

TECNA

THE GLOBAL EXPO FOR CERAMICS AND MORE

How to make it.

SEPT 22 — 25
2026

RIMINI
EXPO CENTRE

Visibility & Digital packages 2026

organized by:

ITALIAN EXHIBITION GROUP
Providing the future

in collaboration with:



with the support of:



INDICE

Facts & Figures TECNA 2024

3

TECNA Visitor Professional Profile

4

Digital Presence Benefits

5

Visibility Packages

6

Print Visibility

13

Digital Visibility

16

Push Communication

29

Fairgrounds Visibility

36



FACTS & FIGURES TECNA 2024

350

Exhibitors

24

Events

18.350

Attendees

132

International Buyers

70.000 sqm

Exhibition Area

1.552

Business Meetings

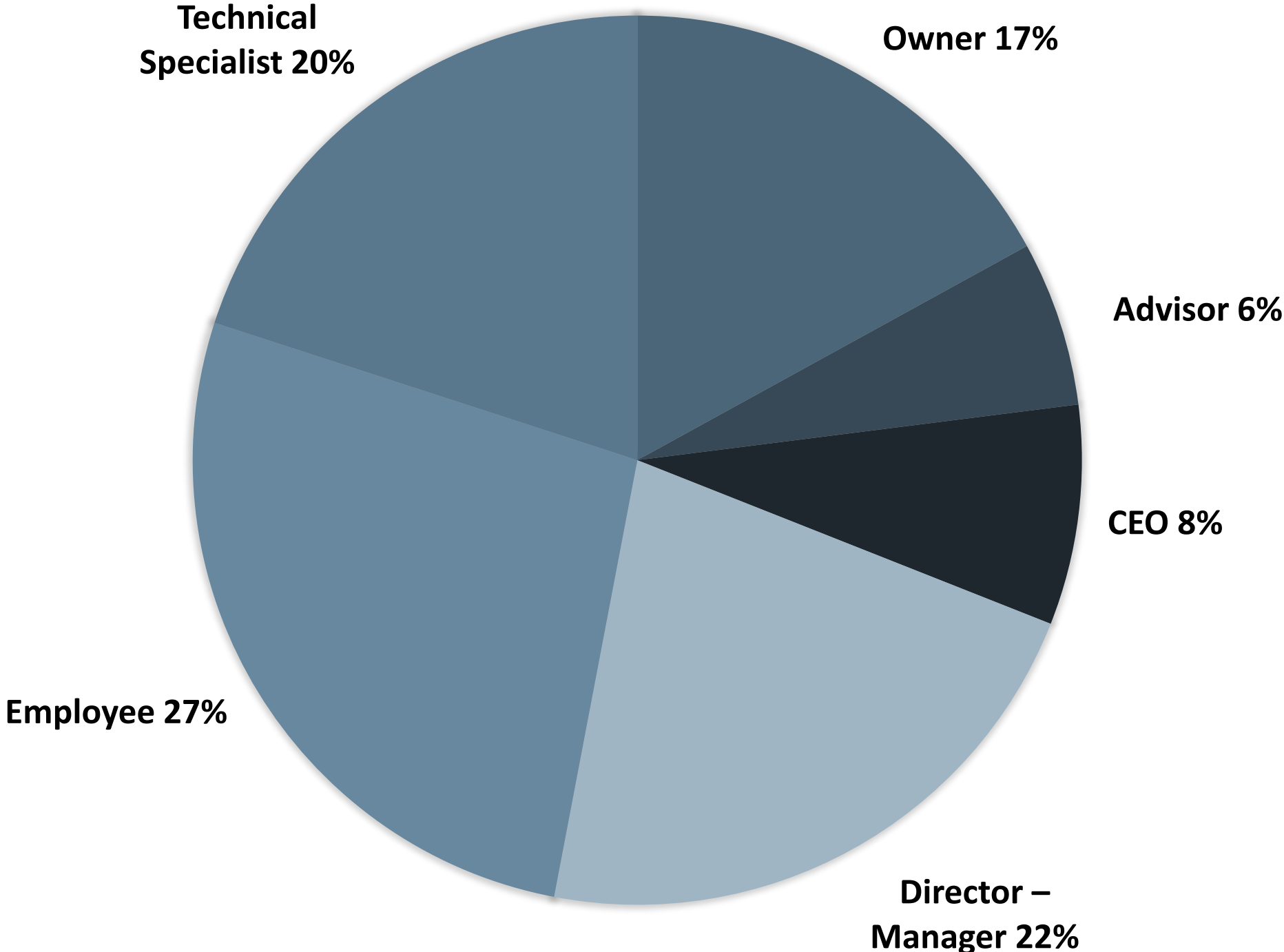


VISITOR PROFESSIONAL PROFILE

TECNA 2024 EDITION DATA

18.350 ATTENDEES

42% INTERNATIONAL FROM
OVER 100 COUNTRIES



DIGITAL PRESENCE BENEFITS

DIGITAL TEAM MEMBERS



Give your sales force access to the platform: it will support them in managing contact requests and allow them to invite **interested buyers** to appointments at the booth or via video call.

BUSINESS MEETING



Profile section that allows **visitors and buyers** to request an appointment with your sales team with just one click.

MATCHMAKING WITH A.I. SUPPORT



Stand out to your ideal visitors. **A.I.** will promote your brand to buyers who **perfectly match** your offering.



Visibility Packages

A. VISIBILITY PACKAGE

B. DIGITAL PACKAGE

C. GUIDE MAP PACKAGE

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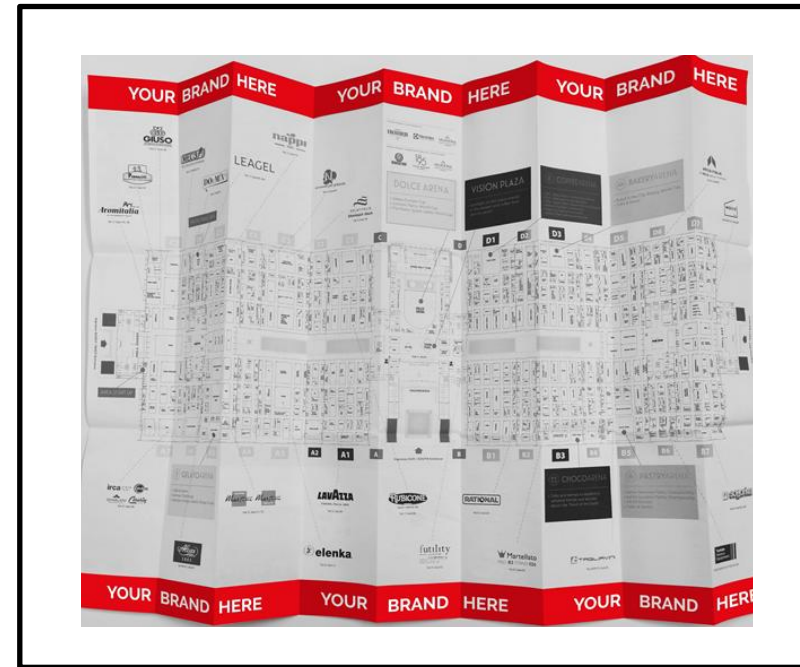
organized by:
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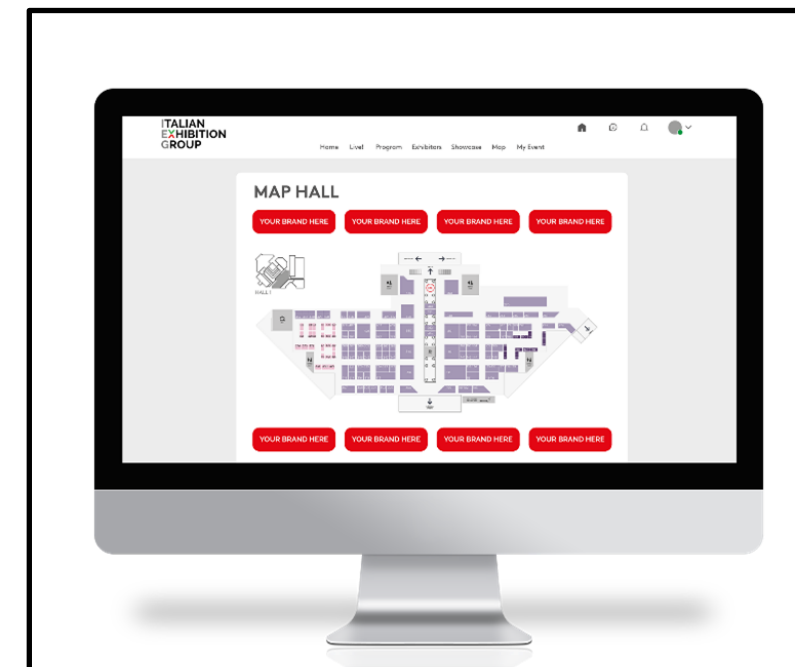
in collaboration with:

A.1 VISIBILITY PACKAGE

MAP PACKAGE



LOGO ON PRINTED GUIDE MAP



LOGO ON DIGITAL GUIDE MAP

~~LIST PRICE~~
€ 2.300

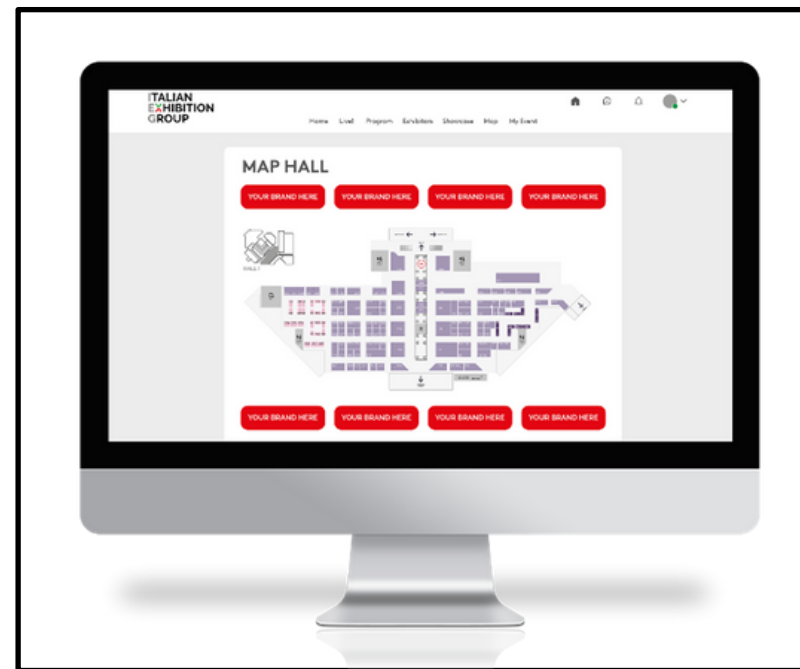


DISCOUNTED PRICE
€ 2.000

For further information about this package please contact p.giacomini@kairosmediagroup.it

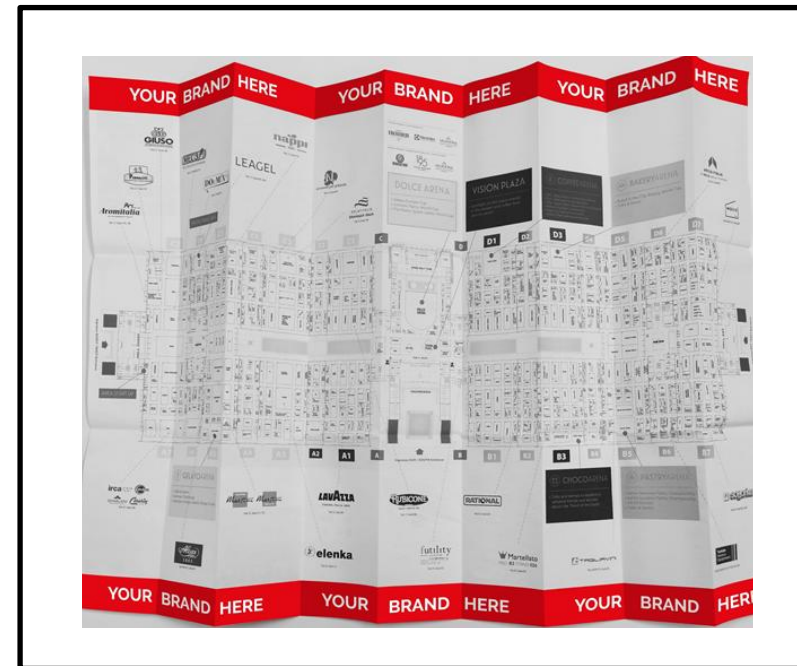
A.2 VISIBILITY PACKAGE

CATALOGUE BOOSTER



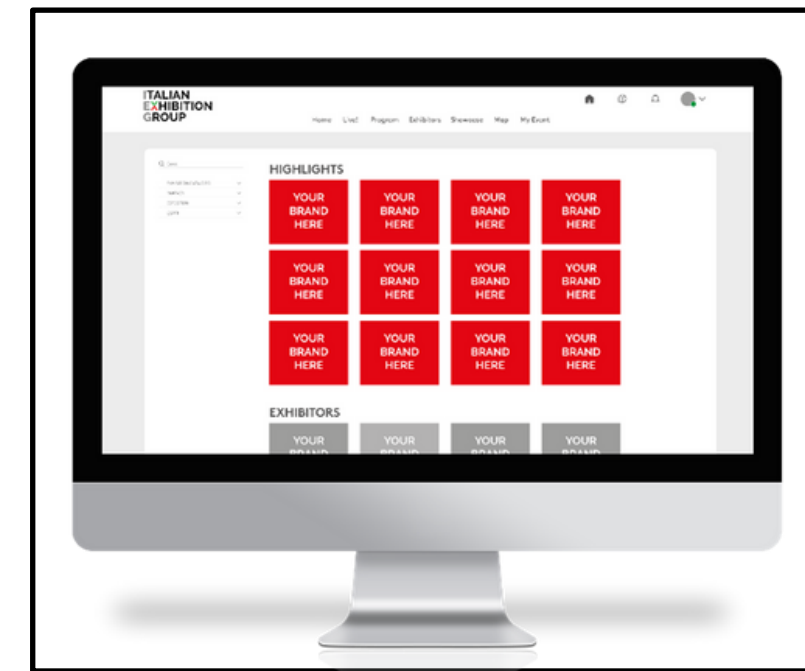
LOGO ON DIGITAL GUIDE MAP

€ 800



LOGO ON PRINTED GUIDE MAP

€ 1.500



BRAND IN THE TOP 16
HIGHLIGHTS ON CATALOGUE

€ 1.200

~~LIST PRICE~~
~~€ 3.500~~



DISCOUNTED PRICE
€ 3.200

A.3 VISIBILITY PACKAGE

BRAND BOOSTER



2 OUTDOOR DOUBLE-SIDED
ADV PANELS
€ 1.800



SPLASH PAGE
€ 2000



2 COLUMNS IN THE HALL
€ 3.000

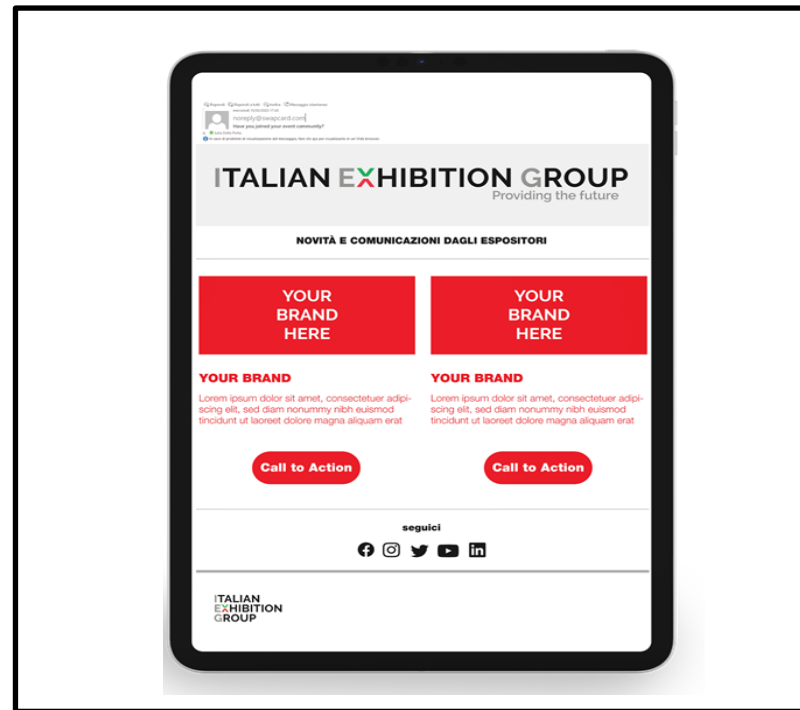
~~LIST PRICE
€ 6.800~~



DISCOUNTED PRICE
€ 5.700

A.4 VISIBILITY PACKAGE

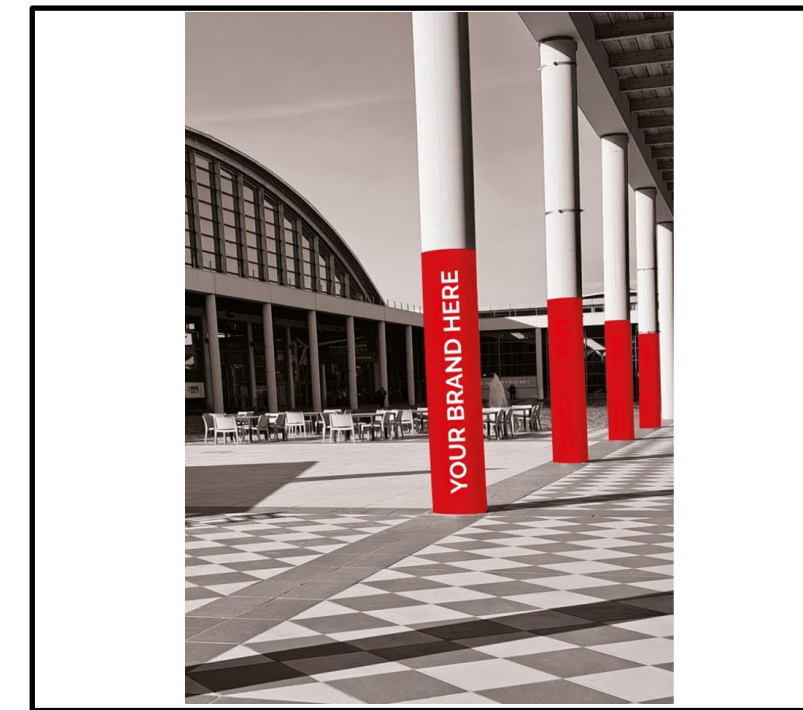
CONTENT PACKAGE



DEM TO VISITORS DATABASE
€ 2.000



VIDEO LEDWALL
€ 1.000



10 COLUMNS POOLS COLONNADE
€ 7.000

~~LIST PRICE
€ 10.000~~



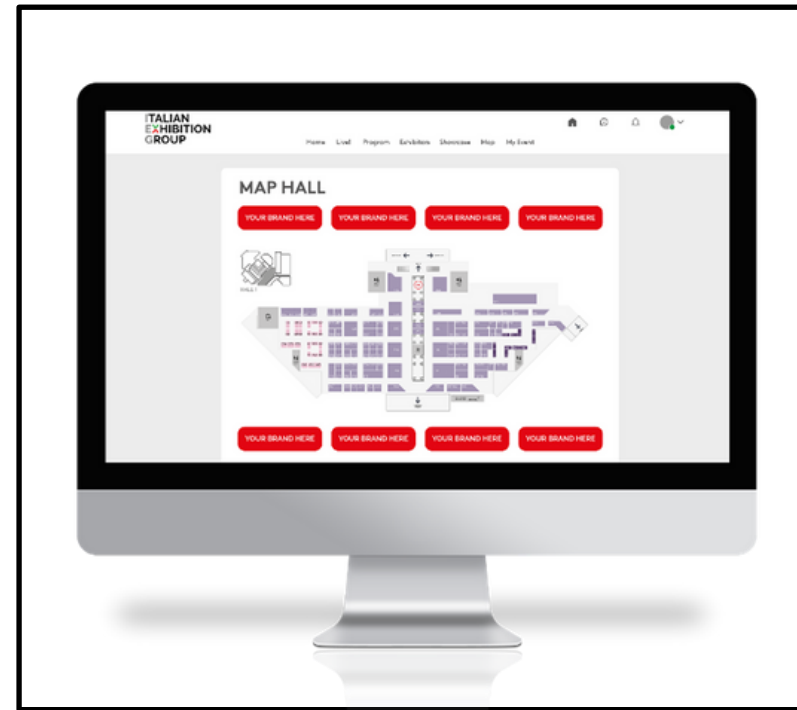
DISCOUNTED PRICE
€ 8.000

A.5 VISIBILITY PACKAGE

EXCLUSIVE PACK



2 ADV BANNER ON SOUTH HALL COLUMNS
€ 5.000



LOGO ON DIGITAL GUIDE MAP
€ 800



SINGLE-SIDED BANNER UNDER POOL PORTICOS
€ 5.500

~~LIST PRICE
€ 11.300~~



DISCOUNTED PRICE
€ 9.000

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Print Visibility

A. GUIDE MAP VISIBILITY

B. PRINT@HOME VISIBILITY



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A.1 GUIDE MAP VISIBILITY



FOLDABLE FORMAT

Be recognised on every route. All visitors can get their bearings with the free floor plan available at the entrances.

€ 3.500

Front cover

€ 1.500

Logo

€ 2.500

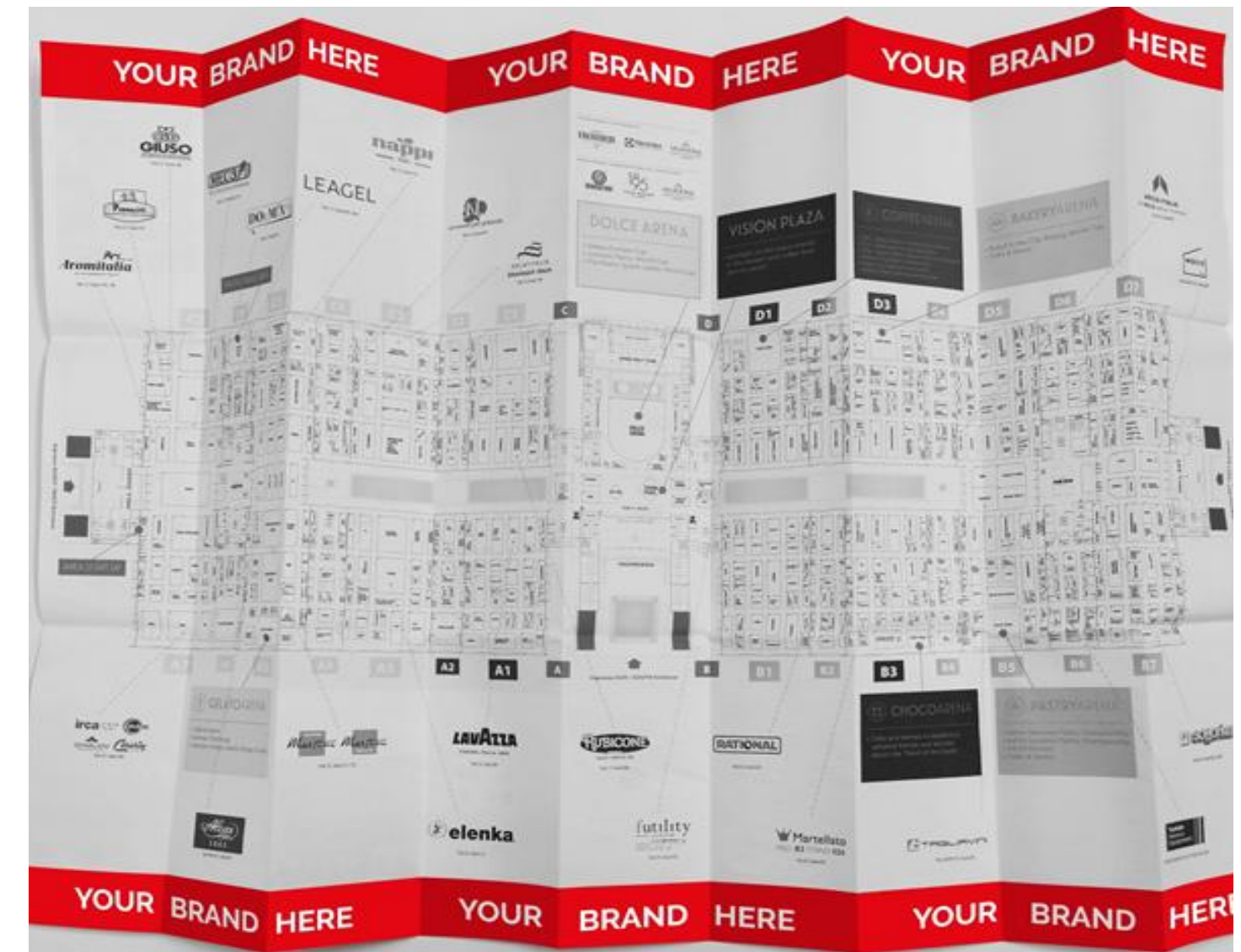
Footer

€ 2.500

Header

€ 2.500

Official Cover Advertisement



A.2 GUIDE MAP VISIBILITY

FOLDABLE FORMAT

Be recognised on every route. All visitors can get their bearings with the free floor plan available at the entrances.

€ 200

Highlighted name in the exhibitor list

€ 2.000

Exhibitor list banner

Technical info:

High-resolution PDF files

Formats: Inner/Outer Cover – Header/Footer

LOGO placed at the corresponding exhibition hall

Materials delivery:

within 30 days of the start of the show.



B.1 PRINT@HOME VISIBILITY

Maximum brand exposure among visitors.

90% of total entrance tickets are in PDF format.

€ 5.000

Visitor Print@Home personalization

Technical info:

Size: 10.4x14.4cm b x h

Format: high-resolution PDF files

Materials delivery:

within 90 days of the start of the show.



Digital Visibility

A. ONLINE PROFILES

B. WEBSITE

C. APP

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A.1 ONLINE PROFILES



PROFILE PRICE LIST 2026		STANDARD	SILVER	GOLD
NETWORKING	STANDARD PROFILE PAGE	X	X	X
	COVER IMAGE	-	X	X
	BUSINESS MEETING (scheduling function)	X	X	X
	DIGITAL TEAM MEMBER (no. of users)	3	6	9
	NO. OF PRODUCTS IN THE DIGITAL CATALOGUE	5	10	25
	NEW PRODUCTS	1	1	1
	SIDE BANNER ON PROFILE PAGE	-	-	Sì
VISIBILITY	ROTATING SPLASH SCREEN	-	-	Sì
	LOGO ON HOMEPAGE	-	-	Sì
	FEAUTURED EVENTS IN AGENDA	-	-	Sì
	LOGO ON ONLINE MAP	-	-	Sì
	SCANNER LEAD	-	Sì	Sì
PRICE	INCLUDED IN THE REGISTRATION FEE	€ 1.600	€ 2.900	

B.1 WEBSITE LOGO/BANNER

Boost your brand visibility with every visit. Feature your logo on the homepage or on strategic internal pages of the official show website.

€ 900

Strategic internal pages

€ 600

Site homepage

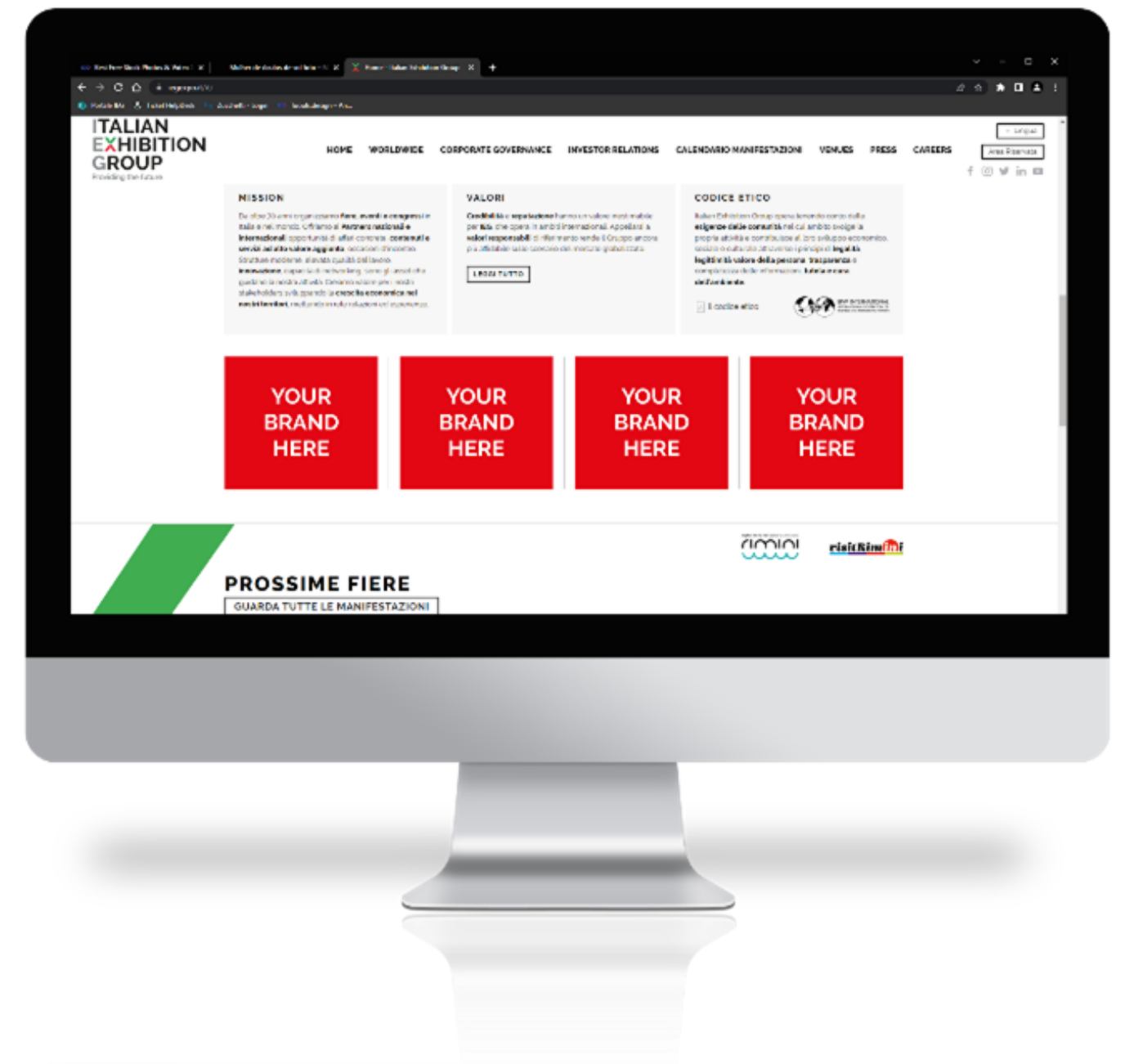
Technical info:

Logo Size: 200x200 pixel, maximum 80 kb

Format: png, jpg, gif

Materials delivery:

within 10 days of the start of the show.



B.2 BANNERS IN RESERVED AREAS

Attract visitors to your brand: more than 90% of tickets are requested through reserved portals.

€ 5.000

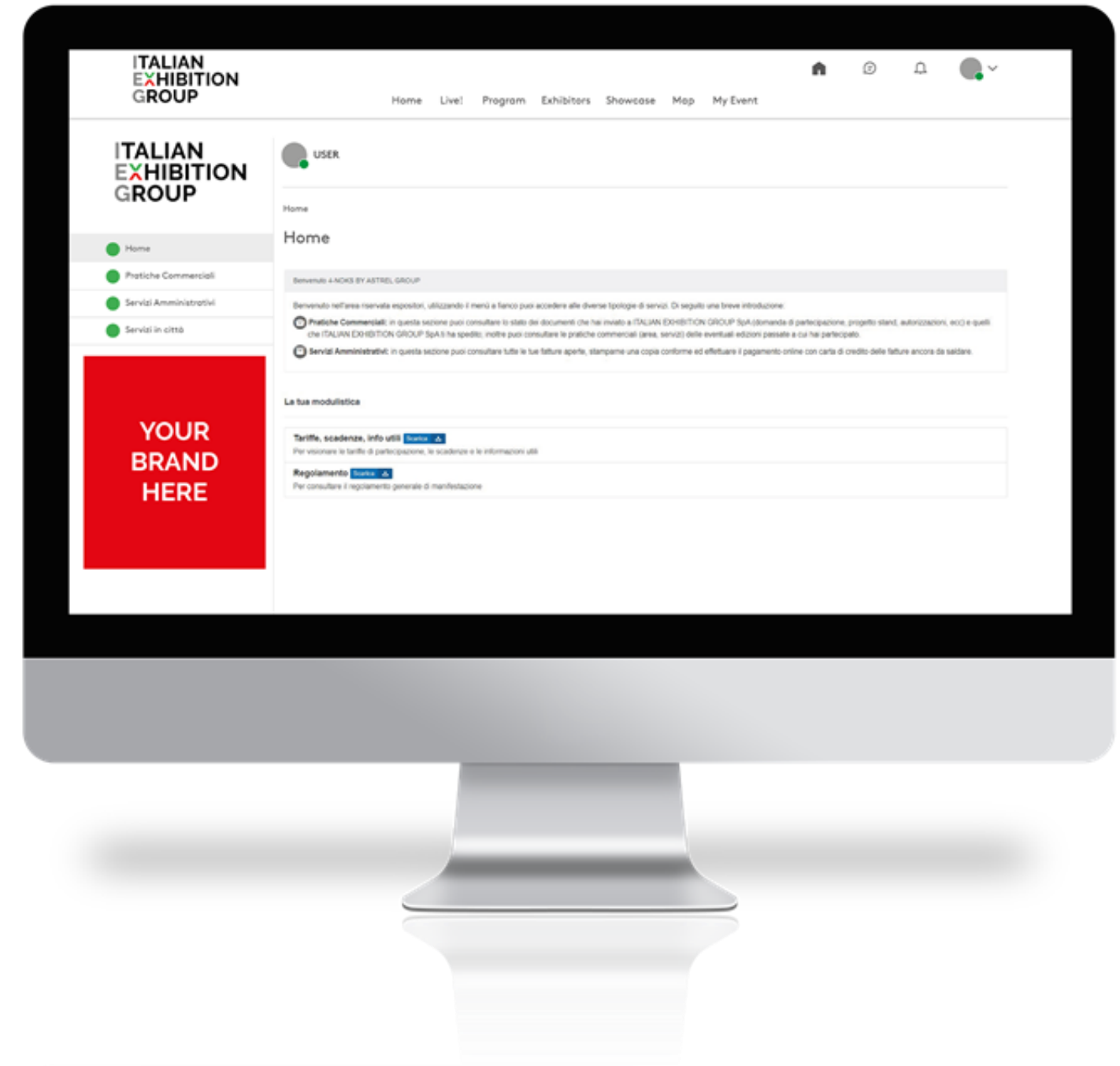
Technical info:

Logo size: 250x250 pixel, maximum 1MB

Format: png, jpg, vector format

Materials delivery:

within 10 days of the start of the show.



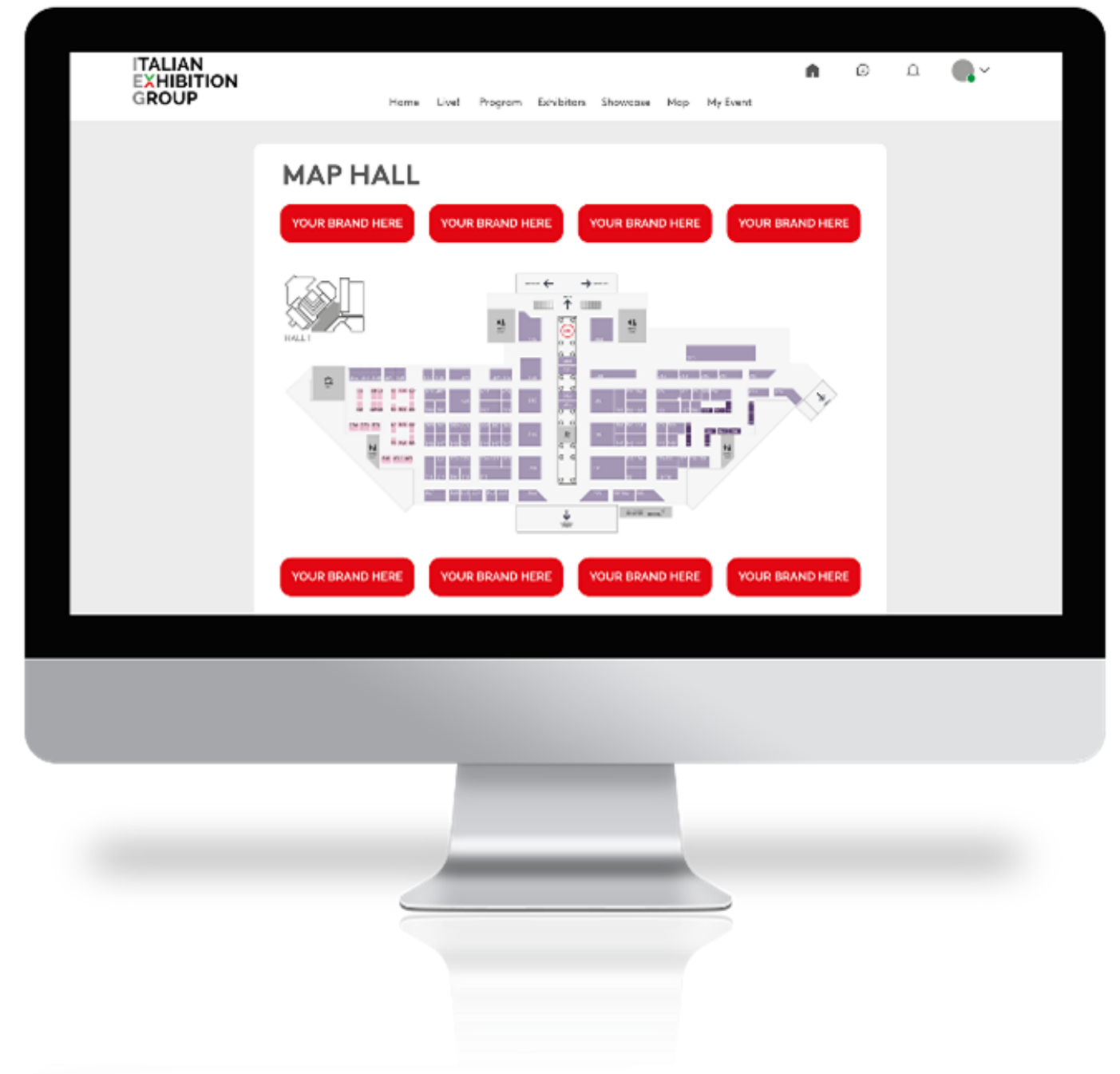
B.3 LOGO ON ONLINE MAP

Ensure visibility whenever the map is accessed and throughout the visitor's journey: place your logo on your stand on the floor plan.

€ 800

Technical info:

Complete the event's digital showcase with logo, image and text level.



B.4 TOP 16 EXHIBITORS POSITIONING

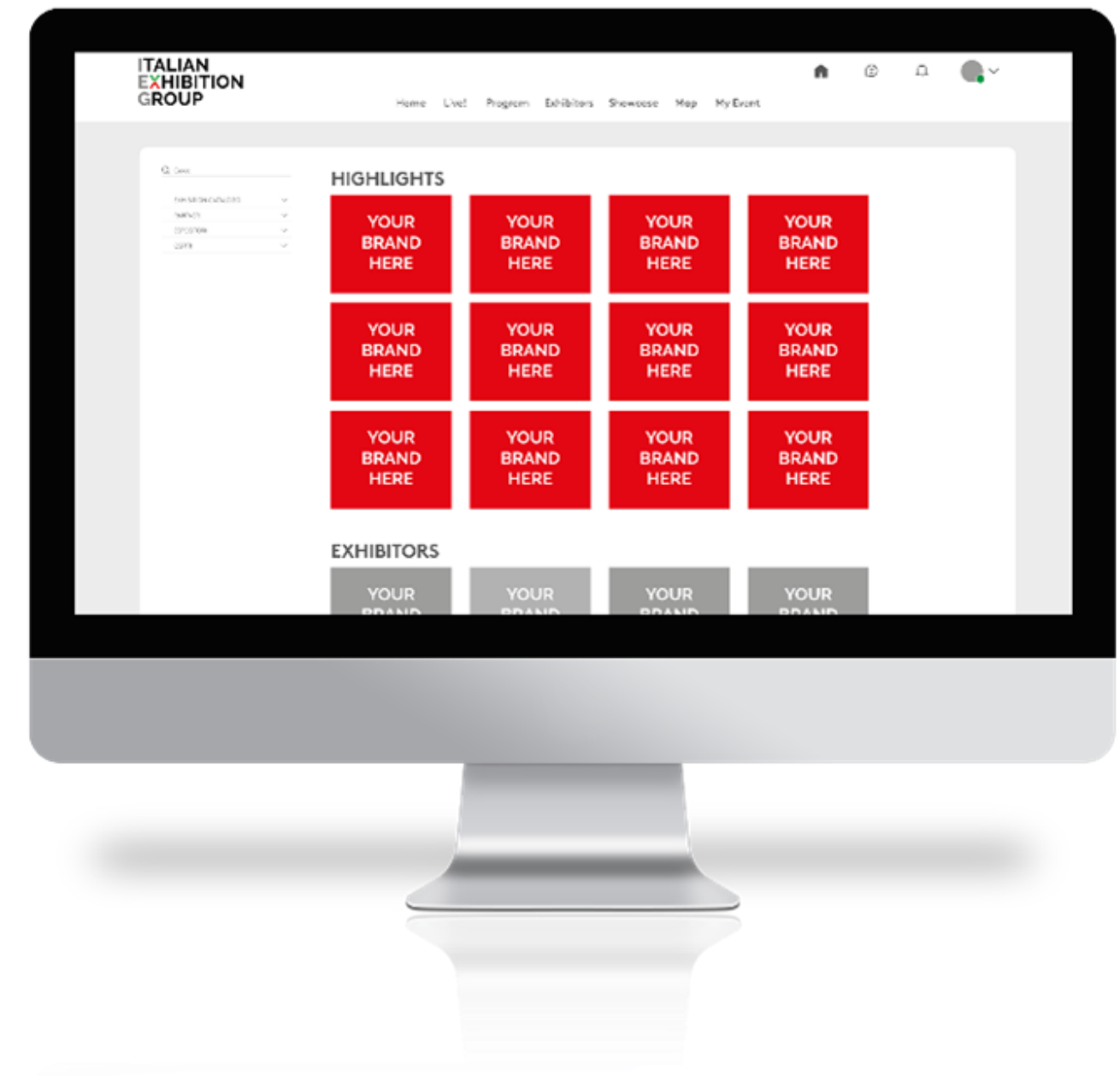
Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

€ 1.000

Technical info:

Logo size: 200X200 pixel, maximum 80 kb

Format: png, jpg, gif



B.5 LOGO ON VISITOR ACTIVATION MAIL

Reach all national and international visitors by placing your logo in the email granting access to the visitors' digital platform.

€ 1.500

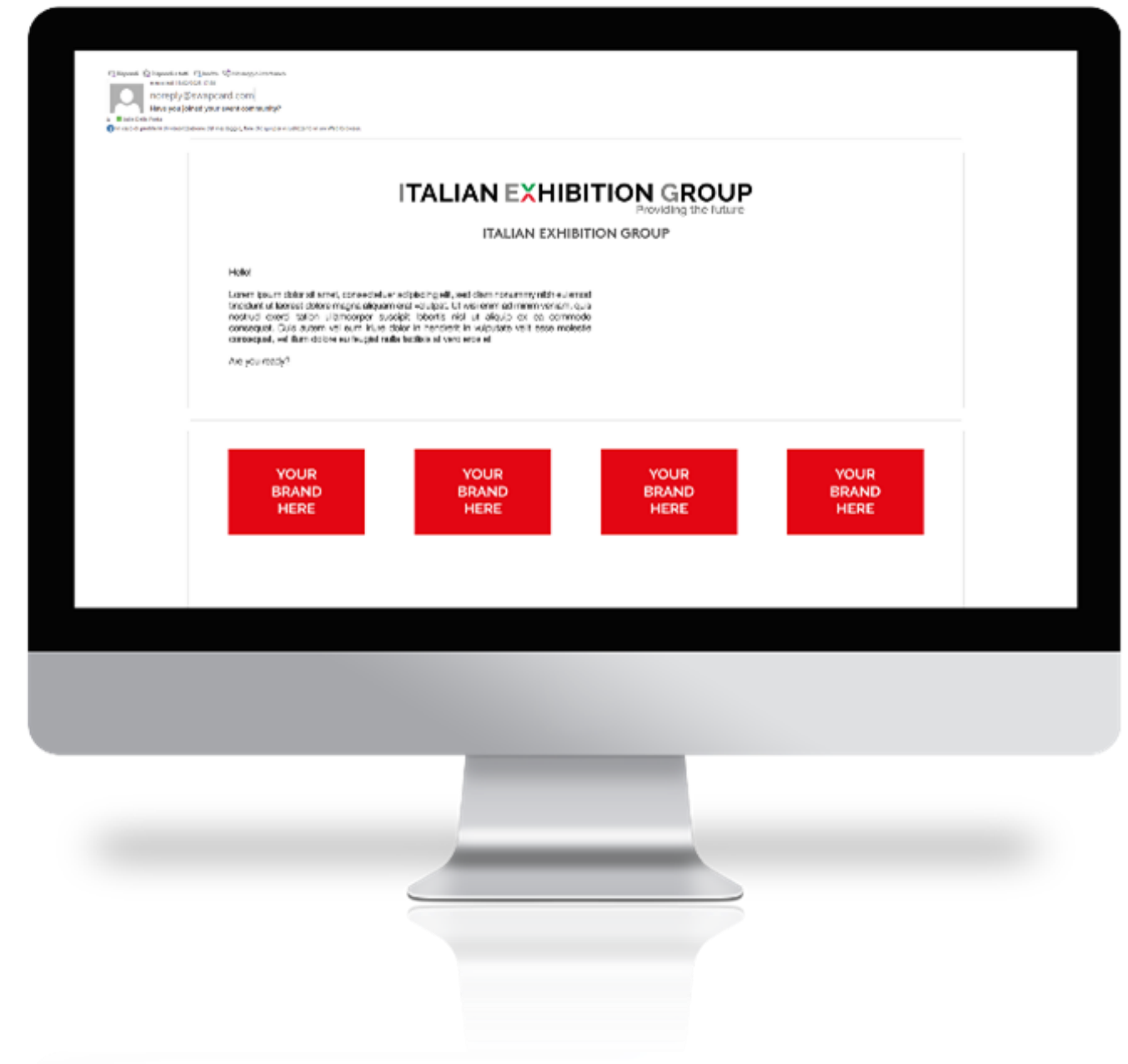
Technical info:

Logo size: 200x200 pixel

Format: png, jpg o gif

Materials delivery:

within 10 days of the publication date.



B.6 BANNER ON PROFILE PAGE

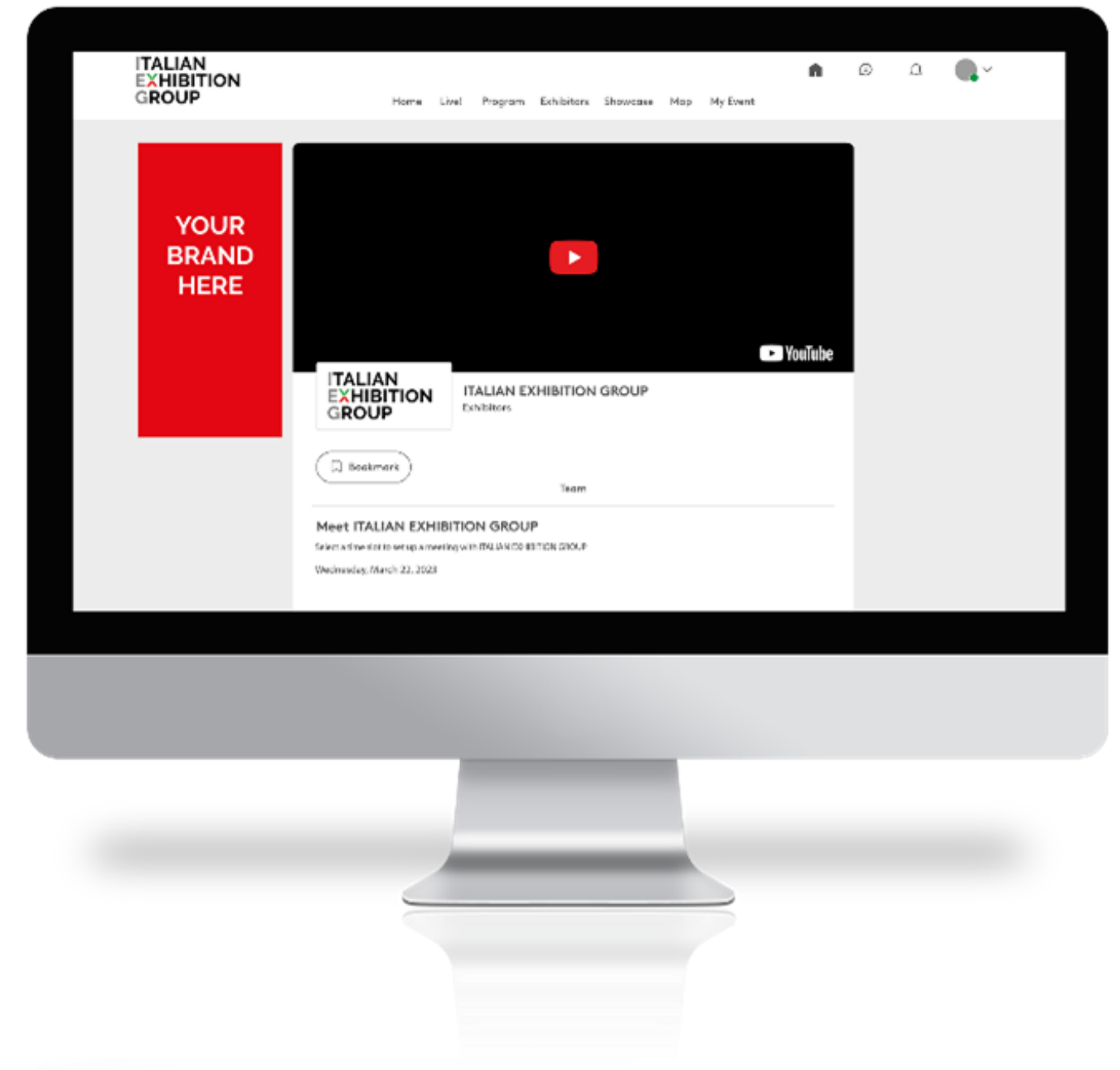
Highlight products, services, events, or initiatives by creating a communication campaign on your profile page.

€ 500

Technical info

Image size: 1080x1920px (9:16 aspect ratio)

Maximum 1 MB



B.7 BACKGROUND ON PROFILE PAGE

Set yourself apart from the competition and give your digital showcase a look that grabs visitors' attention and interest.

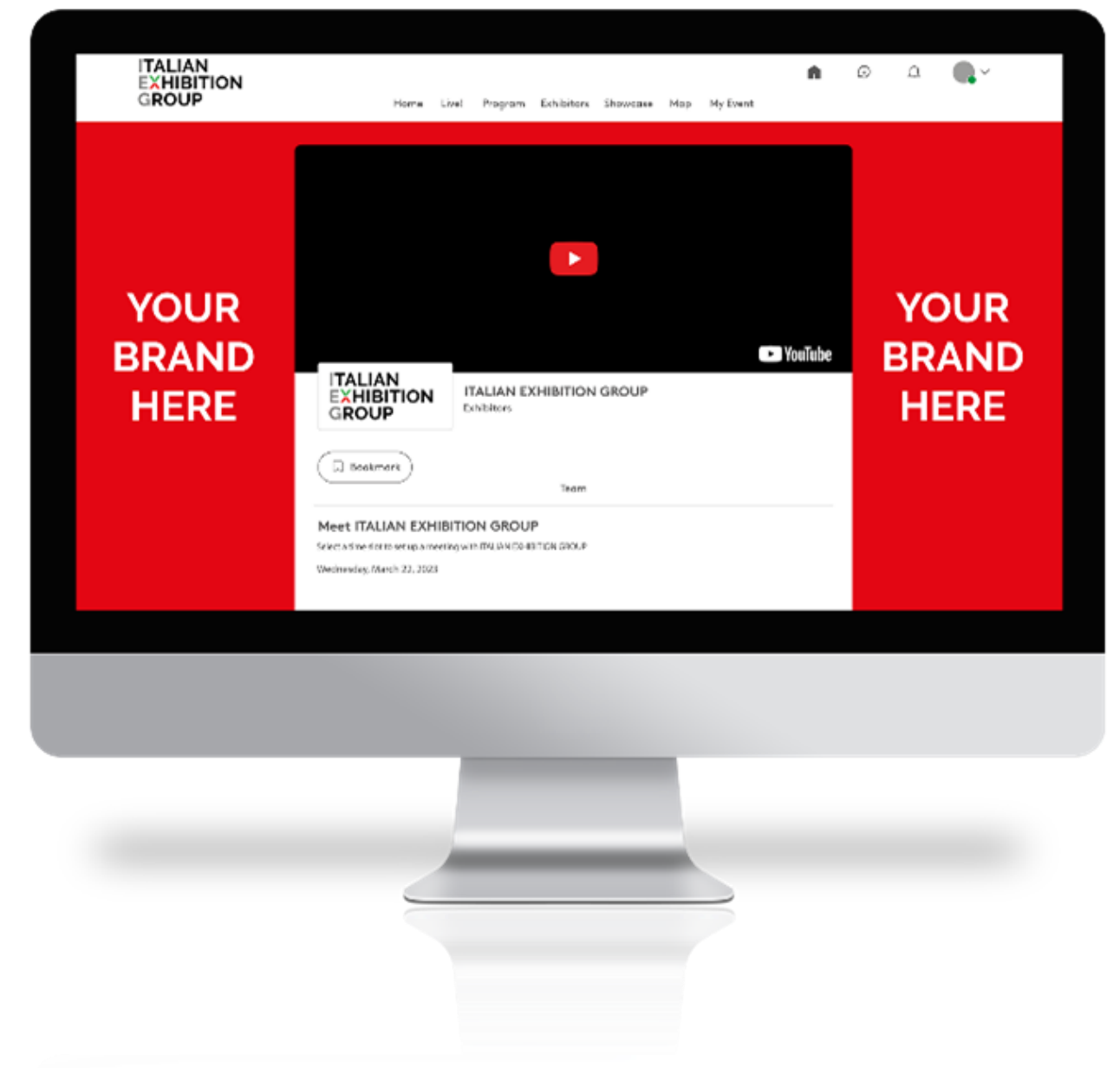
€ 200

Technical info:

Image size: 1920x1080 pixel (16:9 aspect ratio)

Format: png, jpg

Maximum 1 MB



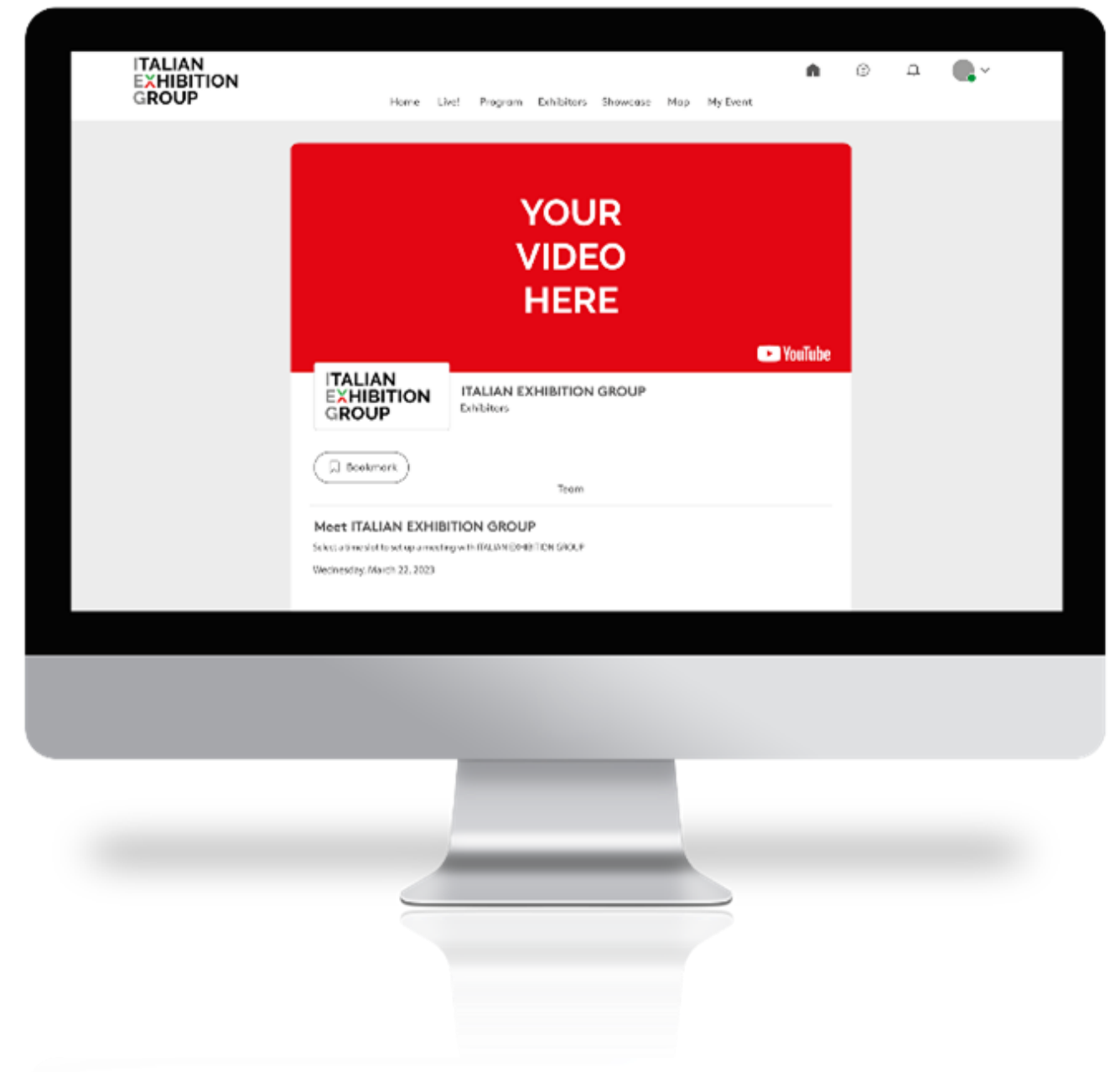
B.8 VIDEO ON PROFILE PAGE

Make your profile dynamic and entertain your audience by using an exclusive, high-engagement video to enrich your showcase.

€ 200

Technical info:

You will be able to embed the video via video platforms such as YouTube and Vimeo.



C.1 LOGO/BANNER ON HOMEPAGE

Achieve maximum digital coverage throughout the event with every app homepage login.

€ 1.500

Logo

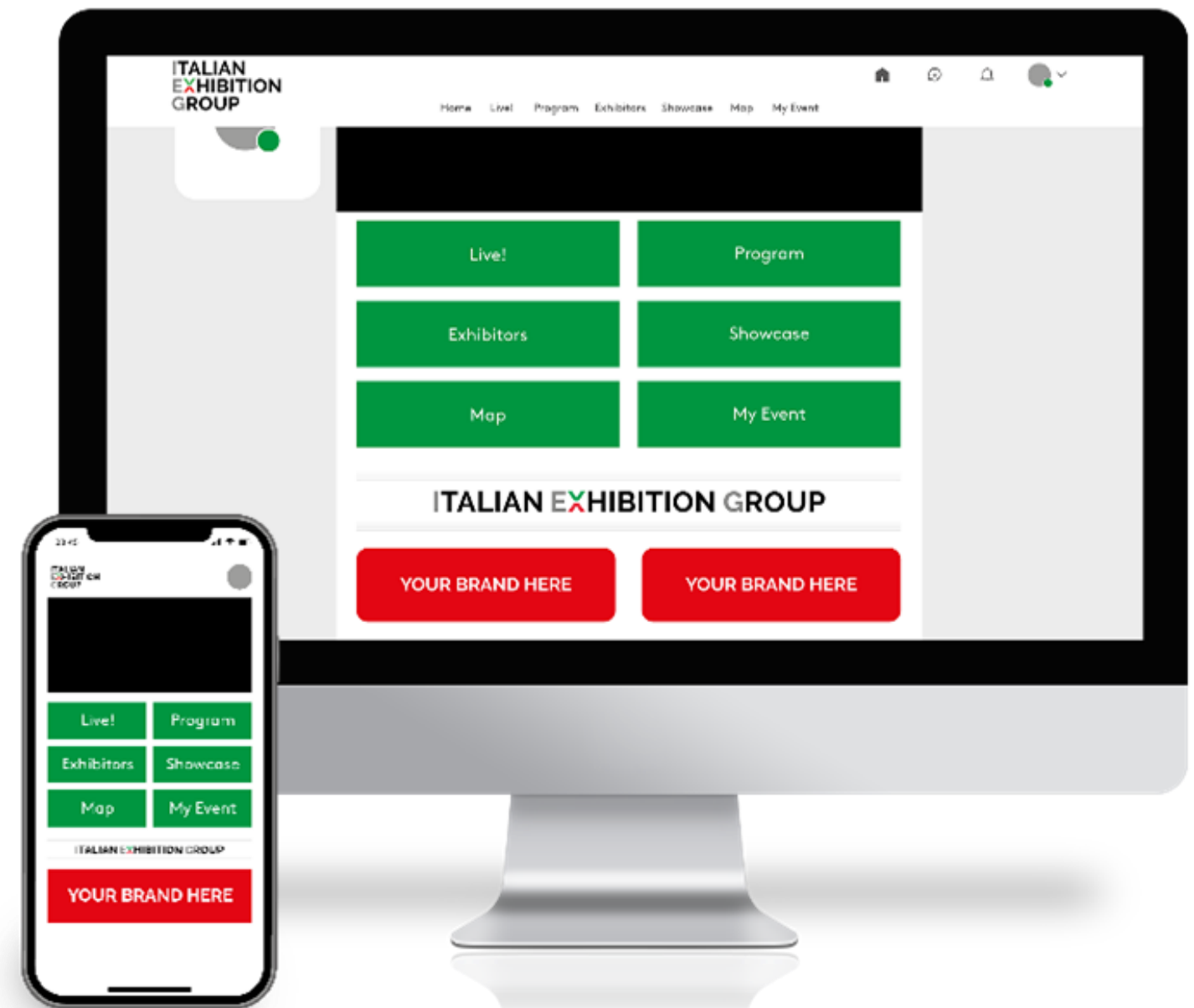
€ 2.000

Banner

Technical info:

Logo size: 200x200 pixel

Format: png, jpg, gif or vector format



C.2 SPLASH PAGE rotation

Show your brand to everyone when they open the app and the event homepage by choosing this exclusive digital service.

€ 2.000

Technical info:

Image size: 1080x1920 pixel (9:16 aspect ratio).

Format: png, jpg,

Maximum 1 MB



C.3 BANNER ON WI-FI ACTIVATION PAGE

Set your brand apart: gain peak exposure every time national and international premium buyers log in.

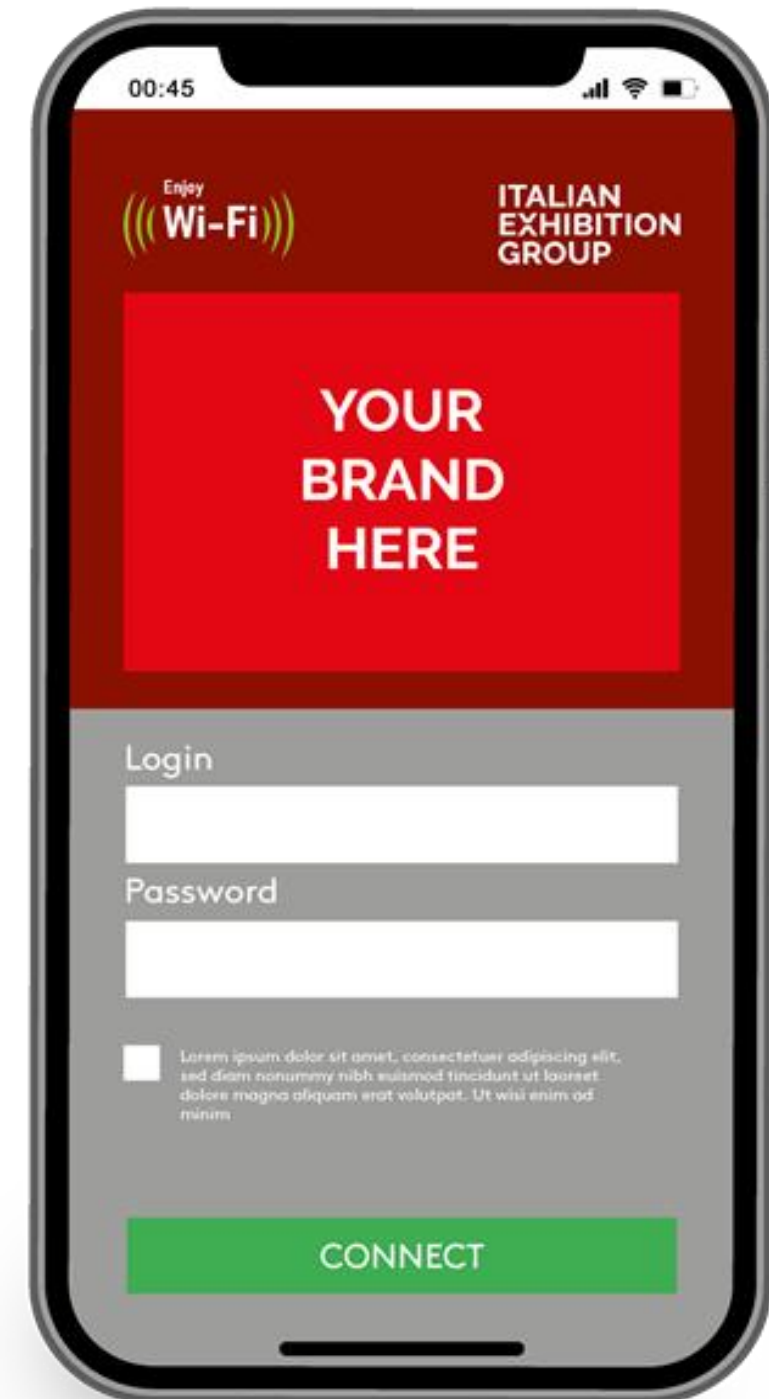
€ 4.000

Technical info:

Logo size: 600x300 pixel (bxh)

Background image size: 932x1398 pixel (bxh)

Format: jpg, gif



Push Communication

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SOCIAL MEDIA

Reach the entire national and international show community through social media.

€ 500

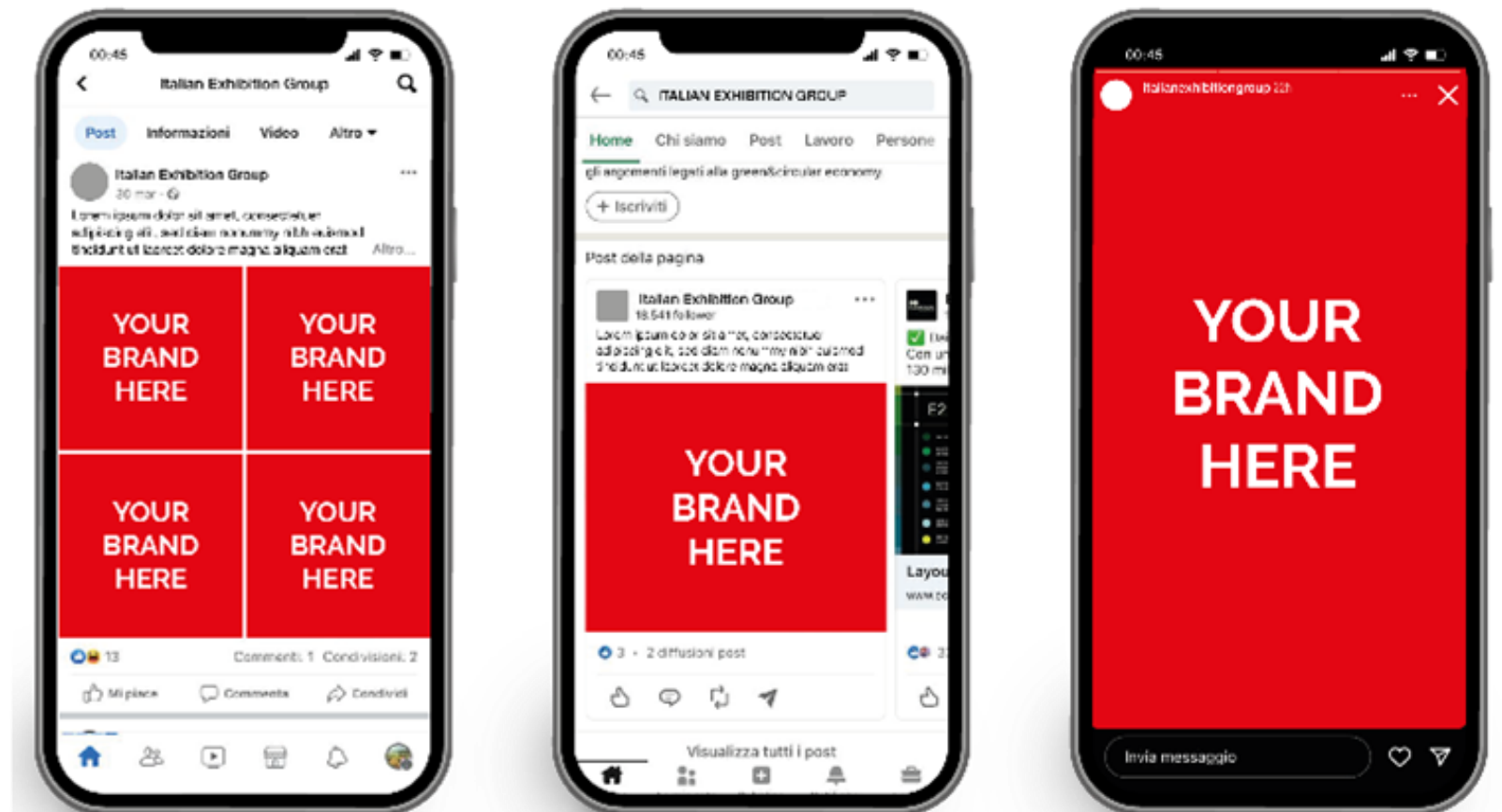
Technical info:

Text description: max 350 characters, spaces included.

Landing page URL (optional)

Materials delivery:

within 15 days of the publication date.



NEWS AND BANNER ON NEWSLETTER

Give your brand visibility and relevance by communicating corporate news to a database of profiled professionals.

€ 1.500

Technical info:

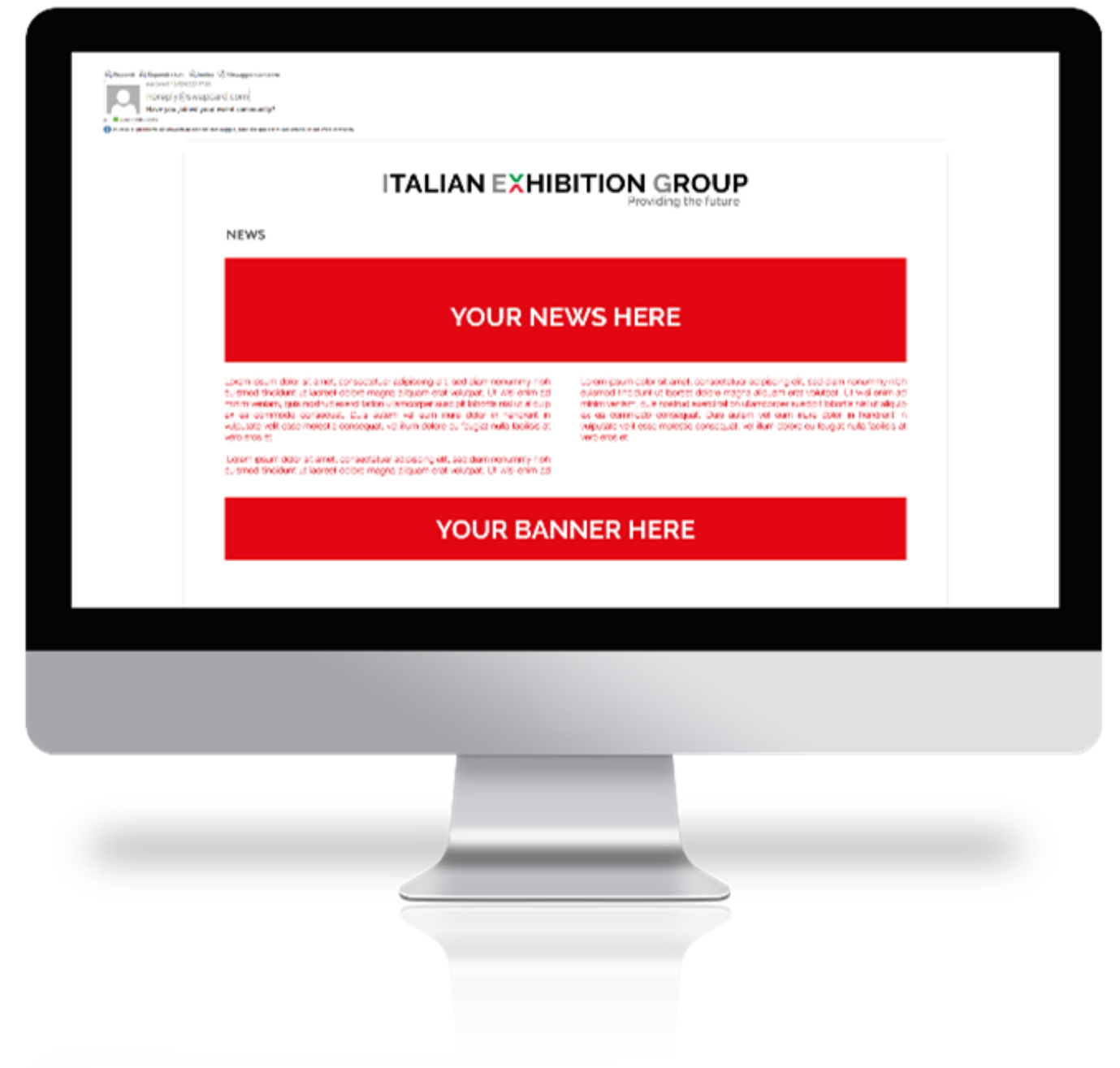
Text description: max 500 characters, spaces included, with link to the website.

Banner size: 564x200 px (bxh)

Format: png, jpg

Materials delivery:

within 10 days of the publication date.



VISITOR DEM

Connect with a broad range of profiled potential clients with a newsletter entirely dedicated to your brand.

€ 2.000

Technical info:

One or two images, max 250 kb per image

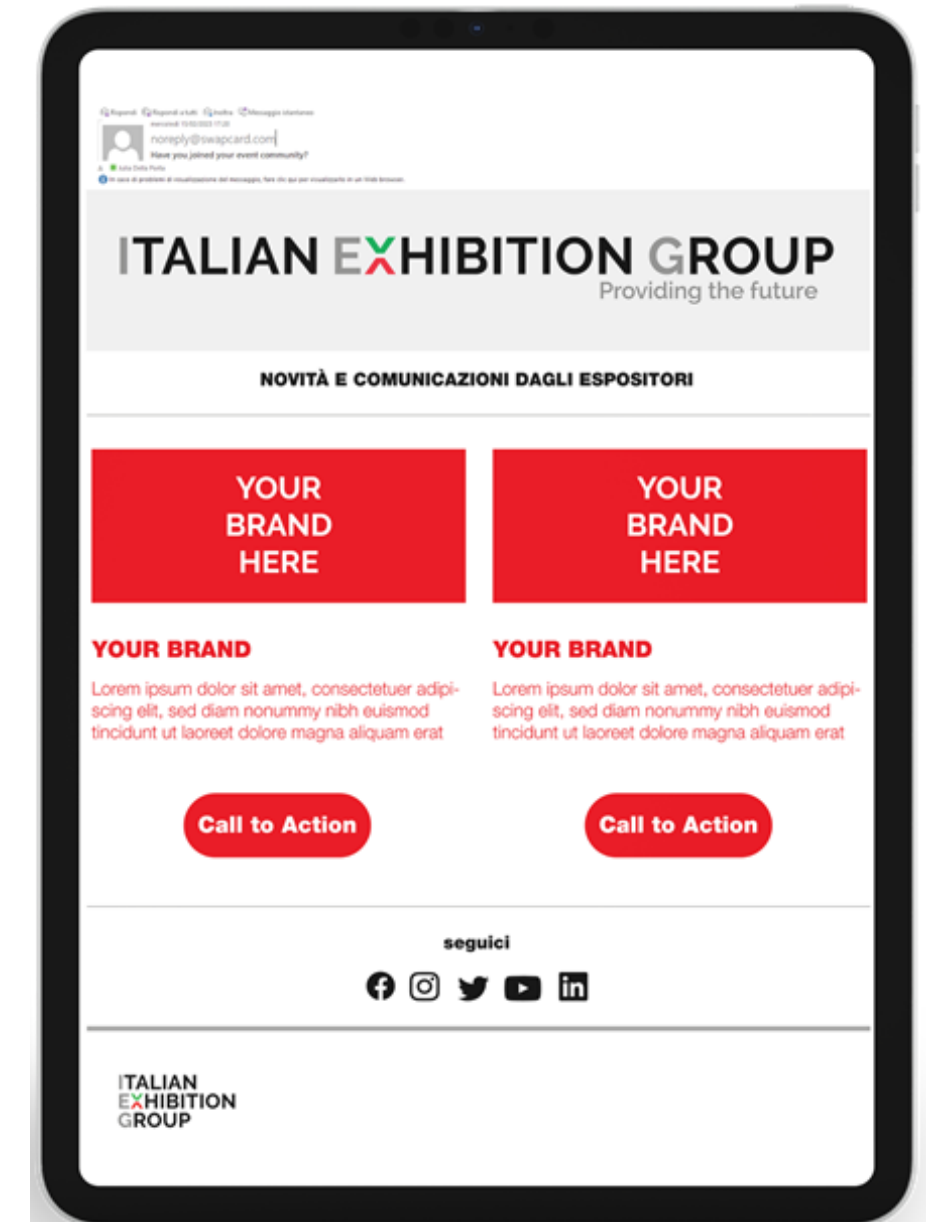
Logo size: 300x100 pixel b x h

One or two news: text max 600 characters per news, space included.

Contents preferably featuring product news, industry updates, and an invitation to an exclusive event during the exhibition.

Materials delivery:

A preview of the DEM will be sent within 5 working days of the scheduled delivery date. Approval is required within 3 working days from receipt of the preview.



MULTIBRAND CATALOGUE NEWSLETTER

Boost your brand visibility across the entire exhibition database and drive users to your exhibitor profile page.

€ 800

Technical info:

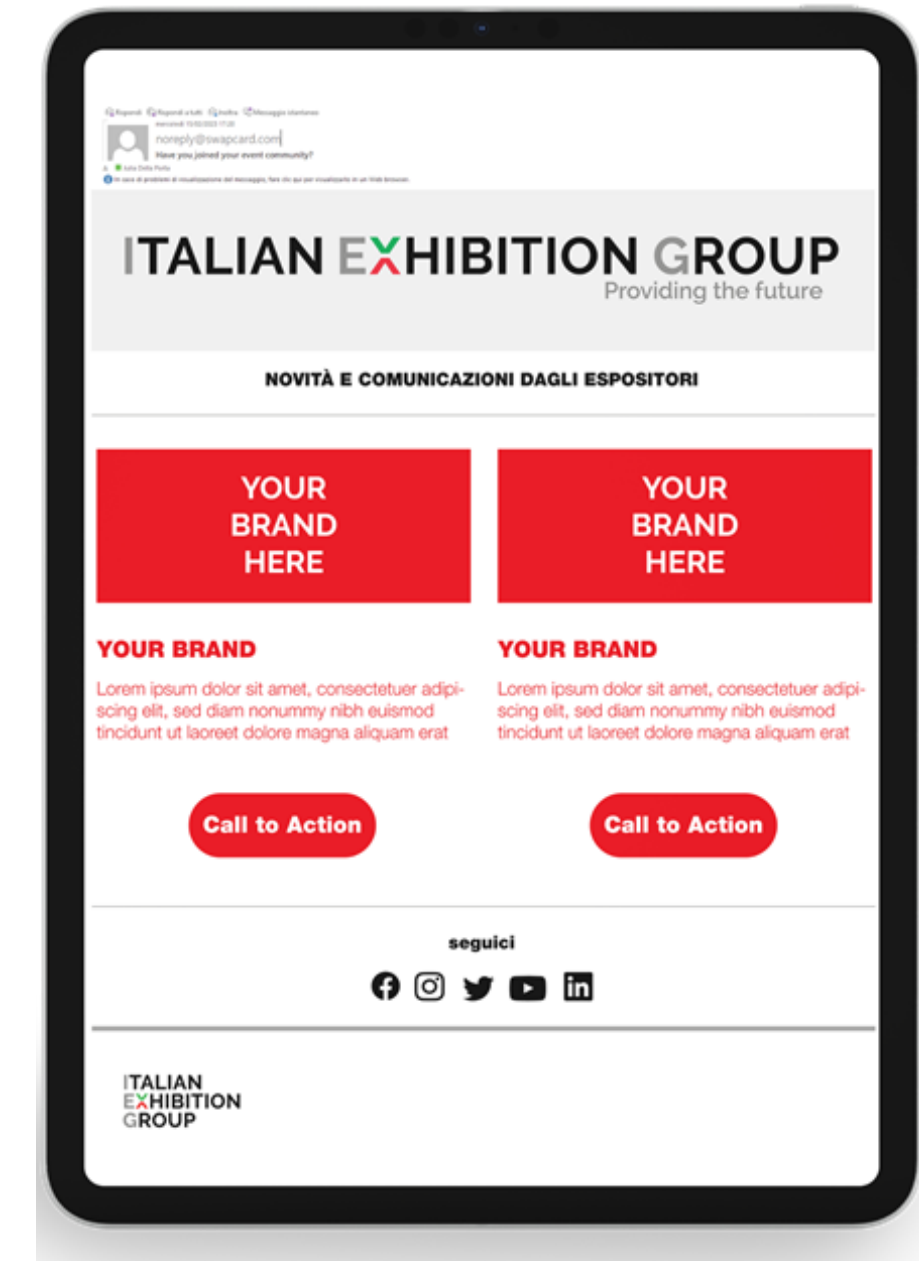
Text: max 450 characters, space included.

Logo: png, jpg

Image: 16:9 and 1:1 aspect ratio

Materials delivery:

Within 10 days of the publication date.



BANNER ON WEB INVITATION NEWSLETTER

The perfect opportunity to highlight your brand in front of an exclusive audience of industry professionals.

€ 10.000

Technical info:

Image size: 1920X1080 pixel (16:9 aspect ratio).

Format: png, jpg, gif

Maximum 1 MB

Materials delivery

Within 10 days of the publication date.



ADDITIONAL SERVICES



€ 200

Additional team member - 5

€ 200

Additional products to catalogue - 5

€ 250

Lead scanner

€ 500

Exhibitors profile upload services

Fairgrounds Visibility

A. ENTRANCE

B. HALL AND COMMUNAL AREA

C. EXHIBITION HALLS

D. POOLS

E. MERCHANDISING

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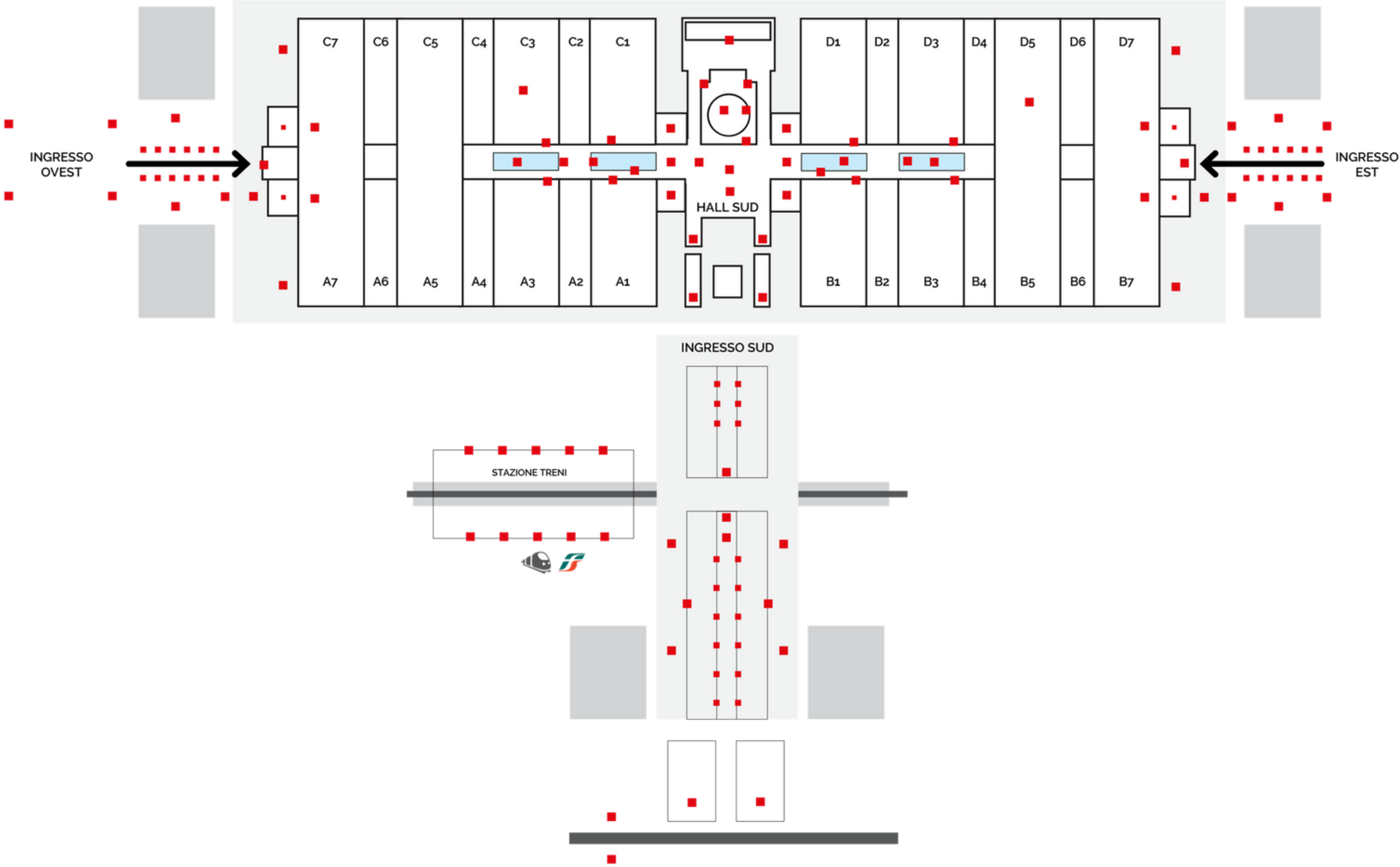
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RIMINI EXPO CENTRE



A.1 ENTRANCE

Customisation of external (laminated) panels South/East entrances.
Located at the South/East parking lot entrances, ensuring maximum visibility for incoming and outgoing traffic.

€ 6.100

Technical info:

Size: 500 cm x 300 cm (bxh)

Format: High-resolution PDF files

Materials delivery:

within 30 days of the start of the show.



A.2 ENTRANCE

Outdoor sails / Double-sided advertising panel. Eye-level height, fully customizable, located in high-traffic areas.

€ 900

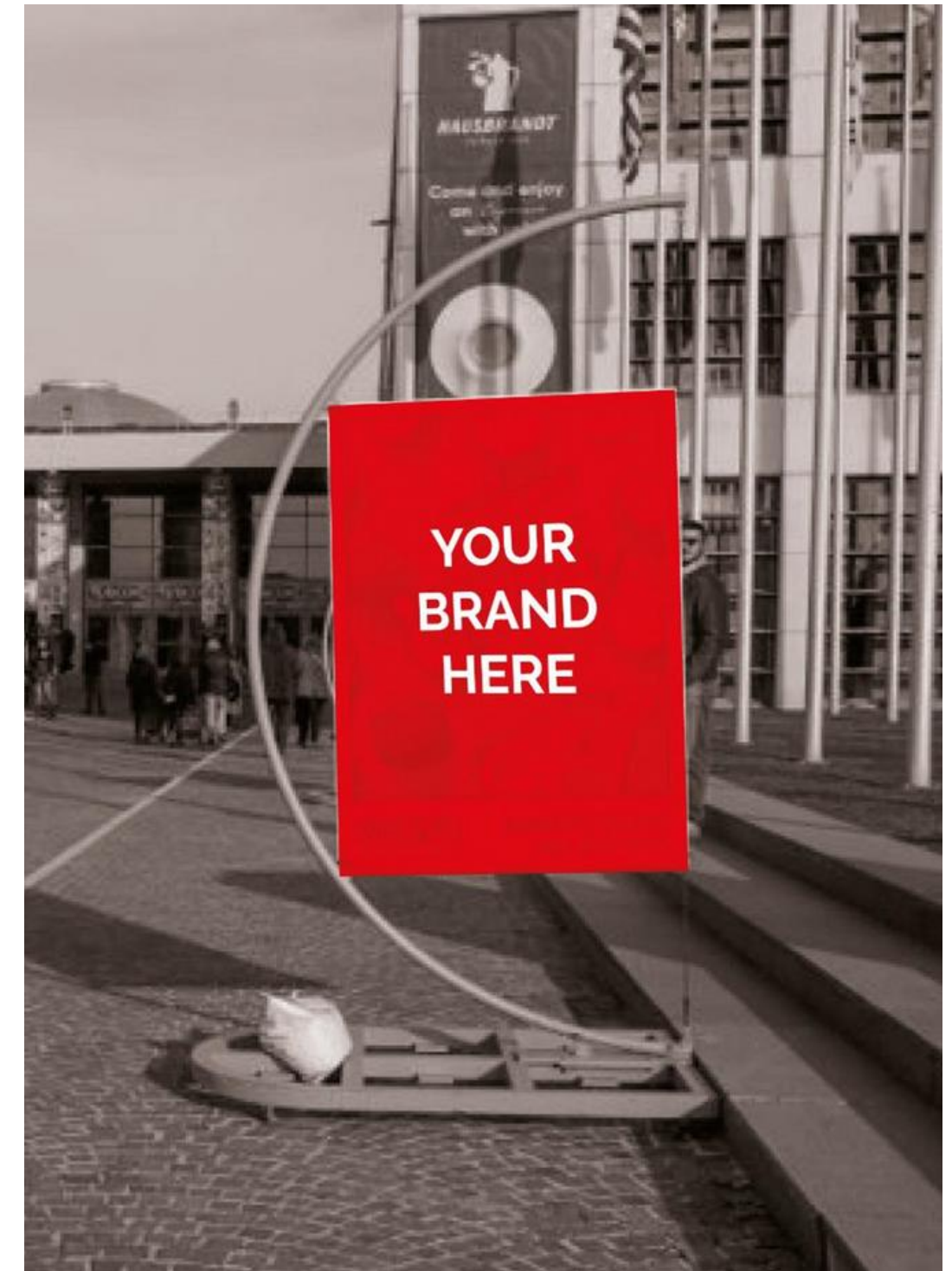
Technical info:

Size: 100 cm x 140 cm (bxh).

Format: High-resolution PDF files

Materials delivery:

within 30 days of the start of the show.



A.3 ENTRANCE

Replicate your message along the main visitor access boulevard.
Create your own atmosphere even before they reach your stand.

€ 900

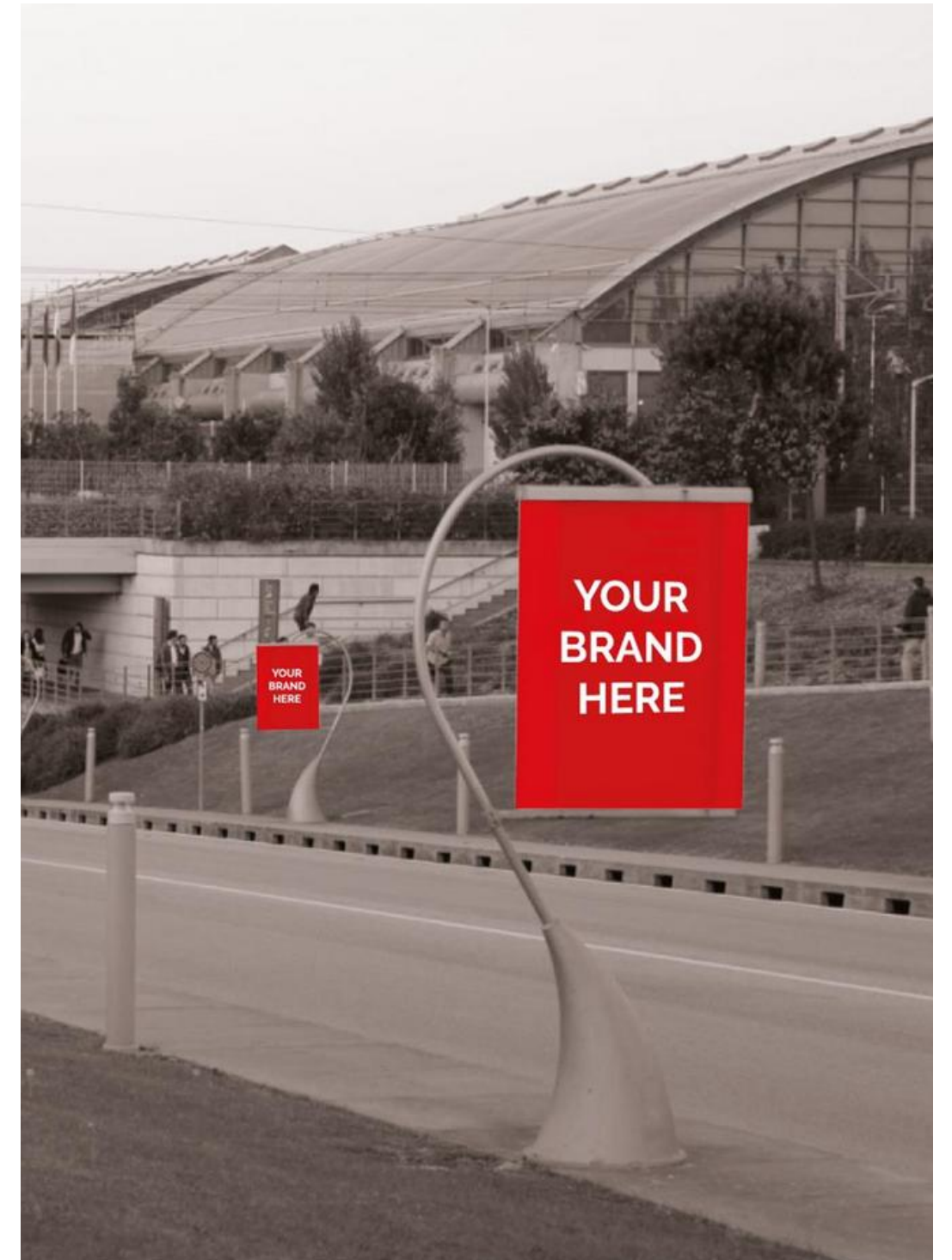
Technical info:

Size: 100 cm x 130 cm (bxh).

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show.



A.4 ENTRANCE

Customisation of south entrance pedestrian subway: 500 meters of visibility along the pedestrian walkway leading to the SOUTH entrance.

€ 20.000 N.4

Technical info:

Size: 123 mt x 0,90 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show.



A.5 ENTRANCE

Double-sided totem, Riminifera railway station
Impress your future clients on arrival. Ensure visibility for all visitors coming to the exhibition centre by train.

€ 600

€ 2.000 N.5 Totem

Technical info:

Size: 114 cm x 168 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show.



A.6 ENTRANCE

Railway bridge advertising banners: brand visibility on banners located on the sides of the railway.

€ 15.000

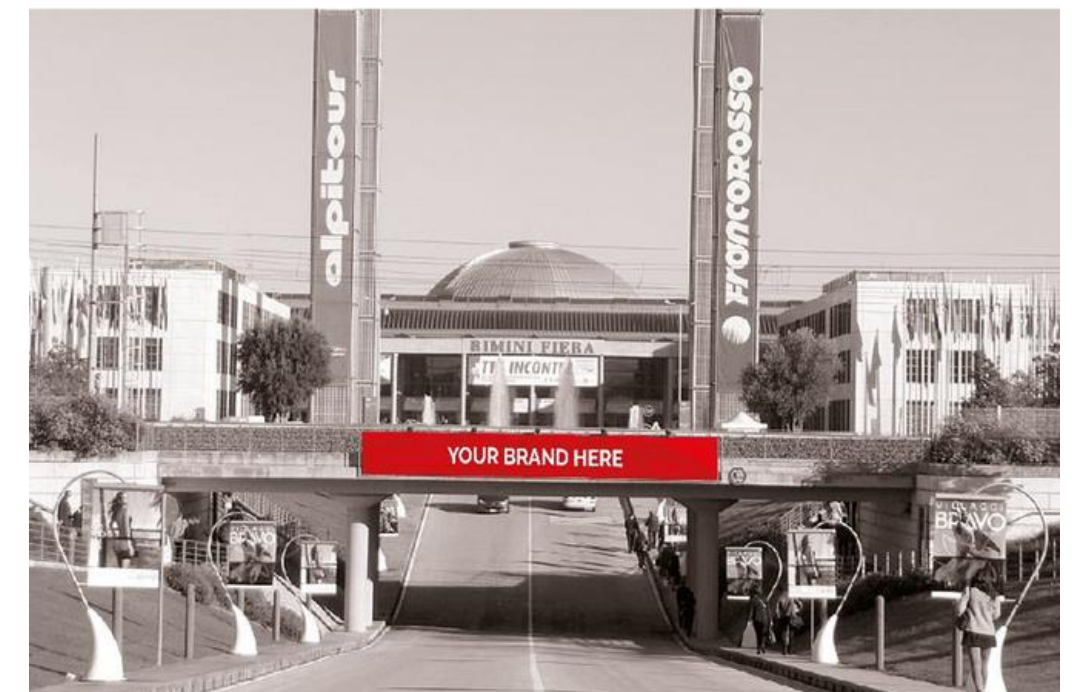
Technical info:

Size: 12 mt x 1.50 mt (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery

within 30 days of the start of the show



A.7 ENTRANCE

Tetrapylon fountain branding: visible from any point of the south entrance: road, parking areas, and station.

€ 30.000 N.2

Technical info:

Size: 2,5 mt x 25 mt (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.8 ENTRANCE

Show entrance advertising banner - south entrance office building.
Visible from the parking areas and the connection zones leading to the main exhibition entrance (train station and pedestrian walkways).

€ 9.000

Technical info:

Size: 2,5 mt x 12 mt (bxh)

High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.9 ENTRANCE

Advertising banner East show entrance, visible from the East parking area.

€ 9.000

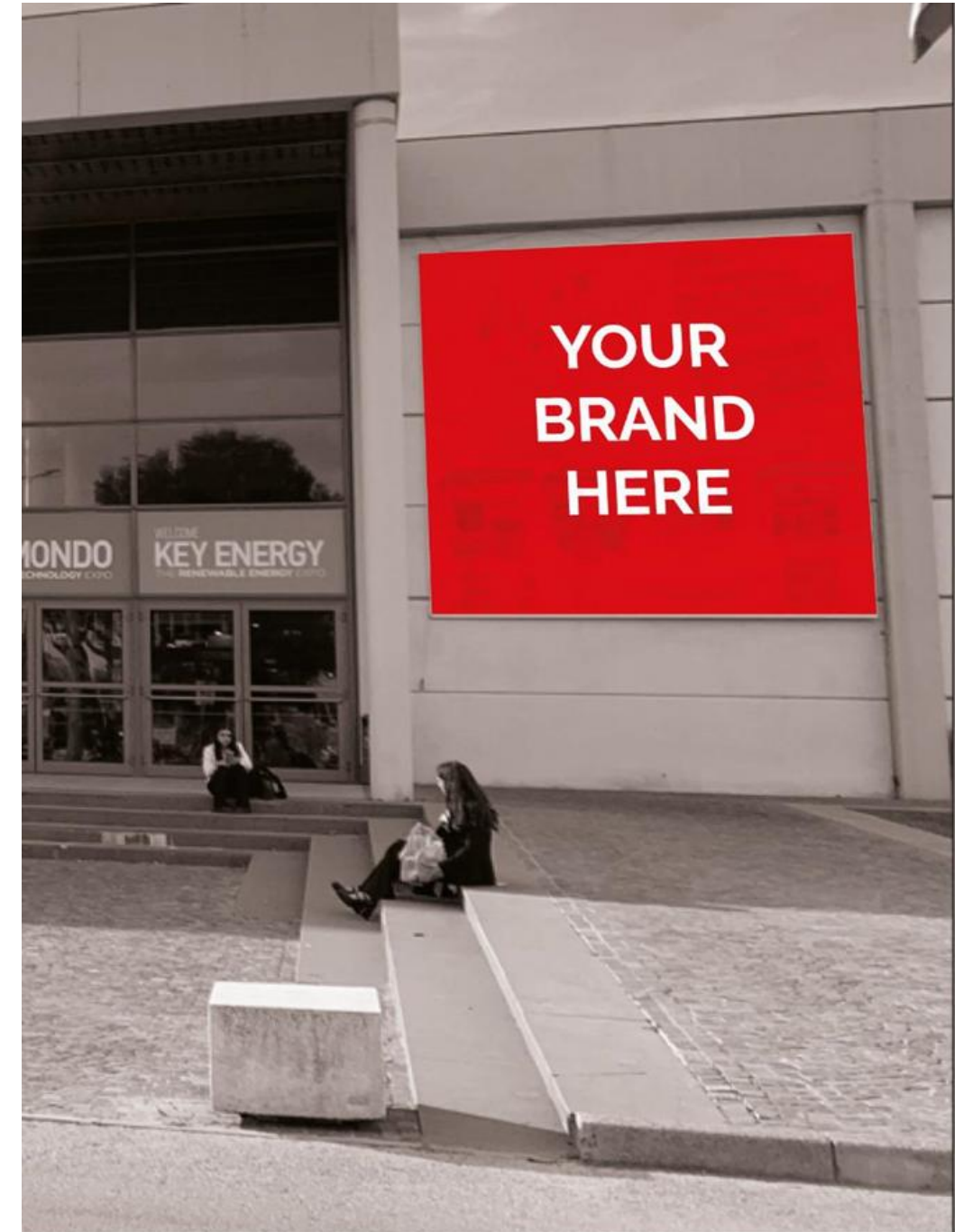
Technical info:

Size: 5 mt x 5 mt (bxh)

High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.10 ENTRANCE

Entrance column banners. Visible from the fairground entrance plazas.

€ 3.500

Technical info:

Size: 1x7m single-sided

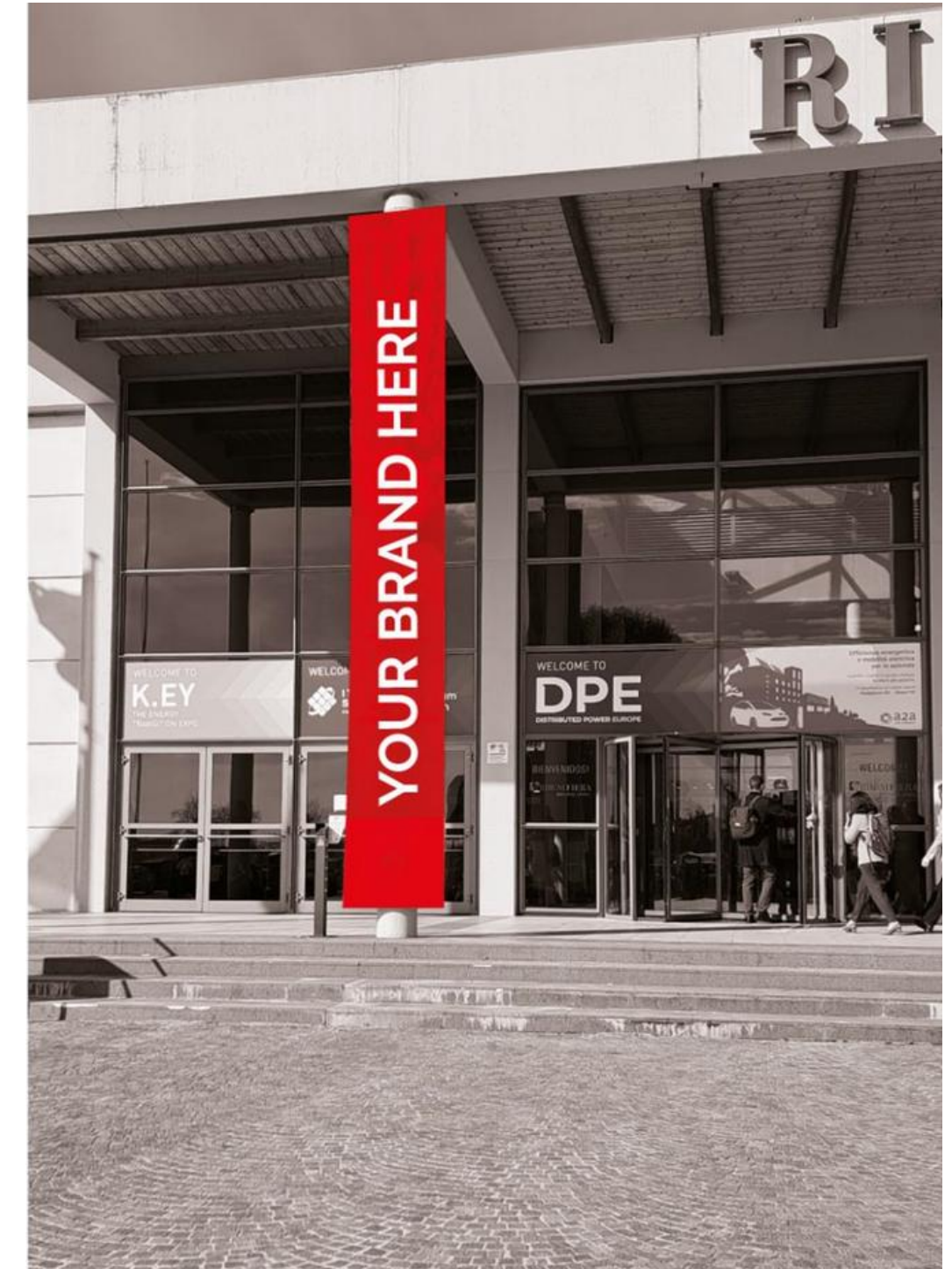
Format: High-resolution PDF files provided by the client.

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



A.11 ENTRANCE

Customisation of fairground south entrance steps visible from parking areas and entrance plazas.

€ 5.000

Technical info:

Size: 4 mt x 15 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.12 ENTRANCE

Customisation of show entrance windows, visible from the entrances and the main halls.

€ 4.000

Technical info:

Size: 259cm x 115 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.13 ENTRANCE

Customisation of revolving doors at show entrance, visible from the parking lots and the entrance plaza.

€ 7.000

N.2 East/West Entrance

€ 7.000

N.2 South Entrance

Technical info:

Size: 136cm x 220 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.14 ENTRANCE

Sign the entrance turnstiles with your colors. Get noticed by all visitors at the entrance.

€ 20.000 N.24

Technical info:

Turnstile

Size: 63cm x 10cm (bxh)

Format: High-resolution PDF files provided by the client.

Glazed

Size: 132cm x 88 cm (bxh)

Format: High-resolution PDF files provided by the client.

Materials delivery:

within 30 days of the start of the show



A.15 ENTRANCE

Advertising banner, hall columns 1x7m - 1x5m visible from the main halls and communal areas dedicated to the visitors.

€ 2.500

Technical info:

Format: High-resolution PDF files

Size 1x7m single-sided – 1x5m single-sided

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



A.16 EAST ENTRANCE

Double-sided curtain metal detector area, east entrance, 2,5 – 5 m

€ 6.000

N.2

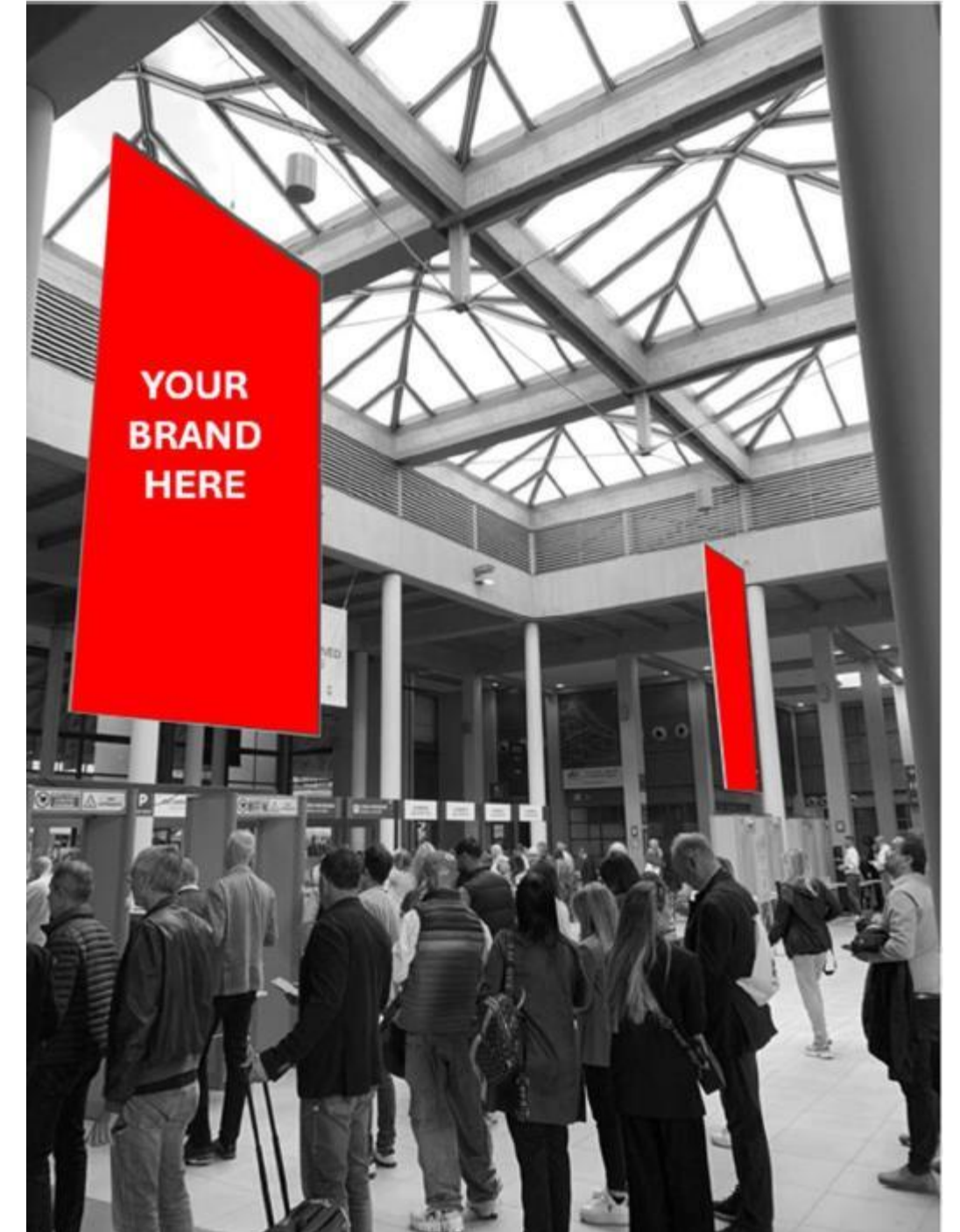
Technical info:

Format: High-resolution PDF files

Size: 2,5 x 5 m double-sided

Materials delivery:

within 30 days of the start of the show



B.1 HALL AND COMMUNAL AREAS

Single-sided advertising banner.

Reserve your space now and make your brand visible from the main hall and the service and refreshment areas.

€ 5.200

Technical info:

Format: High-resolution PDF file

Size: 5,2mx3,6m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



B.2 HALL AND COMMUNAL AREAS

Video spot on South Hall LED walls. Get noticed by everyone and welcome every visitor as they step into the trade fair.

€ 1.000 N.2 Ledwall on 2 columns, 3mt from the ground.

Technical info:

Led size: 1mtx2,5mt bxh;

Orientation: vertical;

Resolution in pixels: 512x1280 bxh;

No audio;

Spot duration: 10 seconds.



B.3 HALL AND COMMUNAL AREAS

Double-sided advertising banner. Promote your brand, your booth, and your products by choosing an advertising space that will ensure maximum visibility in the main halls and communal areas.

€ 900

Technical info:

Format: High-resolution PDF file

Size: 1mx1,40m

Resolution 300 dpi.

Fonts included in the PDF

Materials delivery:

within 30 days of the start of the show



B.4 HALL AND COMMUNAL AREAS

Adhesive directional graphics.

Promote your brand by choosing these advertising spaces that offer maximum coverage from the corridors of the main halls and pool arcades.

€ 1.000 Diameter 1 mt

€ 3.000 Diameter 3 mt

€ 5.500 Diameter 5 mt

Technical info:

Format: High-resolution PDF file

Size: 5m - 4m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



B.5 HALL AND COMMUNAL AREAS

Advertising banner, South Hall.

Stand out from the competition and be visible to everyone in the South Hall. This space will give your brand exceptional and exclusive visibility.

€ 9.000

Technical info:

Format: High-resolution PDF file

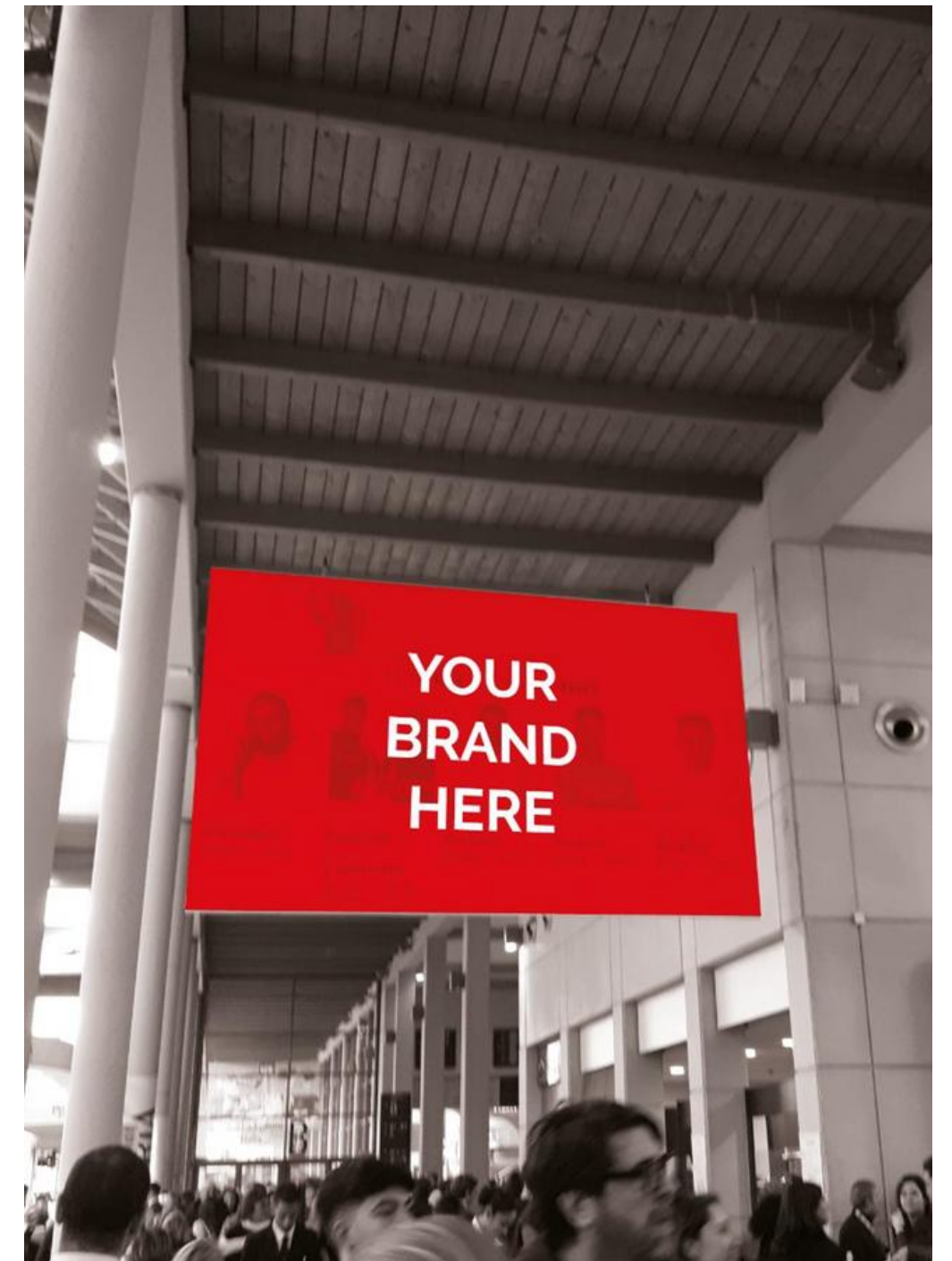
Size: 5x3m double-sided

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



B.6 HALL AND COMMUNAL AREAS

Advert on the big screen circuit.

Get noticed by everyone with this advertising space visible from the main hall, whether they are entering the show, still queueing or are in the refreshment areas. Everyone will see your ad.

€ 1.300

Technical info:

Format: High-resolution PDF file.

Size: 5x3m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



B.7 HALL AND COMMUNAL AREAS

Customisation of convention room stairs South Hall.
Choose a strategic spot and make your brand visible to those heading for the conference and meeting rooms, as well as those in the South Hall.

€ 5.000

Technical info

Format: High-resolution PDF file.

Size: 2,95m x 0,15m

Resolution 300 dpi.

Fonts included in the PDF.

Number of steps: 27

Materials delivery:

within 30 days of the start of the show



B.8 HALL AND COMMUNAL AREAS

Customisation of mirrors in the toilets.

€ 7.500 N.48 ADV toilets in the halls.

€ 15.000 N.96 ADV toilets in the halls.

Technical info:

Format: High-resolution PDF file.

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



B.9 HALL AND COMMUNAL AREA

Customisation of internal hall columns, visible from all angles in the main halls and communal areas.

€ 1.500

Technical info:

Format: High-resolution PDF file.

Panel size: 0,52m x 3m

PVC graphic: 1,25m x 3m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



C.1 ADV IN THE EXHIBITION HALLS

Customisation of hall windows, visible from the indoor pool arcades and inside the halls.

€ 3.500

Technical info:

Format: High-resolution PDF file.

Size: 2,59x1,15m double-sided.

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



C.2 ADV IN THE EXHIBITION HALLS

Interior areas glazing customization, visible along the walkways connecting the halls and common areas for maximum exposure.

€ 6.000

Technical info:

Format: High-resolution PDF file.

Size: 2,59x1,15m double-sided.

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



D.1 POOLS

Customisazion of advertising totem in internal pools.
Visible from the indoor pool arcades and the external walkways
connecting the halls.

€ 7.500

Technical info:

Format: High-resolution PDF file.

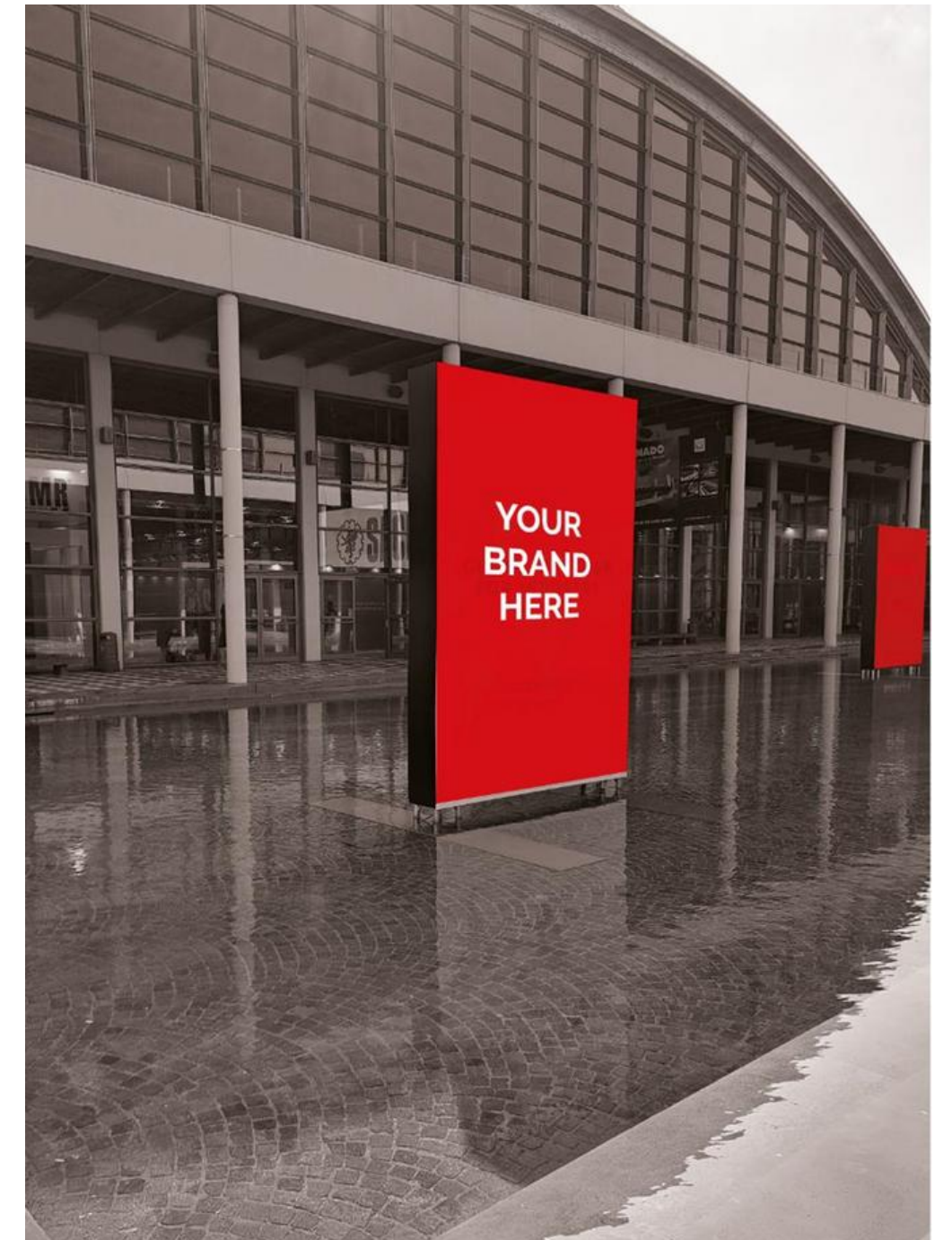
Size: 3,5x2,5m double-sided (horizontal or vertical)

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



D.2 POOLS

Visible from the indoor pool arcades and the external walkways connecting the halls.

- Advertising single-sided banner for pool porticos
- Advertising double-sided banner for pool porticos

€ 5.500 Single-sided

€ 6.000 Double-sided

Technical info:

Format: High-resolution PDF file.

Size: 5x3m double-sided - 3x5m single-sided

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



D.3 POOLS

Cube structure placed on the ground, visible from the internal pool porticos and external walkways connecting the halls.

€ 7.000

Technical info:

Format: High-resolution PDF file.

Size: 3x3m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



D.4 POOLS

Customisation of pool colonnade. Circular graphics visible from the internal pool porticos and external walkways connecting the halls.

€ 7.000 10 columns

Technical info:

Format: High-resolution PDF file.

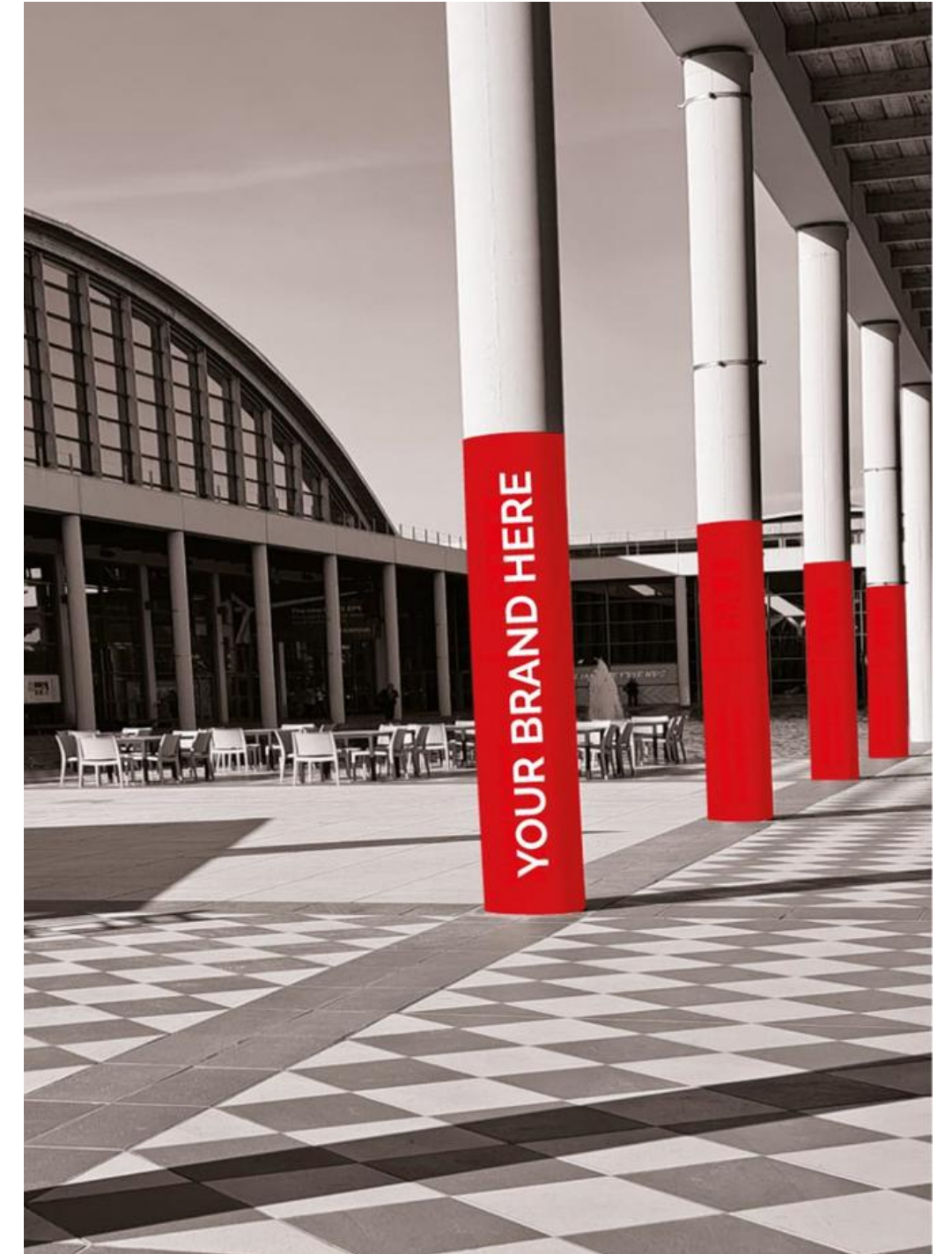
Size: 1,25mx3m

Resolution 300 dpi.

Fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show



F.1 MERCHANDISING

Logo visibility on lanyard distributed at entrances.

€ 7.000 QT. 5.000 pz Lanyard distribution

Technical info:

Customisation at show on request.

Materials delivery:

within 2 months of the start of the show.



F.2 MERCHANDISING

Logo visibility on event shopper available at entrances.

PRICE ON REQUEST

Technical info:

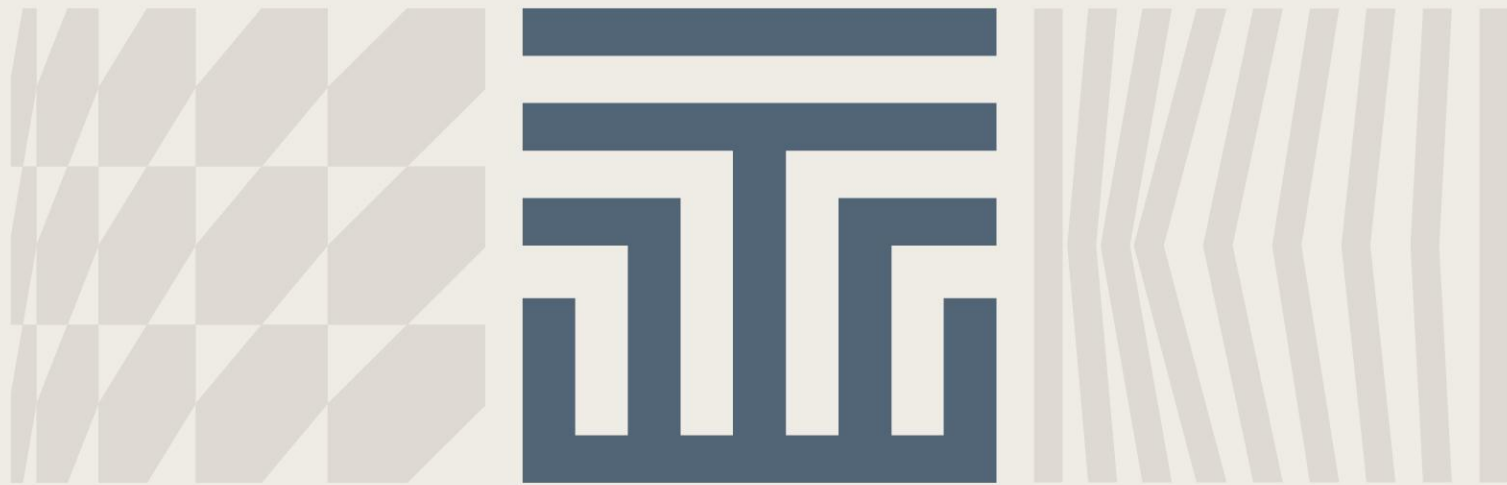
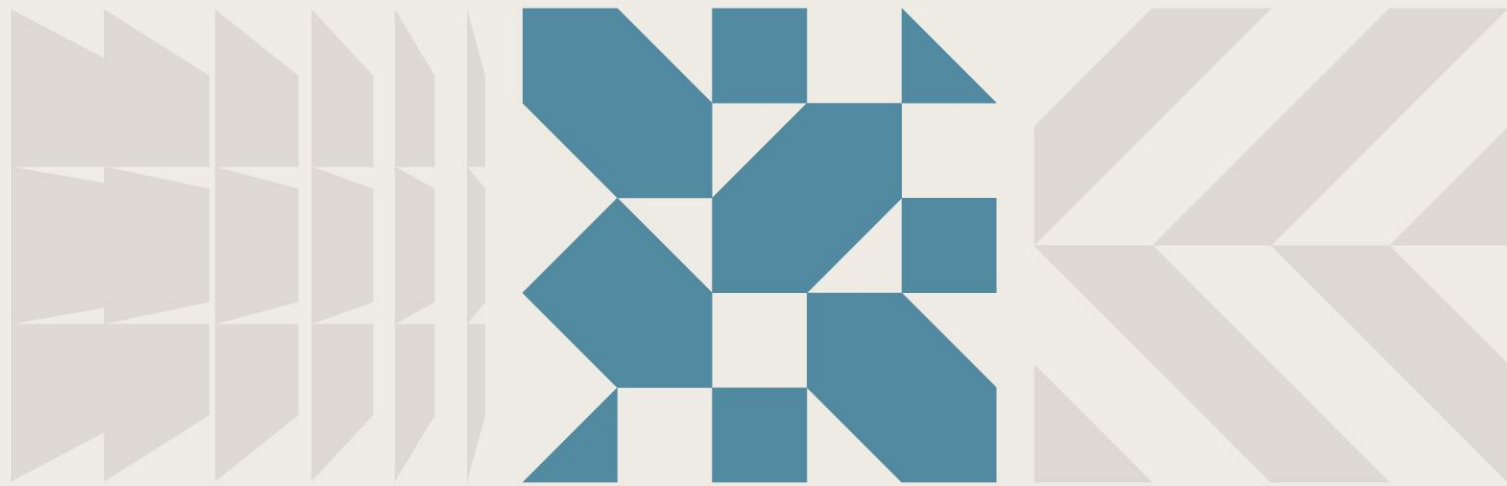
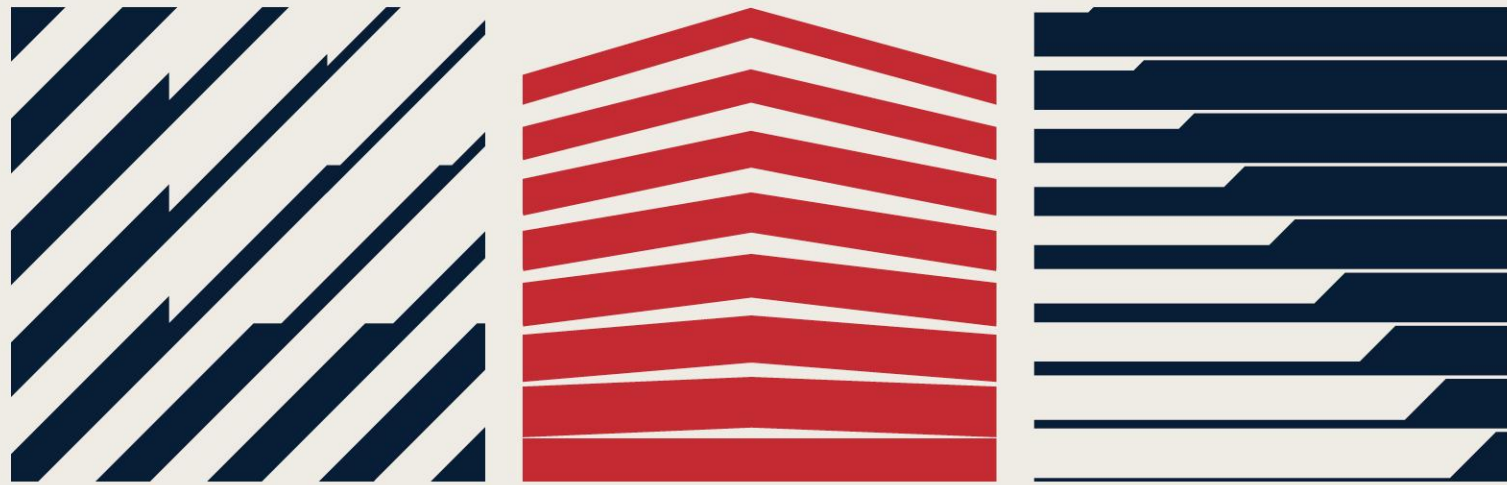
Customisation at show on request.

*n. pieces required from the exhibitor.

Materials delivery:

within 2 months of the start of the show.





TECNA

THE GLOBAL EXPO FOR CERAMICS AND MORE

How to make it.

SEPT 22 — 25
2026

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EXPO CENTRE

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