



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:



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FACTS & FIGURES TECNA 2024

350

Exhibitors

24

Events

18.350

Attendees

132

International Buyers

70.000 sqm

Exhibition Area

1.552

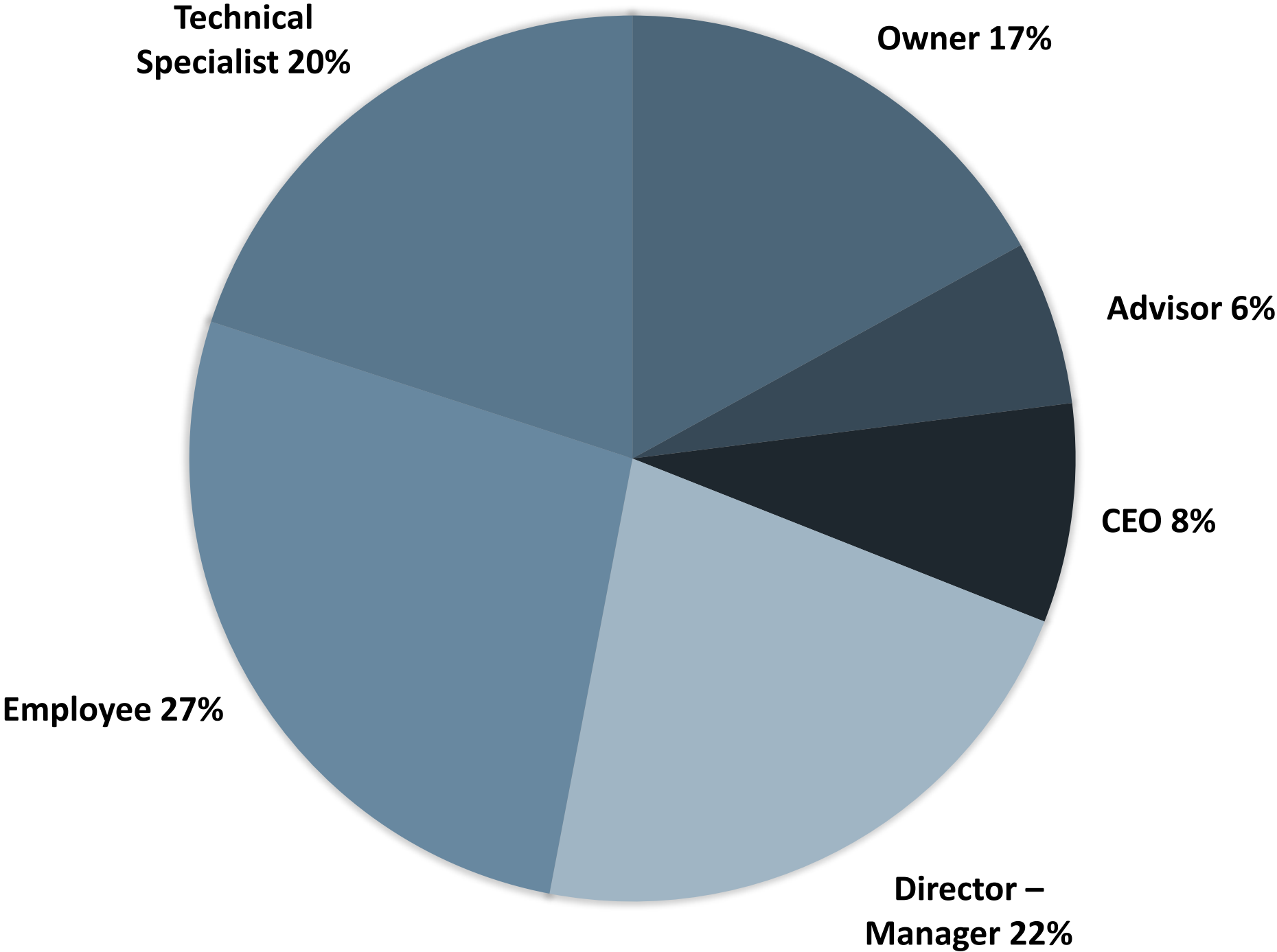
Business Meetings

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.

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Visibility
Packages

A. VISIBILITY PACKAGE

B. DIGITAL PACKAGE

C. GUIDE MAP PACKAGE



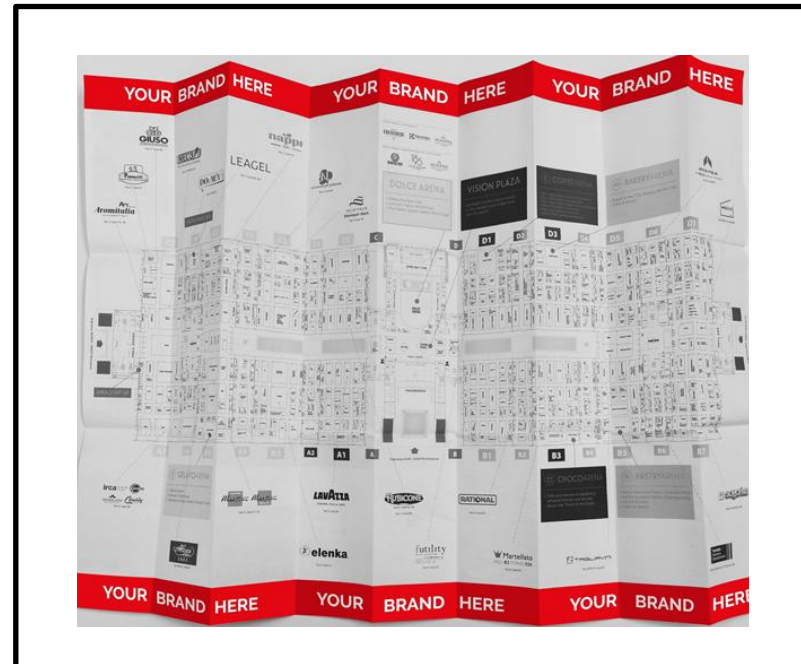
organized by:
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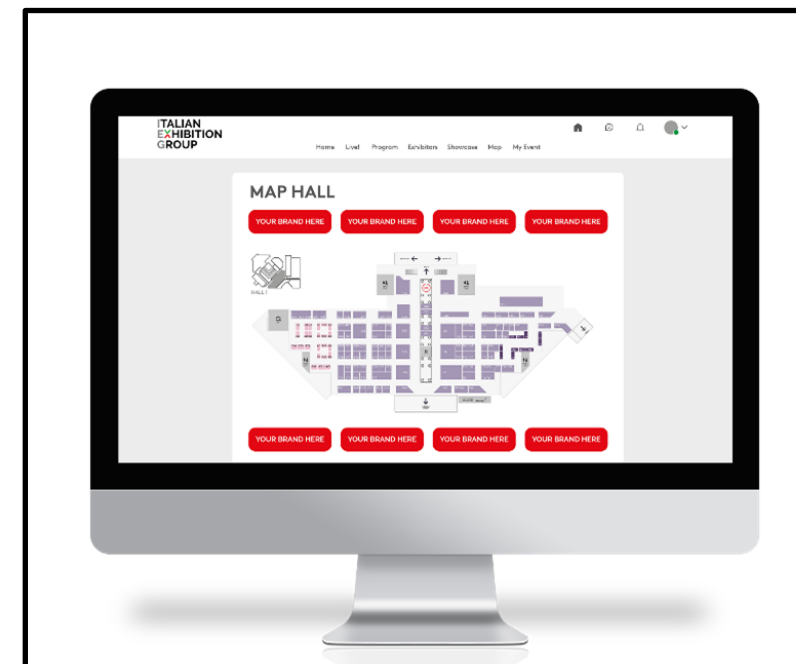
in collaboration with:

A.1 VISIBILITY PACKAGE

MAP PACKAGE



LOGO ON PRINTED GUIDE MAP



LOGO ON DIGITAL GUIDE MAP

~~LIST PRICE~~

~~€ 2.300~~



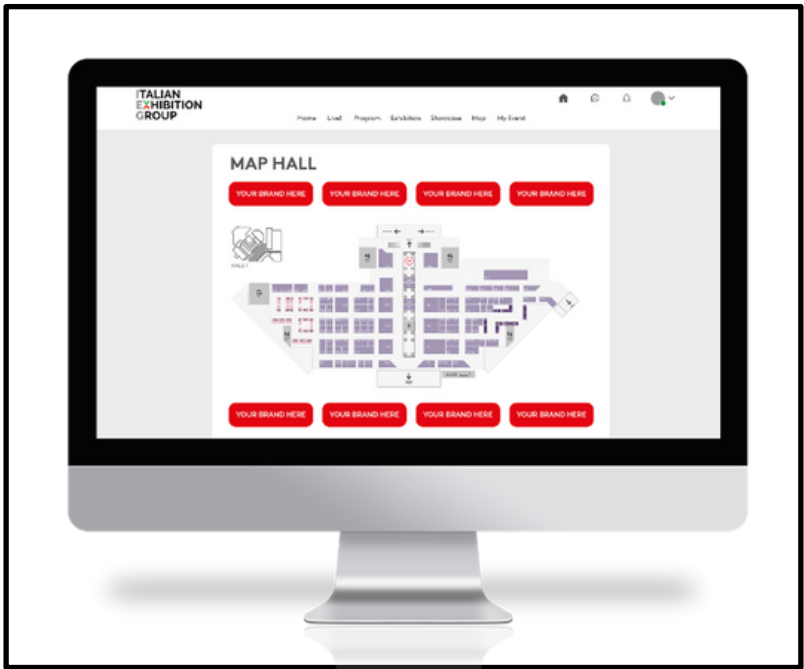
DISCOUNTED PRICE

€ 1.500

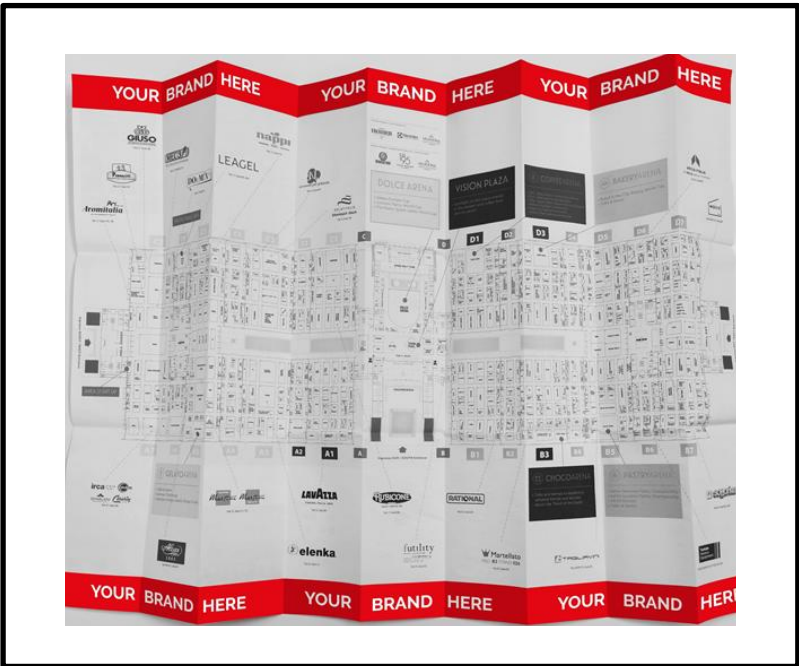
For further information about this package please contact p.giacomini@kairosmediagroup.it

A.2 VISIBILITY PACKAGE

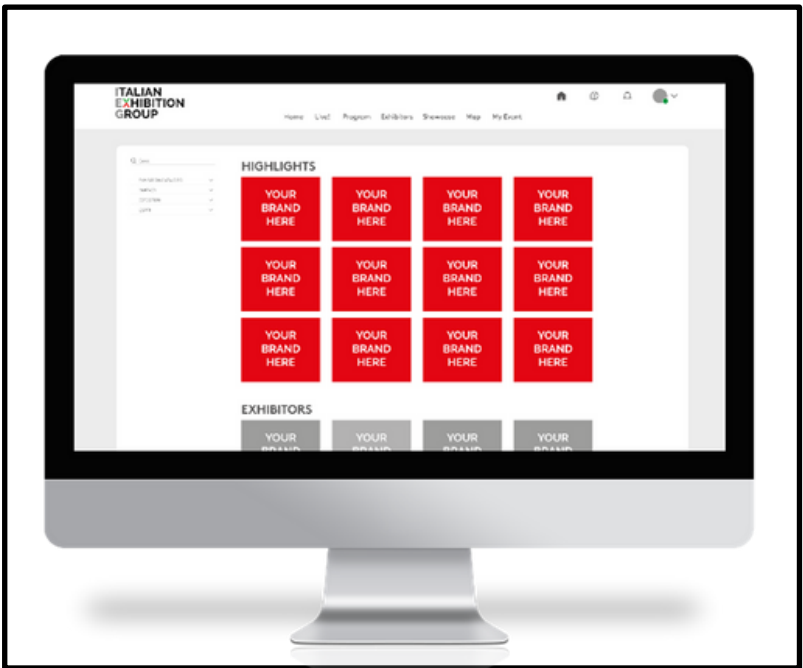
CATALOGUE BOOSTER



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

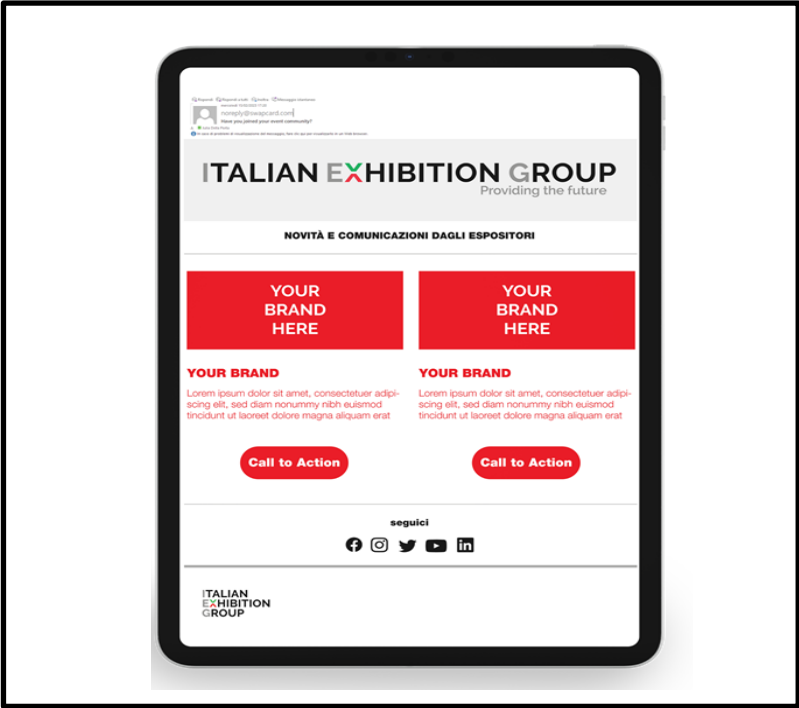
LIST PRICE
€ 6.800



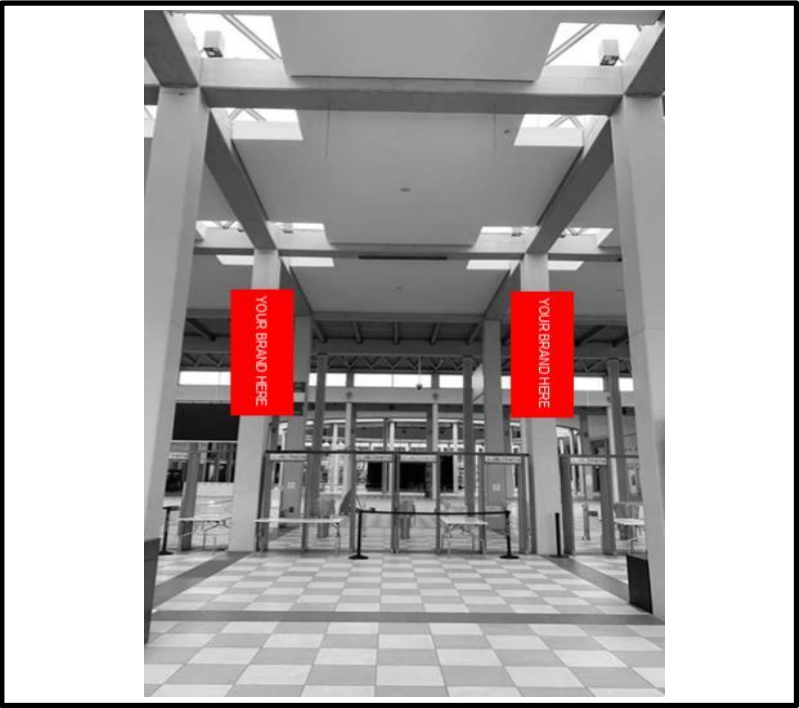
DISCOUNTED PRICE
€ 5.700

A.4 VISIBILITY PACKAGE

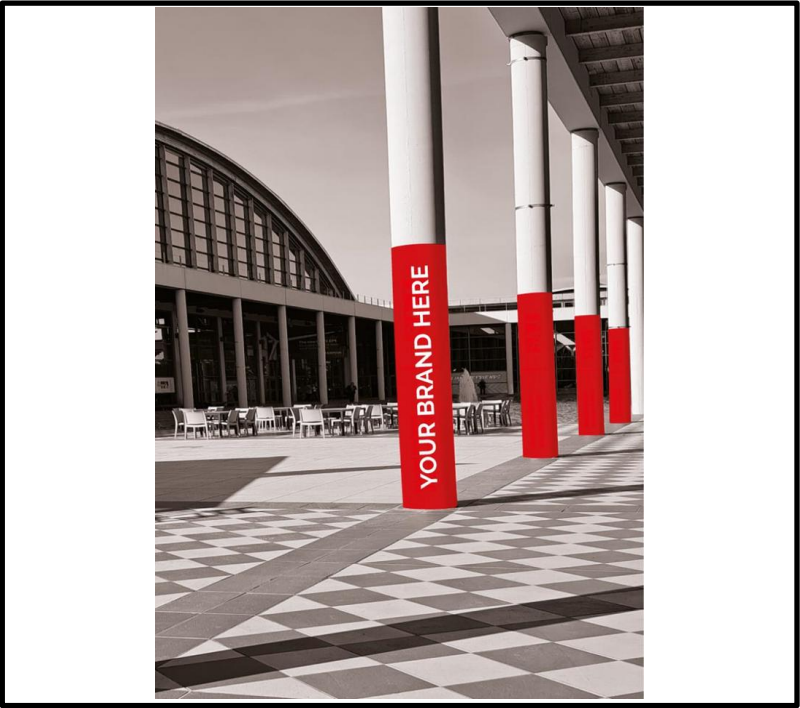
CONTENT PACKAGE



DEM TO VISITORS DATABASE
€ 2.000



VIDEO LEDWALL
€ 1.000



10 COLUMNS POOLS COLONNADE
€ 7.000

~~LIST PRICE
€ 10.000~~



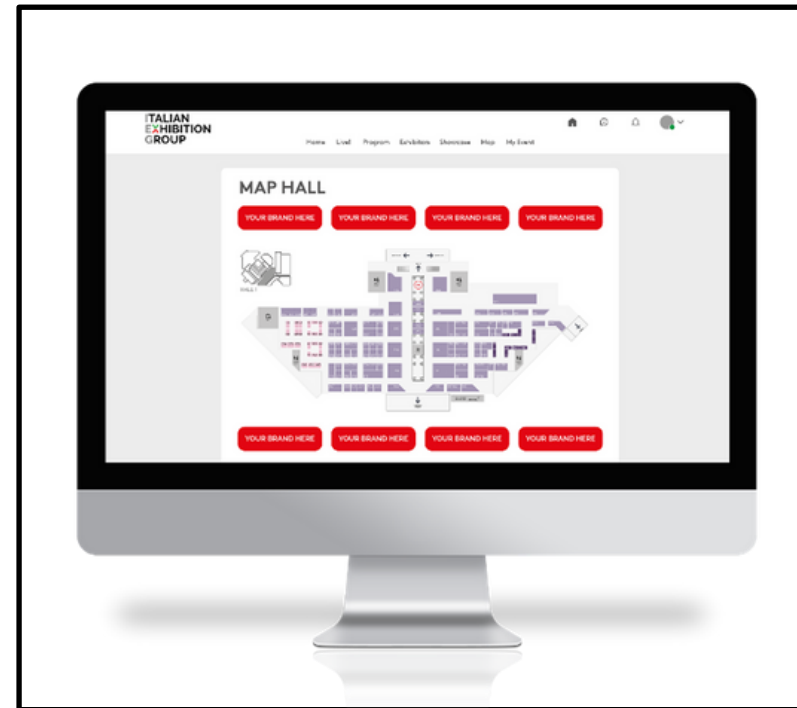
DISCOUNTED PRICE
€ 8.000

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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RIMINI
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Print Visibility

A. GUIDE MAP VISIBILITY

B. PRINT@HOME VISIBILITY



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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 bxxh

Format: high-resolution PDF files

Materials delivery:

within 90 days of the start of the show.



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Digital
Visibility

A. ONLINE PROFILES

B. WEBSITE

C. APP



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A.1 ONLINE PROFILES



NETWORKING



VISIBILITY

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

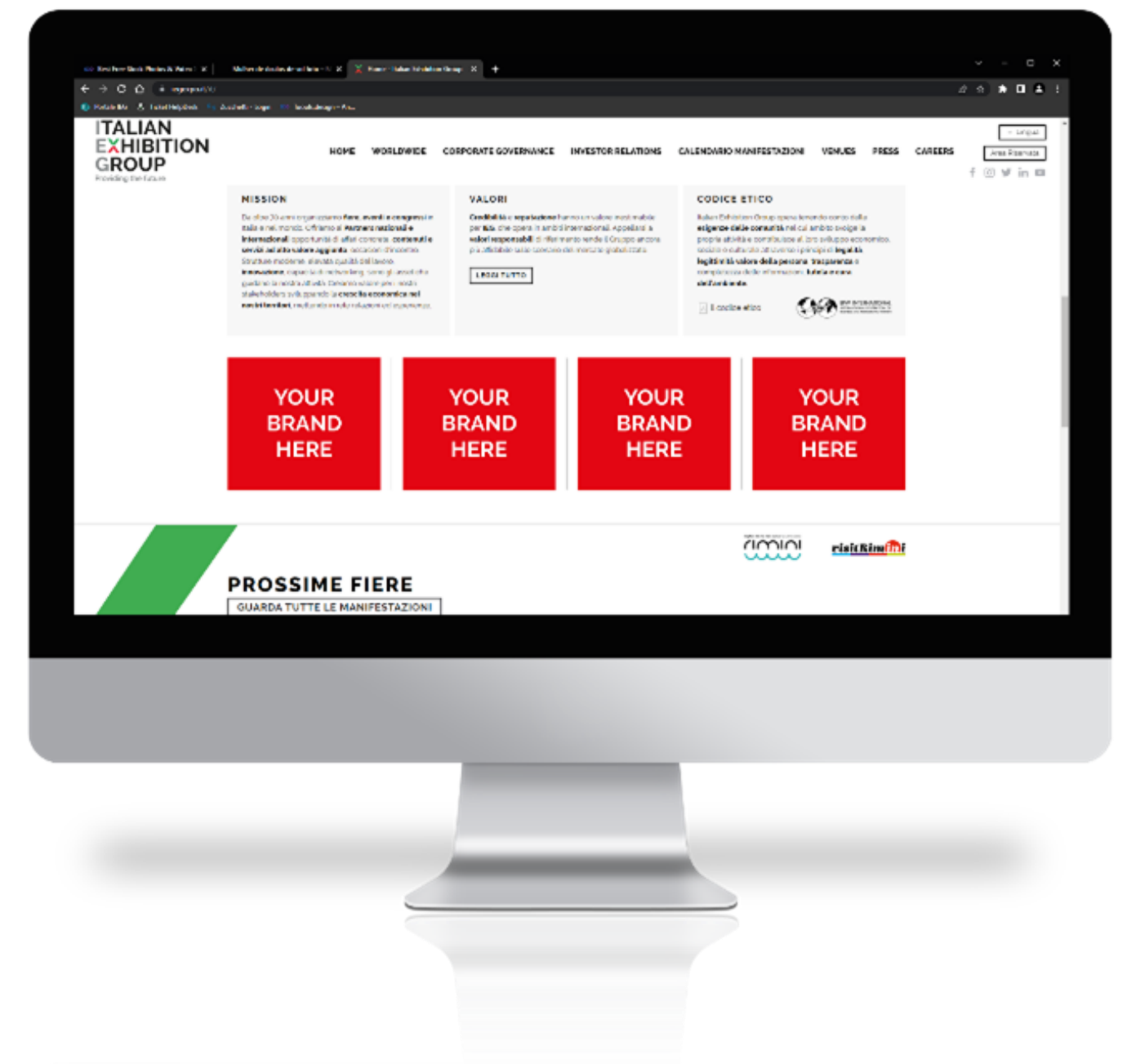
Technical info:

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

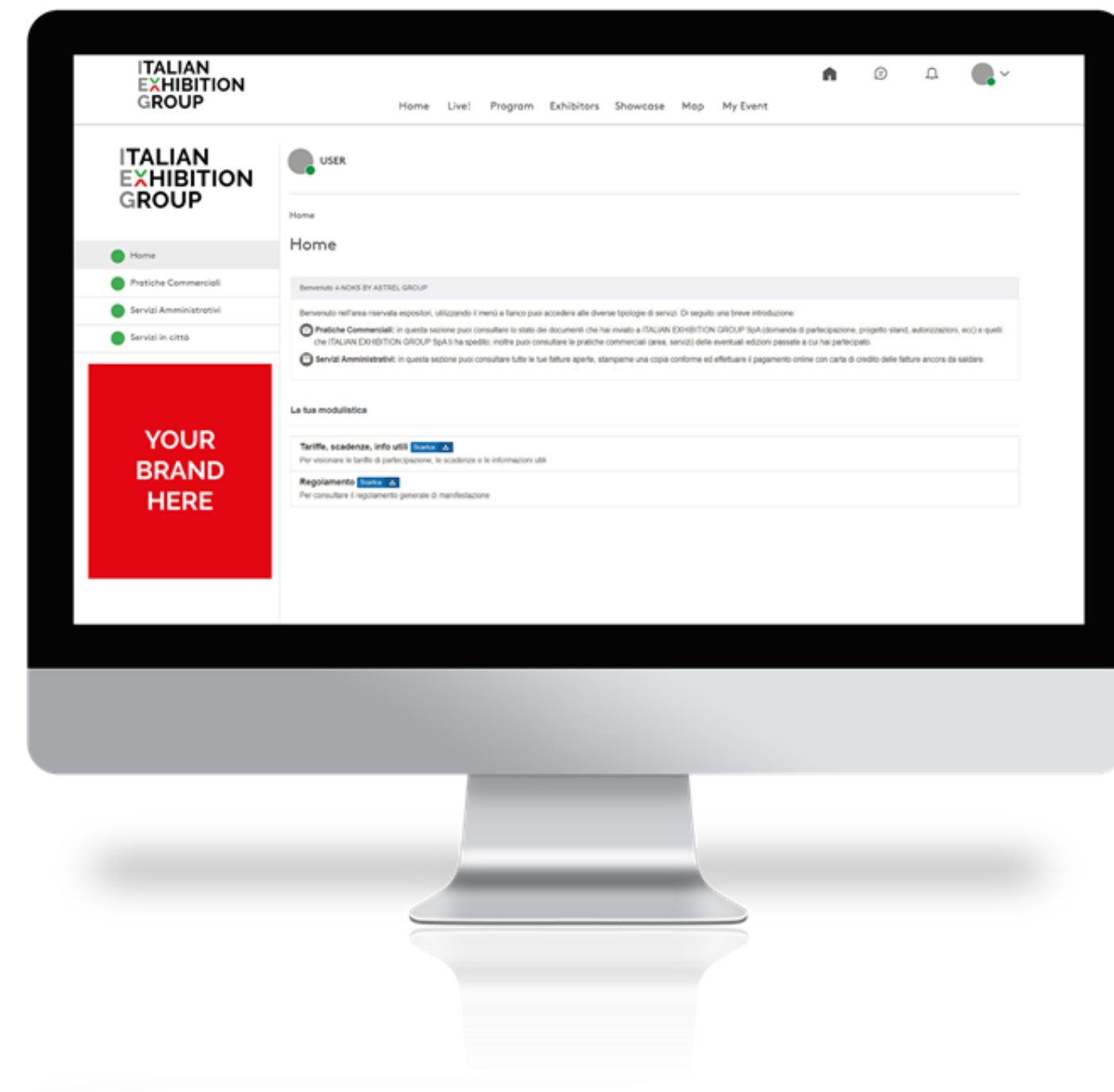
Technical info:

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

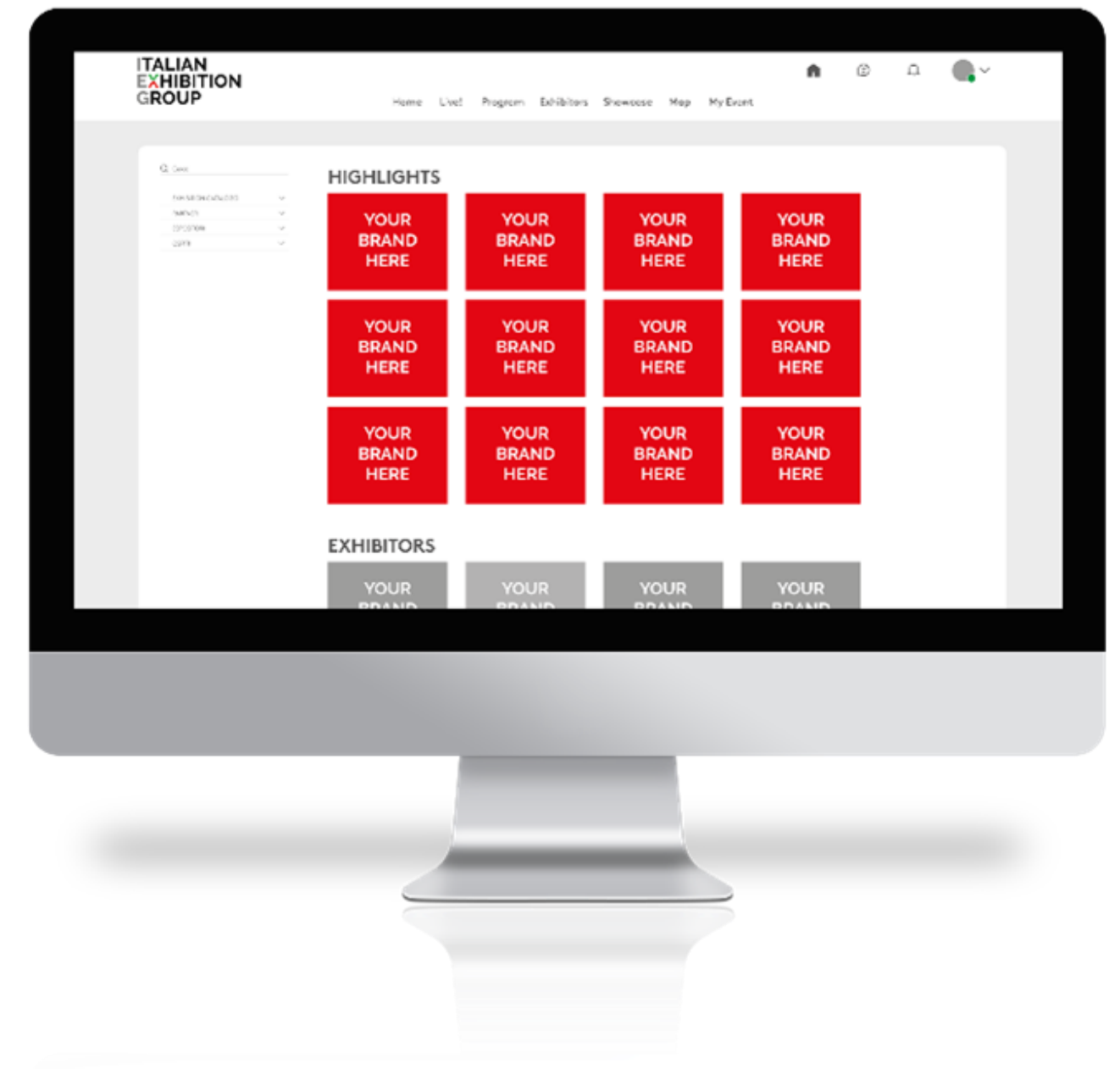
Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

€ 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

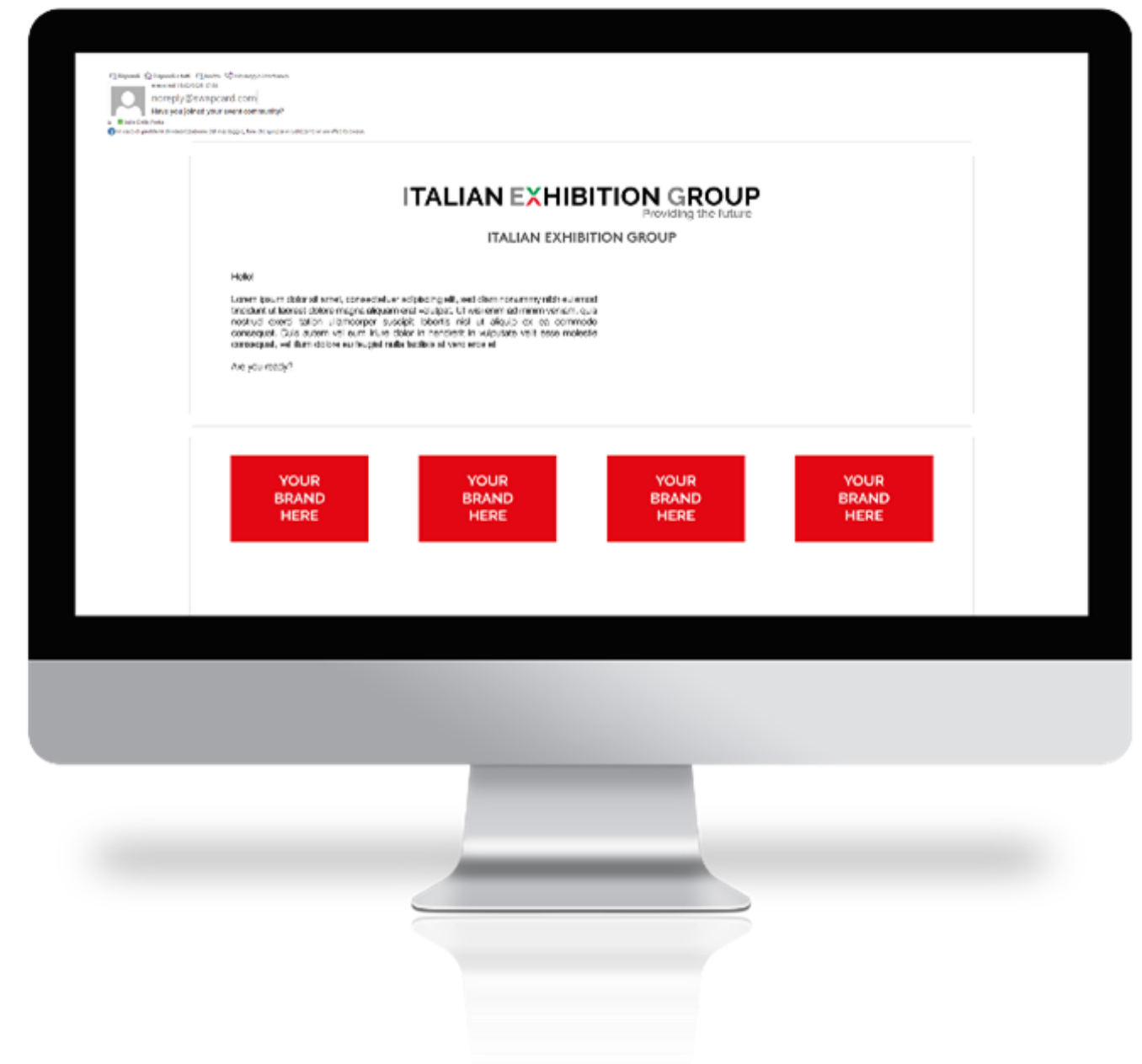
Technical info:

Logo size: 200x200 pixel

Format: png, jpg o gif

Materials delivery:

within 10 days of the publication date.



B.6 BANNER ON PROFILE PAGE

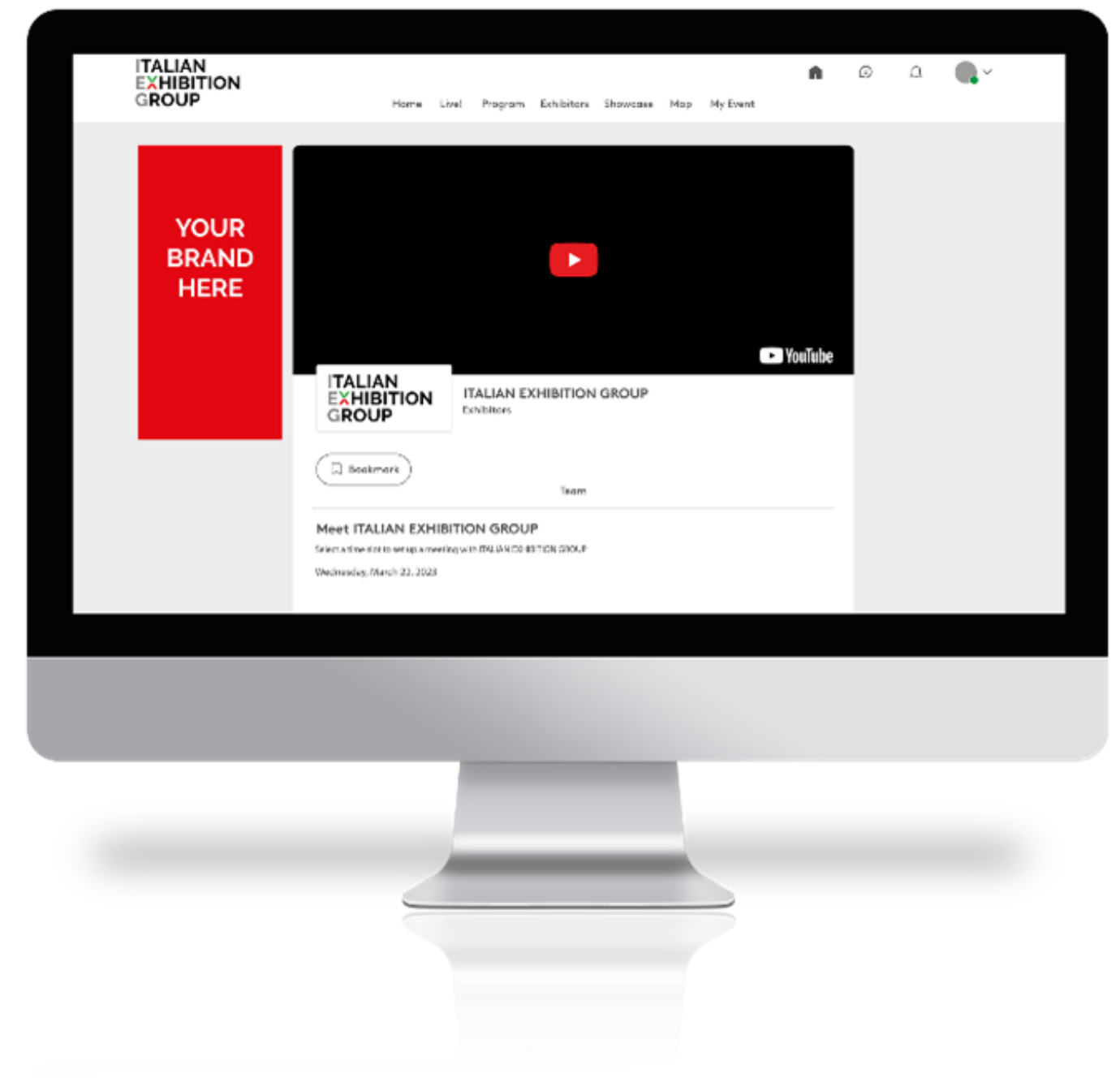
Highlight products, services, events, or initiatives by creating a communication campaign on your profile page.

€ 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.

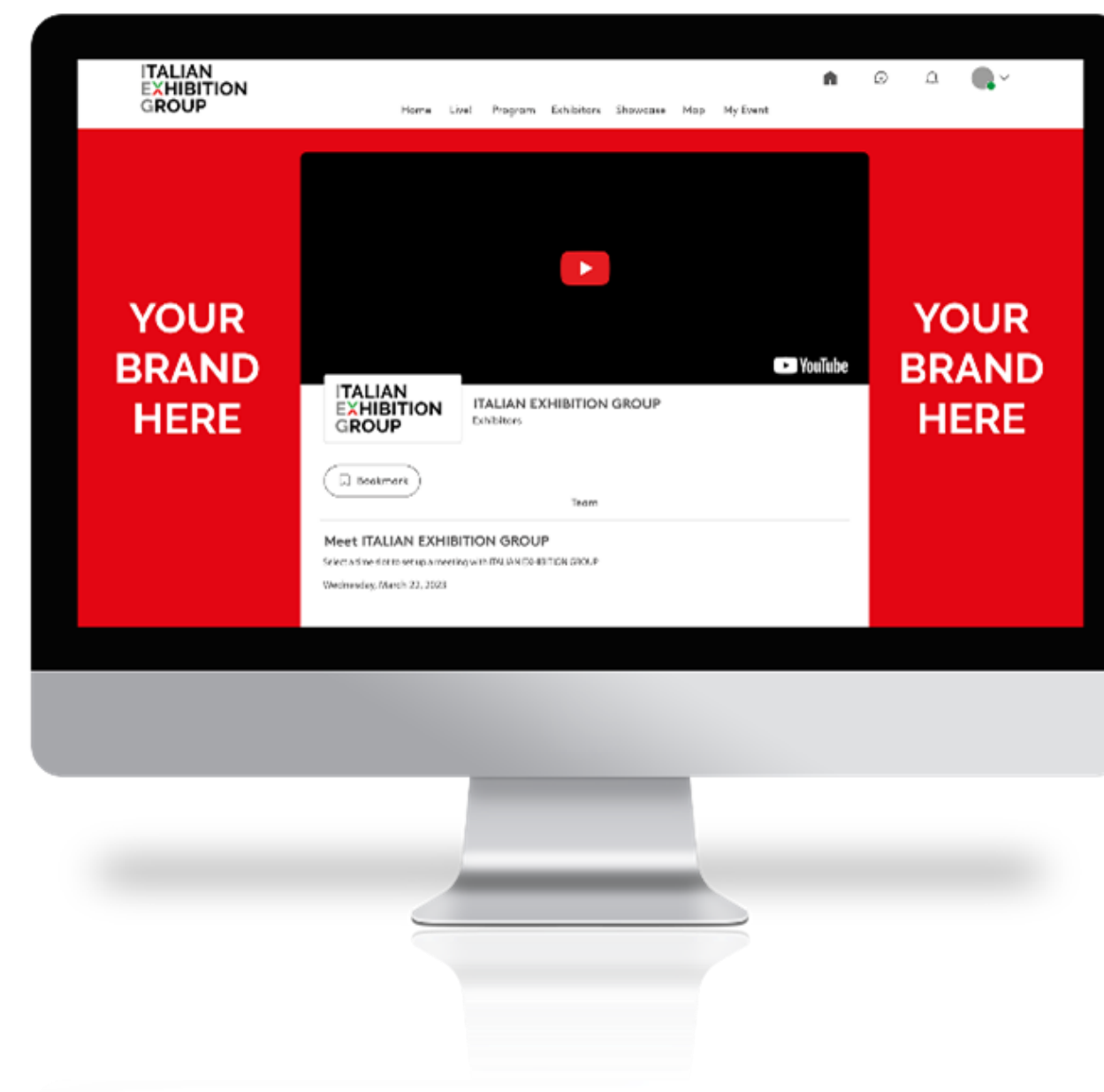
€ 200

Technical info:

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

Format: png, jpg

Maximum 1 MB



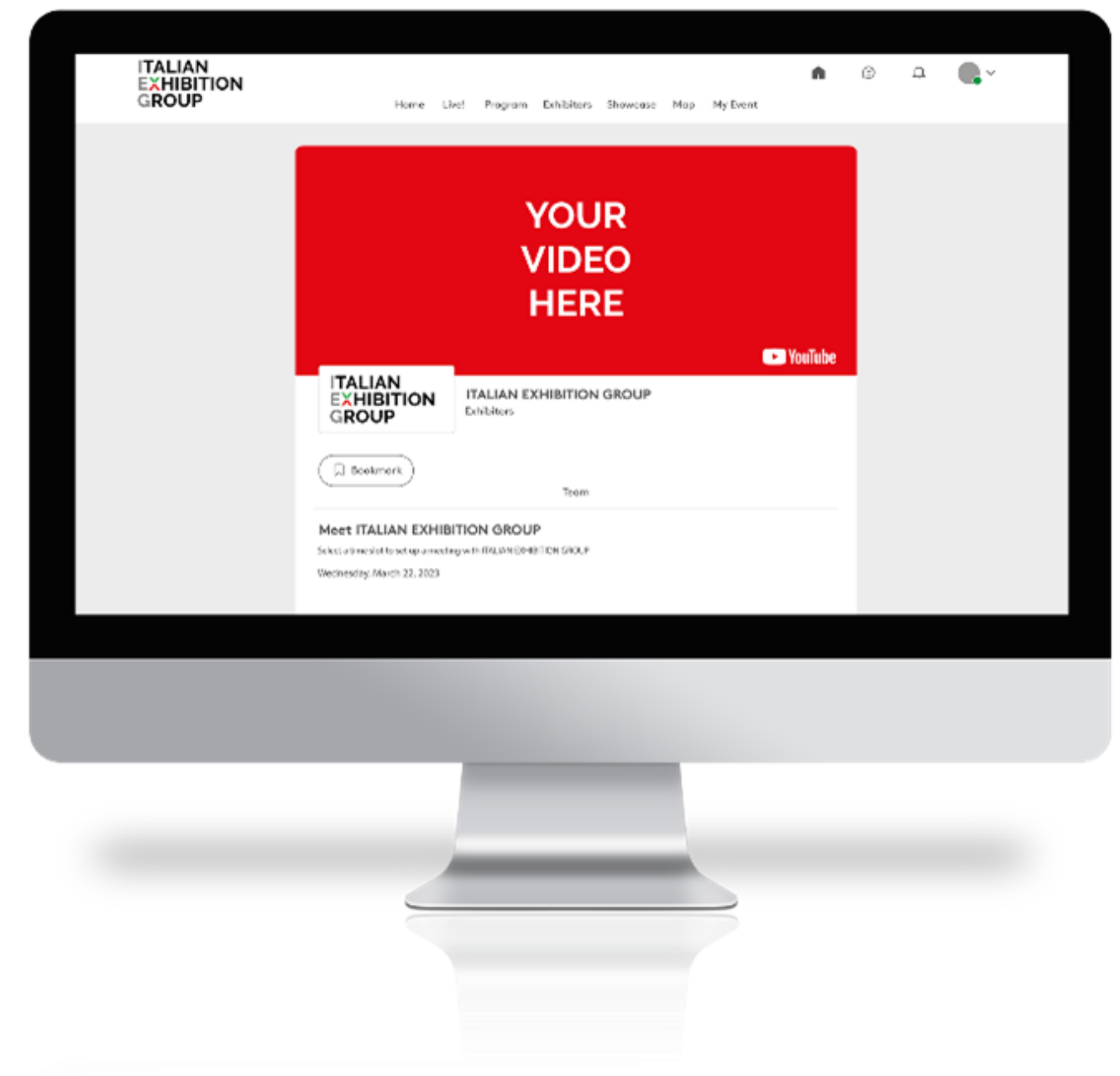
B.8 VIDEO ON PROFILE PAGE

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.

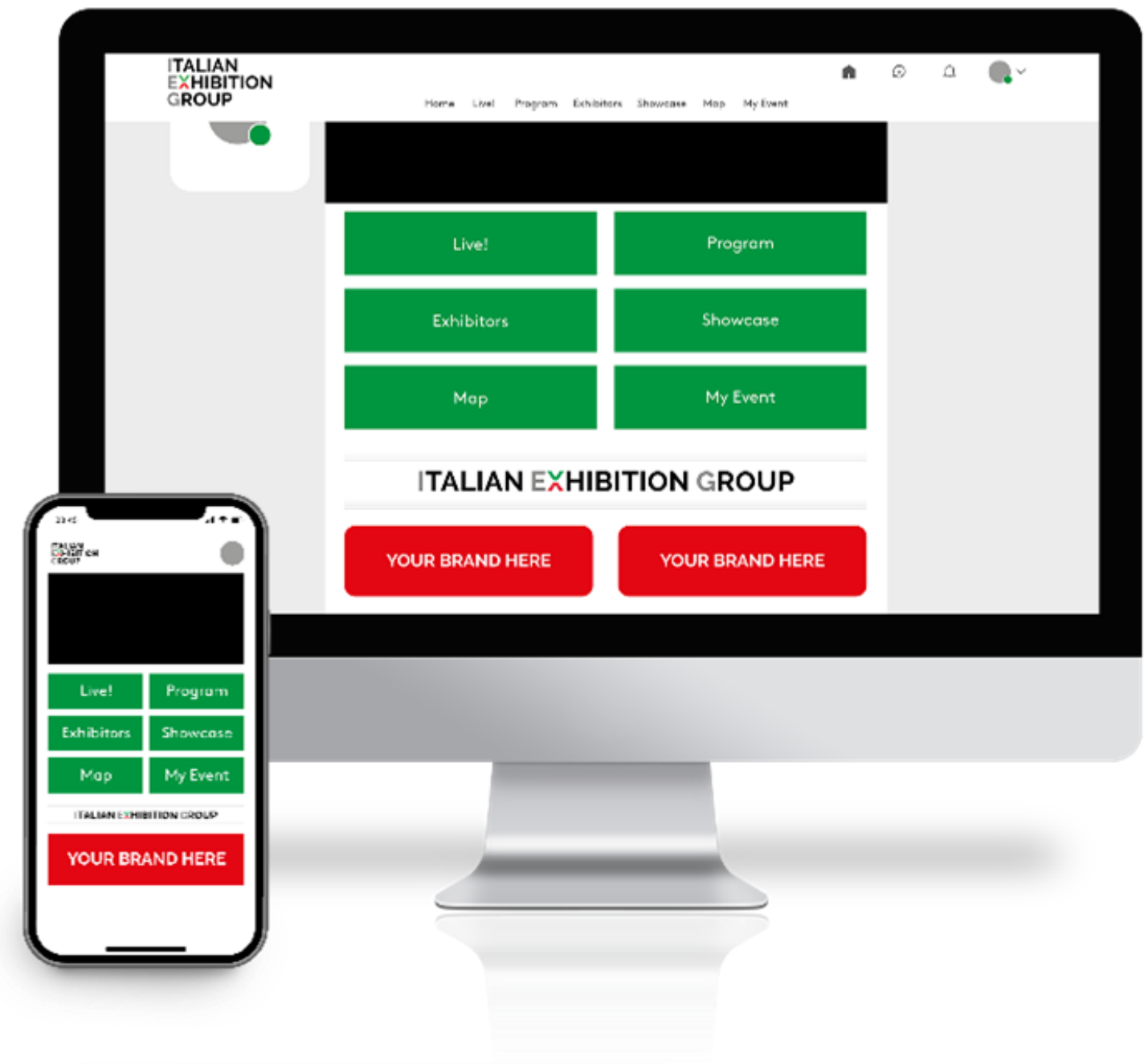
€ 1.500 Logo

€ 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.

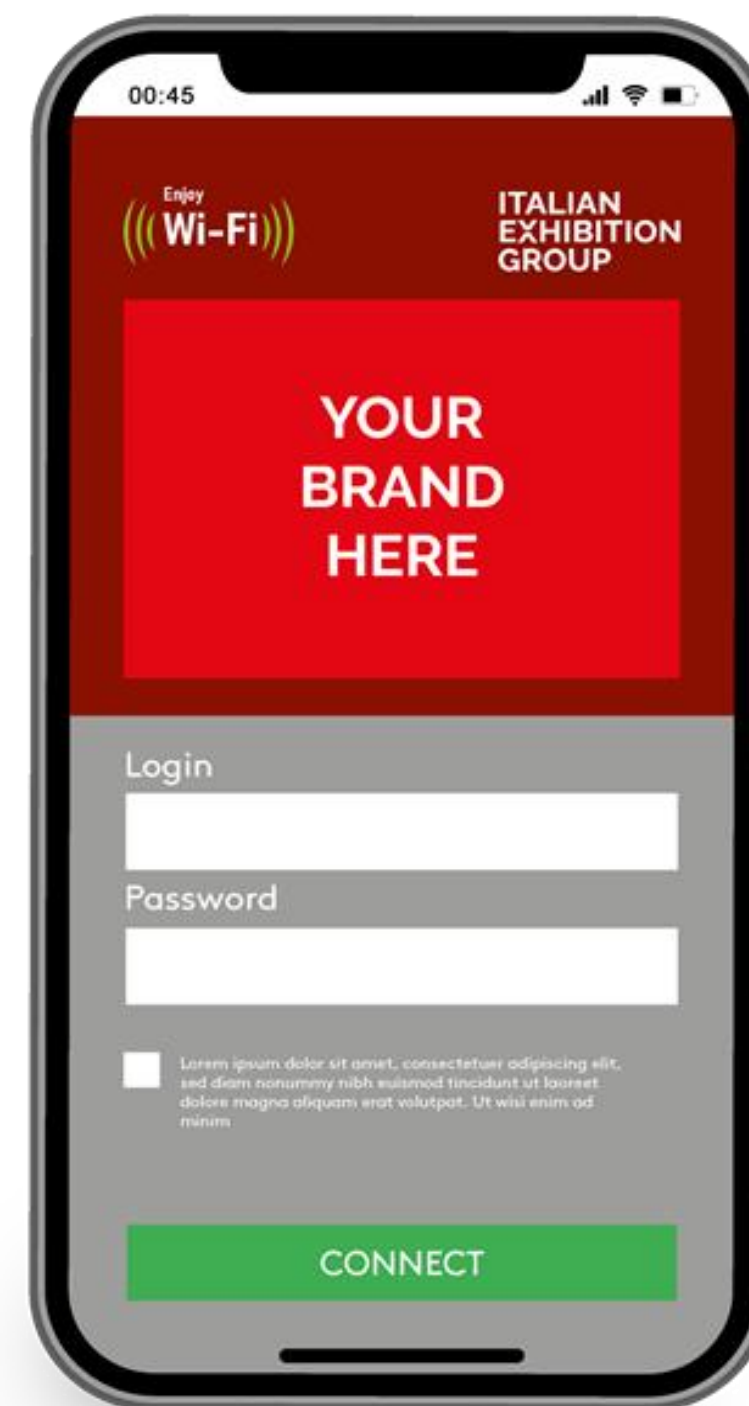
€ 4.000

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

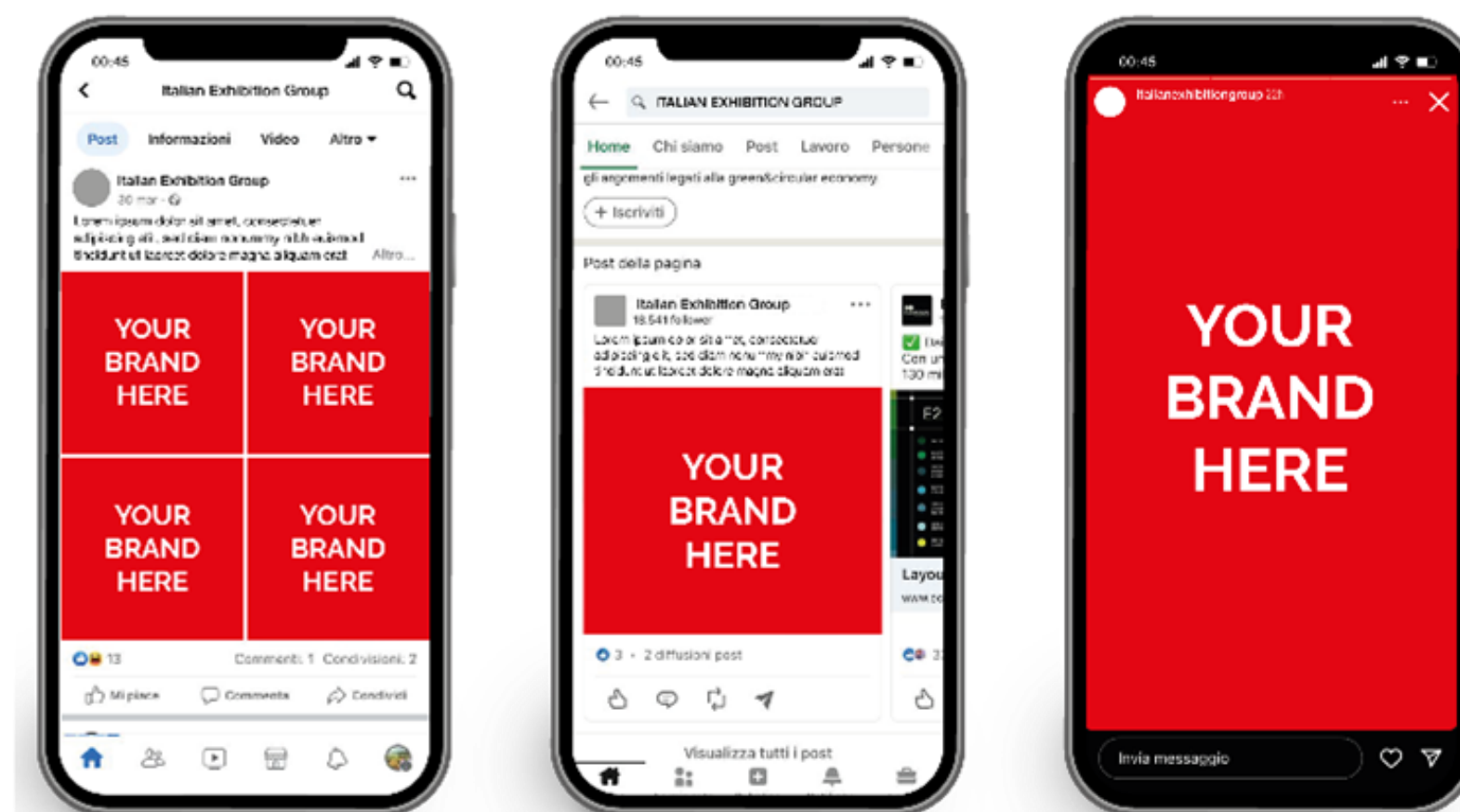
Technical info:

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:

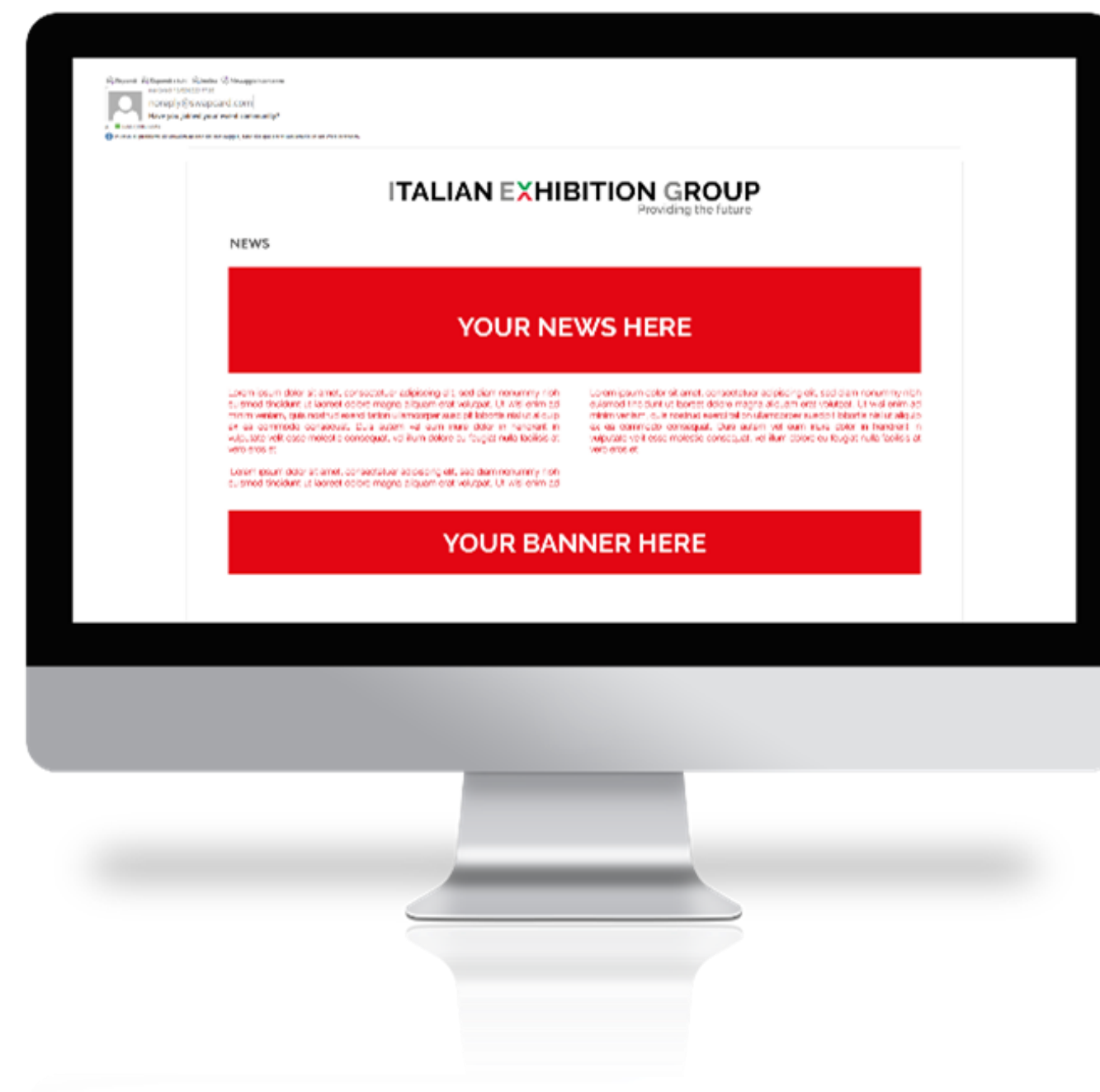
Text description: max 500 characters, spaces included, with link to the website.

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

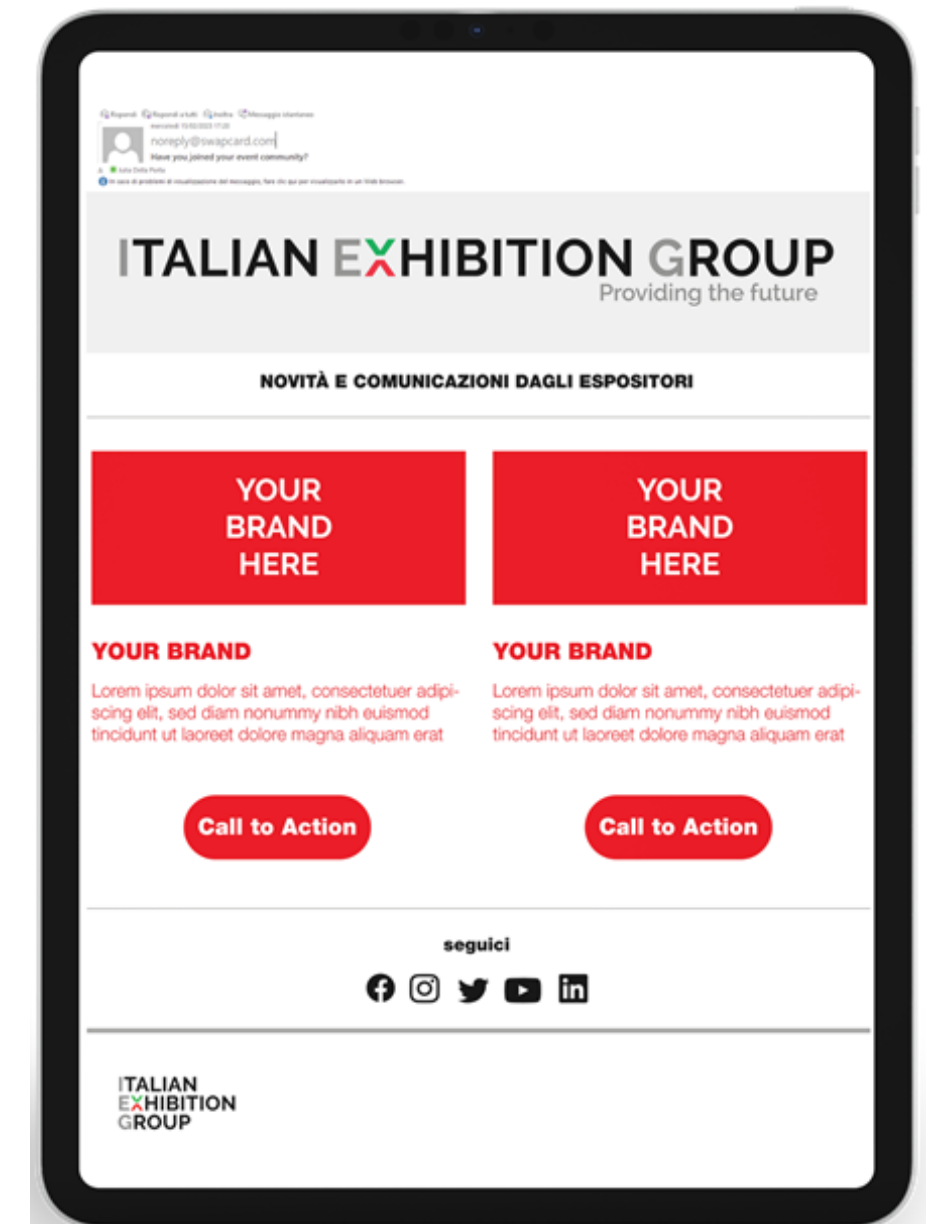
Logo size: 300x100 pixel b x h

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:

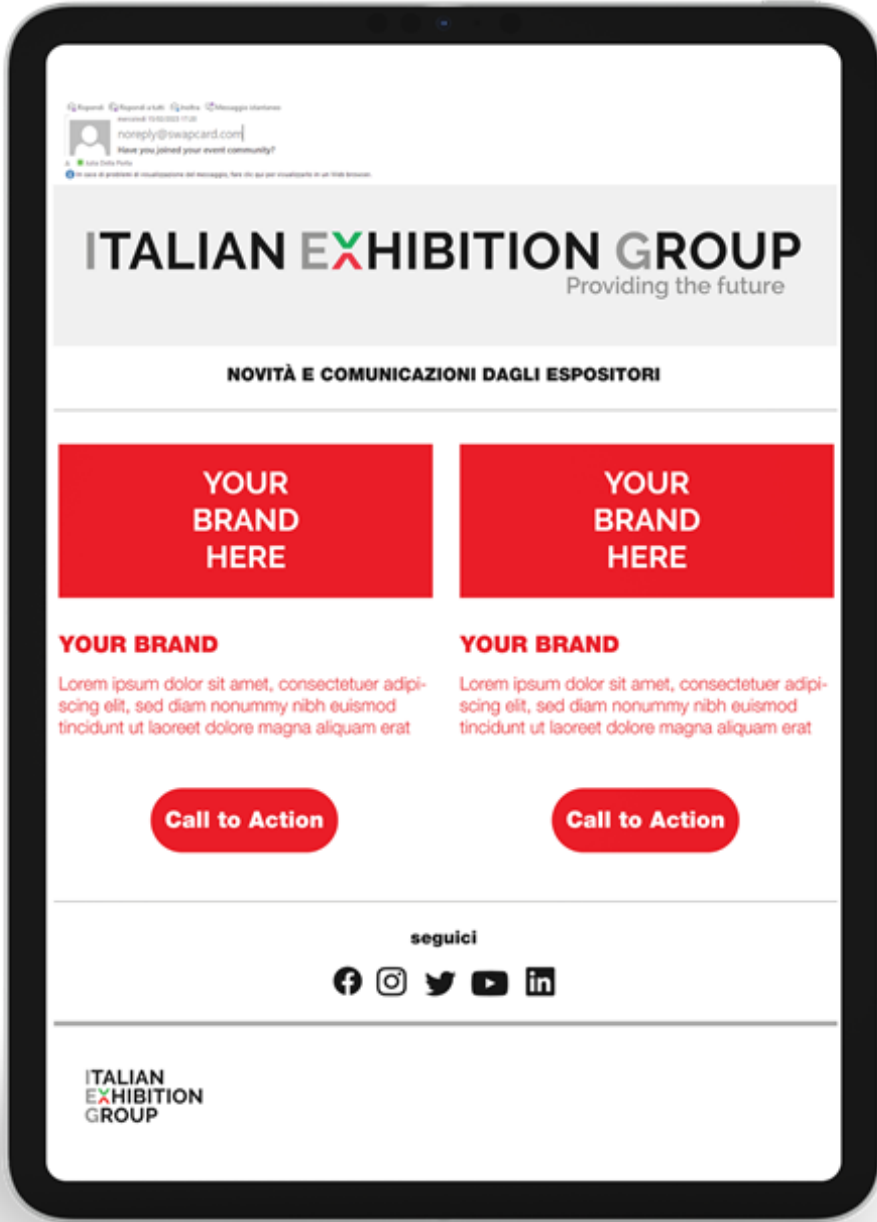
Text: max 450 characters, space included.

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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