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PROMOTION PACK FOR THE EXHIBITOR



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Dear exhibitor,

We are pleased to enclose the promotion pack, containing different material for promoting your company and for the campaign to attract professional trade visitors for the **International Hardware Exhibition (FERROFORMA 2011)** and **International D.I.Y. Exhibition (BRICOFORMA 2011)**, as listed below.

In addition to these items, you also have the possibility to include a direct access **banner** to the **FERROFORMA/BRICOFORMA 2011** website, free of charge, on your own website. So, everybody visiting your website will have a fast and convenient link to the Exhibition website, where, as well as being able to consult all the details of the exhibition (list of participants, layout plans, etc.), they can register as professional trade visitors.

To configure this possibility, please copy the banner from the Exhibition web page:

<http://www.ferroforma.eu/portal/page/portal/FERROFORMA>

1. **Registration forms** for your customers, **city maps**, and **RENFE - IBERIA discount vouchers**. All the material offered in this form nº 1 is free of charge. Requests for over 250 inscription forms, or their equivalent weight, will be sent by courier, payment at delivery.
May we please remind you that trade visitors registering before the 20th February (through the inscription form or our website) will have free entrance to the Show. After this date the entry price will be 17€.
2. A list of **technical magazines** in which your company will benefit from a 10% discount if your advertisement in the February and/or March issues includes the Ferroforma/Bricoforma 2011 logotype.
3. A description of the **new features** that your company will be exhibiting. This information will be distributed among the mass media, VIP visitors and attending foreign delegations.
4. **Special purchasing conditions**, that your company can offer to the visitors during the show. This information will be distributed among the mass media, VIP visitors and attending foreign delegations.
5. **VIP Service**. The Exhibition organisers wish to offer the possibility of your best customers receiving a special welcome treatment at our facilities. Please send us the completed form (number 5) with your customers' details and our Visitors' Department will send them, on your behalf, a personal invitation to our VIP Lounge. Maximum 10 contacts. This information is absolutely confidential and will never be published in any way.
6. **Offers and Contacts**. Search for agents, personnel, distributors or cooperation agreements.
7. **Promoting your stand** among your current and potential customers. Notify your customers about your participation in the exhibition, indicating your stand location and inviting them to visit you there.
8. **Promoting your company**. Promote your company among more than **71,000** potential visiting trade professionals.
9. **Advertising at the Exhibition**. Take advantage of advertising media to attract visitors to your stand and boost your brand image.

We remain at your complete disposal for any further clarification or information you might require.

Yours sincerely,

Angel Pereda
Director of **FERROFORMA/BRICOFORMA 2011**

Foreign Department	+34 94 40 40 031	+34 94 40 40 001	foreign@bec.eu
Press Department	+34 94 40 40 105/6/7		comunicacion@bec.eu
Visitors' Department	+34 94 40 40 100	+34 94 40 40 008	visibiemh@bec.eu



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CITY MAPS
TRANSPORT DISCOUNT VOUCHERS
VISITOR REGISTRATION FORMS

Exhibitor:

Person in charge:

Address:

Town, zipcode and country:

Telephone:

e-mail:

I wish to receive the following free advertising material:

City maps (max. 25)	
Transport discount vouchers (Iberia / RENFE)	
Visitor registration forms	

We would like to remind you that those orders over 250 inscription forms, or their equivalent weight in advertising material, will be sent by courier, payment at delivery.

May we also remind you trade visitors registering before the 20th February will have free entrance to the Show. Those who register later than this date will have to pay the entry price of 17€

Deadline for this request is 10th February 2011. Later requests will be attended to within the possibilities.

Date and signature:

Fax: +34 94 40 40 001

foreign@bec.eu



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MEDIA ADVERTISING

COMERCIO E IND. MADERA - RBI
Entenza, 28 entres. - 08015 Barcelona
Tel. 932924638
comercial.bcn@rbi.es

FERRONOTICIAS - RBI
Albarracín, 34 - 28037 Madrid
Tel. 913755800
area3@rbi.es

ARTE Y CEMENTO - RBI
PEC –Productos de equipos y construcción
Zancoeta, 9 - 48013 Bilbao
Tel. 944285600
rbi@rbi.es

MUNDO INDUSTRIAL
Ediciones Roda, S.L.
Corcega 204 - 08036 Barcelona
Tel. 933223951
correo@edicionesroda.es

**INTEREMPRESAS FERRETERÍA,
BRICOLAJE Y SUMINISTRO INDUSTRIAL**
NOVA AGORA S.L.
Angel Hernández
Tel. 616476599
ahernandez@interempresas.net

PROTECCIÓN LABORAL
PRENSA TECNICA S.A.
Angel Mtnez Arenzana, Delg. Rioja
Caspe 118-120, 6º - 08013 Barcelona
Tel. 932455190
a.arenzana@yahoo.es

CANAL FERRETERO
Jorge Roher
Padilla, 78 – 28006 Madrid
Tel. 914016921
marketing@canalferretero.com

IBERFERR
EDICIONES TECNICAS CENTURY XXI
Av. de Concha Espina, 6-7º izda – 28036
Madrid
Tel. 915631011
iberferr@etcxxi.com

**SBN - FERRETERIA ACTUALIDAD /
BRICOLAGE**
Vía Augusta, 59, 8ª Pl. Of. 812 - 08006
Barcelona
Tel. 93 237 88 65
bricolage@sbnprensatecnica.com

MASFER
Benito de Castro, 10 - 28080 Madrid
Tel. 917131364
antonioalvarez@masfer.es

EDITORIAL BORRMART S.A.
**REVISTA FORMACION DE SEGURIDAD
LABORAL**
Ramón de la Cruz 68-6 dch. - 28001 Madrid
Tel. 914029607
formacion@borrmart.es

ARGITALTEK S.L.
REVISTA TOPE
Iván González Berasategui
Puente Bilbao de Deusto, 7 - 48080 Bilbao
Tel. 944753813
mt@revistatope.com

RCT DISTRELEC TECNOEDICION
Marga Cristobal
Huertas de la villa, 14-3ª - 48007 Bilbao
margacristobal@tecnoedicion.com

If you place an advertisement in any of the February and/or March issues including the 2011th FERROFORMA / BRICOFORMA logo, the magazine will apply a 10% discount on the official list price.



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NEW FEATURES

Exhibitor: _____

Person in charge: _____

Address: _____

Town, zip code and country: _____

Telephone: _____

e-mail: _____

www _____

Product name: _____

Description: _____

Basic point of the new feature: _____

Application: _____

* Reception deadline: 10th February 2011

Fax: 94 40 40 001
comunicación@bec.eu

Date and signature: _____



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VIP SERVICE

10 clients maximum

INDISPENSABLE ALL data

Exhibiting company

Please supply VIP Service in my name to:

Company:

Contact person: name and surname

Position at the company:

Address:

Telephone _____ **Fax** _____

E-mail _____

Company activity:

Deadline: 20th February 2011.

Date and signature

*Fax: +34 94 40 40 008
visiferroforma@bec.eu*



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OTHER OFFERS AND CONTACTS

Exhibitor: _____

Person in charge: _____

Address: _____

Town, zip code and country: _____

Telephone: _____

e-mail: _____

Searching for agents / distributors for: _____

Searching for personnel: _____

Searching for cooperation agreements for: _____

The deadline for requesting this service is 10th March 2011.

Date and signature: _____

*Fax: 94 40 40 001
ferroforma@bec.eu*



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7.1 PROMOTION OF YOUR STAND SPECIAL SERVICES

Exhibitor:

Contact person:

Address:

Town and Zip Code:

Telephone

Fax

e-mail

In order to facilitate the job of informing your clients about your participation in the exhibition, inviting them to the show and indicating your location, we put at your disposal the following services::

1. We can prepare an **e-mail** promoting your participation, so that you just have to send it to your customers. The contents of this e-mail: advertisement of your participation, floor plan and your stand's location (in case we have that information at the moment of the e-mail sending), invitation to visit your stand, information about the access and registration as visitor, transfers to BEC, travel and accommodation. Everything including your company logo and the one of FERROFORMA / BRICOFORMA 2011.
2. If you prefer, you could send us the **data base** of your potential or real customers and we will send them the e-mail above mentioned with information about the company and the show. This data base will be confidentially treated and deleted after the sending.

As you can see, we offer you two, **free of charge**, promotional services that surely will make you save time and effort when communicating your participation in this exhibition.

Please select the best option for you and send us this document back by fax or e-mail to:

Fax: +34 94 4040 008
visiferroforma@bec.eu

We also ask you to please send us the logo you want us to include in the personalized e-mail, to:

visiferroforma@bec.eu

Deadline for this request: 20th February 2011. Later requests will be attended within possibilities.



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7.2 PROMOTION OF YOUR STAND SPECIAL SERVICES

Exhibitor:

Contact person:

Address:

Town and Zip Code:

Telephone

Fax

e-mail

This is other of the services we put at your disposal in order to facilitate the job of informing your customers about your participation at FERROFORMA 2011.

We prepare a **letter** addressed to promote your participation at FERROFORMA / BRICOFORMA 2011. The contents of this letter: advertisement of your participation, floor plan and your stand's location (in case we have that information at the moment of the sending), invitation to visit your stand, information about the access and registration as visitor, transfers to BEC, travel and accommodation.

The letter will be signed by BEC, with information about your company and your participation at FERROFORMA / BRICOFORMA 2011, and would include the logo of your company and the one of the show. BEC would be the one sending the letter.

The letter, together with 2 inscription forms for the show, would be addressed to the data base of potential visitors of FERROFORMA / BRICOFORMA that BEC owns. What we offer you, is the possibility of segmenting that data base according to your interests, and reaching that way the potential visitors of your interest that BEC owns.

The cost of this service depends on the number of records you would choose. That selection could be done attending a geographical criterion for example.

Nacional record: €1.2 / record

Internacional record: €1.7 / record

Please select the option of your interest and send us this document by fax or e-mail to:

Fax: +34 94 4040 008

visiferroforma@bec.eu

Deadline for this request: 20th February 2011. Later requests will be attended within possibilities.



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PROMOTION OF YOUR COMPANY LINK TO YOUR WEBSITE

Exhibiting Company: _____

Contact person: _____

Address: _____

Town and Zip Code: _____

Telephone _____

E-mail: _____

V.A.T. _____

We offer you the possibility of potential trade visitors to be able to visit directly your website.

One of the actions within the visitors' campaign is the regular e-mail sending with information about the exhibition. This information will be sent to more than **36.000** different e-mail addresses of national buyers and more than **35.000** addresses of foreign buyers.

We offer you the option of including your **logo**, with a **link** to your website, in these promotional e-mails. This way, visitors will have direct access to your company. Delivery fees are as follows:

1 e-mailing	200€
2 e-mailings	300€
3 e-mailings	350€

Dates of the e-mailings: **January, February and March.**

Means of payment:

Bank transfer to the bank account of BILBAO EXHIBITION CENTRE S.A. (please enclose bank receipt)

- National exhibitors: **0182 1290 38 0201504440 (BBVA)**

- Foreign exhibitors: **IBAN: ES29 0182 1290 38 0201504440 SWIFT: BBVAESMMXXX**

Please select the e-mailing(s) of your interest and send this form, by fax or e-mail, together with the copy of the bank receipt, to the following fax number/e-mail address:

Fax: +34 94 4040 008

visiferroforma@bec.eu

Maximum 15 logos per sending.

If, apart from the logo in our e-mails, you would like to include your logo in the **Visitors' Guide Plan**, you would profit from a **10%** discount on the total advertising amount. The price of the logos in the Visitors' Guide Plan, with no discounts will be as follows:

Logo (20 x 40 mm)	1,300€
Logo (40 x 40 mm)	1,700€



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TRADE FAIR ADVERTISING

Take advantage of advertising media, as described in the following pages, to attract visitors to your stand and boost your brand image.

Please select the options you are interested in, sign and stamp the form in next page, and return it to:

- Fax +34 94 404 00 09
- publipatrocinio@bec.eu

Payment can be done through:

- Bank cheque in favour of BILBAO EXHIBITION CENTRE, S.A., or
- Bank transfer to any of the following accounts in the name of BILBAO EXHIBITION CENTRE, S.A.:
 - BBVA ES29 0182 1290 38 0201504440 - SWIFT: BBVA ES MM XXX
 - BBK ES52 2095 0611 00 9105880388 - SWIFT: BASK ES 2B XXX



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TRADE FAIR ADVERTISING

● Official catalogue and visitors' guide map.

Exhibitor:

Person in charge:

Address:

Town and zip code:

Telephone:

e-mail:

VAT.

OFFICIAL CATALOGUE(INCLUDES CD)	PRICE
CD: Link to your web page	300 €
B/w logo/trademark (15 x 40 mm) inserted in the alphabetical list of exhibitors.	175 €
Enhanced company name on exhibitor list	115 €
Back cover	3.300 €
Back cover flap	2.225 €
Unfoldable back cover flap	2.700 €
Cover flap	2.000 €
Unfoldable cover flap	2.700 €
Off-print	1.200 €
Marcapáginas (suministrado por el anunciante)	2.300 €
Colour interior page	1.000 €
Triptych	3.500 €
Diptych	2.225 €

VISITORS' GUIDE MAP (hended for free to all visitors))	
Back cover	7.300 €
Logo (20 x 40 mm)	1.200 €
Logo (40 x 40 mm)	1.550 €

- By ordering more than one insertion you will benefit of a 10% discount on the total advertising amount.
- Film mechanicals are on exhibitor's account and should be sent on CD (JPG-EPS format, 300 dots of resolution, DIN A-5).
- Should you need to convert your ad into required format, Bilbao Exhibition Centre can do it for you (charges payable by advertiser).
- Catalogue size: 148 mm x 210 mm HIGH.

Deadline for this request: 15th February 2011.



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TRADE FAIR ADVERTISING

● Advertising at the venue.

Exhibitor: _____
 Person in charge: _____
 Address: _____
 Town, zip code and country: _____
 Telephone: _____ e-mail: _____ VAT no. _____

		Amount (before VAT 8%)	TOTAL
Indoors	Risers in northern access staircase. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.004 <u>2 blocks</u> (28 steps, 2 m * 0,13 m per block)	3.300 €	
	<input type="checkbox"/> 60.005 <u>3 blocks</u> (28 steps, 2 m * 0,13 m per block)	4.400 €	
	Circular columns in the northern access staircas. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.013 <u>2 columns</u> (5,50 m perimeter x 5 m high)	2.750 €	
	Atrium display panels (2 * 5 m) on both sides. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.020 <u>Group of 4 units</u>	4.840 €	
	<input type="checkbox"/> 60.021 <u>Group of 6 units</u>	7.260 €	
	<input type="checkbox"/> 60.022 <u>Group of 8 units</u>	8.800 €	
	<input type="checkbox"/> 60.023 <u>Group of 12 units</u>	13.200 €	
	Posters (1 * 3 m) on the handrail at the entrance to the halls. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.031 <u>Group of 4 units</u>	2.200 €	
	<input type="checkbox"/> 60.032 <u>Group of 8 units</u>	4.400 €	
	<input type="checkbox"/> 60.033 <u>Group of 12 units</u>	6.380 €	
Permanent wall projection (3 * 7 m depending on the image to be projected) in Conference access area. INCLUDES PRODUCTION			
<input type="checkbox"/> 60.041 <u>1 Unit</u>	6.000 €		
Circular floor vinyl (2 m diameter) at top/bottom staircase. INCLUDES PRODUCTION			
<input type="checkbox"/> 60.090 <u>1 Unit</u>	700 €		
Interior totem display stand (1 x 1 m wide x 4 m high). INCLUDES PRODUCTION			
<input type="checkbox"/> 60.080 <u>1 Unit</u>	Please request quote		
Vehicle display stand			
<input type="checkbox"/> 60.102 <u>1 Unit</u>	Please request quote		
Outdoors	Outdoor posters (sizes and time frame to be agreed)		
	<input type="checkbox"/> 60.900 <u>1 Unit</u>	Please request quote	
	Exterior totem display stand (5 x 1 m wide x 4 m high)		
	<input type="checkbox"/> 60.200 <u>1 Unit</u>	Please request quote	
Sponsorship and other options	Logo on car par tickets (1 colour). INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.061 <u>Units to be agreed</u>	6.600 €	
	Logo on access card lanyards. DOES NOT INCLUDE PHYSICAL ELEMENT		
	<input type="checkbox"/> 60.063 <u>Units to be agreed</u>	12.100 €	
Catalogue bags. DOES NOT INCLUDE PHYSICAL ELEMENT			
<input type="checkbox"/> 60.065 <u>Units to be agreed</u>	4.950 €		
Use of customized ball point pens in Accreditation and Technical Services areas. DOES NOT INCLUDE PHYSICAL ELEMENT			
<input type="checkbox"/> 60.067 <u>Units to be agreed</u>	990 €		
BEC TV (advertising on BEC corporate channel)	Broadcasting of 30 second commercials on different days of the exhibition. DOES NOT INCLUDE PRODUCTION		
	<input type="checkbox"/> 60.510 <u>2 showings/hour.</u> (+- 87 showings approx.)	1.300 €	
	<input type="checkbox"/> 60.511 <u>3 showings/hour.</u> (+- 131 showings approx.)	1.800 €	
	<input type="checkbox"/> 60.512 <u>4 showings/hour.</u> (+- 174 showings approx.)	2.300 €	
Web (Banner in SEARCH tool)	<input type="checkbox"/> 60.610 <u>Banner (181 x 48 pixels) static with hyperlink to the customer's web</u>	750 €	
	<input type="checkbox"/> 60.620 <u>Banner (181 x 48 pixels) rotary (visible each 3 visits) with hyperlink to the customer's web</u>	550 €	
	<input type="checkbox"/> 60.630 <u>Banner (181 x 48 pixels) rotary (visible each 5 visits) with hyperlink to the customer's web</u>	400 €	
		TOTAL BEFORE VAT	

Stamp and signature

TRADE FAIR ADVERTISING (Details -1)

● Indoors:

Risers on the northern access staircase. INCLUDES PRODUCTION



60.004	<u>2 blocks</u> (28 steps, 2 m * 0,13 m per block)	3.300 €
60.005	<u>3 blocks</u> (28 steps, 2 m * 0,13 m per block)	4.400 €

Circular columns on the northern access staircase. INCLUDES PRODUCTION



	<u>2 columns</u> (5,50 m perimeter x 5 m high)	2.750 €
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Atrium display panels (2 * 5 m) on both sides. INCLUDES PRODUCTION



60.020	<u>Group of 4 units</u>	4.840 €
60.021	<u>Group of 6 units</u>	7.260 €
60.022	<u>Group of 8 units</u>	8.800 €
60.023	<u>Group of 12 units</u>	13.200 €

Posters (1 * 3 m) on the handrail at the entrance to the hall. INCLUDES PRODUCTION



60.031	<u>Group of 4 units</u>	2.200 €
60.032	<u>Group of 8 units</u>	4.400 €
60.033	<u>Group of 12 units</u>	6.380 €

Permanent wall projectgion (3 x 7 m, depending on the image to be projected) in conference access area. INCLUDES PRODUCTION



60.041	<u>1 unit</u>	6.000 €
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Circular floor vinyl (2 m diameter) at top/bottom staircase. INCLUDES PRODUCTION



60.090	<u>1 unit</u>	700 €
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Interior totem display stand (1 x 1 m wide x 4 m high). INCLUDES PRODUCTION



60.080	<u>1 unit</u>	Please request quote
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Vehicle display stand





60.102	<u>1 unit</u>	Please request quote
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TRADE FAIR ADVERTISING (Details -2)


● Outdoors

Outdoors posters (sizes and time frame to be agreed)			
	60.900	<u>1 unit</u>	Please request quote
Exterior totem display stand (5 x 1 m wide and 4 m high). INCLUDES PRODUCTION			
	60.200	<u>1 unit</u>	Please request quote

● Sponsorship and other options

	60.061	Logo on car park tickets (1 colour). INCLUDES PRODUCTION <u>Units to be agreed</u>	6.600 €
Logo on access card lanyards. DOES NOT INCLUDE PHYSICAL ELEMENT			
	60.063	<u>Units to be agreed</u>	12.100 €
Catalogue bags. DOES NOT INCLUDE PHYSICAL ELEMENT <u>Units to be agreed</u>			
	60.065		4.950 €
60.067 Use of customized ball point pens in Accreditation and Technical Services Areas. DOES NOT INCLUDE PHYSICAL ELEMENT <u>Units to be agreed</u>			
			990 €

● BEC TV (advertising on BEC corporate channel)

Broadcasting of 30 second commercials on different days of the exhibition. DOES NOT INCLUDE PRODUCTION			
	60.510	<u>2 showings/hour</u> (+- 87 showings approx.)	1.300 €
	60.511	<u>3 showings/hour</u> . (+- 131 showings approx.)	1.800 €
	60.512	<u>4 showings/hour</u> . (+- 174 showings approx.)	2.300 €