.000** Net sqm

TOP 10 COUNTRIES OF ORIGIN

1. Germany
2. Switzerland
3. Iberian countries
4. France
5. Balcans
6. Maghreb
7. Benelux
8. UK
9. Turkey
10. Greece

350 International VIP buyers from **46 countries**

400 International media professionals



Our mission? To be more than an exhibition, approaching the event starting from now on

IPACK-IMA WORLD

BEFORE

January – April 2025

DURING

27 – 30 May 2025

AFTER

Media window

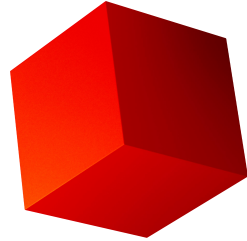
Road to
IPACK-IMA 2025

Contents and events

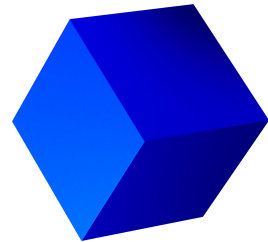
IPACK-IMA 2025
exhibition

Visibility in digital
and traditional media

Opportunities for exhibitors



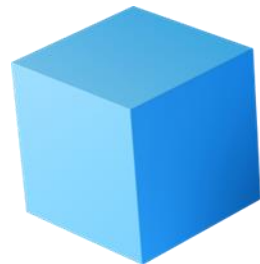
Focus on BRANDING



Focus on SITE



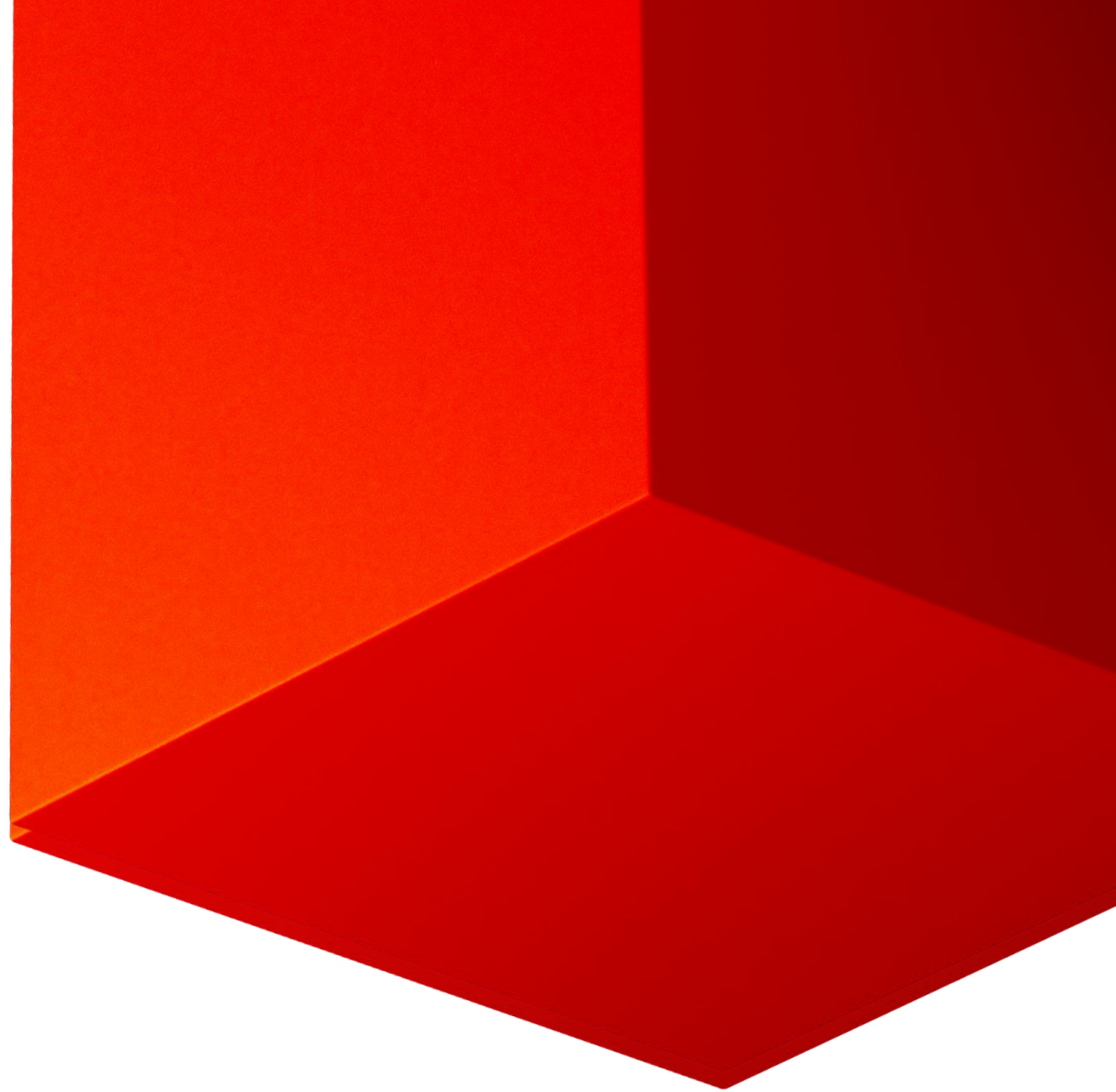
Focus on CONTENTS

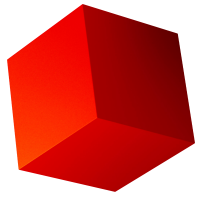


Focus on NETWORK



Focus on
BRANDING





Focus on **BRANDING**

ANALYTICS Website **ipackima.com**

Users per Country

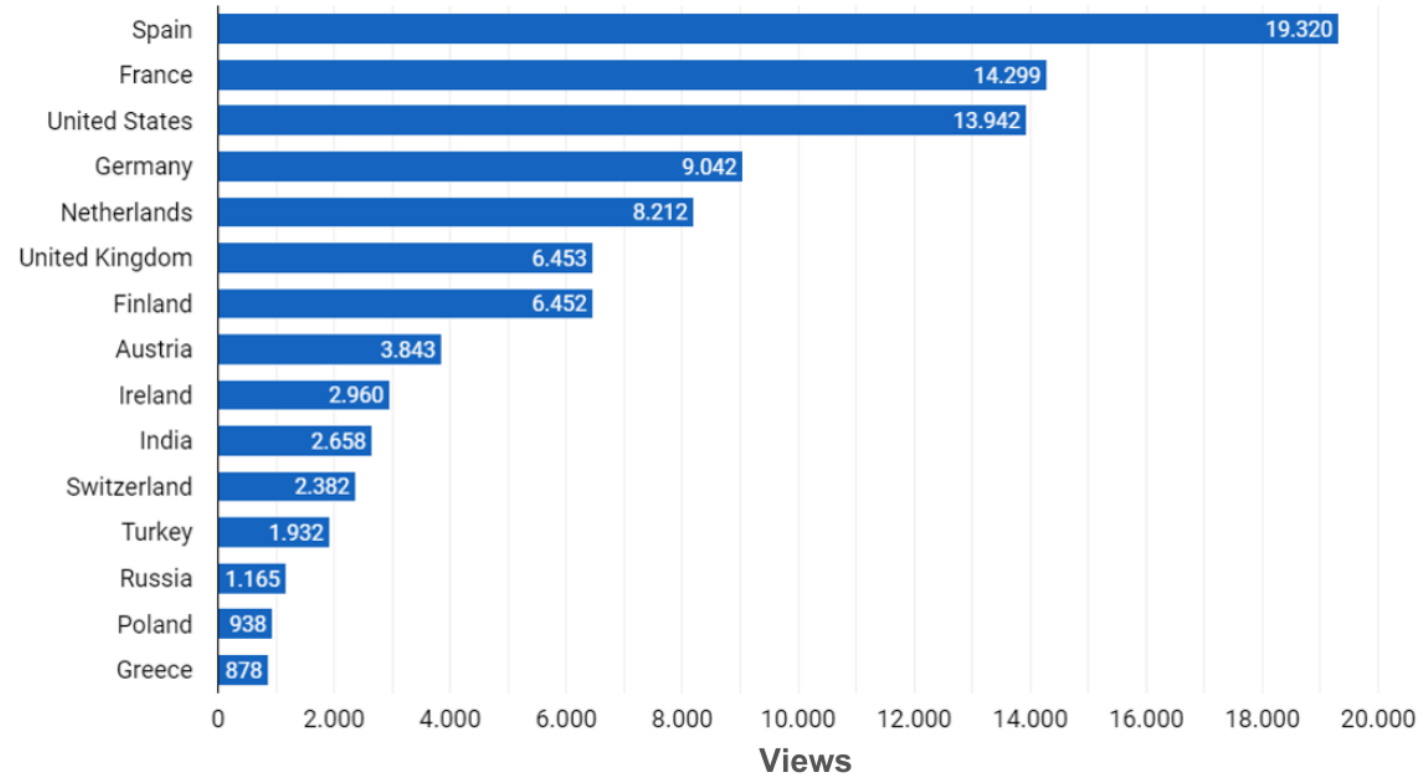


Focus on international users

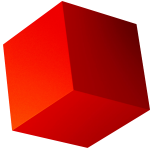
Views per Page Title and Screen Class



PAGE TITLE AND SCREEN ...	VIEWS
ipackima - Homepage	281.320
The Fair	19.097
Food Processing	18.451
Map	17.699
Ticket office	16.792
2022 Edition	16.152
Ticketing	15.919



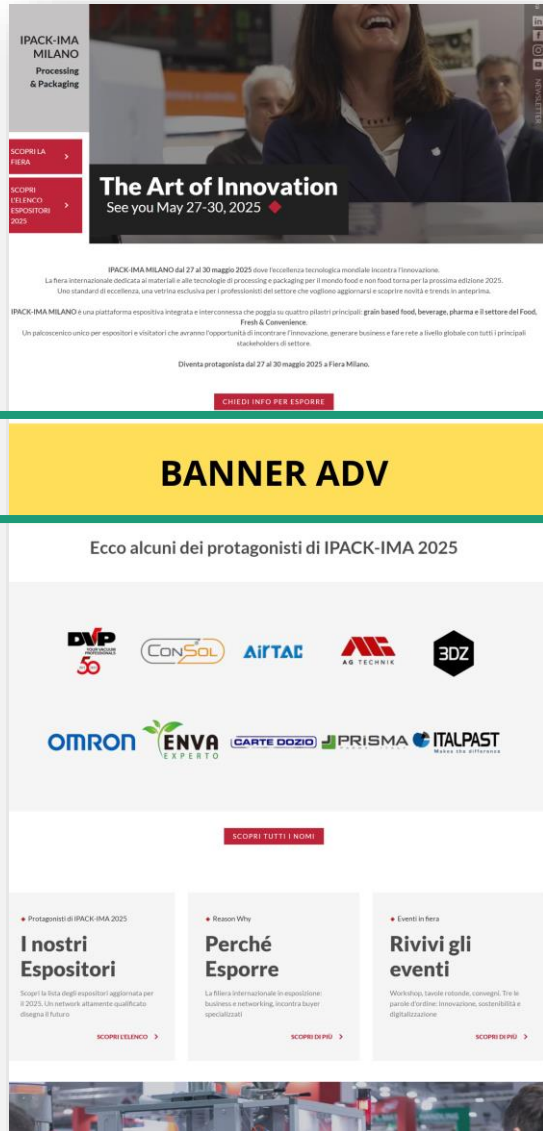
* Source: Google Analytics, period Jan 22 – Jun 22



Focus on **BRANDING**

Banner in the website **Ipackima.com**

Limited spot available



Our website is intuitive and mobile friendly. It represents the main source of information for the exhibition’s visitors.

Put in our homepage your **advertising banner (rotating with 3 other exhibitors)** that can be purchased each month:

Prices:

From Oct. to Dec. 2024

€ 1.500 + Vat* / each / month

From Jan. to Feb. 2025

€ 2.000 + Vat* / each / month

March 2025

€ 2.500 + Vat* / each / month

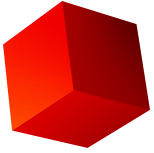
From April to May 2025

€ 3.000 + Vat* / each / month

From June 2025

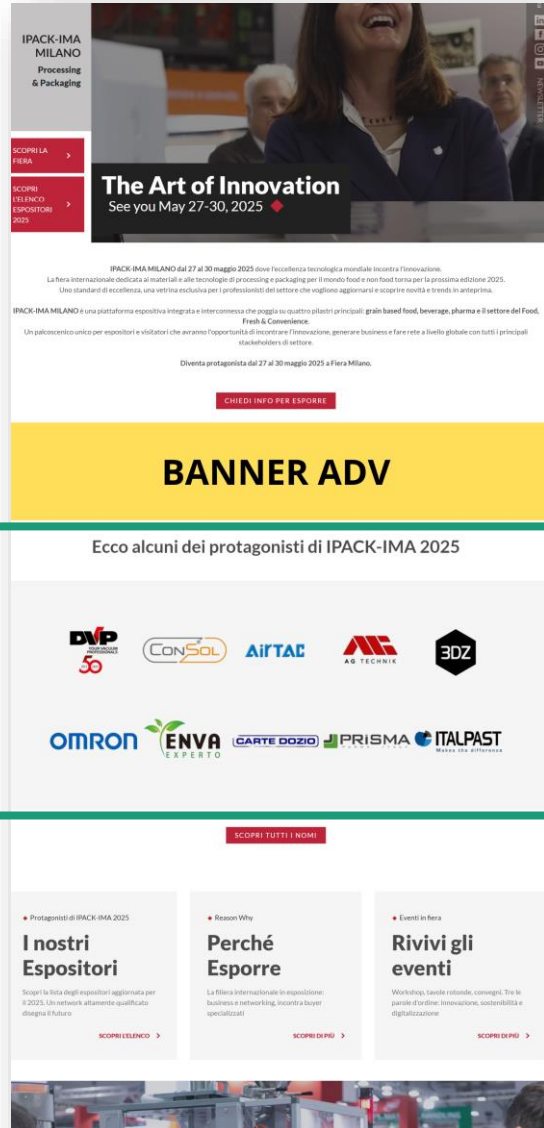
€ 1.500 + Vat* / each / month

* Vat (if due) **Dimension, format and timing TBD



Focus on **BRANDING**

Logo in the website **Ipackima.com**

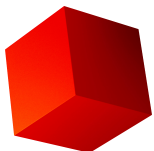


Put your company's **logo** in our homepage with the link to your website.

Prices:

From Oct. to Dec. 2024	€ 1.000 + Vat* / each. / month
From Jan. to Feb. 2025	€ 1.500 + Vat* / each. / month
March 2025	€ 1.800 + Vat* / each. / month
From April to May 2025	€ 2.500 + Vat* / each. / month
From June	€ 1.000 + Vat* / each. / month

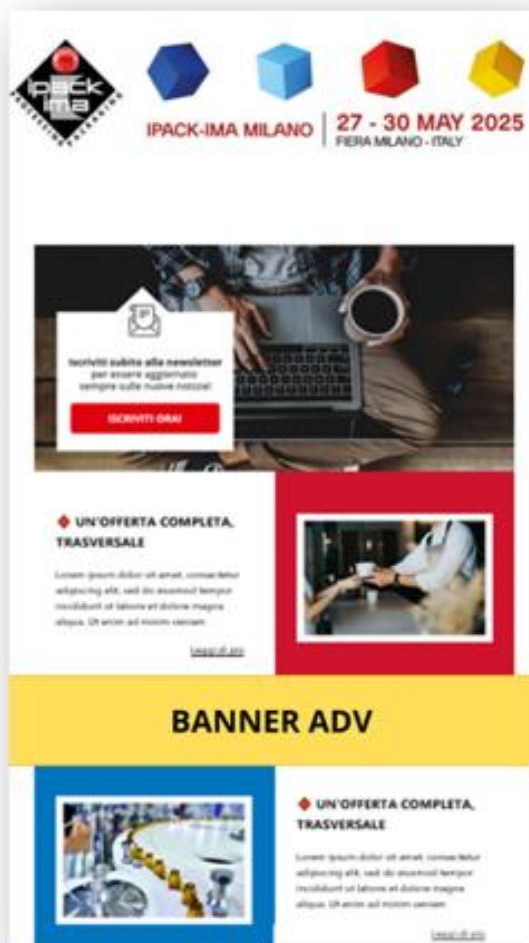
* Vat (if due) **Dimension, format and timing TBD



Focus on **BRANDING**

Banner in the monthly Newsletter

Limited spot available



Our monthly newsletter offers interesting and updated contents, news and trend of the industry.

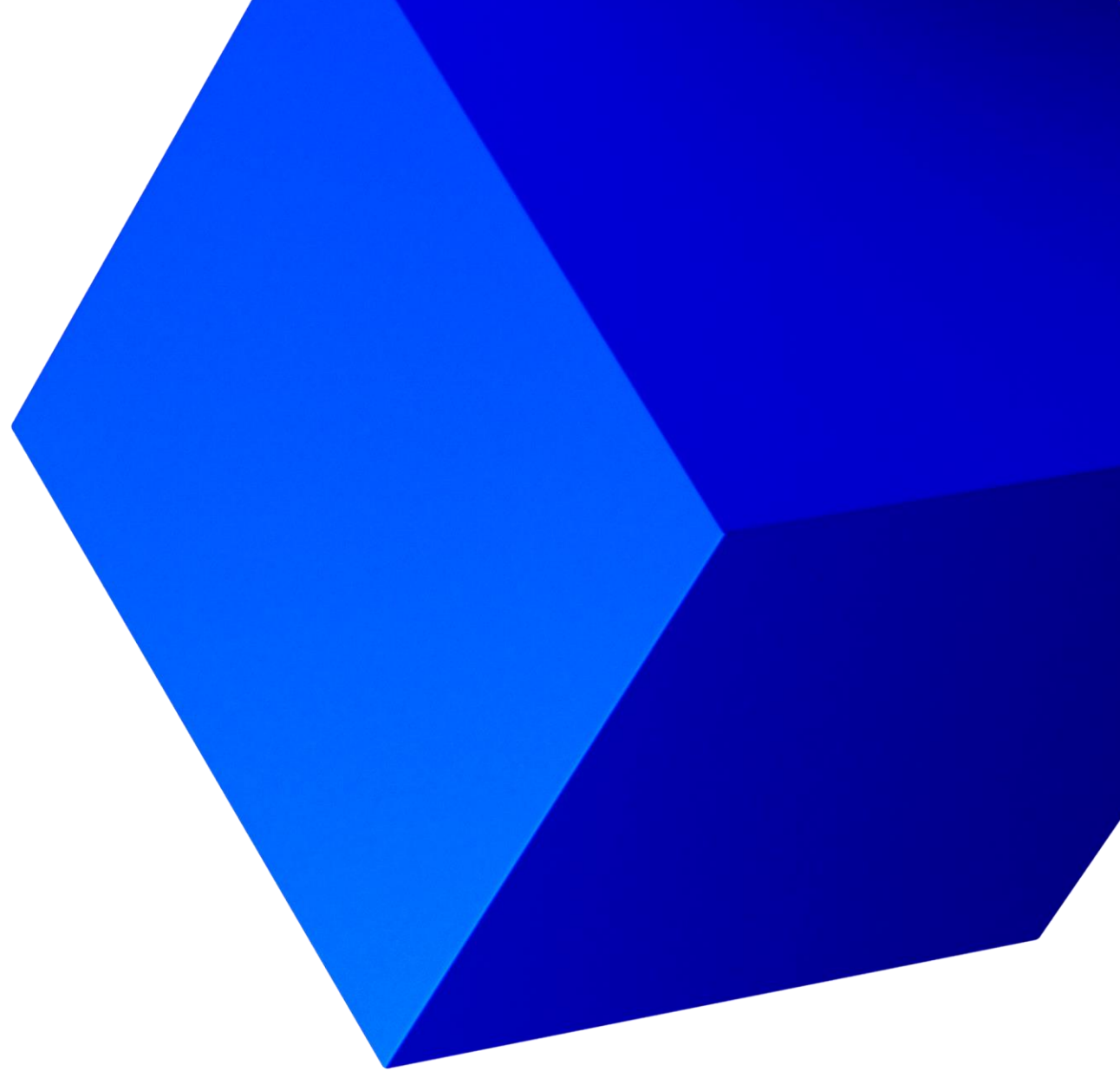
Put your banner in our news to increase your company visibility!

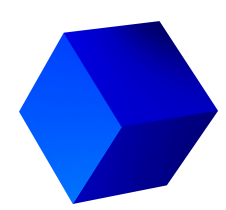
Prices:

ADV banner from Oct. to Dec. 2024	€ 1.500 + Vat
ADV banner Jan. 2025	€ 2.000 + Vat
ADV banner Feb. 2025	€ 2.000 + Vat
ADV banner March 2025	€ 2.500 + Vat
ADV banner April 2025	€ 3.000 + Vat
ADV banner May 2025	€ 3.500 + Vat
ADV banner June 2025	€ 2.000 + Vat
ADV banner July 2025	€ 1.500 + Vat

* Vat (if due) **Dimension, format and timing TBD

Focus
ON-SITE





Focus ON SITE



Advertise your presence at IPACK-IMA in your online channel and in your social media.

- ✓ [Click here](#) and download **IpacK-Ima's logo** in the format you prefer and put the logo in your website

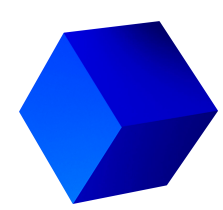


Follow the official social media of **IPACK-IMA** (LinkedIn, Facebook, Instagram):

Be always updated with news and trend, share important news about your company and increase your follower using the official hashtag

#ipackima2025

#ipackima2025



Focus ON SITE

Pocket Guide

Exclusive opportunity



The **Pocket Guide** is an **essential tool** that will be distributed, free of charge, to all visitors of the event.

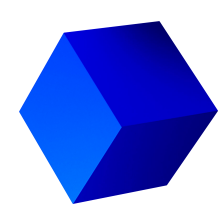
With more than 50,000 pieces, it makes easier to visit the event, meet exhibitors and participate in events and conferences.

Increase your visibility during the exhibition days thanks to a qualified presence in the Pocket Guide

Prices:

Company Logo in the map	€ 690 max 5/6 logo each hall
Single adv page	€ 1.800 (max 10 pages)
Double adv page	€ 3.500 only one
Two page adv	€ 3.000
Inside back cover adv page	€ 3.000
Back cover adv page	€ 3.800

* Vat (if due) **Dimension, format and timing TBD



Focus ON SITE

Personalised lanyards

Exclusive opportunity

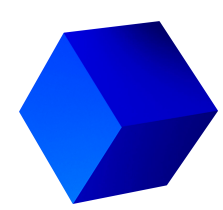


Distributed at every hall entrance, the lanyards are a unique communication and branding tool during the days of the event.

A real element of belonging, as well as a gadget collected by all visitors and exhibitors of the event.

- **Exclusive Sponsorship** in the halls to be distributed to all visitors
Price: € 13.000 euro
- **Exclusive Sponsorship** to deliver to all Buyers participating at the Buyer's programme
Price: 9.000 euro

The production and supply of the lanyards are handled by the sponsoring company. The distribution is by the organizer.



Focus ON SITE

Personalised Shopper

Exclusive opportunity



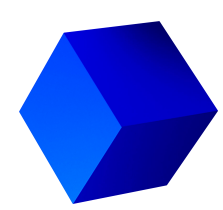
Distributed in the exclusive **Buyers Lounge**, your shopper can have advertising material and personalised gadget of your company.

The bag will be used by international buyers who will be your brand ambassador inside the lounge and in the halls.

Exclusive Sponsorship: sponsor and exhibition logo

- **Exclusive sponsorship for 50.000 shoppers**
Price: € 13.000
- **Sponsorship Exclusive to deliver to the Buyer**
Price: € 9.000

The production and supply of the shoppers are handled by the sponsoring company. The distribution is by the organizer.



Focus ON SITE

Sponsorship Meeting Room in the hall

Exclusive opportunity

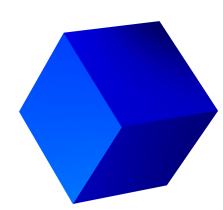


Do you want to customise your room and get more visibility during the events?

You can advertise your meeting room!

Price: € 13.000





Focus ON SITE

Visibility in the Fairground

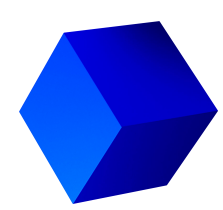


Increase the visibility of your company and become protagonist in the fairground!

Choose the best solution for your company:

- **LED Wall:** placed in important points, the ledwall guarantee high visibility thanks to the rotation of digital dynamic and appealing contents
- **Printed Advertising:** excellent solutions to have a presence in areas with important visitor traffic.

Prices: contact our Sales Team sales@ipackima.it



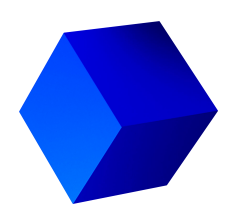
Focus ON SITE

Visibility in the Fairground Ledwall



Price: From 2000€.

To find out more, contact your sales contact.



Focus ON SITE

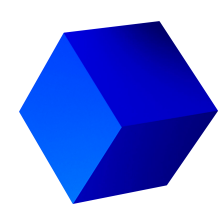
Visibility in the Fairground

Metropolitana M1



Price: From 900€.
To find out more, contact your sales contact.





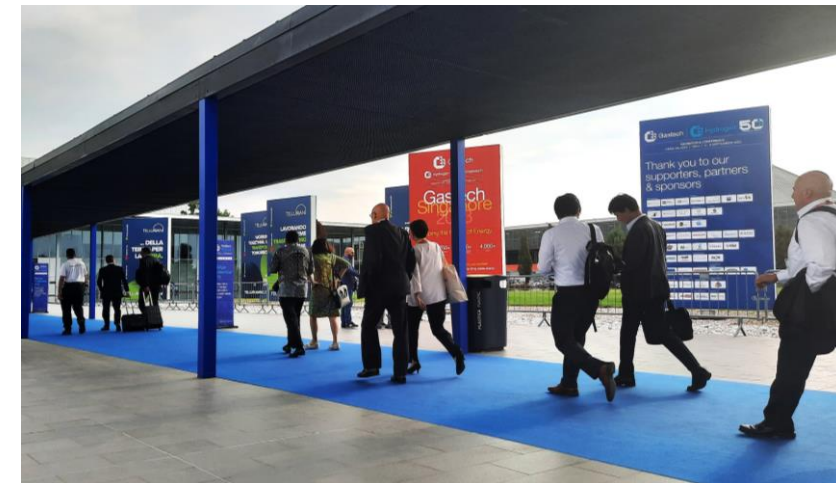
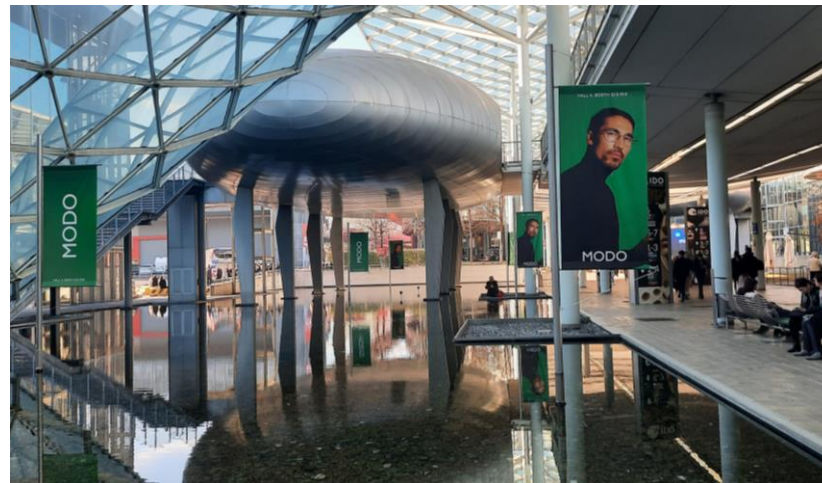
Focus ON SITE

Visibility in the Fairground Banners



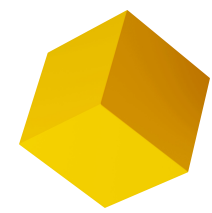
Price: From 600€.

To find out more, contact your sales contact.



Focus on
CONTENTS

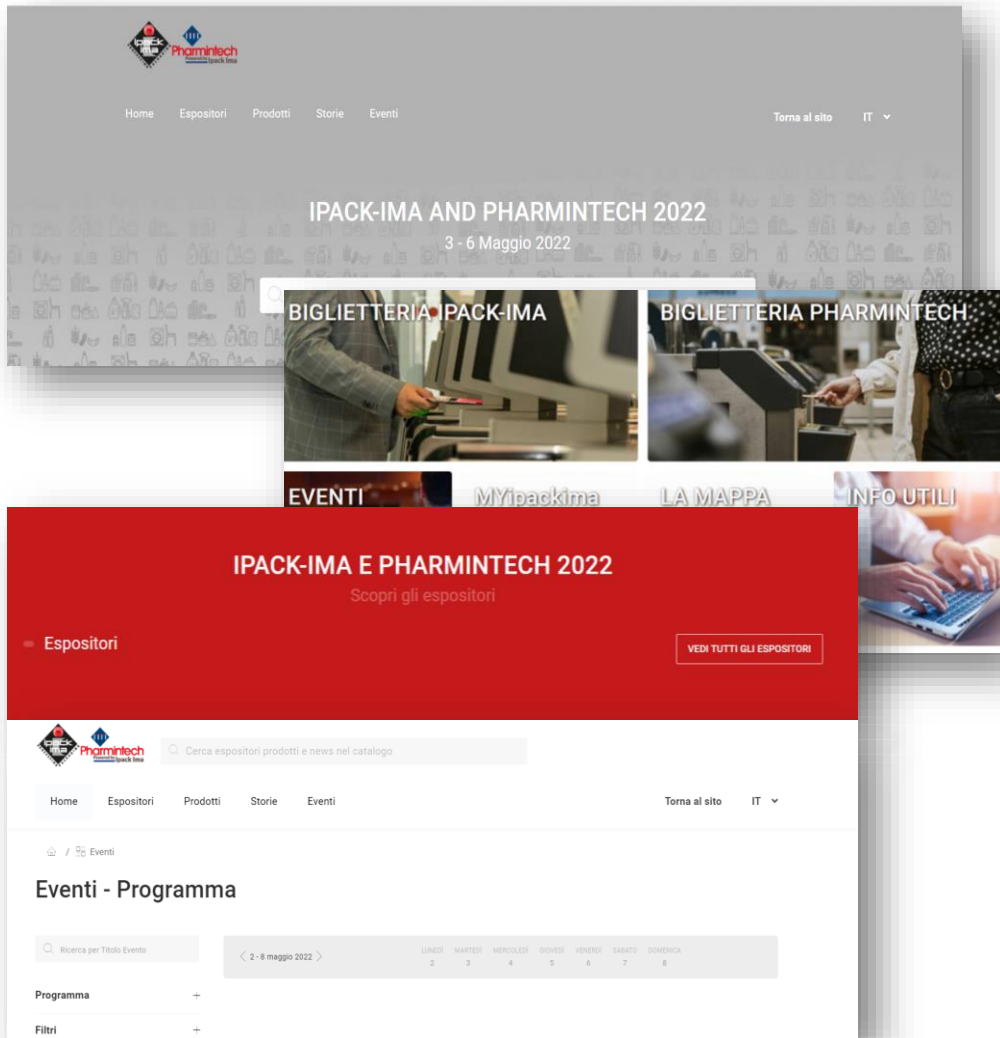




Focus on CONTENTS

Digital Catalogue

Available for every exhibitors

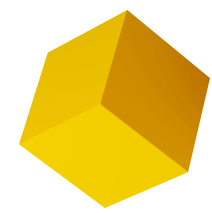


Increase your business opportunities enriching the digital exhibition catalogue with your contents (images, posts, videos, info and technical specs).

This could be a very useful way to communicate your news before, during and after the exhibition, creating a virtual showcase.

On the platform you can find the events programm where you can proceed with the registration to take part onsite or in streaming. Furthermore, you can advertise your private events in the digital catalogue.





Focus on CONTENTS

Interview for your company

Available for every exhibitor

The collage features several promotional elements for the IPACK-IMA MILANO 2025 event (May 27-30, Fiera Milano - Italy). It includes:

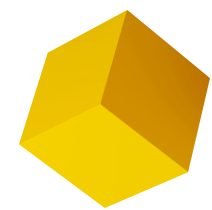
- Event logos and dates: IPACK-IMA MILANO | 27 - 30 MAY 2025 | FIERA MILANO - ITALY.
- Interview snippets with company representatives:
 - Ramac:** "Con Ramac, un'ampia gamma di confezionatrici in ottica sostenibile".
 - Fristam Pumpen KG:** "Fristam Pumpen KG: l'arte dell'ingegneria tedesca al servizio".
 - Craemer:** "Lunga vita al pallet in plastica! Con Craemer il ciclo di vita diventa centenario".
 - Industry 5.0:** "Convegno Giflex a Milano: focus sullo".
- News articles with dates and titles:
 - 12/01/24: "Obiettivo sostenibilità in ambito packaging per Ferrero".
 - 12/01/24: "Packaging: ancora un anno da record".
 - 01/12/23: "Fristam Pumpen KG: l'arte dell'ingegneria tedesca al servizio dei più alti standard".
 - 01/12/23: "Le sfide del confezionamento alimentare: il packaging che dialoga".
 - 06/11/23: "Convegno Giflex a Milano: focus sullo".
- Social media icons for LinkedIn, Facebook, and Instagram, along with a "NEWSLETTER" sign.

The interview to your company contains product news, company goals, case history and more. It will be available on the website and as special content of newsletter and social post.

An editorial tool with the goal of sharing your company to our audience.

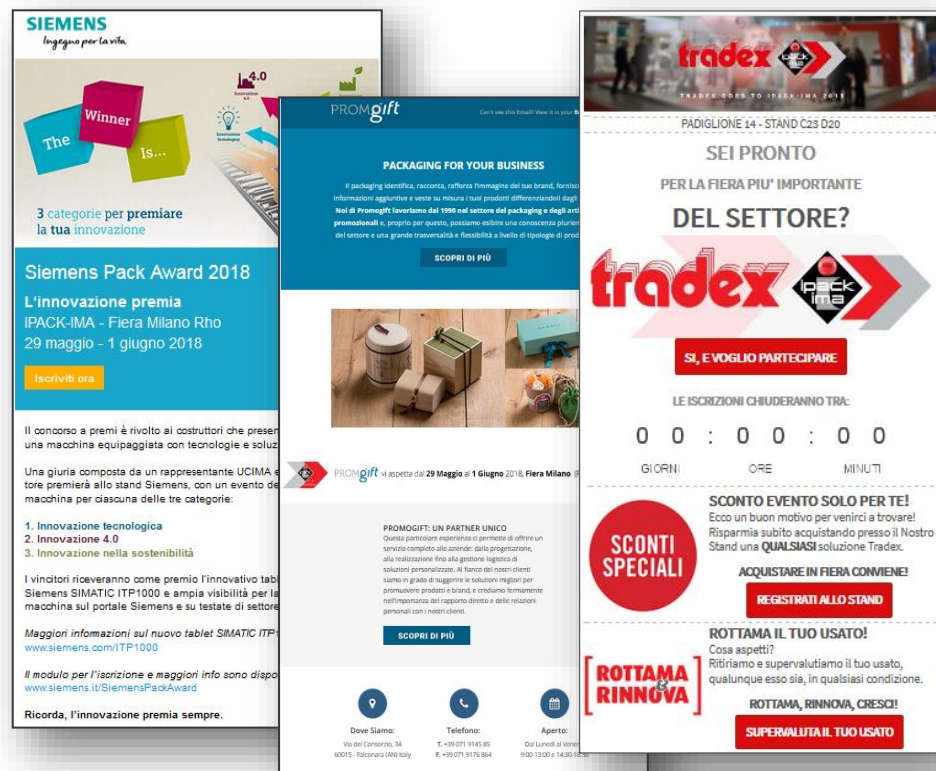
For further information contact our Team at sales@ipackima.it

N.B. Limited spots available, the order is decided by the organizer



Focus on CONTENTS

DEM tailor-made Limited availability



The tailor-made **DEM Direct Email Marketing** of IPACK-IMA is an effective and unique tool to promote your company.

The IPACK-IMA Data Base offers important contact opportunities:

- 1 DEM from Oct. to Dec 2024 € 2.200
- 1 DEM from Jan. to Feb. 2025 € 2.750
- 1 DEM March 2025 € 3.300
- 1 DEM from April to May 2025 € 3.500
- 1 DEM from June to July 2025 € 2.200

In order to finalize every DEM, an html file from the exhibitor is required within 15 days prior to the agreed sending date.



Focus on **CONTENTS**

Social Post and costumized editorial plan

Limited availability



- More than 8K follower
- 4/5 post a week

The screenshot shows a LinkedIn profile for 'IPACK-IMA 27 - 30 May 2025'. The header features a banner with the text 'THE ART OF INNOVATION FIERA MILANO - ITALY 27 - 30 MAY 2025' and the website 'ipack-ima.com'. Below the banner is the profile name 'IPACK-IMA 27 - 30 May 2025' and a description: '27- 30 May 2025 The international processing & packaging show dedicated to food & non-food @ FieraMilano Rho.' It also shows 'Servizi per eventi - Rho, Lombardia · 8K follower' and 'Angela e altri 22 collegamenti seguono questa pagina'. At the bottom, there are navigation tabs for 'Home', 'Chi siamo', and 'Post', and an 'Informazioni' section with a brief description of the event.

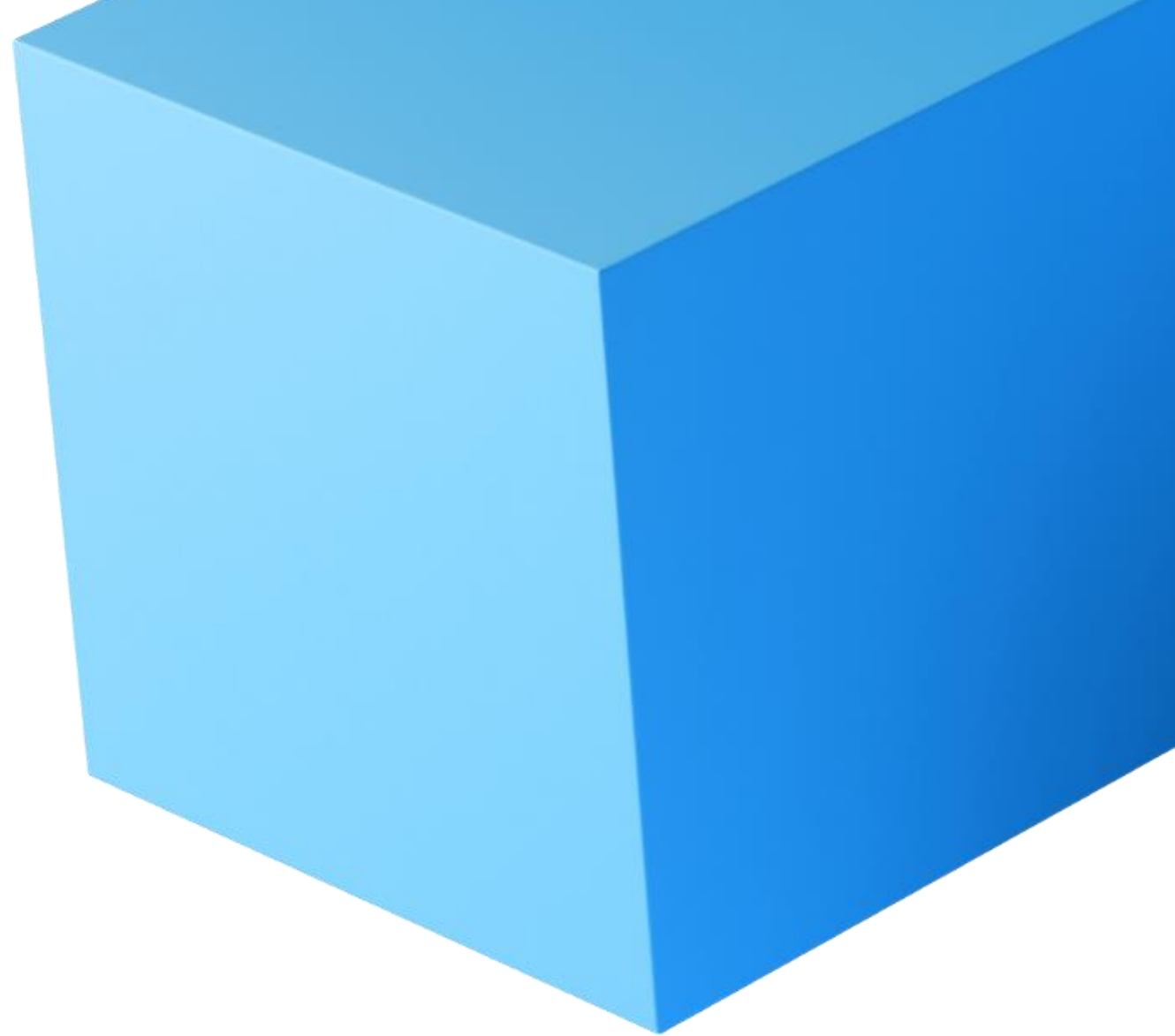
Increase your company visibility in the social media!

Our LinkedIn channel could be the right tool to introduce your company to the right costumers before, during and after the exhibition.

For further information contact our Teams at sales@ipackkima.it

N.B. Limited spots available, the order is decided by the organizer

Focus on
NETWORK



SUMMARY: OPPORTUNITIES FOR EXHIBITORS



Focus on *BRANDING*

Tool	Price
Logo in the website lpackima.com	1000€ - 2.500€
Banner in the website lpackima.com	1.500€ - 3.000€
Banner in the monthly Newsletter	1.500€ - 3.500€



Focus on *SITE*

Tool	Price
Pocket guide	690€ - 3.800€
Lanyard personalized	9.000€ - 13.000€
Shopper personalized	9.000€ - 13.000€
Sponsorship event room	13.000€
Visibility in the fairground	



Focus on *CONTENTS*

Tool	Price
DEM customized	2.200€ - 3.500€



Focus on *NETWORK*



Bundle Package



Find out our **advertising packages** to maximise your company visibility!

You can choose the post suitable for your company and save up until **25%** on our sponsorship proposals. Become protagonist at IPACK-IMA MILANO 2025!





€ 5.000

- ✓ Banner website in January
- ✓ Company Logo website in January
- ✓ Banner in the newsletter in January



Medium
Level

€ 10.000

- ✓ Banner website in February
- ✓ Company Logo website in February
- ✓ Banner in the newsletter in February
- ✓ 1 Ledwall along Corso Italia
- ✓ Company Logo in the Pocket Guide
- ✓ 1 Ledwall Service Center Stairs
- ✓ 1 single adv page in the Pocket Guide

A silver, metallic-looking badge with a scalloped, star-like border. The text "Silver Level" is centered inside in a bold, black, sans-serif font.

**Silver
Level**

€ 15.000

- ✓ Banner website in March
- ✓ Company Logo website in March
- ✓ Banner in the newsletter in March
- ✓ DEM in March
- ✓ 2 Ledwall along Corso Italia
- ✓ Company Logo in the Pocket Guide
- ✓ 1 single adv page in the Pocket Guide

A gold-colored, multi-pointed starburst badge with a textured surface. The text "Gold Level" is written in white, bold, sans-serif font, centered within the badge.

Gold
Level

€ 20.000 only one availability

- ✓ Banner website in April
- ✓ Company Logo website in April
- ✓ Banner in the newsletter in April
- ✓ DEM in April
- ✓ Two Page advertising in the Pocket Guide
- ✓ Company Logo in the Pocket Guide
- ✓ Ledwall East Gate
- ✓ Ledwall South Gate

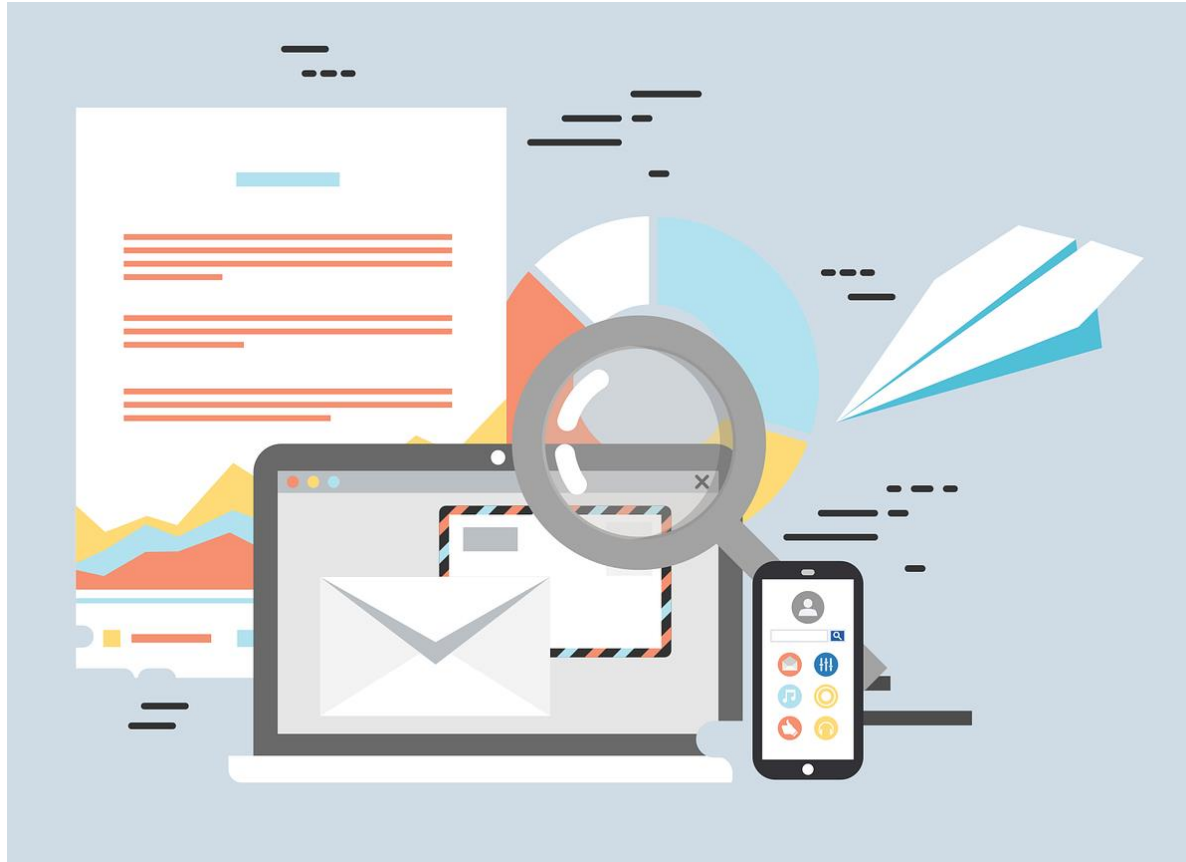
A dark grey, multi-pointed star-shaped badge with a metallic gradient and a fine horizontal texture. The text 'Platinum Level' is centered in white, bold, sans-serif font.

**Platinum
Level**

€ 25.000 only one availability

- ✓ Banner website in May
- ✓ Banner in the newsletter in May
- ✓ Logo website in May
- ✓ DEM in May
- ✓ Back cover advertising page in the Pocket Guide
- ✓ Ledwall Service Center on the balcony
- ✓ Ledwall East Gate
- ✓ Ledwall South Gate
- ✓ Ledwall West Gate

CONTACT OUR TEAM



Contact Ipack-Ima Team to find out the best solution for your company.

Our team is available as well to suggest tailored solutions according to your needs.

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Francesca Alloro

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