# Maximize Your Brand Visibility at Paint & Coatings Italy 2026

Attending Paint & Coatings Italy 2026 is a unique opportunity to connect with key decision-makers, showcase your innovations, and strengthen your market presence. But how impactful will your brand be during the event?

Our sponsorship opportunities allow you to go beyond your stand and strategically position your brand in front of a highly targeted audience. Whether your goal is to increase brand awareness, generate high-quality leads, or establish your company as an industry leader, we offer tailored solutions to maximise your investment.

Explore the various options available and ask yourself:

- What is my primary objective? Greater visibility, visitor engagement, or exclusivity in my sector?
- Where do I want my brand to stand out the most? High-traffic areas, promotional materials, or key event moments?
- Which level of exposure aligns best with my marketing strategy?

Discover the sponsorship opportunities that will help you make a lasting impact at Paint & Coatings Italy 2026!

## Main Event Sponsor – Exhibitors -€12,500

As a Main event sponsor, this package will ensure you get the most prominent branding and highest level of exposure at and in the lead up to Paint & Coatings Italy. Comprised of a host of marketing opportunities throughout the year, the event sponsorship package is exclusively for *up to three non-competing* companies. Sponsors' branding will feature on all marketing material before, during and just after the event.

### Before the event:

**Logo to appear on ALL promotional material:**

- All printed marketing material (adverts, inserts and mail outs)
- All promotional marketing email campaigns
- Homepage of the website and all other pages

**Website:**

- Dedicated Website Page under the Sponsors tab to display your brand on our website
- Company logo, profile, and hyperlink on the sponsors page of the event website
- Exhibitor listing - 100 words, logo, URL, promotional documents & contact details

**Marketing support:**

- One Bespoke email to all pre-registered attendees
- Personalised web banners, buttons, and email signatures
- Social media support for your announcements

### At the event:

- Logo to appear on all signage at the event denoting you as an 'Event Sponsor'
- Logo on the front cover and prominently throughout the event catalogue or equivalent
- Lunch and Coffee vouchers
- 5x Internal Footprints

**After the event:**

- One paragraph/quote included in the post-event Organisers Statement

## **Registration** - €4,500

- Sponsorship of online registration page
- Company Logo to appear on the registration page of the website and a short message and logo to appear on the confirmation email attendees receive once they have registered
- Company Logo to be prominently displayed on the registration desk at the event
- One piece of promotional material available at registration desk *(A5 or smaller, supplied by sponsor)*
- Company logo, profile, and hyperlink on the sponsors page of the event website
- Social media support for your announcements

## **Exclusive Delegate Bag –** *(Confirmed Sponsor 2026 – IMPAG)*

- Company logo printed on every delegate bag. The bags will have a dual logo (sponsor and P&C logo) produced by the sponsor to a mutually agreed design.
- Company logo, profile, and hyperlink on the sponsors page of the event website
- Delegate bag will be given to all attendees on arrival.

## **Lanyards** – *(Confirmed Sponsor 2026 – Alberdingk Italia)*

- Lanyards printed with your logo and given to all attendees at the Registration Desk
- Your company brand is worn by all attendees and seen repeatedly.
  Please note lanyards will have to be designed by a mutually agreed design and provided by the sponsor.

## **Visitor Badge** – €3,200

*Must be non-competing company to Lanyard Sponsor*

- Exclusive sponsorship
- Company logo printed in colour on every badge, denoting you as 'Badge Sponsor'.
- Company logo, profile, and hyperlink on the sponsors page of the event website

## **Coffee Voucher** - €2,500

- Vouchers are one of the most sought-after items by attendees. Visitors arriving at the event before 10:00 AM are entitled to a free coffee voucher. It's a great way to say, "Coffee is on us. Arrive early so you don't miss out!"

## **Lunch Voucher** - €3,100

- Vouchers are one of the most sought-after items by attendees. Visitors arriving at the event before 10:00 AM are entitled to a free lunch voucher. It's a great way to say, "Lunch is on us. Arrive early so you don't miss out!"

## **Coffee & Lunch Voucher** - €4,500

- Vouchers are one of the most sought-after items by attendees. Visitors arriving at the event before 10:00 AM are entitled to a free coffee and lunch voucher. It's a great way to say, "Coffee and lunch are on us. Arrive early so you don't miss out!"

## **Catering Area** - €2,500

Exclusive sponsorship of the catering area. Used by visitors and exhibitors at lunch & breaks, it provides the opportunity for key personnel in the market to engage with your brand.

- Company to provide 2 x pop ups to be displayed in the Catering Area
- Distribute Company Literature on the Catering area tables.

## **Networking Drinks Reception Day 1** - €4,500

- Sponsor to welcome attendees to a Drinks Reception on one afternoon of the event
- Offers an excellent way for you as the sponsor to attract additional attendees to your stand during the break
- Any socials and mailers promoting the Drinks Reception will say 'Sponsored by' and your logo
- Drinks Reception is promoted in our newsletter, sent to pre-registered attendees

## **Visitor Gift** - €2,000

- Provide a branded visitor gift to be made available for all event attendees at registration
- Gift also placed in different areas
- Complimentary sponsored gift promoted pre-event to pre-registered attendees

## **Exclusive HTML Email to Pre-Registered Attendees** - €2,500

*Limited opportunities*

- Opportunity to send a bespoke HTML to all pre-registered attendees, *finished copy supplied by exhibitor.*

## **Conference Stationary** - €1,500

- Opportunity to provide Pads & Pens for delegates and speakers, which will be available in the Conference room of your choice.
- Sponsor to supply branded products and is responsible for replenishing them during breaks.

## **Advertising in the Pocket Guide – Full Page** - €495

- The Pocket Guide is distributed free to all exhibition visitors, guaranteeing maximum contact numbers.

## **Advertising in the Pocket Guide – Full Page – Back Cover** - €720

## **Advertising in the Pocket Guide – Inside Back or Inside Front Cover** - €595

## **Company or brand logo on the floorplan in the Pocket Guide** - €250

- Your company logo will appear on the floorplan of the Pocket Guide and your stand will be highlighted in colour. The free distribution to all visitors guarantees top contact figures.
- Maximum 4 available

## **10x Internal Footprints** – 2.000€

Turn Every Step into a Lead!
Capture attention where people least expect it! Floor stickers guide visitors straight to your brand, create impact, and boost brand awareness effortlessly.