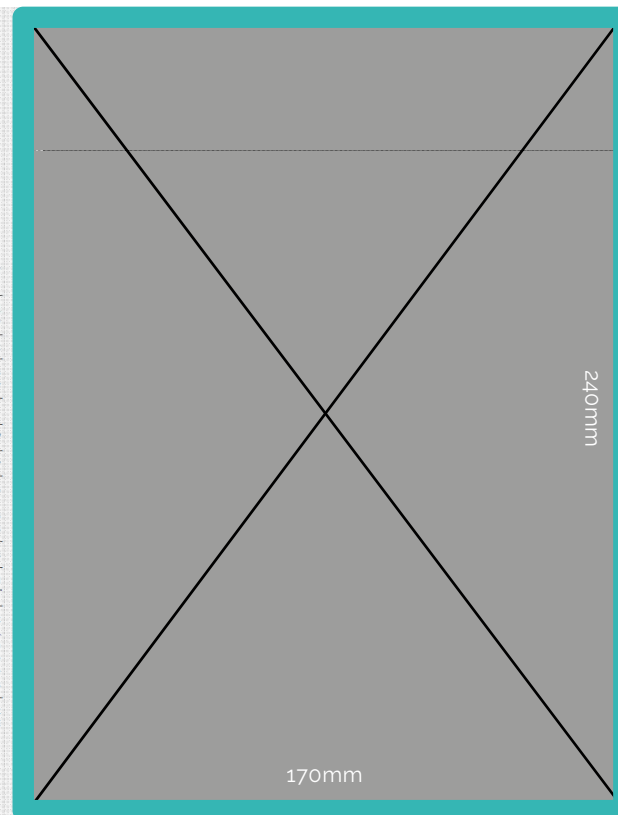
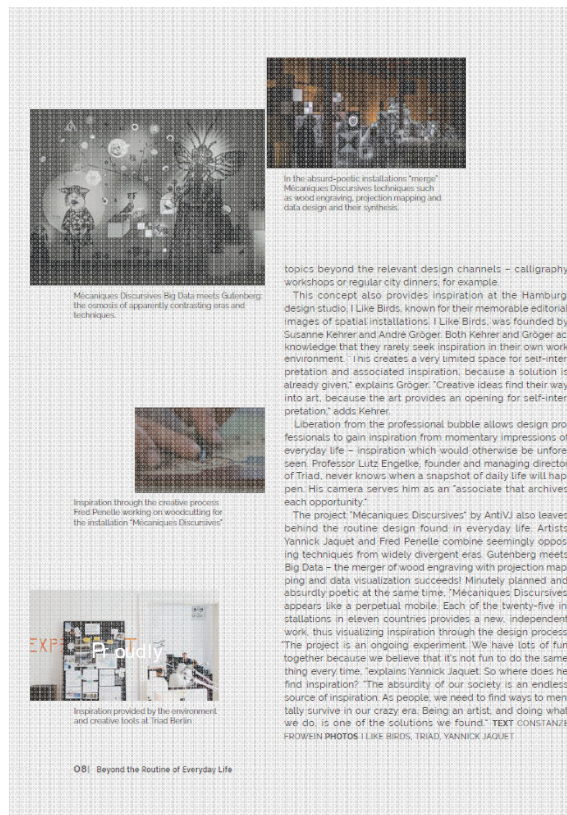


Advertisements

1/1 page bleed - FULL PAGE



FORMAT

170mm x 240mm

(approx. 6.69 x 9.45 inch)

An additional 3 mm (0.2 inch) bleed margin must be included on every side.

-  bleed margin 3mm
-  your placement

246mm

Advertisements

1/2 page bleed - SLIM



IFES Global Village
The story behind the story
TEXT IFES

During EuroShop, the leading trade show for shop-fitting and exhibition design, IFES will present itself together with 18 members. We call it the IFES Global Village. Here, partners will meet, find answers, enhance their business, or simply enjoy a cup of coffee.

The IFES Global Village will be situated in Hall 4, Stand F36. Besides the Global Village, IFES is content partner of the Expo + Event Forum also situated in Hall 4. The Expo + Event Forum aims to create an added value for the visitor, providing latest news on trends, innovations and best practice. The Forum will run during EuroShop hours and be free of charge.

When attending a trade fair as an exhibitor, the intention of an exhibition construction company is to show their vision, their design creativity and the realization of the ideas through their craftsmanship.

The designer of the booth, Hans de Wit, has created a space offering the above to all of the 18 partners. His concept – open to the outside – offers the exhibitors the possibility of presenting their businesses in a kind of virtual cube of a dimension of 3 m x 3 m x 4 m. Thanks to this concept, all the 18 exhibitors can have creative freedom and, at the same time, they can take advantage of a market place of possibilities created in the center of the booth. This area will be filled with IFES activities.

The Global Village is a very particular kind of joint participation. Companies from A - Argentina to ZA - South Africa are presenting themselves on an area of 500 m². IFES is placed literally in the heart of this space, in the middle of all its members and, of course, IFES welcomes all members, future members, partners and friends of the International Fairbusiness to this market place. In addition to the opportunity of finding future partners, visitors will find all kind of information regarding ongoing IFES projects.

Hospitality and cordiality have always been very important to IFES. In order to emphasize the warm and informal atmosphere. →

90mm

84mm



240mm

246mm

FORMAT

84mm x 240mm (approx.)
3.31 x 9.45 inch

An additional 3 mm (0,2 inch) bleed margin must be included on every side.

-  bleed margin 3mm
-  your placement

Advertisements

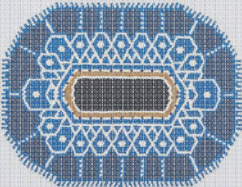
1/2 page bleed - WIDE

of the international community – signed up on COP 21, going with strong policies on our main business places.

In Europe, for instance, the EU non-financial reporting obligation is effective since the begin of 2017.

During the last IFES summit in Istanbul, the sustainability committee gathered 10 members, from Turkey, France, Germany, South-Africa, Portugal and Greece.

Strengths by this internal dynamic, three main goals and a first action plans have been defined.



Learning by doing: The advantages of using ECOLOGES by IFES

Combined with local tools, such as developed by FAMAB, UNIMEV, etc. the IFES event organizers will dispose of a precise, comparable and scalable tool, fitting with any local configuration.

The tool allows to inform the relevant CO2 indicators of the event industry – either for actors producing and building-up events – or/and for actors operating events – considering the event as a service offer with infrastructure-oriented indicators.

It can be used during the global management process of any event project – from its planning to its end of life cycle. It enables the teams to improve the impact of the event and to measure and

report the avoided emission on a relevant basis and in a dynamic way. It helps to take the best adapted decision during the global process.

The kick-off: IFES SUMMER CAMPUS 2017 in Montpellier

From the conception of the event, sustainability has been integrated into the reflection with the aim of limiting the environmental impact of the event and involving local actors.

A precise action plan is yet defined and the impact of the event will be measured by several indicators: the environmental footprint, economic spin-offs, territorial, and national tax consequences, social, scientific, tourism, media and territorial impacts. All those

indicators that make the congress even more valuable. The Sustainable Committee asked a partner to bring its expertise in this project. The results extracted by using the available calculators will allow IFES to take part in a virtuous approach, aimed at continuous improvement for future editions.

IFES will commit itself to three major sustainable development issues:

- Limit the impact of the congress on the environment
- Fostering territorial anchoring
- Sensitize participants and suppliers to good practices to pass on a legacy for the entire sector

ecologes event®
IFES

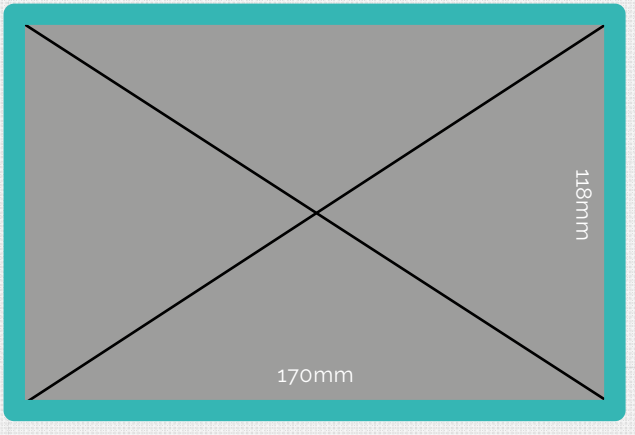
IFES takes the lead

The IFES congress, our yearly main event, will become, for at least the next three years, a living showcase of implementing sustainability and CO2 reporting in the event industry.

Our goal: involve and train our members to impact measuring and CO2 tracking. That for, IFES signed a partnership with ECOLOGES, an independent, simple, precise and fast evaluation software of CO2 emissions of any event. The calculator offers a comprehensive database, integrated into a software, that gets accurate conversion factors.

So Paper Project: Waste of Papers
Upcycled December 2015 in Paris

DD | IFES stands for sustainability




FORMAT

170mm x 118mm

(approx. 6.69 x 4.65 inch)

An additional 3 mm (0,2 inch) bleed margin must be included on every side.

 bleed margin 3mm

 your placement



Advertising rates and sizes

Effective January 1, 2022

Placement	Available	Rate
1/1 Full page Inside Front Cover	1	1900,00€
1/1 Full page Inside Back Cover	1	1900,00€
1/1 Full page Back Cover	1	2900,00€
1/1 Full page Advertisement		1.190,00€
1/2 Half page Advertisement (slim/wide)		790,00€
Member Profile		
Profile includes Company Logo and detailed Contact Information		190,00€

Advertising contracted on a first-come, first-serve basis. Prices exclude VAT.

Return of the completed advertising reservation form serves as an agreed order and cannot be cancelled. Upon receipt of the advertising reservation form, IFES will issue an invoice. Full payment of the advertising must be received prior to stated reservation deadline.

global collaboration network.



Schedule / Ad Sizes

Here you'll find all specifications:

Deadlines:

Date of Publication **EuroShop 2023**

Closing date **16th of December 2022**

Deadline for Art work submission **16th of January 2023**

Formats:

1/1 Page: 170mm x 240mm (approx. 6,69 x 9,45 inch)

1/2 Page wide: 170mm x 118mm (approx. 6,69 x 4,65 inch)

1/2 Page slim: 84mm x 240mm (approx. 3,31 x 9,45 inch)

An additional 3 mm (0,2 inch) bleed margin must be added around the ad.

global collaboration network.



PDF/X-1A

Here you'll find all specifications:

Typeface All type should be created in a vector format or 600dpi+ if rasterized.

Images Images should be 300dpi+

Controll All files must pass our preflight program, we will return it to you with a report of errors and can assist in fixing.

AD SPECS

IFES Worldview is printed in full color on high quality paper. All print ready submissions should be in four color (CMYK) and 300dpi.

global collaboration network.

A decorative blue wave graphic is located at the bottom of the page, spanning the width of the page. It consists of several overlapping, flowing lines in a light blue color, creating a sense of movement and connectivity.