

# 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

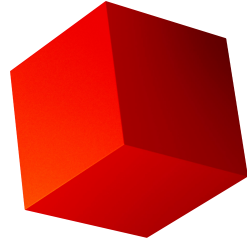
Road to  
IPACK-IMA 2025

Contents and events

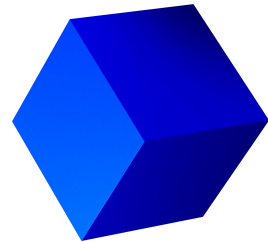
IPACK-IMA 2025  
exhibition

Visibility in digital  
and traditional media

# Opportunities for exhibitors



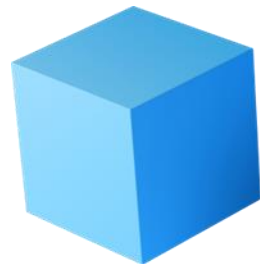
*Focus on BRANDING*



*Focus on SITE*



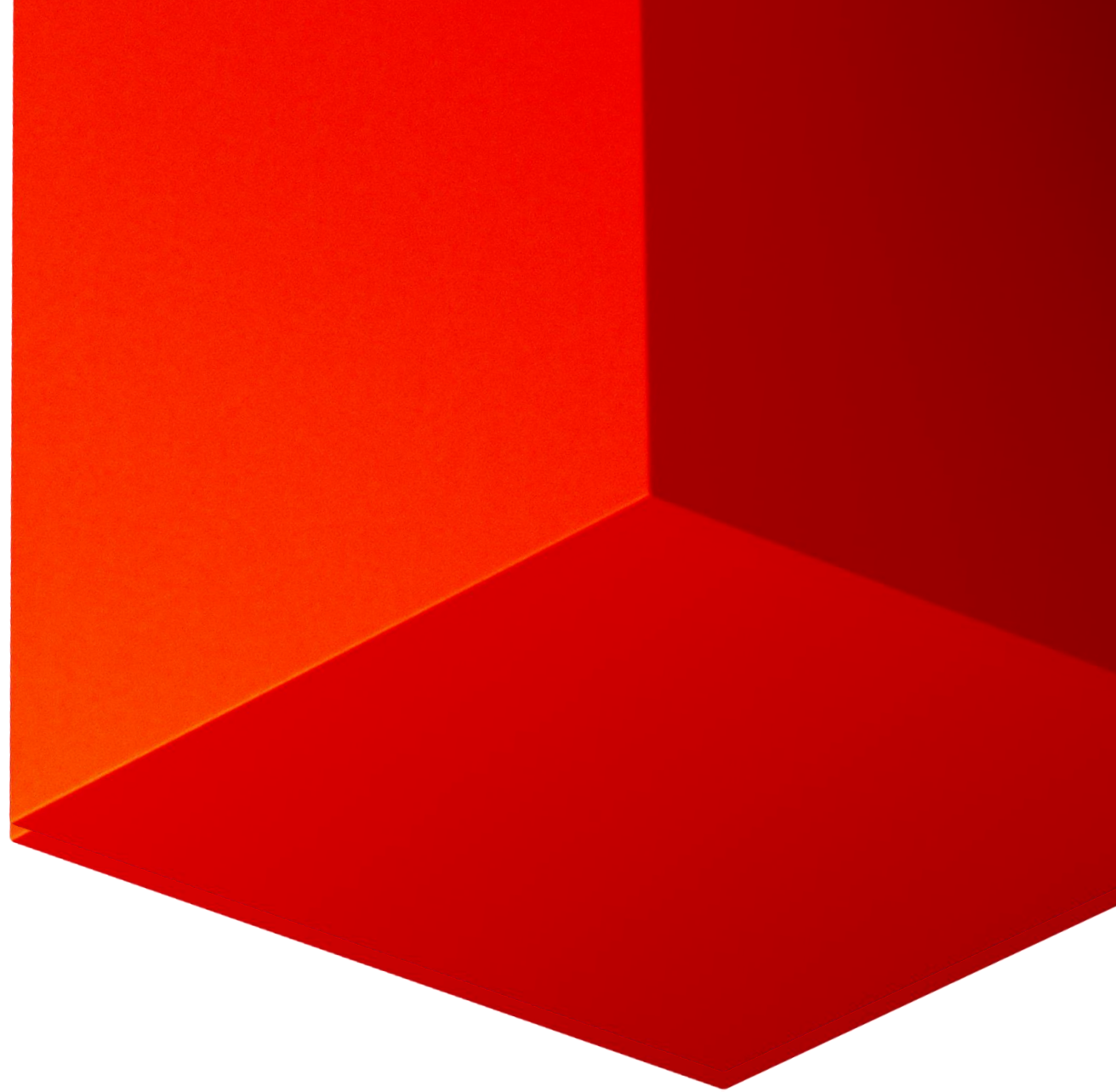
*Focus on CONTENTS*

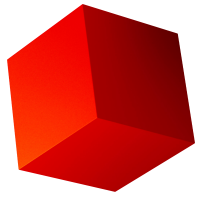


*Focus on NETWORK*



*Focus on*  
***BRANDING***





Focus on BRANDING

# ANALYTICS Website **ipackima.com**

Users per Country

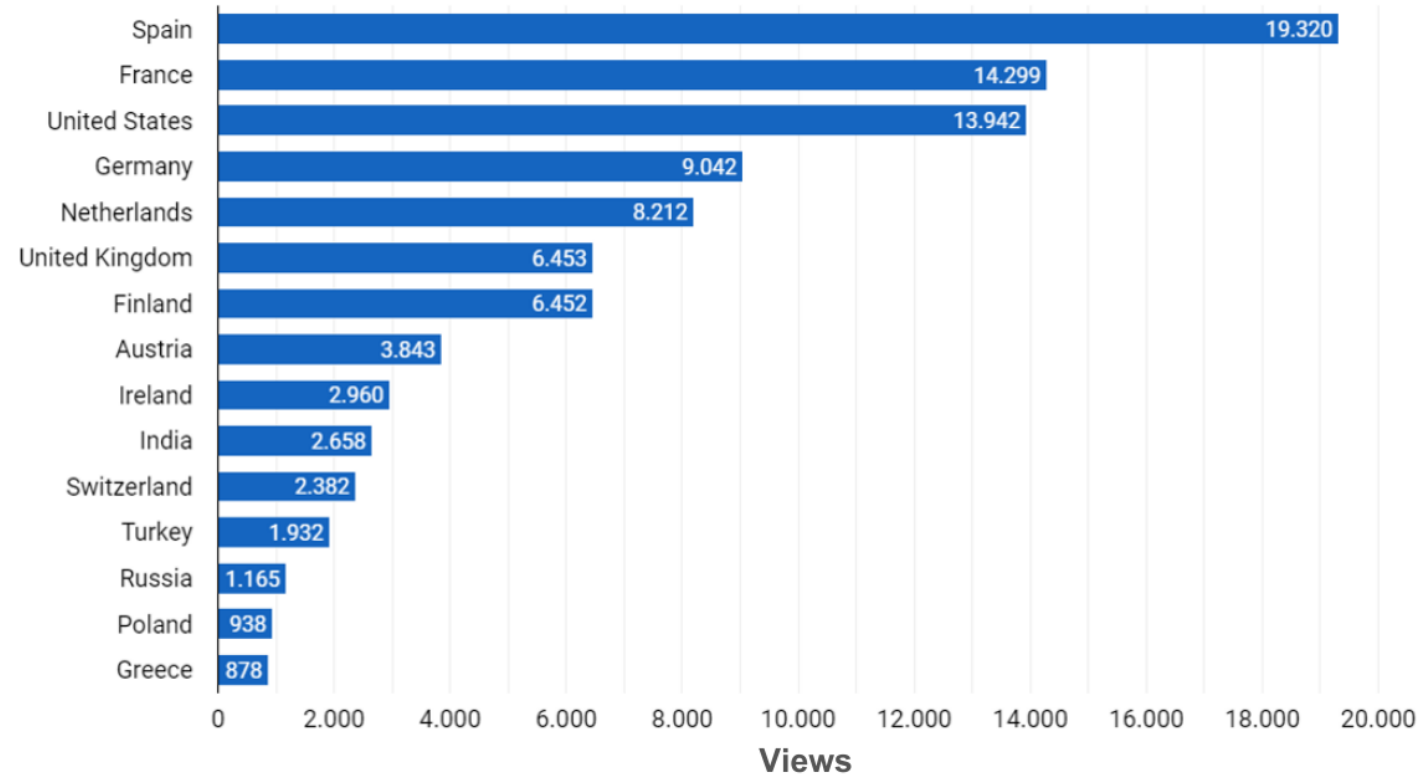


## Focus on international users

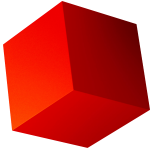
Views per Page Title and Screen Class



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



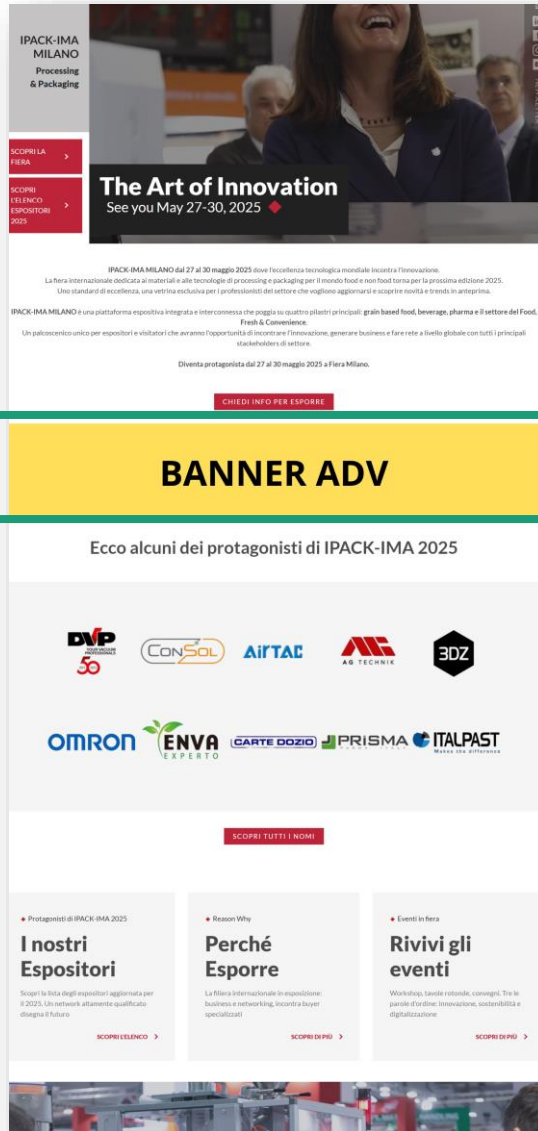
\* Source: Google Analytics, period Jan 22 – Jun 22



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 Jan. to Feb. 2025

€ 2.000 + Vat\* / each / month

March 2025

€ 2.500 + Vat\* / each / month

From April to May 2025

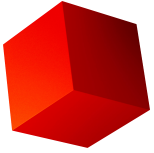
€ 3.000 + Vat\* / each / month

From June 2025

€ 1.500 + Vat\* / each / month

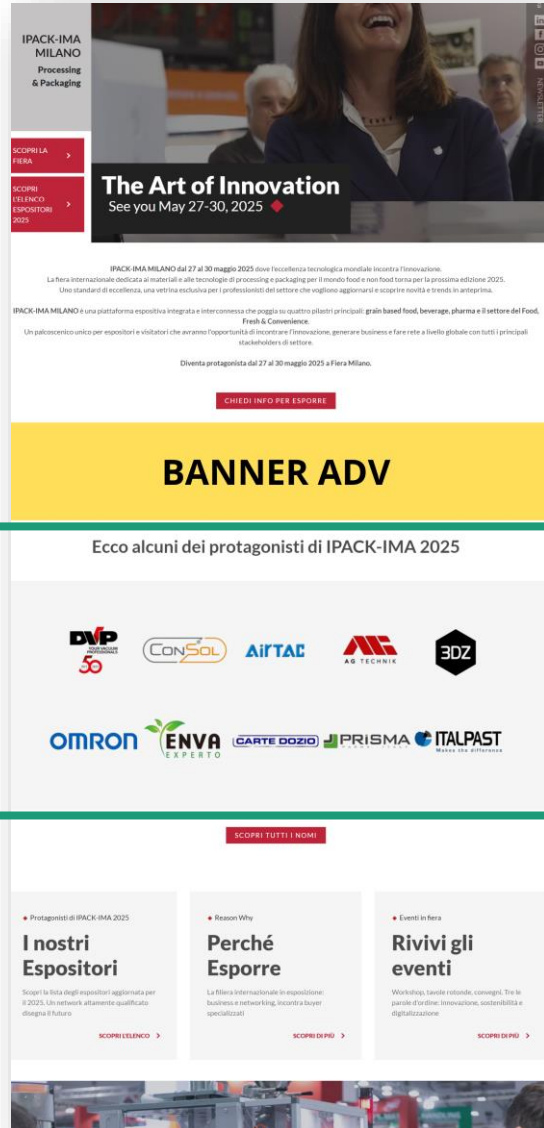
\* Vat (if due) \*\*Dimension, format and timing TBD





Focus on **BRANDING**

# Logo in the website **Ipackima.com**

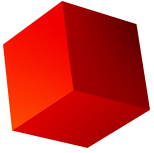


Put your company's **logo** in our homepage with the link to your website.

## Prices:

From 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

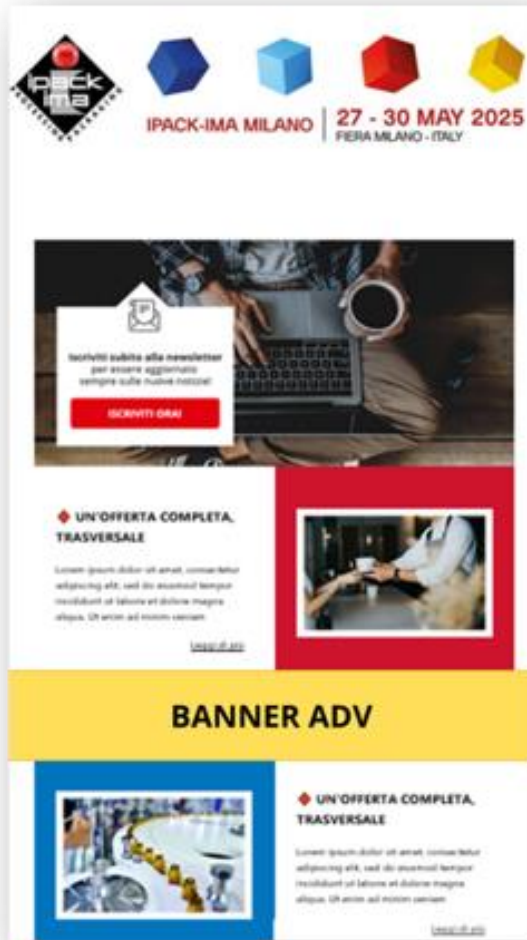
\* Vat (if due) \*\*Dimension, format and timing TBD



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.

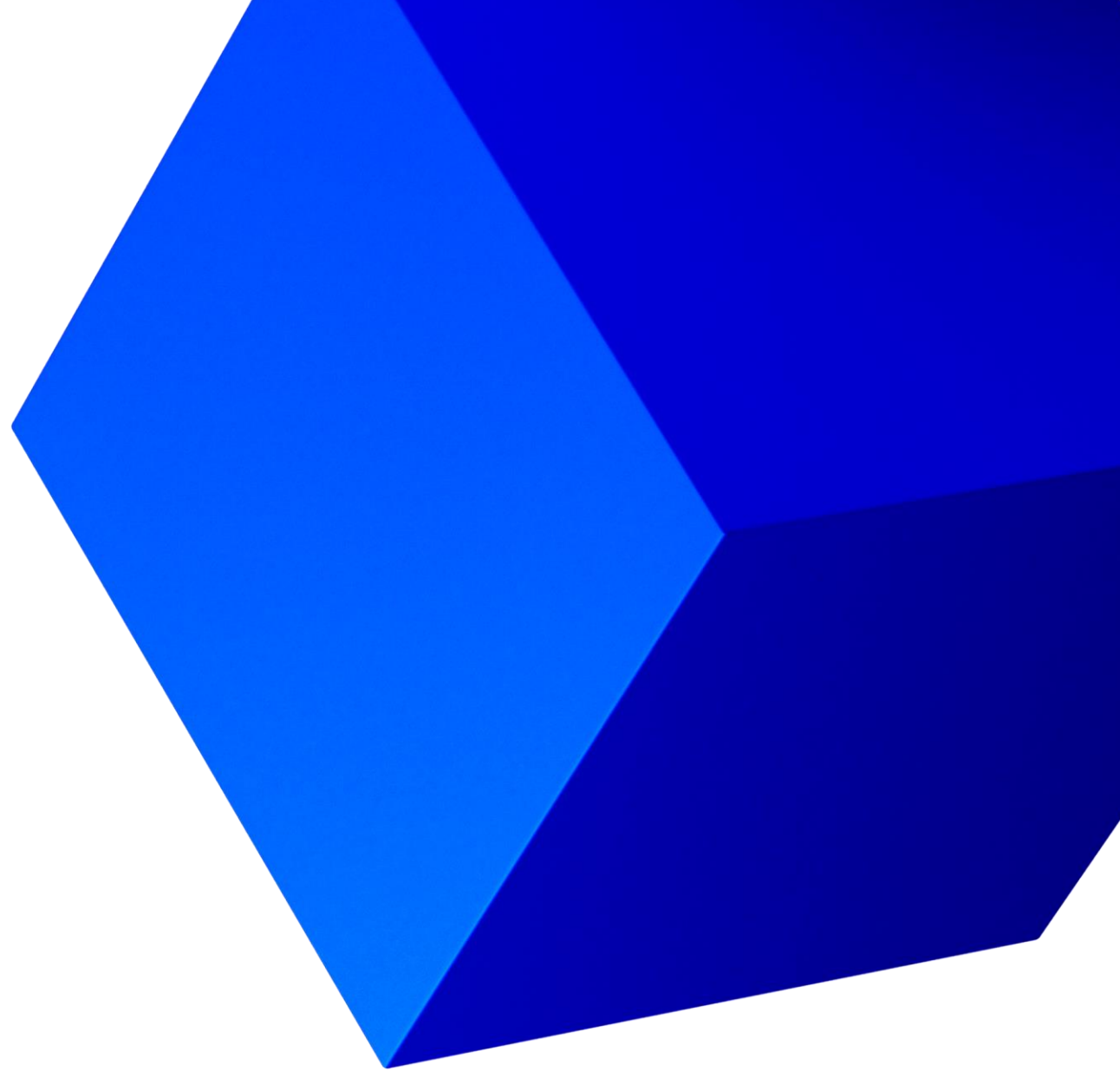
Put your banner in our news to increase your company visibility!

### Prices:

ADV banner 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**





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

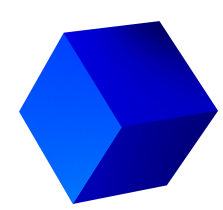


- ✓ [Click here](#) and download **Ipack-Ima's logo** in the format you prefer and put the logo in your website
- ✓ Follow the official social media of **IPACK-IMA** (LinkedIn, Facebook, Instagram):

#ipackima2025

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

#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.

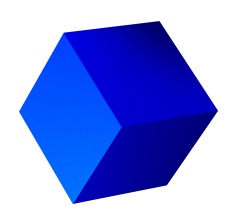
With more than **50,000 pieces**, it makes easier to visit the event, meet exhibitors and participate in events and conferences.

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

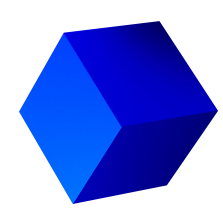


Distributed at every hall entrance, the lanyards are a unique communication and branding tool during the days of the event.

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 Program  
**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



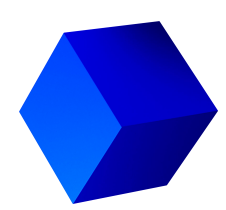
Distributed in the exclusive **Buyers Lounge** or in every hall, your shopper can have advertising material and personalised gadget of your company.

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



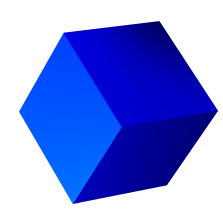
Do you want to customise your room and get more visibility during the events?

You can advertise your meeting room!

**Price: € 13.000**







Focus ON SITE

## Visibility in the Fairground

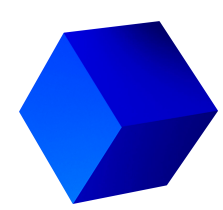


Increase the visibility of your company and become protagonist in the fairground!

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](mailto:sales@ipackima.it)



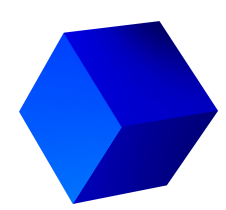
Focus ON SITE

# Visibility in the Fairground Ledwall



**Price:** From 2000€.

To find out more, contact your sales contact.



Focus ON SITE

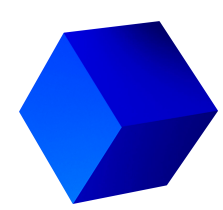
# Visibility in the Fairground

## Metropolitana M1



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





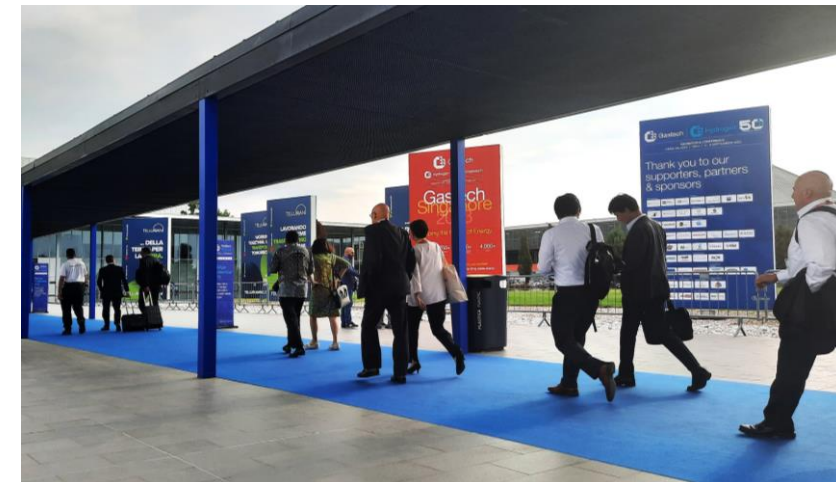
Focus ON SITE

# Visibility in the Fairground Banners



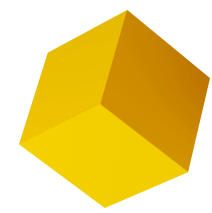
**Price:** From 600€.

To find out more, contact your sales contact.



*Focus on*  
**CONTENTS**





Focus on CONTENTS

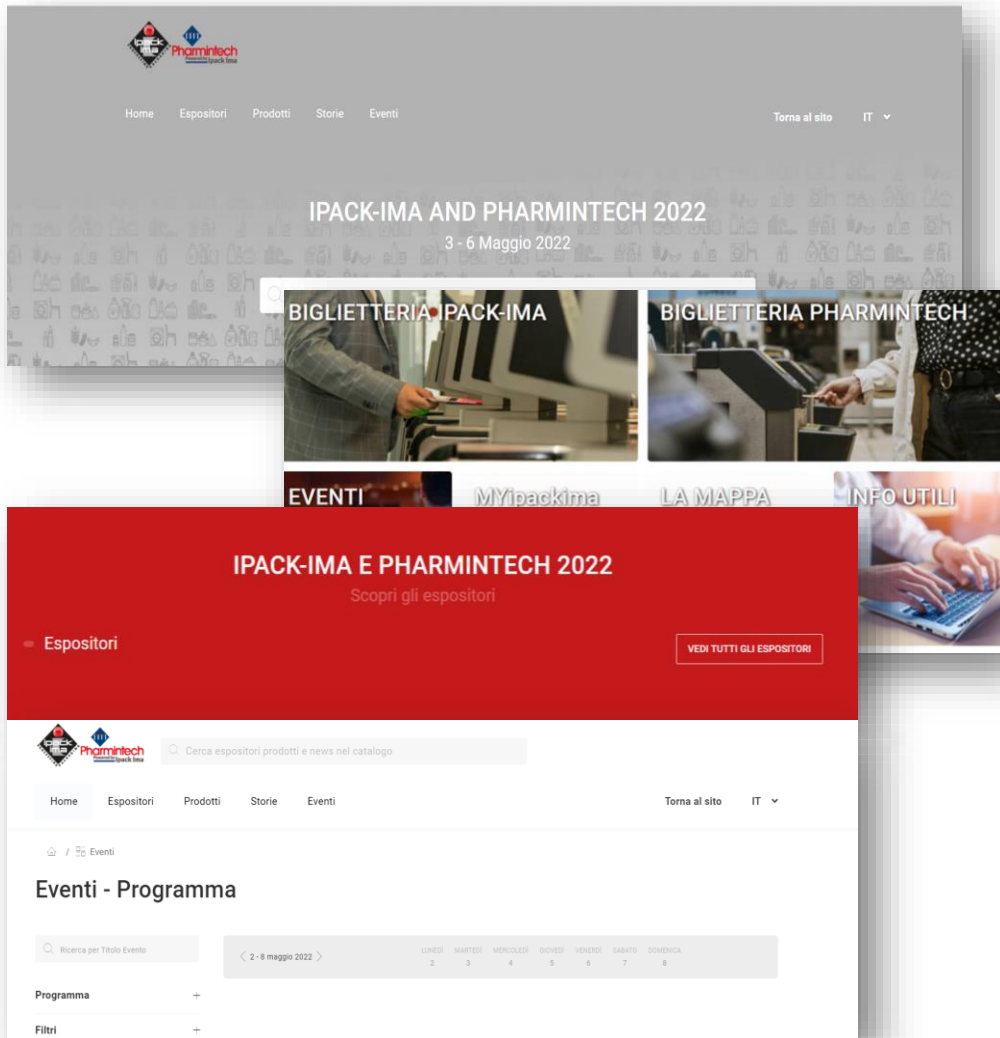
# Digital Catalogue

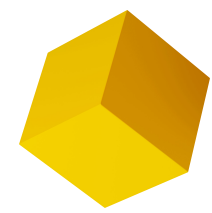
Available for every exhibitors

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:

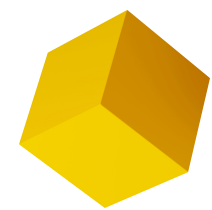
- Event logos and dates: IPACK-IMA MILANO | 27 - 30 MAY 2025 | FIERA MILANO - ITALY.
- Interview snippets with company representatives:
  - Ramac:** "Con Ramac, un'ampia gamma di confezionatrici in ottica sostenibile".
  - Fristam Pumpen KG:** "Fristam Pumpen KG: l'arte dell'ingegneria tedesca al servizio".
  - 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:
  - "Obiettivo sostenibilità in ambito packaging per Ferrero" (12/01/24).
  - "Packaging: ancora un anno da record" (12/01/24).
  - "I trend tecnologici 2024 nel mercato manifatturiero" (12/01/24).
  - "Le sfide del confezionamento alimentare: il packaging che dialoga" (01/12/23).
- Visuals: Photos of factory floors, robotic arms, and product packaging.

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.

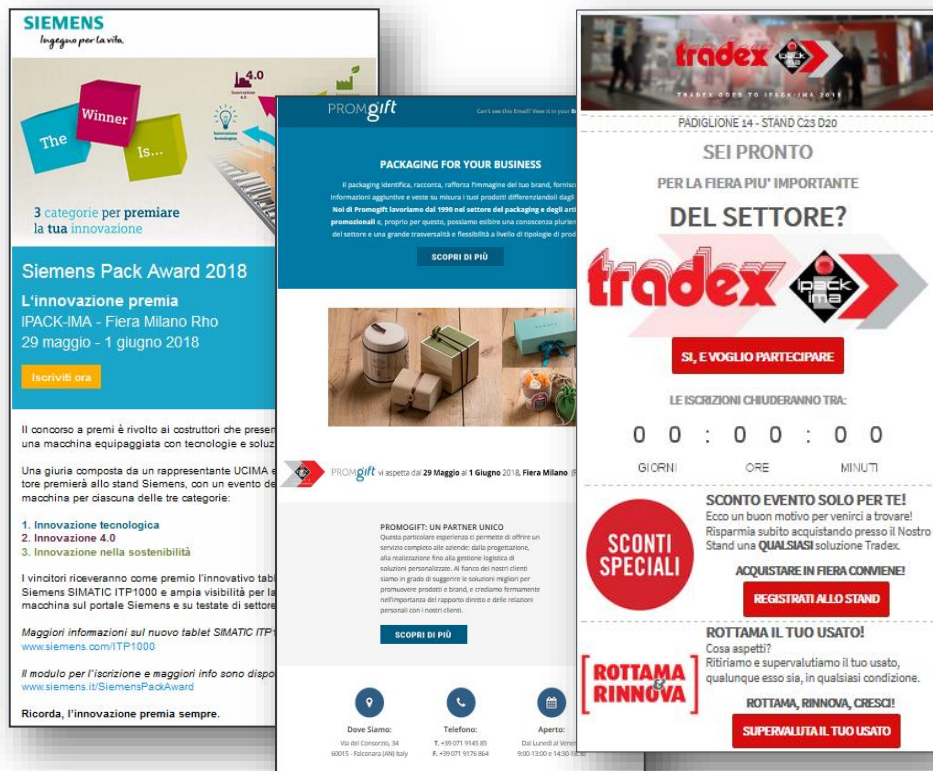
For further information contact our Team at [sales@ipackima.it](mailto:sales@ipackima.it)

*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



- **10k** followers
- **4/5** posts a week

The screenshot shows a LinkedIn profile for 'IPACK-IMA 27 - 30 May 2025'. The header features the event logo with four colored cubes (blue, light blue, red, yellow) and the text 'THE ART OF INNOVATION FIERA MILANO - ITALY 27 - 30 MAY 2025 ipack-ima.com'. Below the header is the IPACK-IMA logo and a notification bell icon. The main text reads 'IPACK-IMA 27 - 30 May 2025' followed by a description: '27- 30 May 2025 The international processing & packaging show dedicated to food & non-food @ FieraMilano Rho.' It also mentions 'Servizi per eventi - Rho, Lombardia · 8K follower' and 'Angela e altri 22 collegamenti seguono questa pagina'. At the bottom, there are buttons for 'Invia messaggio', 'Già segui', and a menu icon. A navigation bar includes 'Home', 'Chi siamo', and 'Post'. The 'Informazioni' section describes the fair's focus on food and non-food processing and packaging, technology, sustainability, and innovation for the 2025 edition.

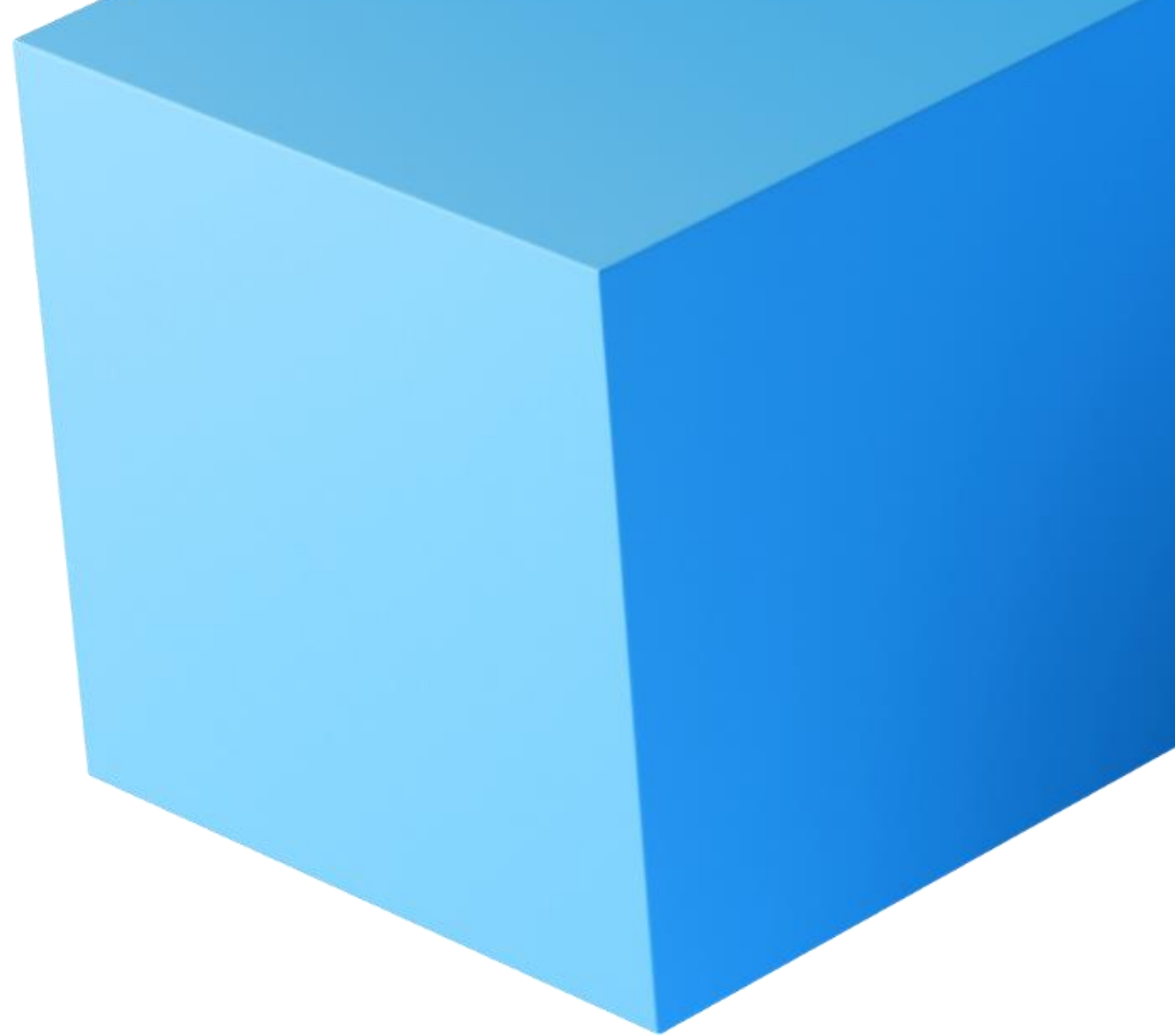
**Increase your company visibility in the social media!**

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@ipackima.it](mailto:sales@ipackima.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



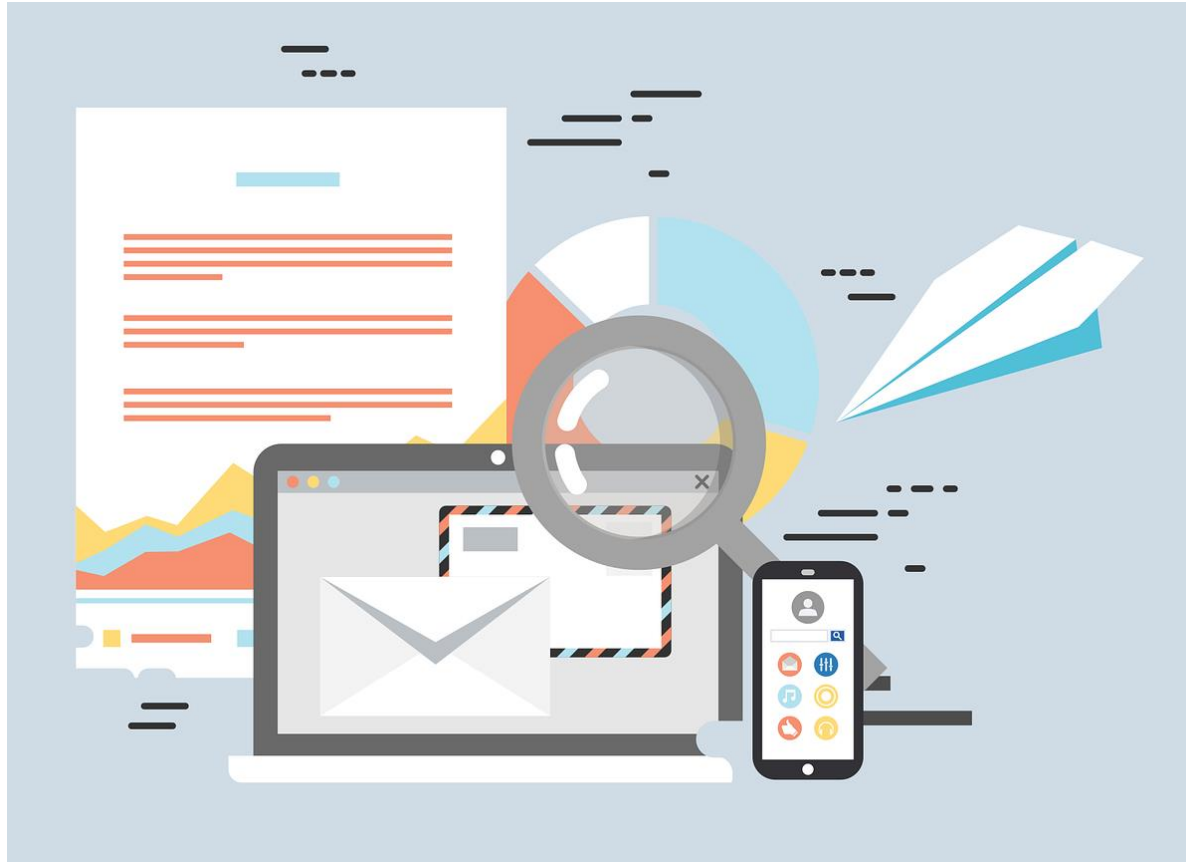
A dark grey, multi-pointed star-shaped badge with a metallic gradient and a fine horizontal texture. The text 'Platinum Level' is centered in white, bold, sans-serif font.

**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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