

**RIMINI WELLNESS**  
THE WELLNESS EXPERIENCE SHOW

GO  
28–31 MAY 2026 EXPO CENTRE &  
RIVIERA DI RIMINI, ITALY  
THROUGH

Spaces &  
Visibility

ORGANIZED BY

ITALIAN  
EXHIBITION  
GROUP  
Providing the future

IN COLLABORATION WITH

 **OpportunItaly**  
Driving business growth with Italian excellence.



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**ITA**®  
ITALIAN TRADE AGENCY



[riminiwellness.com](http://riminiwellness.com)

---

# Spaces & Visibility



---

# We give space to your business.



# RIMINI WELLNESS DIGITAL ECOSYSTEM

**DATABASE**  
**+180,000 CONTACTS**  
**ITALIAN AND FOREIGN**



**SOCIAL**  
**+208,000 TOT FANBASE**  




## 2025 EDITION ENGAGEMENT



**+18,000**

ACCESS OF PROFILED  
USERS TO THE APP



**+145,000**

INTERACTIONS IN THE  
EXHIBITORS' SECTION



**+30,000**

INTERACTIONS IN THE  
PRODUCT SECTION



**+9,000**

LEADS COLLECTED BY  
LEAD SCANNER TOOL



**+10,000**

EXHIBITORS AND EVENTS  
ADDED TO FAVORITES



**+130,000**

INTERACTIONS IN THE  
EVENTS' SECTION

# FACTS & FIGURES 2025



**+130,000**

VISITS  
+ 32% OVER 2024  
EDITION



**2,000**

HOURS OF TRAINING



**350**

BRANDS



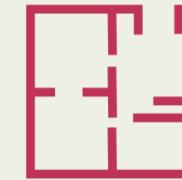
**30**

PAVILLIONS



**80**

CONVENTIONS,  
SEMINARS AND  
TRAINING  
COURSES



**190,000 Sqm**  
INDOOR AND OUTDOOR

# BENEFITS



## NO BARRIER

Reach an extended, global audience. You will host In-person, hybrid and digital visitors.



## INCREASE YOUR ROI

Broaden your pool of contacts through the right mix of on-site and online, with a positive impact on revenues.



## GET YOURSELF NOTICED

Increase event sessions and content through the platform to reach more stakeholders.



## OFFER THE BEST

Offer your visitors the best of both worlds: physical and virtual.

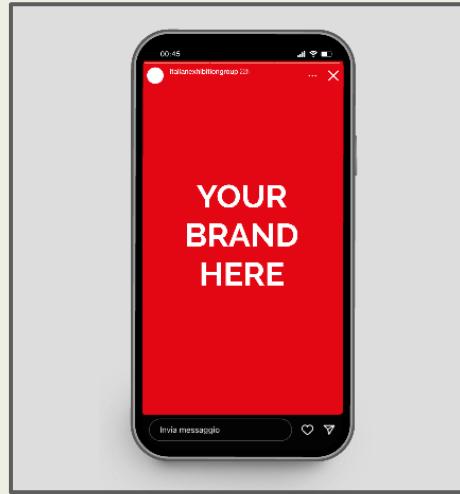


## MAXIMISE YOUR INVESTMENT

Exploit the digital extension to reach your Business objectives through new channels.

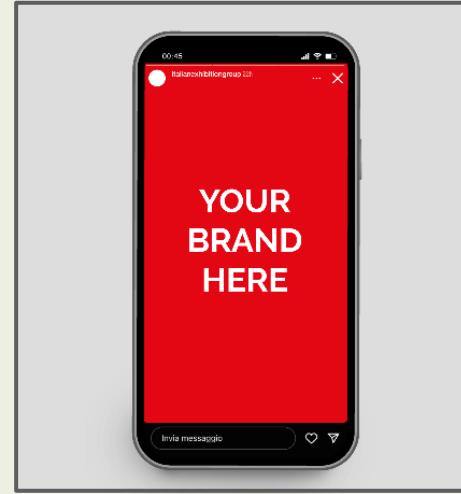
(Valid until March 31st 2026 )

# VISIBILITY SOCIAL BOOST



1 VIDEO REEL PRE LIVE

1.000 €



1 Set di 3 STORIES PRE LIVE

1.250 €

**Get noticed by the wellness and fitness world before the doors even open.**

With the **VISIBILITY SOCIAL BOOST**, you can showcase your participation in a dynamic and professional way.

🎥 **A high-impact reel** to announce your presence and invite your community to visit your stand.

📱 **A set of stories** — perfect for building anticipation, sharing sneak peeks, and highlighting your brand across the event's official social channels.

💡 **Let everyone know you'll be there!**

Book your **VISIBILITY SOCIAL BOOST** now and stand out among the exhibitors at the fa



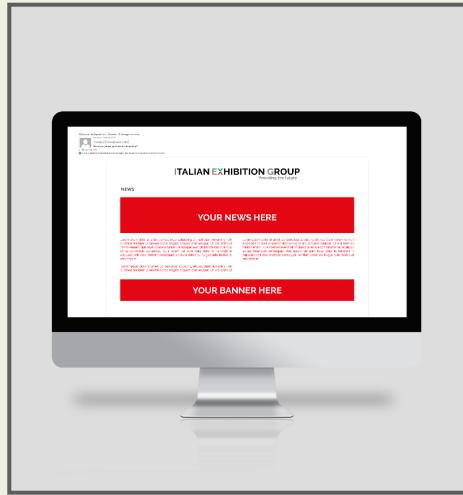
**PRICE LIST**  
2.250 €



**DISCOUNTED PRICE**  
1.500 €

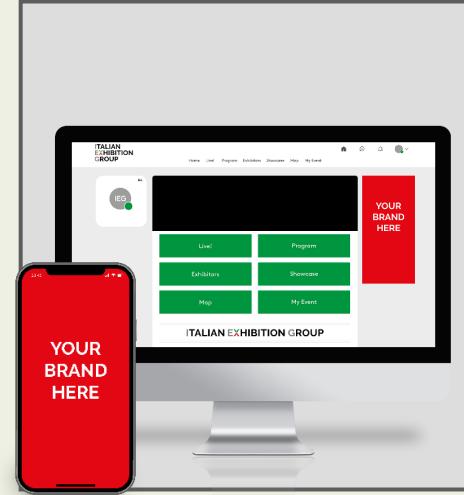
(Valid until March 31st 2026 )

# VISIBILITY PLUS



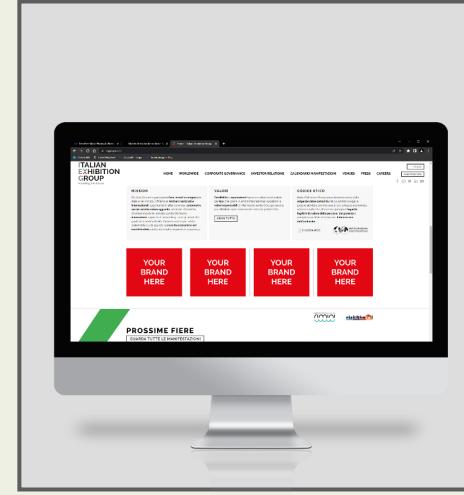
BANNER AND NEWS IN  
THE NEWSLETTER

2,000 €



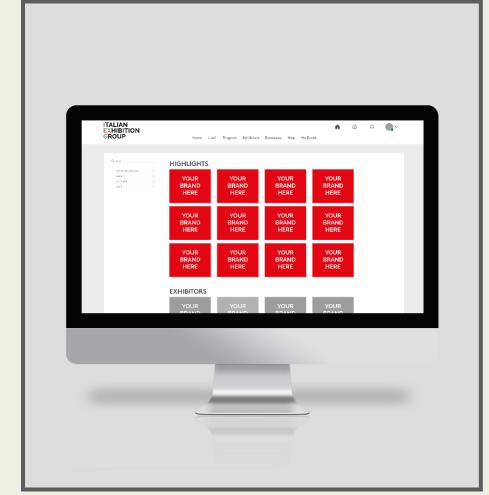
SPLASH PAGE  
ON THE APP

2,000 €



ROTATING BANNER ON  
THE HOME PAGE

4,000 €



TOP 16 – DIGITAL CATALOGUE  
POSITIONING

1,000 €  
Max 16

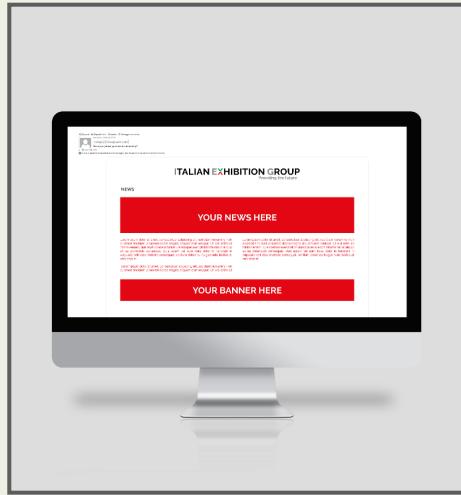
**PRICE LIST**  
**9,000 €**



**DISCOUNTED PRICE**  
**5,000 €**

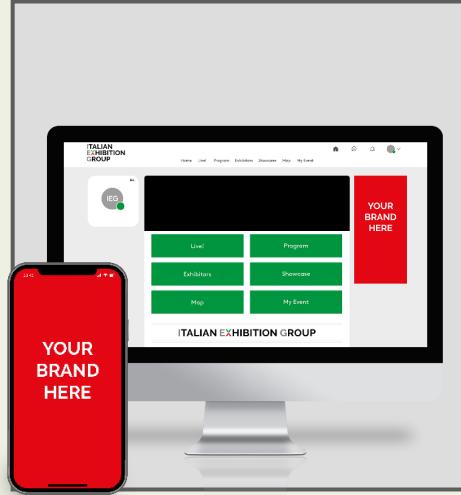
(Valid until March 31st 2026 )

# VISIBILITY PACKAGE 2



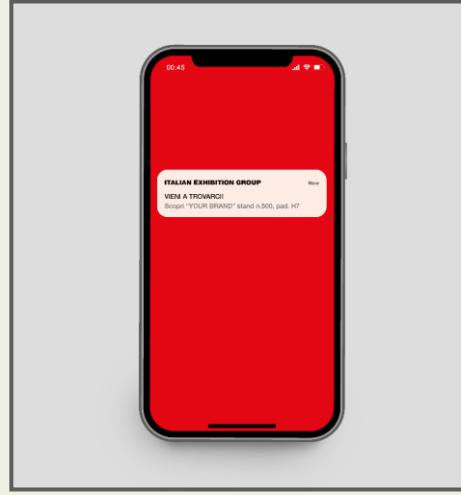
DEM – ENTIRELY  
DEDICATED NEWSLETTER

4,000 €



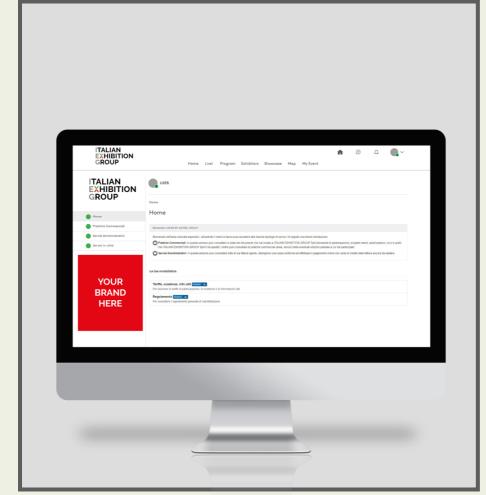
SPLASH PAGE  
ON THE APP

2,000 €



PUSH NOTIFICATION  
IN APP

1,000 €



BANNER IN VISITORS'  
RESERVED AREA

4,000 €

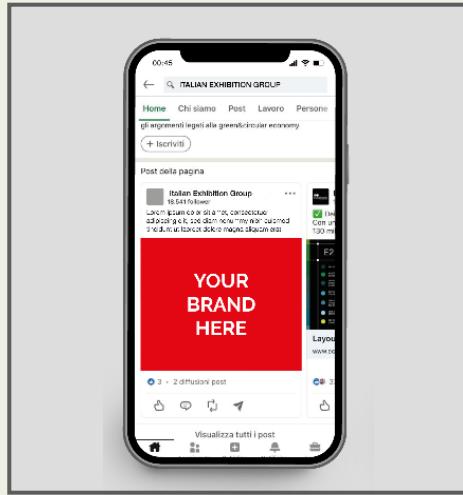
**PRICE LIST**  
**11,000 €**



**DISCOUNTED PRICE**  
**7,500 €**

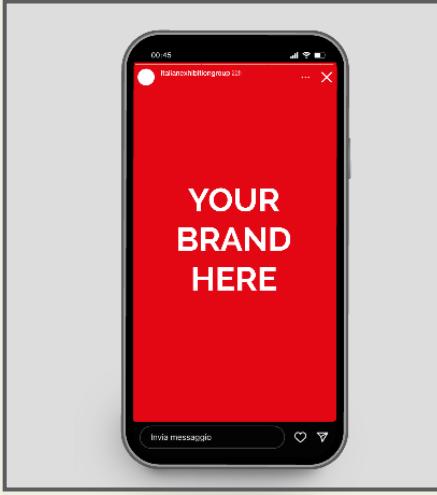
(Valid until March 31st 2026 )

# VISIBILITY SOCIAL - PRE EVENT



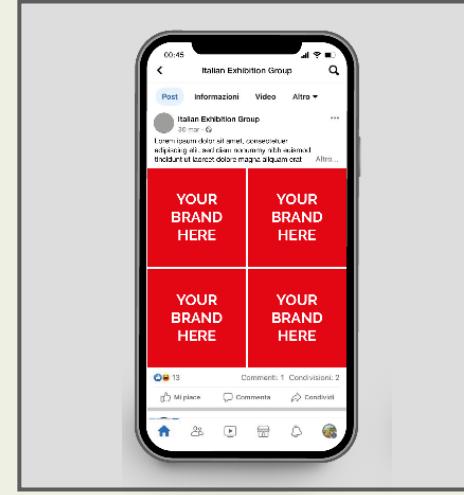
1 POST –  
Provided by the client  
company

1,000 €



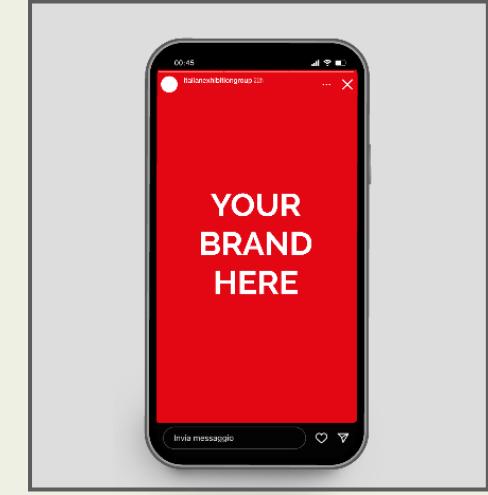
1 Set of 3 STORIES –  
Provided by the client  
company

1,250 €



CAROUSEL –  
Provided by the client  
company

1,000 €



1 VIDEO REEL (max 20") –  
Provided by the client  
company

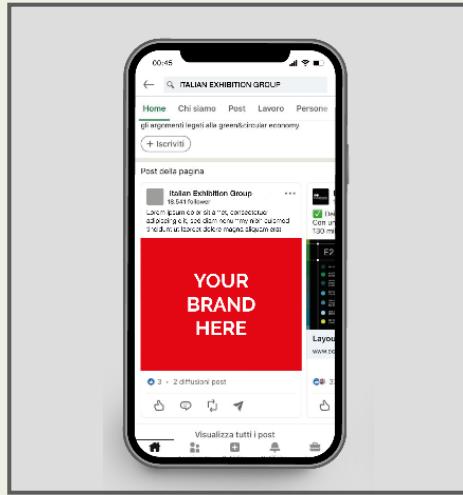
1,000 €

**PRICE LIST**  
**4,250 €**



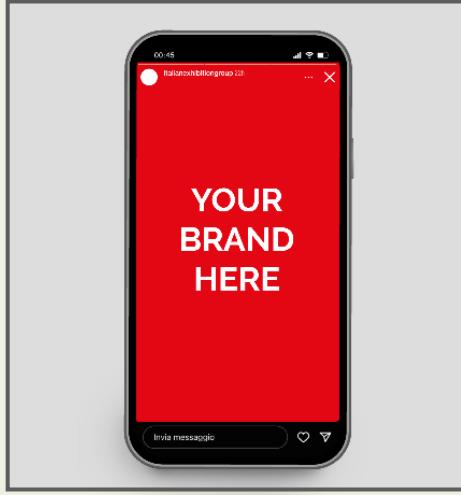
**DISCOUNTED PRICE**  
**3,000 €**

# VISIBILITY SOCIAL - LIVE



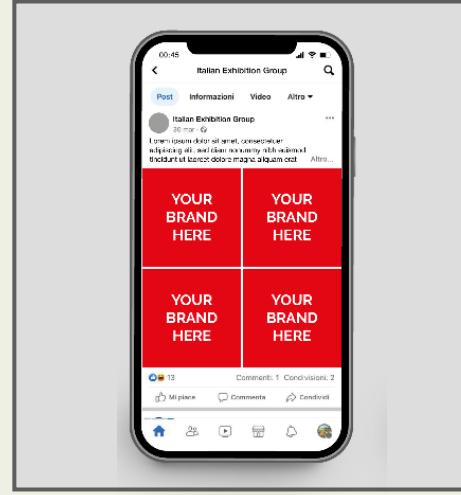
1 POST

2,000 €



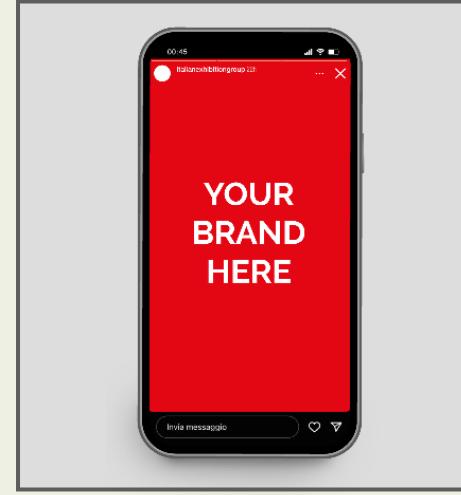
1 Set of 3 STORIES

2,500 €



CAROUSEL

2,000 €



1 VIDEO REEL (max 20")

2,250 €

PRICE LIST  
8,750 €



DISCOUNTED PRICE  
5,500 €

---

# Contents

- 01** Printed visibility
- 02** Digital visibility
- 03** Push communications
- 04** Rimini Fairground

# 01

## Printed visibility

- a. Floor plan – Foldable format
- b. P@H - Ticket

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)

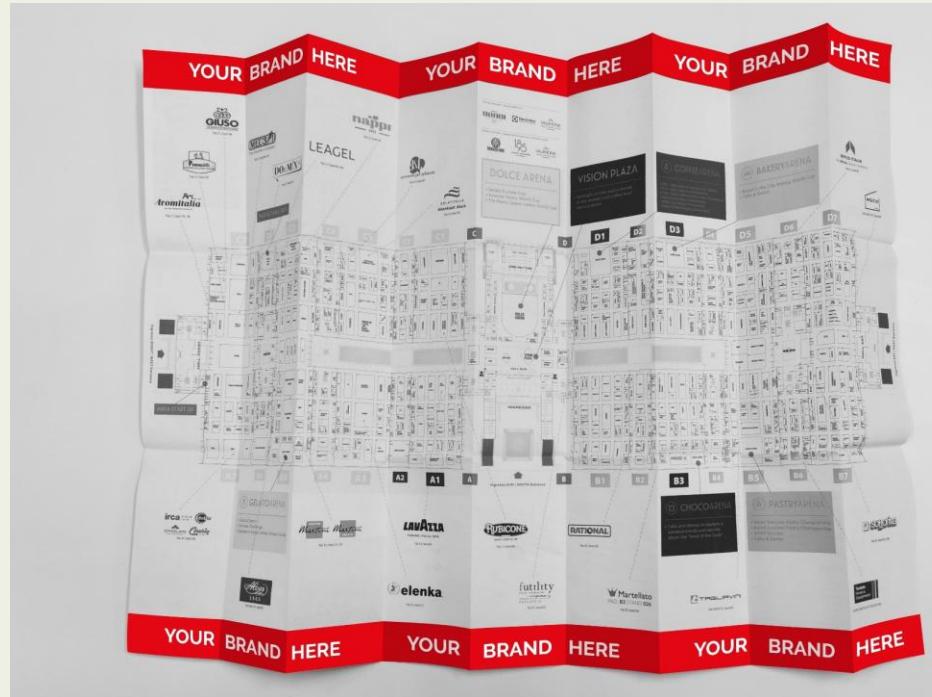
**RIMINI WELLNESS**  
THE WELLNESS EXPERIENCE SHOW



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

# a. 1 | Floor plan Foldable Format

- INNER COVER € 3,500
- OUTER COVER € 3,500
- LOGO € 2,000
- FOOTER € 2,500
- HEADER € 2,500
- NAME HIGHLIGHTED IN THE EXHIBITOR LIST € 2,000



**Technical info:** High resolution PDF file;

**Materials delivery:** within 30 days of the start of the show..

01

Printed visibility

## b. P@H - Ticket

**USP:** Maximum logo visibility among visitors. **90%** of total **entrance tickets** are in PDF format.

LOGO visibility on the PDF visitor entry badge generated during online pre-accreditation (90% of total badges).

02

PDF CUSTOMIZATION OF THE  
EVENT ENTRANCE BADGE – P@H VISITORS € 10,000

03

**Technical info:** Size: 10.4x14.4cm wxh.

Format: high resolution PDF.

04

**Materials delivery:** within 90 days of the start of the show.



# 02

## Digital visibility

- a. Website Logo/Banner
- b. Website Banner - Home Page
- c. Banner – internal website pages
- d. Banner in reserved areas
- e. Banner on Web Invitation

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)



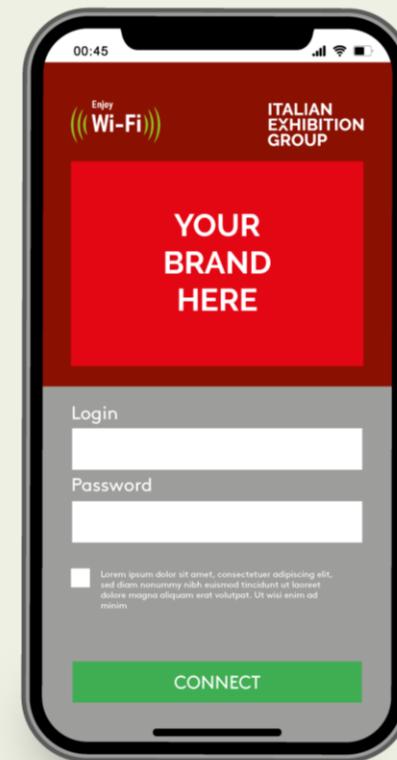
## a. Banner on wifi activation page



**USP:** Set your brand apart and gain maximum visibility with every access by premium national and international buyers.

Banner on wifi activation page

€ 5.000



### Technical info:

Logo size: 600x300 pixel (wxh)

Background image size: 932x1398 pixel (wxh)

Format: jpg, gif

# a. Website Logo



**USP:** Make your brand stand out every time the homepage is accessed on the show website.

LOGO ON THE FOOTER HOMEPAGE  
OF THE EVENT WEBSITE – 400 PX (wxh)

€ 2,000

## Technical info:

Logo size: 400 pixel (wxh)

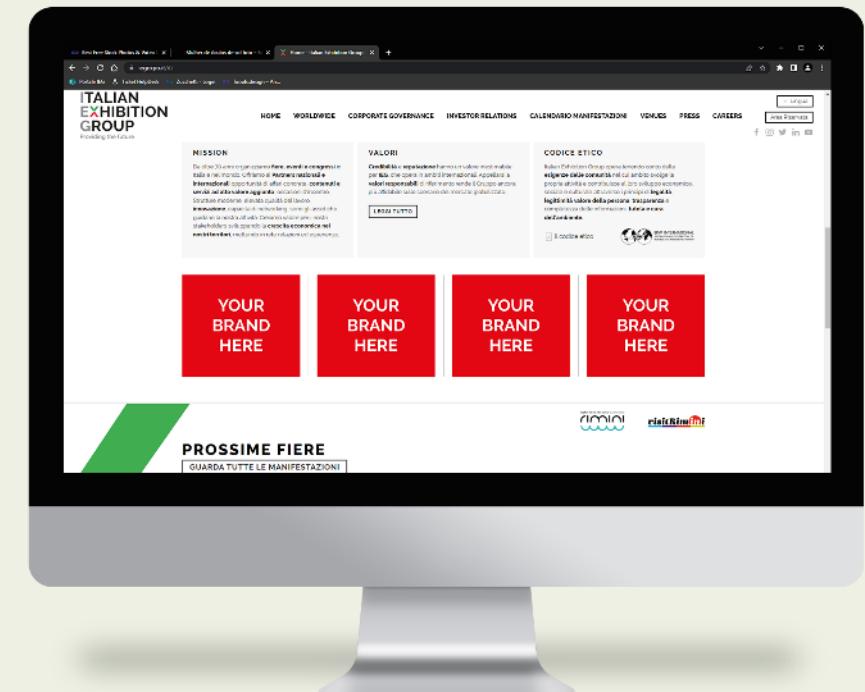
Max size: 80 kb

Format: png, jpg

URL landing page link

## Materials delivery:

within 10 days of publication date



# b. Website Banner – Home Page



**USP:** Make your brand stand out every time the homepage is accessed on the show website.

Website banner HOMEPAGE	- 320x480 px	€ 3,000
Website banner HOMEPAGE	- 600x500 px	€ 4,000
Website banner HOMEPAGE	- 1080x1920 px	€ 5,000

#### Technical info:

Banner size: 320x480/600x500/1080x1920 pixel (wxh)

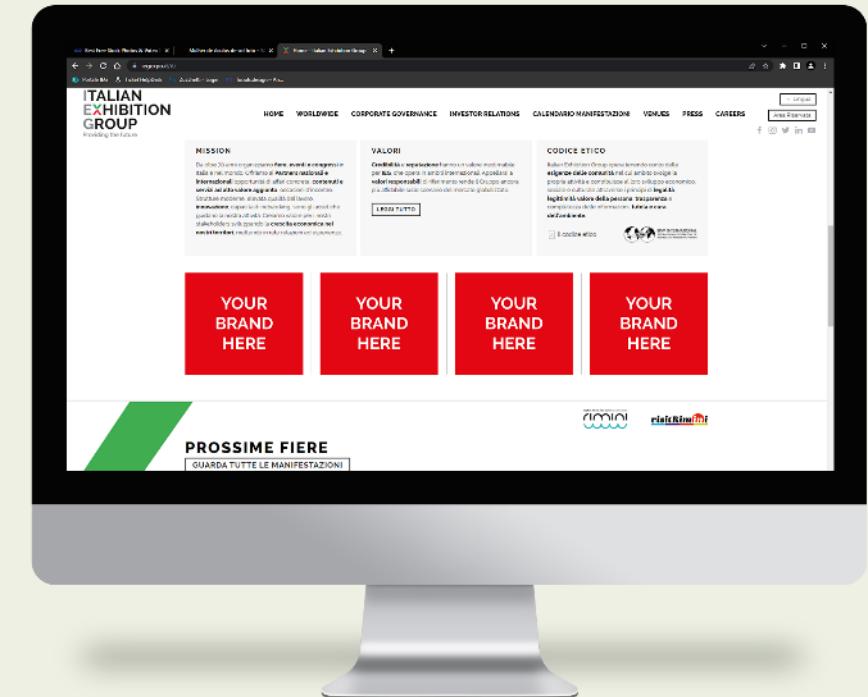
Max size: 80 kb

Format: png, jpg, gif

URL landing page link

#### Materials delivery:

within 10 days of publication date



# C. Logo on Homepage APP



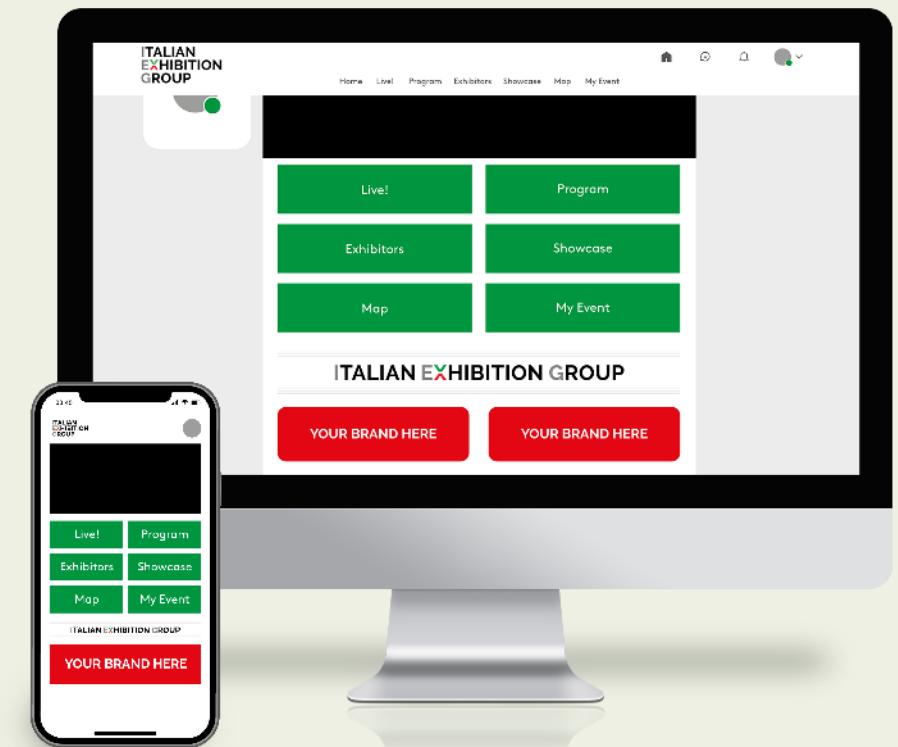
**USP:** Get maximum digital coverage during the days of the show every time visitors access the app homepage.

DIGITAL PLATFORM: LOGO - HOME PAGE

€ 1,500

#### Technical info:

Logo size: 200x200 pixel  
Format: png, jpg, gif or vector



# C. Banner – internal website pages



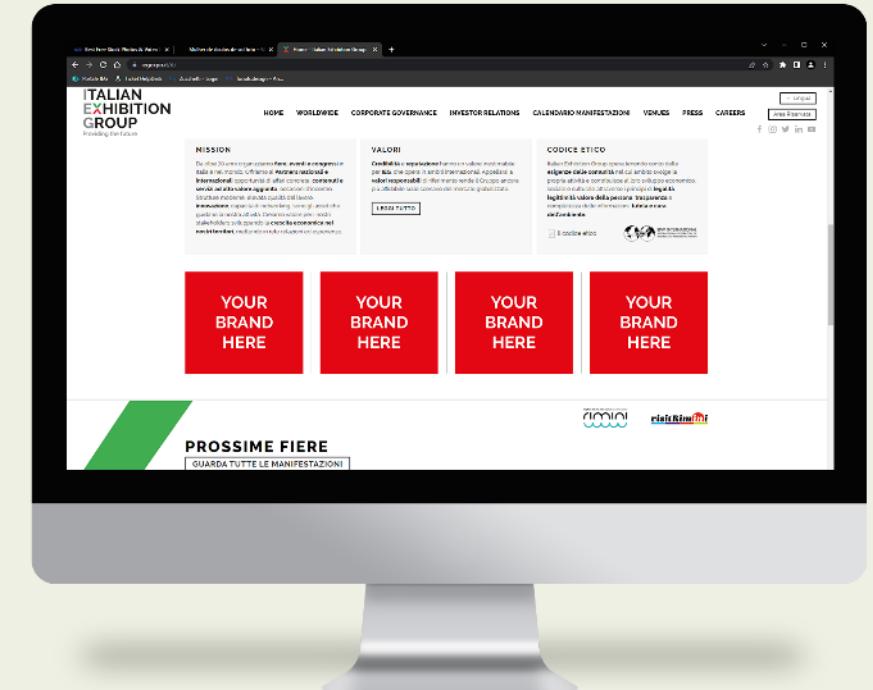
**USP:** Get maximum digital coverage during the event days at every access to the pages dedicated to visitors

WEB BANNER ON THE EVENT SITE  
(INTERNAL PAGES 200X200PX)

€ 1,200

## Technical info:

Logo size: 200x200 pixel  
Format: png, jpg, gif or vector



# d. Banner in reserved areas

**USP:** Attract visitors' interest in your brand: more than 90% of tickets are requested via the reserved areas.

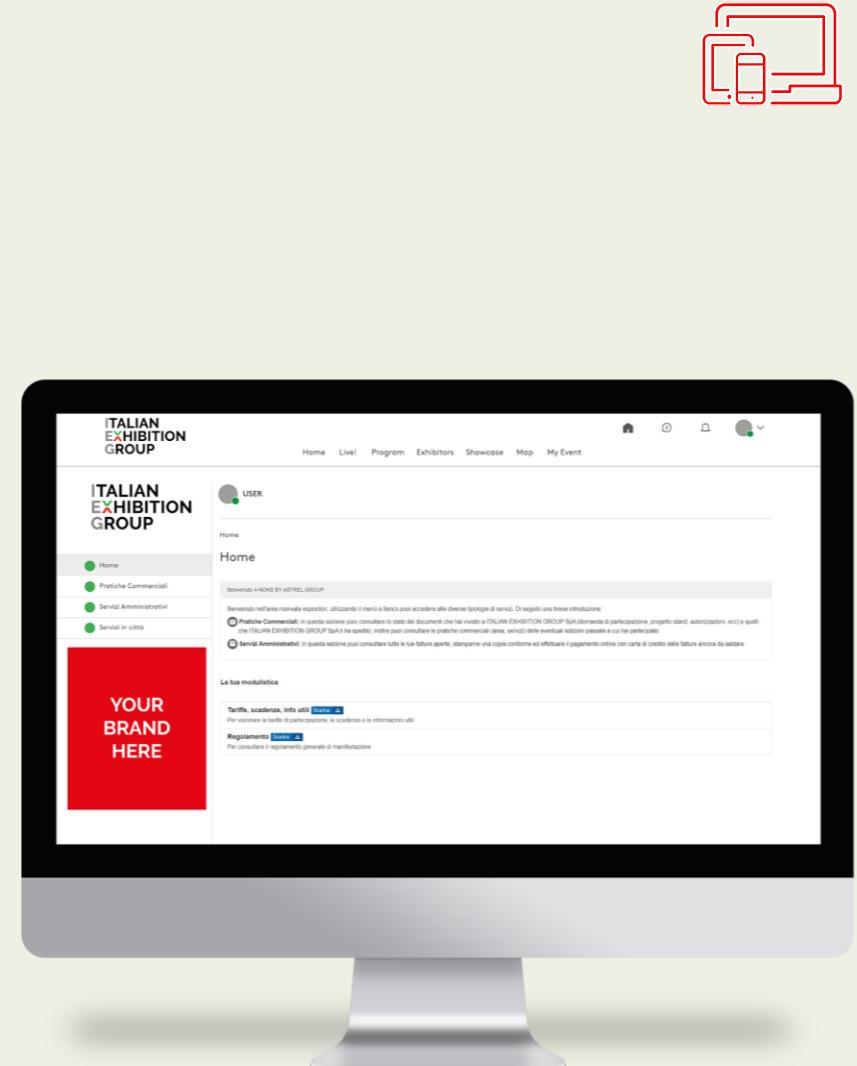
VISITORS RESERVED AREA BANNER - 250X250PX      € 4.000

#### Technical info:

Logo size: 250x250 pixel  
Format: png, jpg or vector  
Max size: 1 MB

#### Materials delivery:

within 10 days of the publication date



# e. Logo in highlights



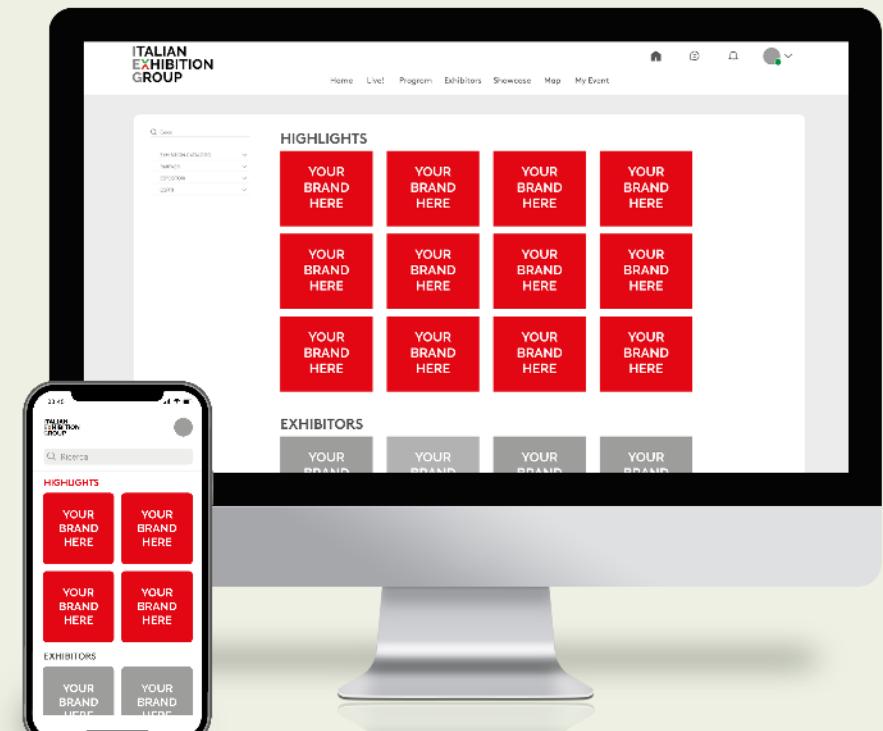
**USP:** Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

DIGITAL PLATFORM: TOP 16

€ 1.000

## Technical info:

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



# Splash page



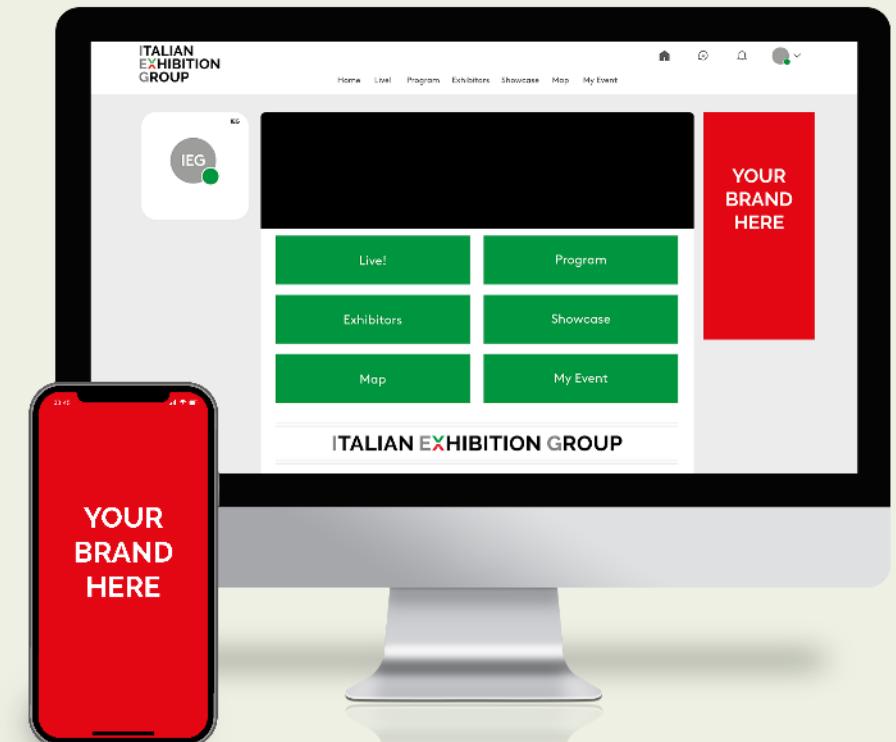
**USP:** Show your brand to everyone when they open the app and the event homepage by choosing this exclusive digital service.

SPLASH PAGE

€ 2.000

**Technical info:**

Image size 1080x1920 pixel (ratio 9:16). Format png, jpg, Max size: 1 MB



# O. Dark Mode Sponsored Post

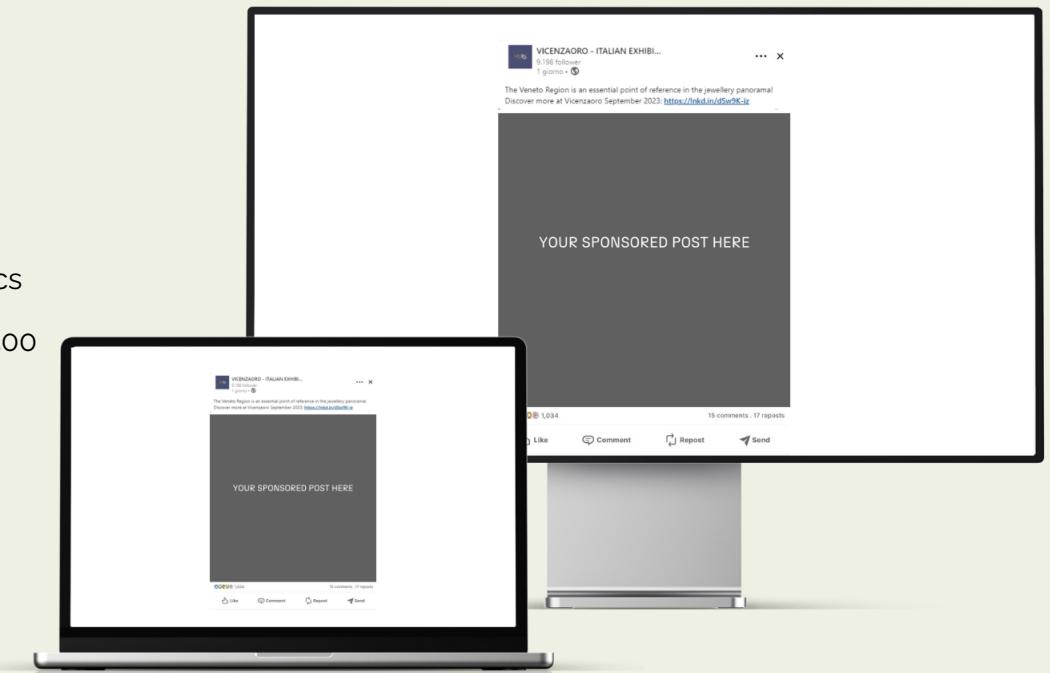
The campaigns will start from the fair's proprietary accounts so they will hit a highly qualified and profiled target in the industry



Dark Mode Sponsored Post      € 2.000

## Campaign Setup

- Goal: Traffic to exhibitor profile page or landing page
- Channel: Meta, LinkedIn
- Country: Italy
- Target type: Lookalike on proprietary trade show database, target profiled by interests, behaviors and socio-demographic characteristics
- Minimum guaranteed visibility: 300,000 users, 4,000 clicks (Meta), 3,500 (LinkedIn)



# p. Landing page

- Creation of a turnkey landing page for lead generation for use by the exhibitor.
- The landing page is aimed at seeking qualified leads that will become prospects or visitors to the trade show
- IEG and the exhibitor will have co-ownership of the leads collected

LANDING PAGE CUSTOMIZED

€ 5.000

**Technical info:**

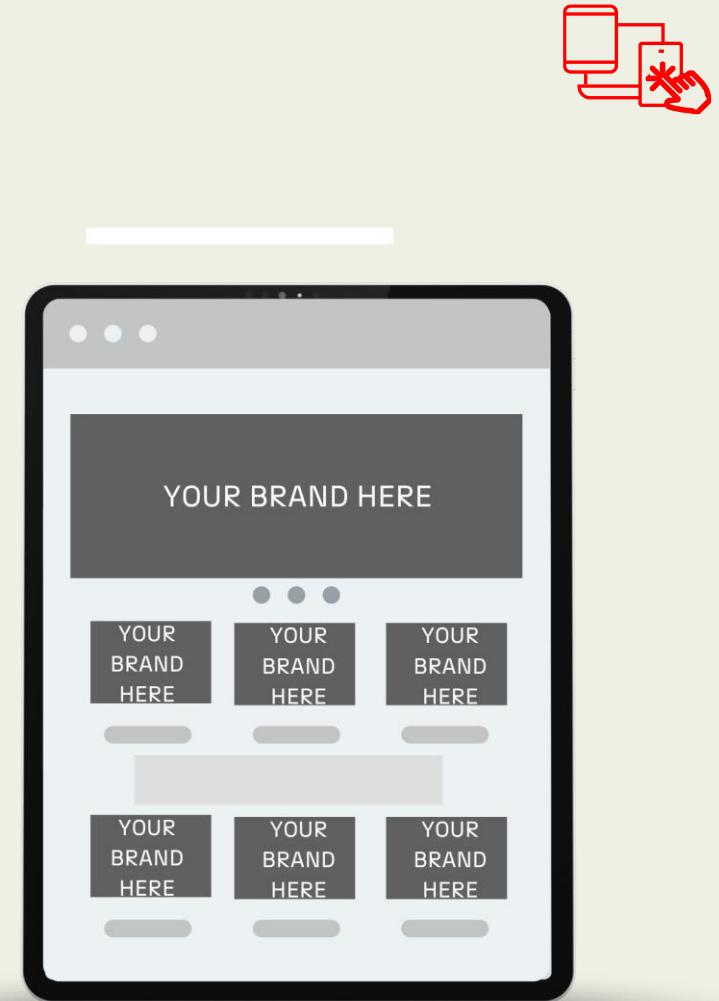
Exhibitor delivers visual and textual assets

Mini-consultation by IEG on the best performing assets

IEG handles the creation and optimization of the landing

**Deadline for Material Delivery:**

1 month before the exhibition



# f. Logo on online map



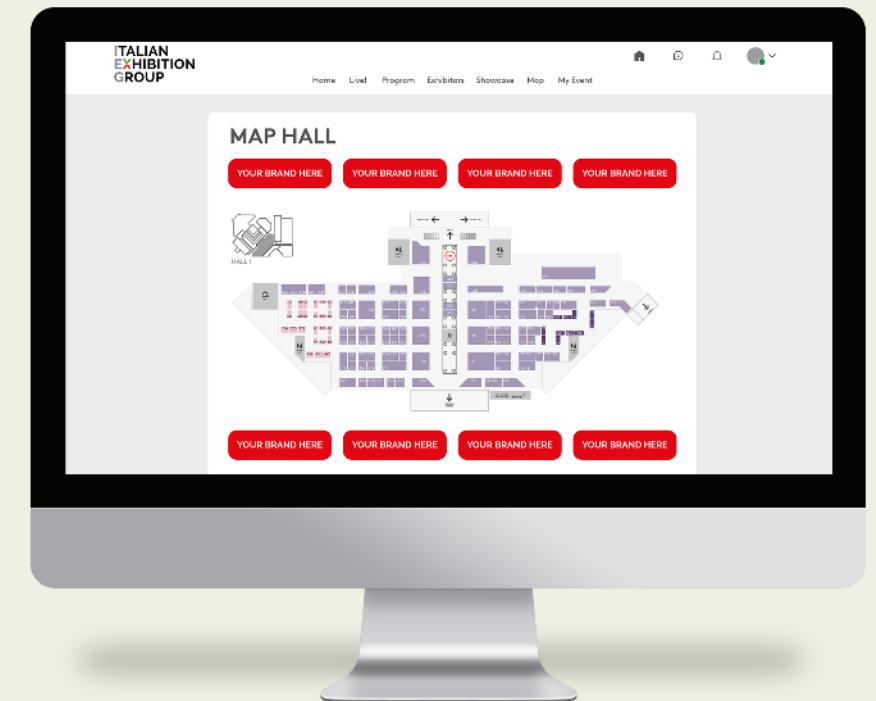
**USP:** Ensure visibility whenever the map is accessed and that you can be found on visitor routes by placing your brand logo on your stand on the floor plan.

DIGITAL PLATFORM: LOGO ONLINE MAP

€ 500

## Technical info:

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



# e. Banner on Web Invitation



**USP:** A not-to-be-missed opportunity to highlight your brand to an exclusive selection of professionals.

NEWSLETTER – WEB INVITATION BANNER

€ 10,000

#### Technical info:

Image size 1920X1080 pixel (ratio 16:9). Format png, jpg, gif

Max size: 1 MB

#### Materials delivery:

within 10 days of the publication date



# 03

## Push communications

- a. Social communications
- b. E-mail:
  - 1. News and NL Banner
  - 2. DEM
  - 3. Banner in Newsletter

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)



# a. Social Communications – Post / Stories / Reels



**USP:** Reach the entire national and international show community through social channels.

## BEFORE

- Post € 1,000
- Carousel € 1,000
- 1 set of 3 Stories € 1,250
- Reel € 1,000

## LIVE

- Post € 2,000
- Carousel € 2,000
- 1 set of 3 Stories € 2,500
- Reel € 2,250

### Technical info:

Text: description max 350 characters including spaces.

URL landing page link (optional)

Logo: vector

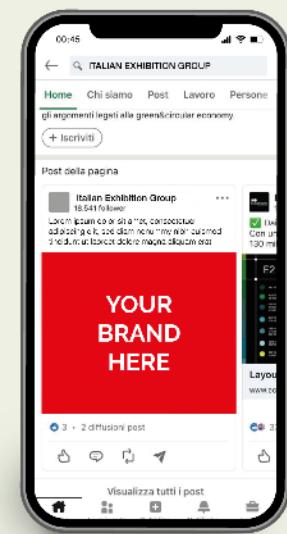
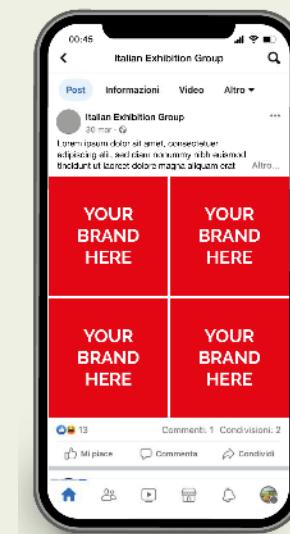
Reel (max 20''): size 1080x1920 (ratio 9:16)

Post: size 1080x1080

Stories: size 1080x1920

### Materials delivery:

within 7 days of the publication date (LIVE excluded)



# B.1 | News and NL Banner



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

NEWS AND BANNER IN NEWSLETTER    € 2,000

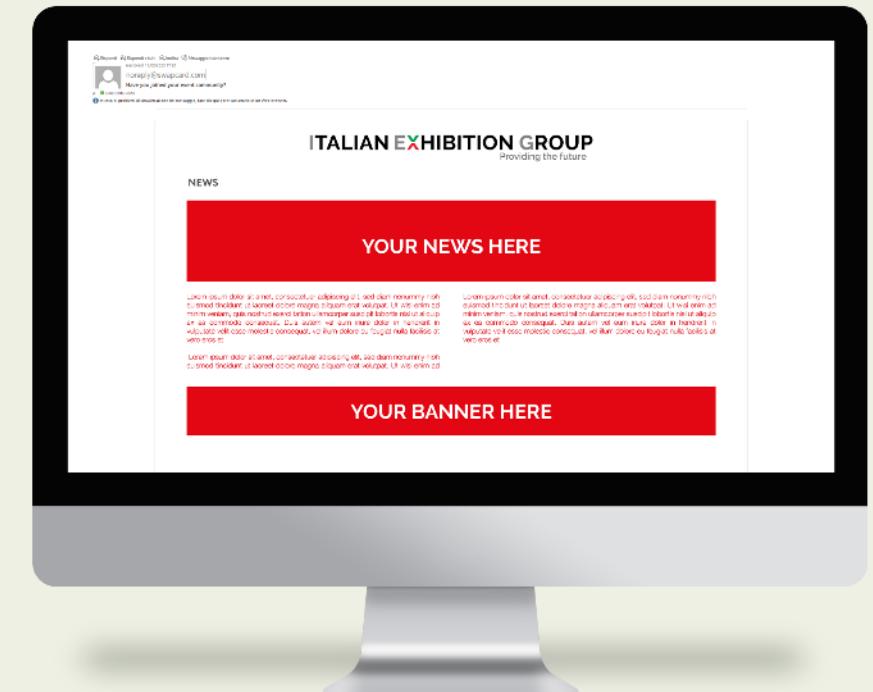
**Technical info:**

Text max 500 characters including spaces with link to website

Banner: png or jpg size 600x200 px (wxh)

**Materials delivery:**

within 10 days of the publication date.



## B.2 | DEM



**USP:** Reach a large pool of profiled potential clients with a newsletter entirely and exclusively dedicated to your brand.

DEM VISITORS	€ 4.000
--------------	---------

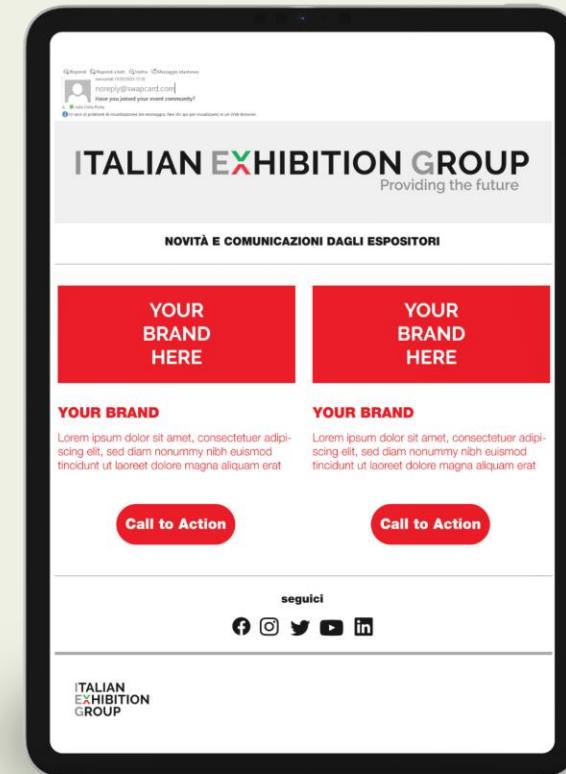
**Technical info:**

- Header image 600x300 with link
- Up to 3 images 600x200 with link
- Up to 3 news items max. 500 characters, with landing link and call to action

Content: preferably product news, industry updates, own event promotion/invitation during the show.

**Materials delivery:**

A DEM test will be sent within 5 working days from date of sending. The client company will be required to confirm acceptance within 3 working days from the date of sending of the DEM.



# e. 4 | DEM multibrand



**USP:** Make your brand visible to the entire event database and drive users to your exhibitor profile page

**VISITORS MULTIBRAND DEM**

€ 1.000

(link to the exhibitors profile on digital platform)

#### Technical info:

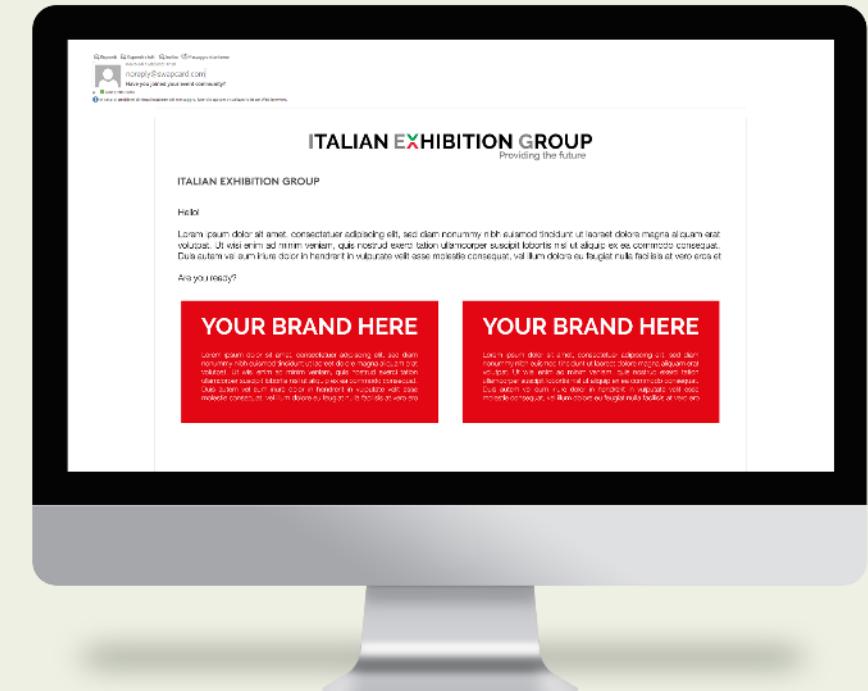
Text: max 250 characters including spaces

Image: 16:9 ratio or even 1:1

Logo: png or jpg

#### Material delivery:

within 10 days from the date of publication.



# B.3 | Banner in Newsletter

**USP:** Give your brand visibility across the entire event database and lead users to your exhibitor profile page.

BANNER IN NEWSLETTER

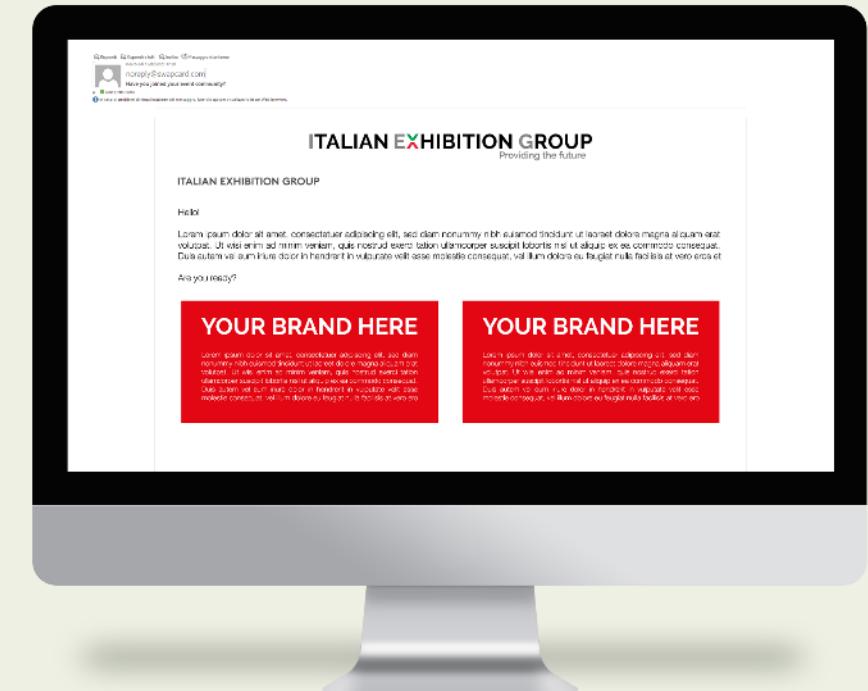
€ 1,000

**Technical info:**

Banner: png or jpg size 600x200 px (wxh)

**Materials delivery:**

within 10 days from the date of publication..



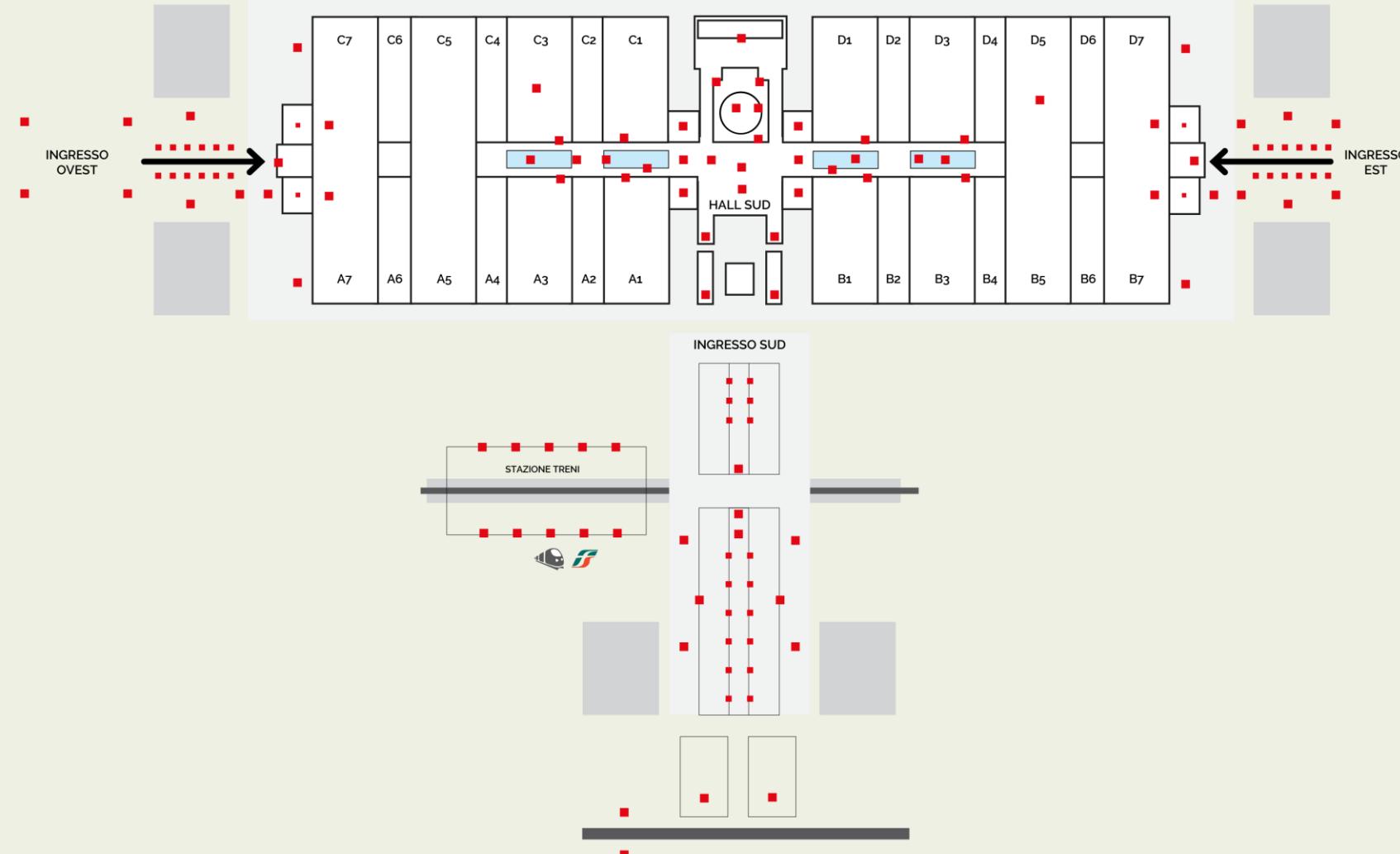
# 04

## R | Fairground **RIMINI**

- a.** Entrance
- b.** Hall e Communal areas
- c.** Column customisation
- d.** Ads in the exhibition halls
- e.** Pools
- f.** Other

**Materials delivery:** via e-mail: [advertising@iegexpo.it](mailto:advertising@iegexpo.it)





# a. 1 | Entrance

**USP:** Located at the entrances to the SOUTH/WEST car parks, maximum visibility on entry and exit.

## Technical info:

Size: 500 cm x 300 cm (bxh)

Graphic material: high resolution PDF files

## Materials delivery

within 30 days of the start of the show.



## a. 2 | Entrance

**USP:** Human height, maximum customisation, highest footfall position.

OUTDOOR BANNER – DOUBLE-SIDED  
ADVERTISING PANEL

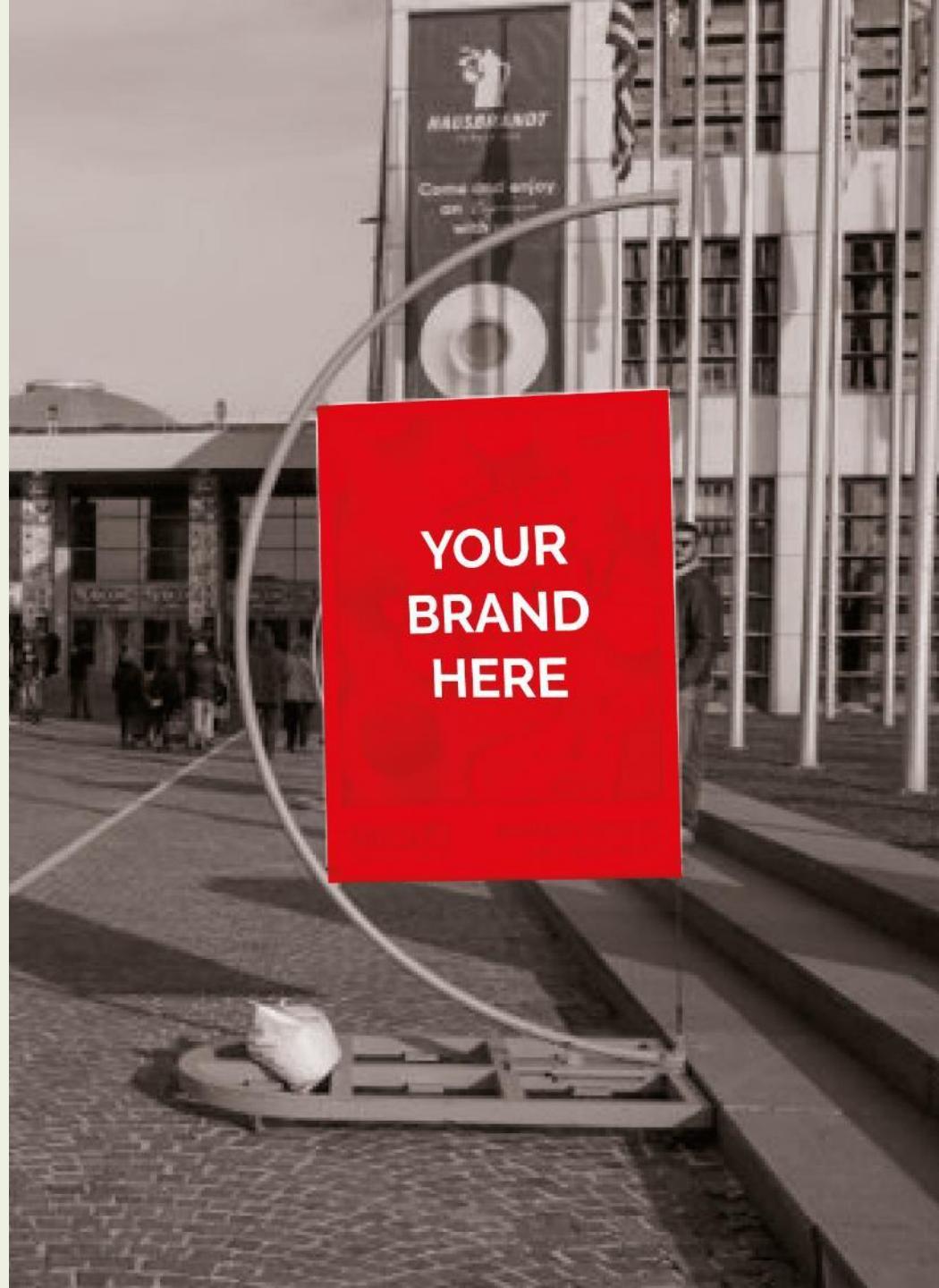
€ 850

**Technical info:**

Size: 100 cm x 140 cm (bxh) - double-sided  
Graphic material: high resolution PDF files

**Materials delivery:**

within 30 days of the start of the show.



# a. 3 | Entrance

**USP:** Replicate your message along the visitors' main access avenue. Create your atmosphere even before they reach your stand..

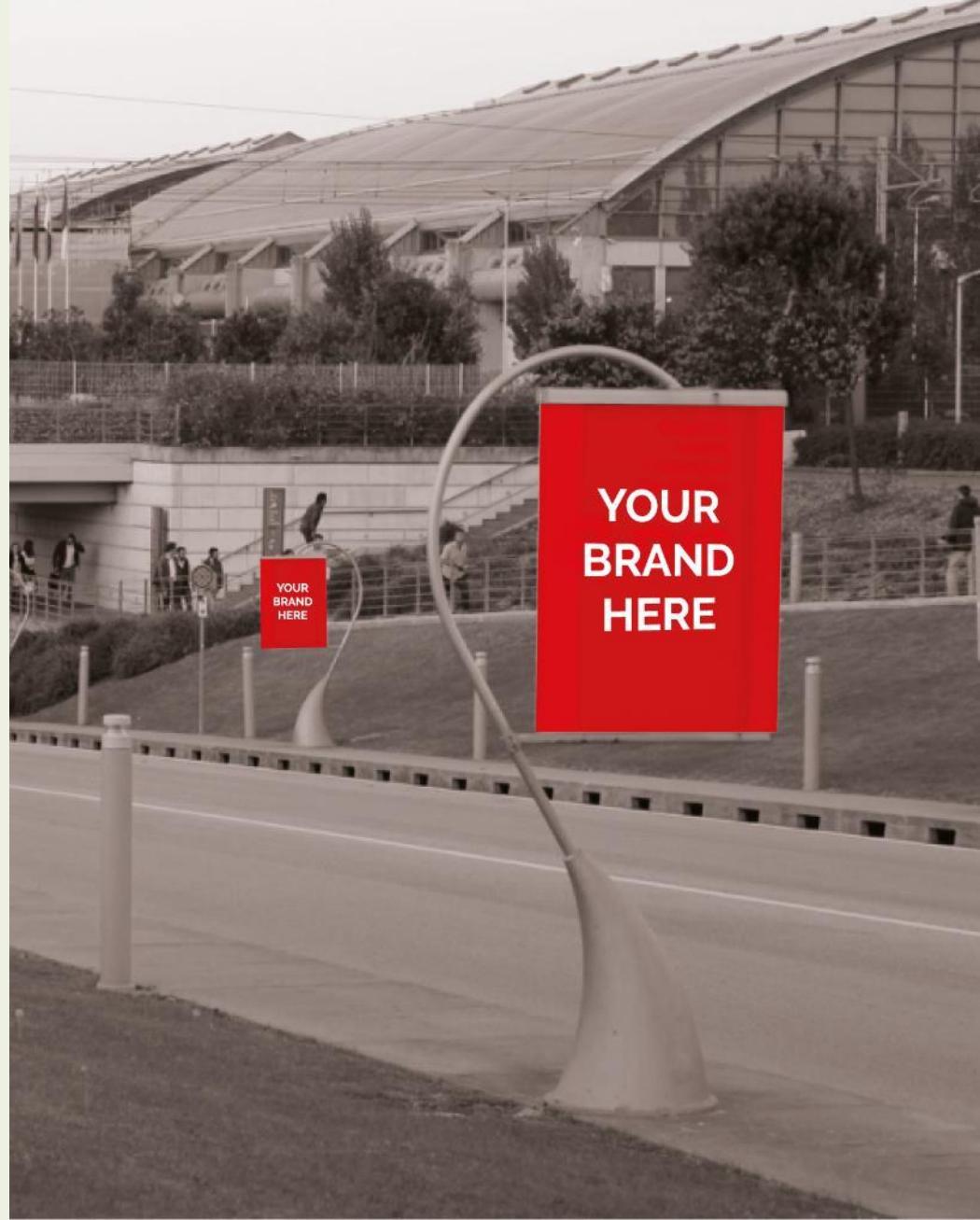
DOUBLE-SIDED ADVERTISING PANELS -  
SOUTH ENTRANCE – EXTERNAL SWAN € 850

## Technical info:

Size: 100 cm x 130 cm (bxh) - double-sided  
Graphic material: high resolution PDF file provided by the client company.

## Materials delivery:

within 30 days of the start of the show.



# a. 4 | Entrance

**USP:** 500 meters of visibility along the pedestrian walkway leading to the SOUTH entrance.

CUSTOMISATION OF SOUTH ENTRANCE

PEDESTRIAN SUBWAY

€ 35.000

**Technical info:**

Size: 123 m x 0,80 cm (bxh).

Graphic material: high resolution PDF file provided by the client company.

**Materials delivery:**

within 30 days of the start of the show.



# a. 5 | Entrance

**USP:** Impress your future clients on arrival. Ensure visibility for all visitors coming to the exhibition centre by train.

- DOUBLE-SIDED TOTEM, RIMINIFIERA RAILWAY STATION € 500
- DOUBLE-SIDED TOTEM, RIMINIFIERA RAILWAY STATION - N.5 TOTEMS € 2,500

#### Technical info:

Size: 114 cm x 168 cm (bxh).

Graphic material: high resolution PDF file provided by the client company.

#### Materials delivery:

within 30 days of the start of the show.



# a. 6 | Entrance

**USP:** Dress the main entrance deck in your brand colours. You will be visible to cars and pedestrians entering from the SOUTH entrance.

RAILWAY BRIDGE ADVERTISING BANNER

€ 15,000

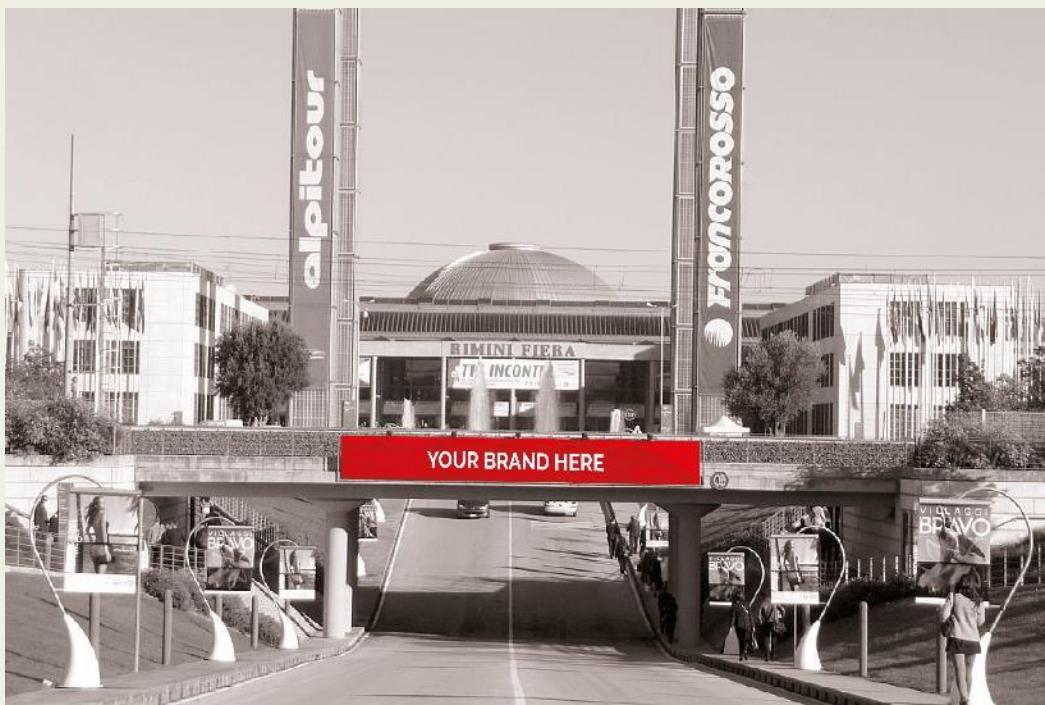
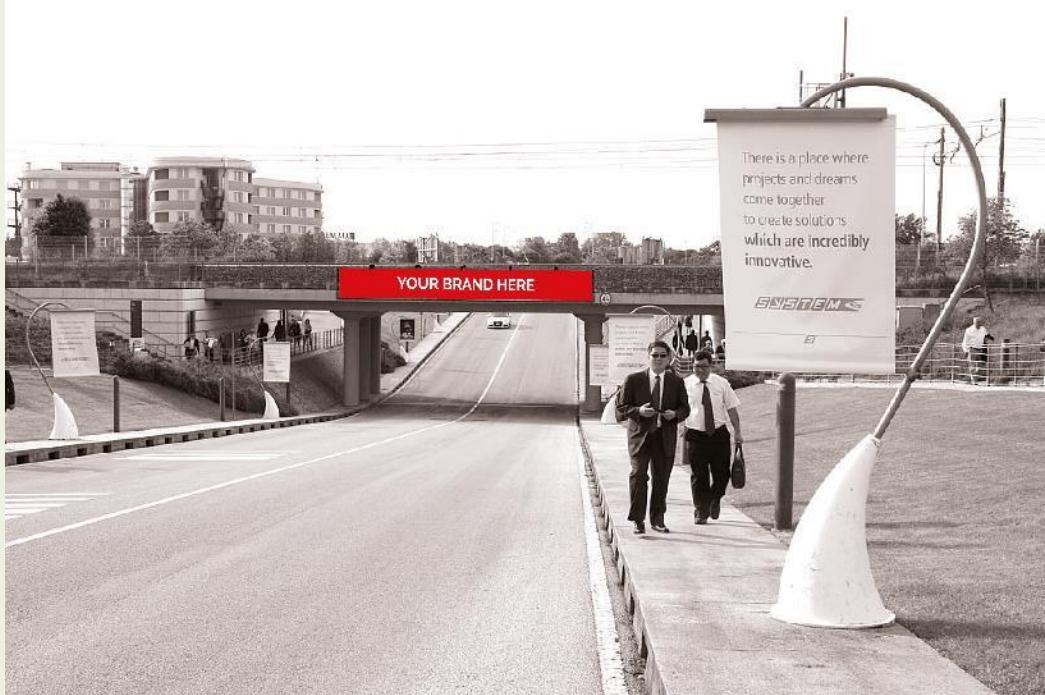
**Technical info:**

Size: 12 m x 1.50 m (bxh).

Graphic material: high resolution PDF file provided by the client company.

**Materials delivery:**

within 30 days of the start of the show.



## a. 7 | Entrance

**USP:** Set the mood for the show and secure the largest space available. 25 meters high, dedicated only to you.

CUSTOMISATION OF TETRAPYLON FOUNTAIN

€ 50,000

**Technical info:**

Size: 2,5 m x 25 m (bxh) - single-sided

Graphic material: high resolution PDF file provided by the client company.

**Materials delivery:**

within 30 days of the start of the show.



## a. 8 | Entrance

**USP:** 12 metres with your signature. Get noticed and decorate the main entrance to the fairgrounds with your colours..

SHOW ENTRANCE ADVERTISING BANNER - **€ 12,000**  
SOUTH ENTRANCE TO BUILDING

**Technical info:**

Size: 2,5 m x 10 m (bxh) - single-sided

Graphic material: high resolution PDF file provided by the client company.

**Materials delivery:**

within 30 days of the start of the show.



# a. 9 | Entrance

**USP:** Welcome your visitors with 5 square meters dedicated just to you.

ADVERTISING BANNER,  
WEST SHOW ENTRANCE € 8,000

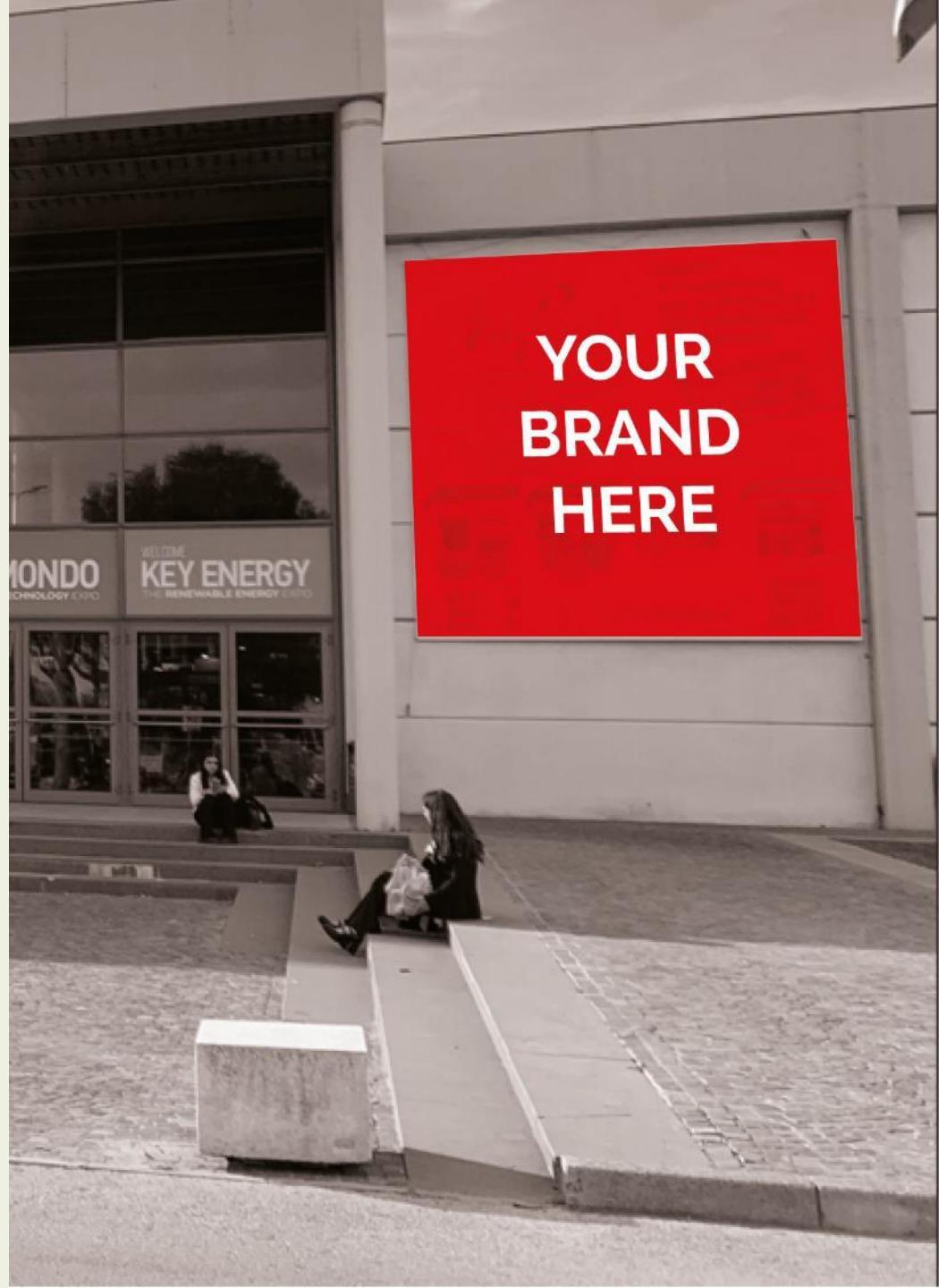
## Technical info:

Size: 5 m x 5 m (bxh) - single-sided

Graphic material: high resolution PDF file provided by the client company.

## Materials delivery:

within 30 days of the start of the show.



# a. 10 | Entrance

**USP:** Choose a different kind of communication, stand out where nobody expects it and escort visitors through the entrance

CUSTOMISATION OF FAIRGROUND  
ENTRANCE STEPS

€ 5,000

**Technical info:**

Size: 4 m x 15 cm (bxh).

Graphic material: high resolution PDF file provided by the client company.

**Materials delivery:**

within 30 days of the start of the show.



# a. 11 | Entrance

**USP:** Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance.

## CUSTOMISATION OF SHOW ENTRANCE WINDOWS

FAIRGROUND ENTRANCE

€ 5,000 each

### Technical info:

Size: 259 cm x 115 cm (bxh) - double-sided

Graphic material: high resolution PDF file provided by the client company.

### Materials delivery:

within 30 days of the start of the show.



01

02

03

04

R | Fairground Rimini

# a. 12 | Entrance

**USP:** Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance.

## CUSTOMISATION OF REVOLVING DOORS AT SHOW ENTRANCE

SOUTH ENTRANCE	€ 4,000
EAST or WEST ENTRANCE	€ 2,000

### Technical info:

Size: 136 cm x 220 cm (bxh).

Graphic material: high resolution PDF file provided by the client company.

### Materials delivery:

within 30 days of the start of the show.



# a. 13 | Entrance

**USP:** Sign the entrance turnstiles with your colors. Get noticed by all visitors at the entrance!

## CUSTOMISATION GLAZING TURNSTILES ENTRANCE EVENTS

SOUTH ENTRANCE

€ 25,000

### Technical info:

#### Turnstile

Size: 63 m x 10 cm (bxh).

Graphic material: high resolution PDF file provided by the client company.

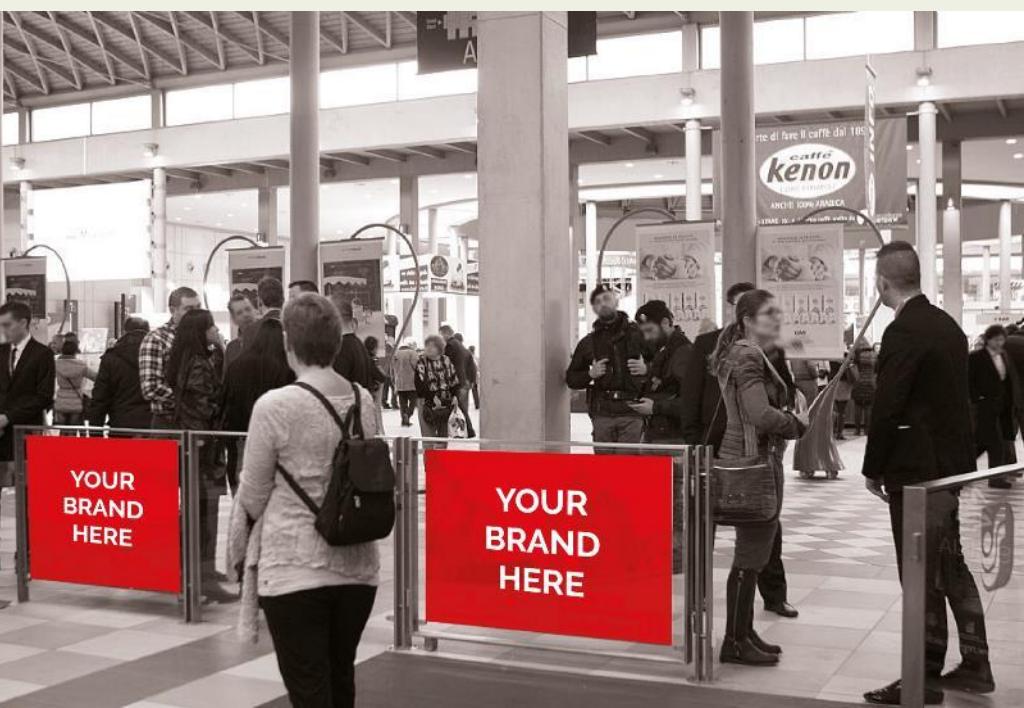
#### Glazed

Size: various measures

Graphic material: high resolution PDF file provided by the client company.

### Material delivery:

within 30 days from the beginning of the event.



# b. 1 | South Hall areas

## LED columns in the south hall

**USP: : Dominate the scene with this high-impact advertising space!**

Stand out and get noticed by everyone with this prime advertising space that welcomes every visitor to the fair. Promote your ad, brand, booth, and products by choosing a display spot that truly grabs everyone's attention!

SOUTH HALL AREAS - LED COLUMNS € 2.500 "Single ad placement "(max 24 companies)

SOUTH HALL AREAS - LED COLUMNS € 25.000 "half domination" (max 2 companies)

SOUTH HALL AREAS - LED COLUMNS € 50.000 "domination" (esclusive 1 company)

### Technical Information

No. of LEDs: 4 LEDs arranged in 4 columns; positioned 3 m above the ground.

LED size: 1 m (W) x 2.5 m (H)

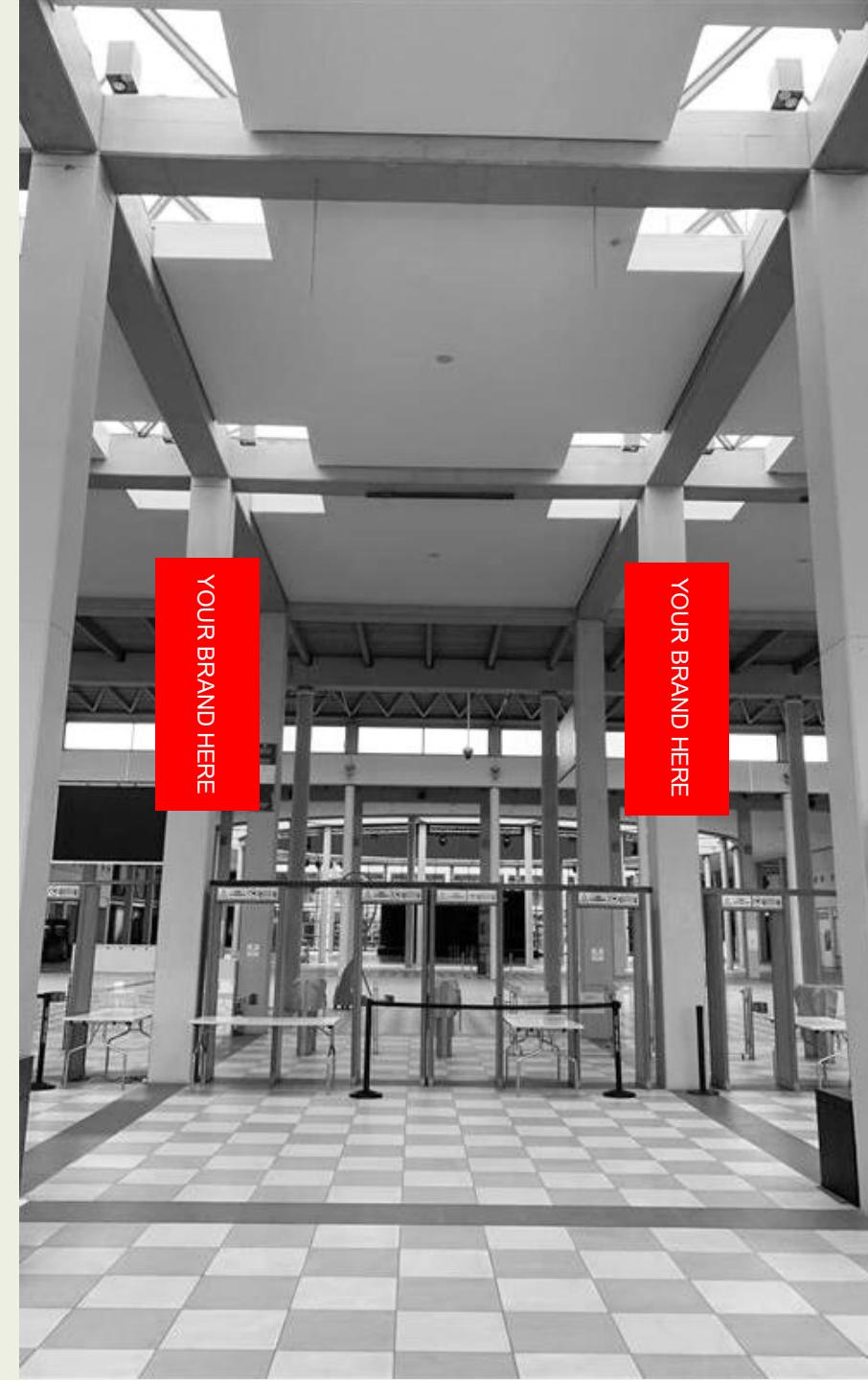
Orientation: Vertical

Resolution: 512 x 1280 (W x H) pixels

Supported file formats: MP4 (H.264), JPG, PNG. No audio.

Spot duration: 15 seconds

File provided by the client.



# b. 2 | Hall and Communal areas

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

ADVERTISING BANNER, BAR/SHOP AREA – SOUTH HALL      € 5,200

**Technical info:**

High resolution PDF file;  
Size 5,2 m x 3,6 m - single-sided  
resolution 300 dpi; fonts included in the PDF

**Materials delivery:**

within 30 days of the start of the show.



01

02

03

04

## b. 3 | Hall and Communal areas

**USP:** Promote your brand, your stand and your products by choosing an advertising space that makes you visible to everyone from the main halls and common areas.

DOUBLE-SIDED ADVERTISING BANNER

€ 850

**Technical info:**

High resolution PDF file;  
Size 1 m x 1,40 m - double-sided  
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

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

ADVERTISING BANNER, SOUTH HALL

€ 9,000

**Technical info:**

High resolution PDF file;  
Size 5x3 m double-sided  
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

**USP:** 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.

ADVERT ON THE BIG SCREEN CIRCUIT

€ 1.500

## Technical info:

- spot resolution in pixels: 1920x1080; full screen.
- no sidebands;
- format: mp4 with audio;
- spot duration: maximum 20 seconds;
- production of audio file: charged to the exhibitor;.

## Materials delivery:

within 30 days of the start of the show.



01

02

03

04

## b. 6 | Hall and Communal areas

**USP:** 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.

CUSTOMISATION OF CONVENTION ROOM STAIRS  
SOUTH HALL

€ 5.000

**Technical info:**

High resolution PDF file;  
Size 2,95 m x 0,15 m  
resolution 300 dpi; fonts included in the PDF  
Number of stairs: 27

**Materials delivery:**

within 30 days of the start of the show.



## b. 7 | Hall and Communal areas

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

### ADHESIVE DIRECTIONAL GRAPHICS

• ADHESIVE GRAPHICS 5 m (diameter)	€ 5.000 each
• GRAFICA ADESIVA 1 m (diameter)	€ 150 each

#### Technical info:

High resolution PDF file;  
Size 5 m - 1 m  
resolution 300 dpi; fonts included in the PDF

#### Materials delivery:

within 30 days of the start of the show.



# C. 1 | Column customisation

**USP:** Promote your brand and your stand with this advertising space visible from all angles in the main halls and communal areas.

- CUSTOMISATION OF INTERNAL HALL € 1,200  
COLUMNS - 4-SIDED GRAPHICS CM. 54 x 300 (WxH)

## Technical info:

High resolution PDF file;  
Panel size: 0,54 m x 3 m  
resolution 300 dpi; fonts included in the PDF

## Materials delivery:

within 30 days of the start of the show.



## C. 2 | Column customisation

**USP:** Your brand and your stand literally in front of everyone's eyes. Get maximum visibility and coverage now by promoting your brand and stand at the entrance to the South Hall, the area from which most visitors enter the show.

- ADVERTISING BANNER, ENTRANCE COLUMNS € 3,500

### Technical info:

High resolution PDF file;  
Size 1x7m single-sided  
resolution 300 dpi; fonts included in the PDF

### Materials delivery:

within 30 days of the start of the show.



01

02

03

04

R | Fairground Rimini

## C. 3 | Column customisation

**USP:** Take centre stage in the main halls and busiest public areas with this high-impact advertising space for every visitor entering the show.

- ADVERTISING BANNER, HALL COLUMNS M. 0,5X7 (WXH) € 3.500
- ADVERTISING BANNER, HALL COLUMNS M. 0,5X5 (WXH) € 2.500

### Technical info:

High resolution PDF file;  
Size 0,5x7m single-sided – 0,5x5m single-sided  
resolution 300 dpi; fonts included in the PDF

### Materials delivery:

within 30 days of the start of the show.



# d. 1 | ADS in the Exhibition Halls

**USP:** Give your brand and your stand high visibility and coverage by choosing a strategic space that will get you noticed both inside and outside the exhibition halls.

CUSTOMISATION OF HALL WINDOWS

€ 3.000

**Technical info:**

High resolution PDF file;

Size:

Exterior glazing - 2,59 m x 1,15 m

Interior glazing - 2,52 m x 1,02 m

resolution 300 dpi; fonts included in the PDF

**Materials delivery:**

within 30 days of the start of the show.



# d. 2 | ADS in the Exhibition Halls

**USP:** Thanks to its extraordinary visibility, this space will allow you to generate curiosity and desire to meet your brand in visitors heading towards your Hall.

CUSTOMISATION OF INTERNAL GLASS AREAS

€ 4,000

**Info tecniche:**

High resolution PDF file;  
Size 2,59x1,15 m double-sided  
resolution 300 dpi; fonts included in the PDF

**Materials delivery:**

within 30 days from the start of the event.



# e. 1 | Pools

**USP:** Boost awareness of your brand and your stand by promoting it in outdoor areas frequented by visitors to the show.

- ADVERTISING BANNER FOR POOL PORTICOS  
SINGLE-SIDED M. 3X5 (WXH) € 4.000
- ADVERTISING BANNER FOR POOL PORTICOS  
DOUBLE-SIDED M. 5X2,9 (WXH) € 6.000

**Technical info:**

High resolution PDF file;  
Size 5x2,9m double-sided - 3x5m single-sided  
resolution 300 dpi; fonts included in the PDF

**Materials delivery:**

within 30 days of the start of the show.



# e. 2 | Pools

**USP:** With this space, your brand will not go unnoticed. Choose columns in the pool area to make your brand visible from multiple aisles and transit areas.

CUSTOMISATION OF POOL COLONNADE € 7,000  
CIRCULAR GRAPHICS

## Technical info:

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 | Other: ADV in Exhibiting Pavillions

**USP:** Get noticed right away and turn your brand into a focal point for every visitor who enters your booth lobby.

## ADVERTISING SHEET INSIDE PAVILION

BANNER - ADVERTISING SHEET INSIDE PAVILION

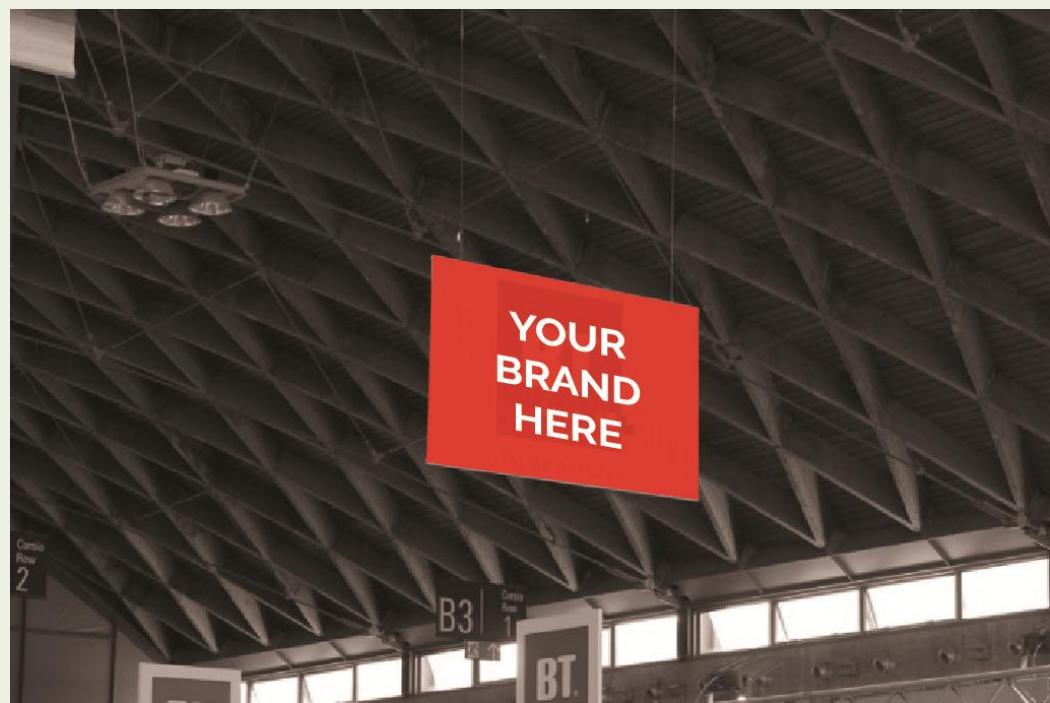
€ 3.500

### Info tecniche

High resolution PDF file;  
Size: wxh 4.5mx2m or 2mx4.5m. - double-sided  
resolution 300 dpi; fonts included in the PDF

### Materials delivery:

within 30 days from the start of the show.



f.

## 2 | Other: Communal areas

**USP:** Grab interest out of every spotlight and get noticed by customising all mirrors with your band and stand.

### CUSTOMISATION OF TOILET MIRRORS

CUSTOMISATION quantity 96 ADV	€ 15,000
CUSTOMISATION quantity 48 ADV	€ 7,500

**Technical info:**

High resolution PDF file;  
Size: 20x115 cm (wxh)  
resolution 300 dpi; fonts included in the PDF

**Materials delivery:**

within 30 days of the start of the show.



f.

## 3 | Other: Merchandising

**USP:** Your brand on every visitor: made possible by customising the event lanyard or shopper. Get maximum coverage and visibility for your brand at trade shows now.

- BADGE HOLDER LANYARDS and BADGE HOLDER
- DISTRIBUTION OF BADGE LANYARDS

€ 6,000

### Technical info:

Customisation at show on request.

### Materials delivery:

within 2 months from the start of the show.



# CONTACTS

PROJECT MANAGER  
**Roberta Angelini**  
T. +39 0541744250  
[roberta.angelini@iegexpo.it](mailto:roberta.angelini@iegexpo.it)

SALES ACCOUNT  
**Fabio Miglietta**  
T. +39 0541 744128  
[fabio.miglietta@iegexpo.it](mailto:fabio.miglietta@iegexpo.it)

MARKETING MANAGER  
**Nicola Succi**  
T. +39 0541 744643  
[nicola.succi@iegexpo.it](mailto:nicola.succi@iegexpo.it)

GROUP EXHIBITION MANAGER WELLNESS & SPORTS

**Valentina Fioramonti**  
T. +39 0444 969990  
[valentina.fioramonti@iegexpo.it](mailto:valentina.fioramonti@iegexpo.it)

EVENT COORDINATOR  
**Loretta Bianchi**  
T. +39 0541 744603  
[loretta.bianchi@iegexpo.it](mailto:loretta.bianchi@iegexpo.it)

SALES ACCOUNT  
**Alessandro Patregnani**  
T. +39 0541 744230  
[alessandro.patregnani@iegexpo.it](mailto:alessandro.patregnani@iegexpo.it)

DIGITAL SPECIALIST  
**Elisa Righini**  
T. +39 0541 744304  
[elisa.righini@iegexpo.it](mailto:elisa.righini@iegexpo.it)

INTERNATIONAL BUSINESS  
DEVELOPMENT MANAGER  
**Roberta Masini**  
T. +39 0541 744632  
[roberta.masini@iegexpo.it](mailto:roberta.masini@iegexpo.it)

BUSINESS DEVELOPMENT  
PROJECT MANAGER  
**Lara Cristina Wruss**  
T. (+39) 0541 744469  
[lara.wruss@iegexpo.it](mailto:lara.wruss@iegexpo.it)

DIGITAL SPECIALIST  
**Mattia Gabellini**  
T. +39 0541744889  
[mattia.gabellini@iegexpo.it](mailto:mattia.gabellini@iegexpo.it)

DIGITAL SPECIALIST  
**Giacomo Casadei**  
T. +39 0541744209  
[giacomo.casadei@iegexpo.it](mailto:giacomo.casadei@iegexpo.it)

# RIMINI WELLNESS

THE WELLNESS EXPERIENCE SHOW

## 28–31 MAY 2026 EXPO CENTRE & RIVIERA DI RIMINI, ITALY

ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

IN COLLABORATION WITH



**OpportunItaly**  
Driving business growth with Italian excellence.



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**ITA®**  
ITALIAN TRADE AGENCY



[riminiwellness.com](http://riminiwellness.com)