

Milan, February 2009

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A massive advertising campaign

Centrexpo has always valued the ability to communicate and promote the event as one of the key factors for the success of its exhibitions. This is the reason behind the massive advertising campaign which included over 160 advertisements on 69 European and international publications. Additionally, 118 advertisements have been planned on 31 trade publications in Italy.

Web communication: banners, logos and co-marketing actions

In order to attract an increasing number of target visitors, one of the key promotional actions involved agreements with trade portals and various related web sites. As of today, **over 50 banners and logos** have been placed on several portals; in addition, there are agreements with selected publications that include an exchange of links and the mailing of newsletters to their reader database.

Involving new buyers: direct marketing

Being an exhibitor at Grafitalia and Converflex means gaining visibility on an international base. In order to increase the number of international contacts and appeal to more potential buyers, Centrexpo made an agreement with ICE (The Italian Trade Commission). This partnership has already given excellent results: **5700 qualified industry professionals** from 18 Eastern European and Mediterranean countries have been contacted (with customized mailings in the local languages) and invited to visit the "cosmic event", the joint staging of Grafitalia, Converflex and [IPACK-IMA](#), the reference exhibition for processing, packaging and material handling. A large number of visa requests have already been filed by the professionals intending to visit the exhibitions, showing the strong interest generated by the event.

Grafitalia and Converflex 2009... on the road

Among the many promotional activities targeting potential international buyers, the "[roadshows](#)" proved to be particularly effective: a thick agenda of [meetings with professionals](#) from demand markets such as Bulgaria, Egypt, Morocco, Serbia, Tunisia, Turkey, UAE and Ukraine. The presentations were very successful with the participation of over **650** professionals. All participants expressed positive comments on the "cosmic event" format, which will allow visitors to get a wider picture of the industry and will offer an unparalleled technology mix.

Pre-registration boom

The "Cosmic Event" is still over a month away and pre-registrations are already **up to 18000**. Many of them have taken advantage of an exclusive opportunity offered to all potential [visitors](#), which allowed them to gain free access to the exhibitions [by pre-registering](#) on the website within January 15th. In addition, another promotion gave a **50% discount**

on the entrance ticket to any visitor pre-registering within February 15th. We remind you that with a single entrance ticket visitors will have access to Grafitalia, Converflex and Ipack-Ima: 3 exhibitions for the price of one!

Previews and live shows on the web TV channel

The Grafitalia and Converflex web TV channel has been online for over a month. It is available through the exhibitions' websites www.grafitalia.biz and www.converflex.biz , providing updates and information on the progress of the exhibitions, with specials and interviews on the main participants and news about meetings and events on the agenda. This is an extremely useful tool for exhibitors: through promotional and corporate videos and interviews, they have the chance to promote their services and products in a dynamic and effective way, gaining visibility to the entire community of companies, institutions, press and general public visiting the fairgrounds.

www.grafitalia.biz
www.converflex.biz

For further information about the promotional activities, please write to:

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