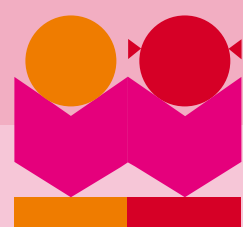


**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



An event by  
**Bologna  
Fiere**

**BOLOGNA  
BOOK  
PLUS**



**Bologna  
Licensing  
Trade  
Fair**

**62<sup>nd</sup> edition**  
**31 March-3 April**  
**2025**  
**Bologna - Italy**

# **BCBF 2025 Business Guide:**

# **Media&Marketing Solutions**

For more than 60 years BCBF has been THE event in the children's publishing industry. Over **1,500 exhibitors** and **31,000 professional visitors** flock to the event each spring to experience the world of children's books, illustration and multimedia content. BCBF is much more than just a trade fair, both a vibrant business hub and a creative workshop space, where past and future happily meet the present.

The fair has succeeded in bringing together a unique and diverse global audience and is now an unmissable show where everyone can explore the changing and multi-layered children's publishing landscape led by the printed book, which remains the most important agent of change and creates the forward motion for the whole world of children's media.

# BCBF 2024 – Facts & Figures

## THE FAIR

**31,735**  
TRADE VISITORS

**1,523**  
EXHIBITORS

FROM  
**94**  
COUNTRIES  
AND TERRITORIES

**200+**  
AGENTS

**350+**  
MEETINGS  
AT THE TV/FILM  
RIGHTS CENTRE

**15** ARTWORK  
AND BOOK EXHIBITIONS

**385** EVENTS  
(international conferences, workshops, talks, awards,  
masterclasses, webinars, and interviews)

**12** INTERNATIONAL AWARDS  
(publishing prizes and illustration contests)

BCBF Invitation Programme:

**140**  
INTERNATIONAL PUBLISHERS  
FROM  
**60** COUNTRIES AND TERRITORIES

**BOLOGNA BOOK  
PLUS**



**27** EVENTS  
(training conferences, seminars,  
publisher pitches, masterclasses)

**92** SPEAKERS  
FROM

**16** COUNTRIES  
AND TERRITORIES

**2** EXHIBITIONS

**BOLOGNA  
LICENSING  
TRADE FAIR/KIDS**



**600+**  
REPRESENTED  
BRANDS

**INTERNATIONAL  
KIDS LICENSING DAYS**

**45** INTERNATIONAL  
SPEAKERS

**245** LICENSING  
PORTFOLIO REVIEWS

# BCBF 2024 – Facts & Figures

## DIGITAL PROJECTS & INITIATIVES

**BOLOGNA**

Global  
Rights  
Exchange

The online platform for international rights,  
distribution and licensing of content

**1,100+**  
REGISTERED PUBLISHERS

**23,000**  
TITLES UPLOADED

**229**  
LICENSING BRANDS

**BCBF**  
galleries

Artwork  
and Book  
Exhibitions

The Bologna Children's Book Fair digital  
"museum"

**43**  
ARTWORK  
AND BOOK EXHIBITIONS  
(+11 new exhibitions)

**Illustrators  
Virtual Wall**

The digital showcase for illustrators both  
online and onsite

**1,100+**  
ILLUSTRATORS  
FROM  
**79** COUNTRIES

**BCBF  
APP**



The official app providing all the services and  
information needed to visit the trade show

**4,100+**  
DOWNLOADS  
DURING THE 2024 EDITION

**220+**  
UNDERGROUND EVENTS

## ONLINE AUDIENCE

**Web Audience**

**2 Million** PAGE VIEWS  
FROM

**190**  
COUNTRIES AND TERRITORIES

**E-Mail Marketing  
Audience**

**65,000**  
NEWSLETTER SUBSCRIBERS  
**OVER 30%** OPEN RATE

**Social  
Media  
Audience**  
(by the end of the fair)

**f 84,000**  
FACEBOOK FOLLOWERS

**@ 108,000**  
INSTAGRAM FOLLOWERS

**in 12,000**  
LINKEDIN FOLLOWERS

**t 16,600**  
TWITTER FOLLOWERS

# Advertising opportunities

BCBF

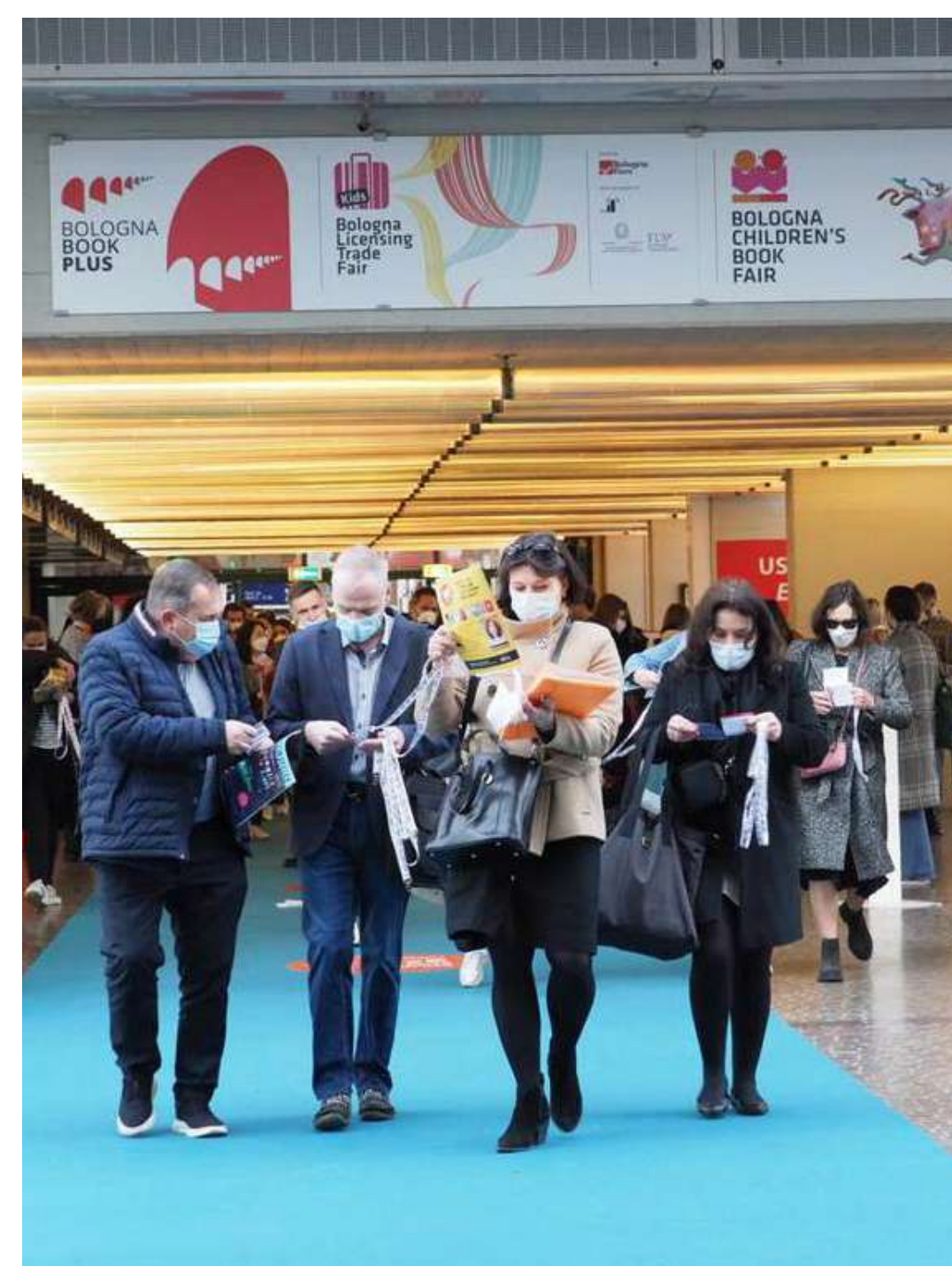
# Advertising opportunities

## Digital [PAGES 8-22]



- [WEBSITE \[p.8\]](#)
- [NEWSLETTER \[p.13\]](#)
- [SOCIAL \[p.15\]](#)
- [APP \[p.18\]](#)
- [Promo Offers \[p.20\]](#)

## Off-line [PAGES 23-44]



- [EXHIBITORS POCKET GUIDE \[p.22\]](#)
- [SPECIAL SPONSORSHIP OPPORTUNITIES \[p.27\]](#)
- [ON-SITE BILLBOARDS \[p.33\]](#)
- [EXTRA BONUS \[p.41\]](#)

**BCBF**

# **DIGITAL ADVERTISING OPPORTUNITIES**

- [WEBSITE](#)
- [NEWSLETTER](#)
- [SOCIAL](#)
- [APP](#)
- [Promo Offers](#)

# WEBSITE

## General Information

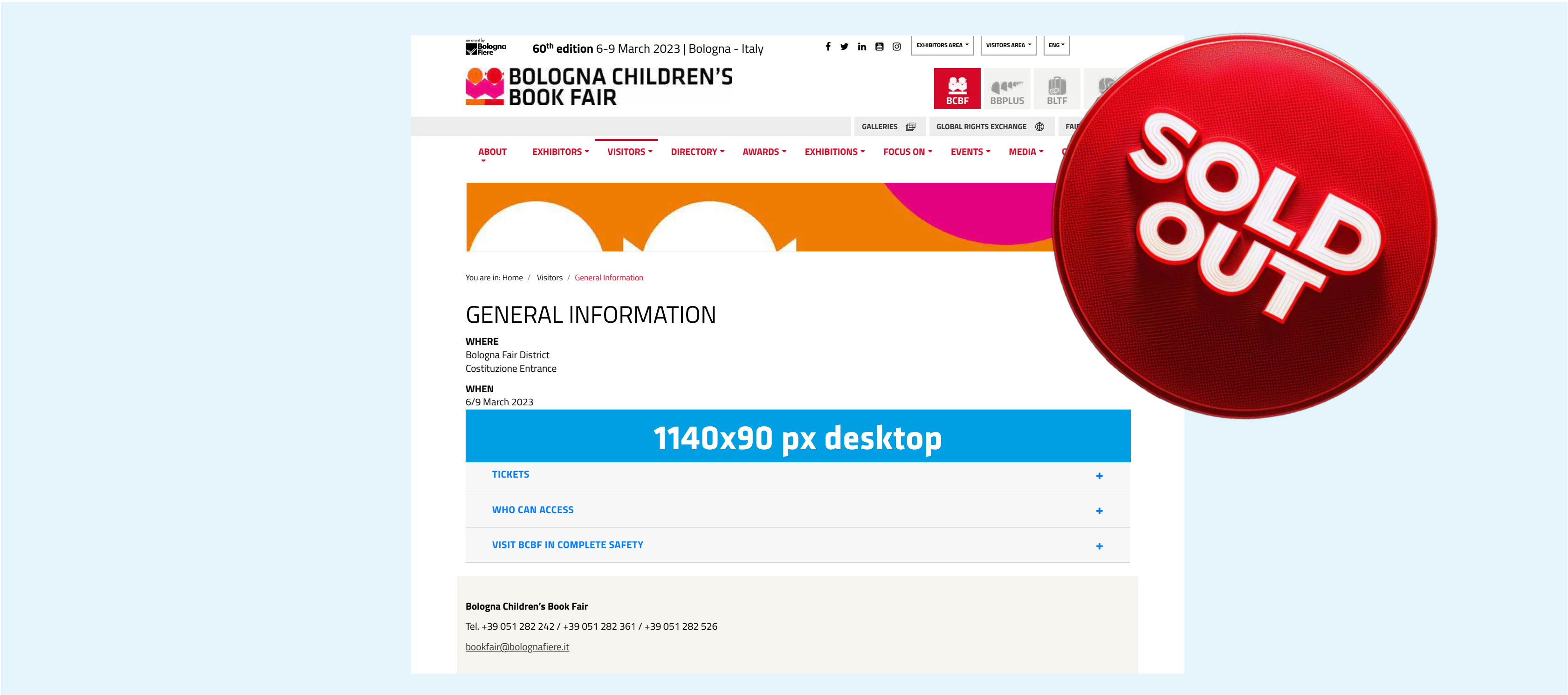
The general information page represents one of the main touchpoints of the site, registering more than 10% of total visits.

Metrics 2024	
1/11/23 - 30/4/24	
VISITS:	16,000+
PAGE VIEWS:	18,000+

Max 2 clients

LIVE FROM NOV 2024 TO APRIL 30 2025  
5 MONTHS

BANNER POSITION >>>



Type of Advertisement	Features	Technical Standards	Euros
Banner in GENERAL INFORMATION page	rectangular format in high page position	1140x90 px desktop 400x120 px mobile	2,200

WEBSITE

Exhibitors Directories

The 2025 exhibitors directories present a quick and accurate exhibitor-search filters: NAME in ALPHABETICAL ORDER, COUNTRY/REGION, MARKET SECTOR or AGE GROUP. A new SECTION filter has been added enabling exhibitor-search by the various sections and special areas making up the Book Fair.

Metrics 2024	
1/11/23 - 30/4/24	
VISITS:	17,000+
PAGE VIEWS:	130,000+

LIVE FOR 3 MONTHS  
(1 BEFORE EVENT AND 2 AFTER EVENT)

BANNER POSITION >>>



Type of Advertisement	Features	Technical Standards	Euros
Banner in EXHIBITORS DIRECTORIES pages (BCBF, BBPLUS, BLTF)	rectangular format in high page position	1140x90 px desktop 400x120 px mobile	2,200



# WEBSITE

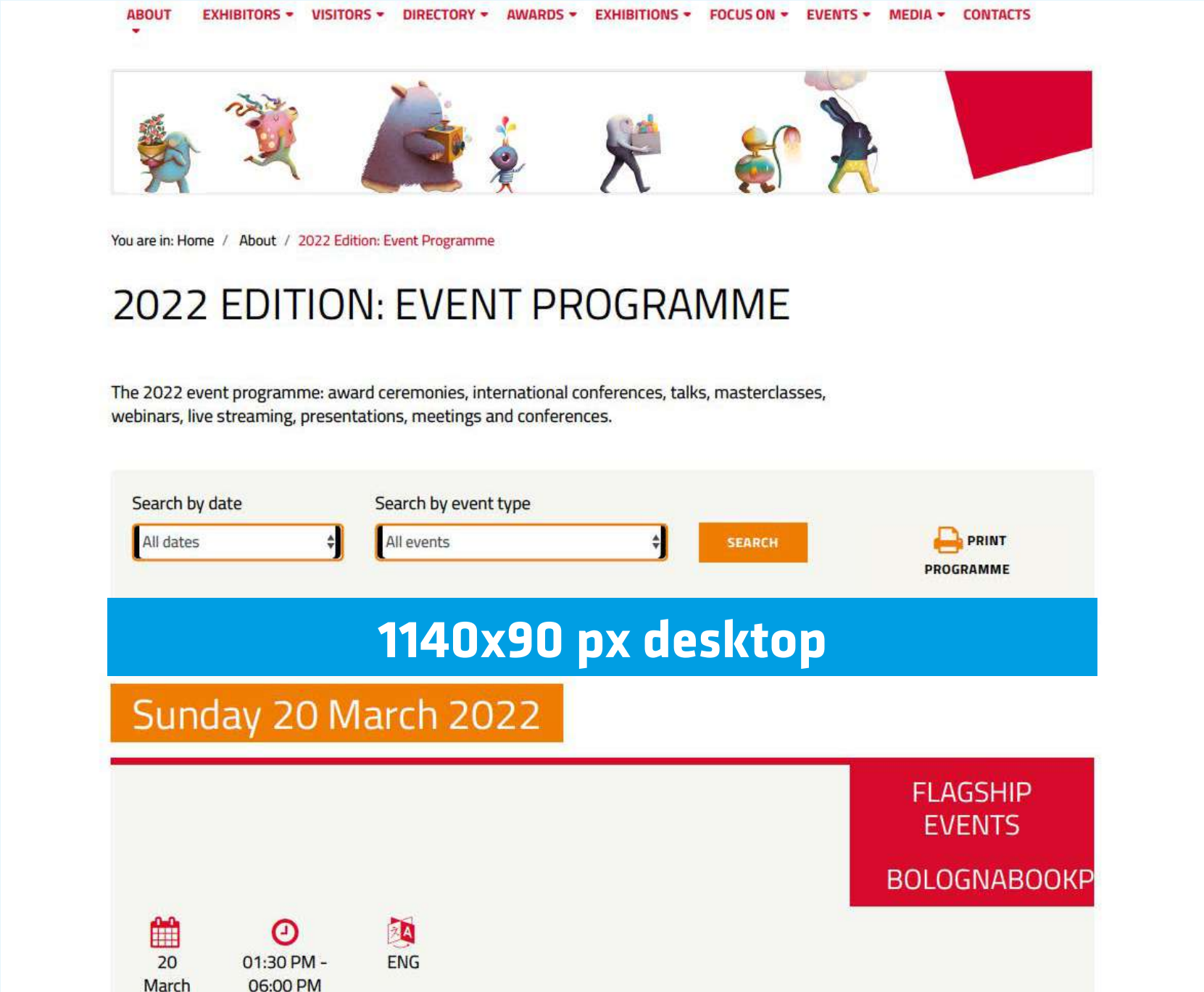
## Events Programme

The 2025 event programme will present the complete dynamic agenda of award ceremonies, international conferences, talks, masterclasses, webinars, presentations, meetings and conferences.

Metrics 2024	
26/31/24 - 16/4/24	
VISITS:	16,000+
PAGE VIEWS:	29,000+

LIVE FOR 3 MONTHS  
(1 BEFORE EVENT AND 2 AFTER EVENT)

BANNER POSITION >>>



Type of Advertisement	Features	Technical Standards	Euros
Banner in BCBF EVENTS PROGRAMME page	rectangular format in high page position	1140x90 px desktop 400x120 px mobile	2,200

WEBSITE

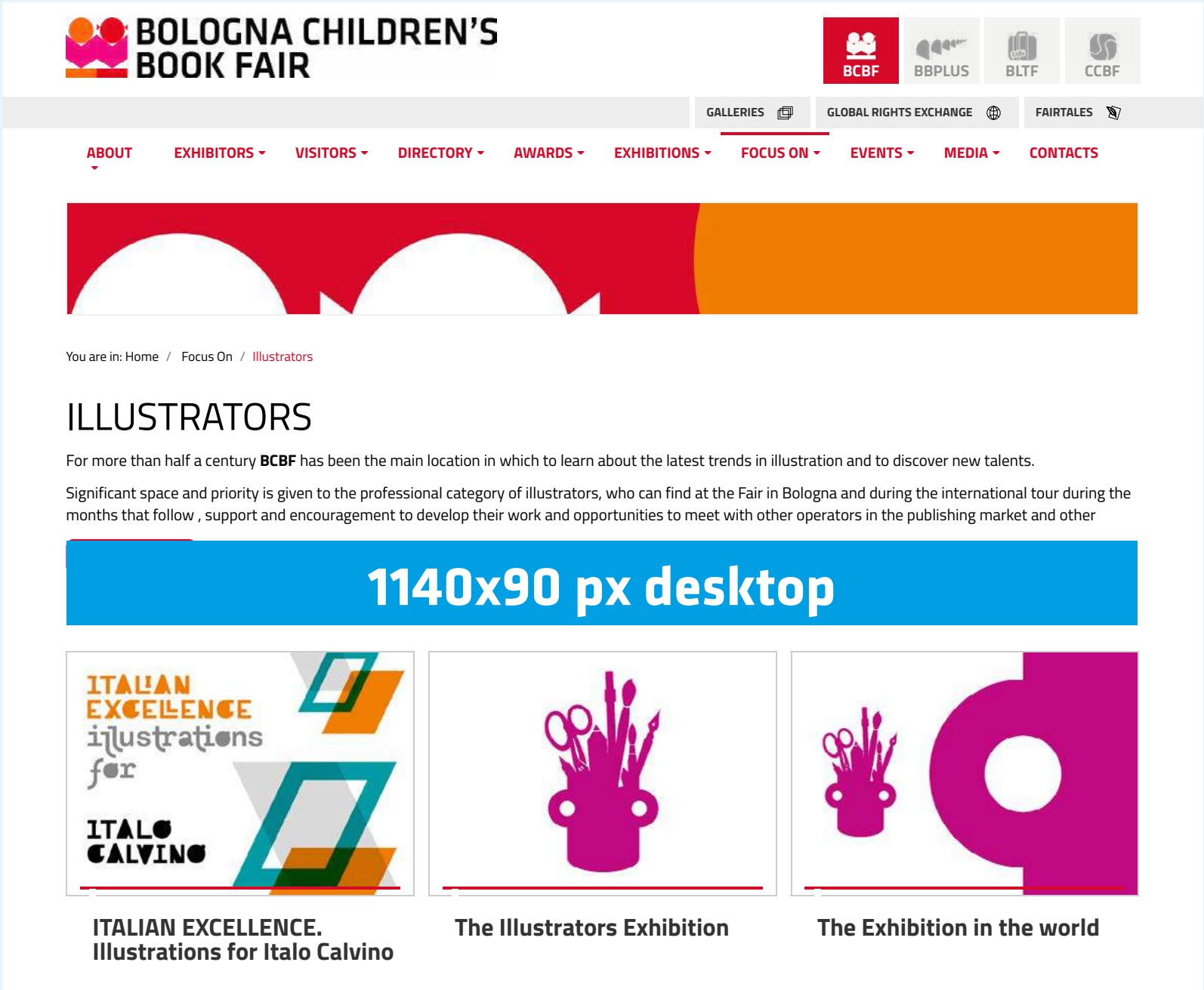
Illustrators Section

Significant space and priority is given to the professional category of illustrators, who can be found at the Fair in Bologna and during the international tour in the months that follow with support and encouragement to develop their work and opportunities to meet with other operators in the publishing market and other sectors. The Illustrators Section hosts info and details about all the international initiatives and exhibitions powered by BCBF all year long.

Metrics 2024	
4/4/24 - 30/4/24	
VISITS:	35,000+
PAGE VIEWS:	104,000+

LIVE FROM NOV 2024 TO APRIL 30 2025  
5 MONTHS

BANNER POSITION >>>



Type of Advertisement	Features	Technical Standards	Euros
Banner in ILLUSTRATORS SECTION	Rectangular format in entry page and related pages	1140x90 and 400x120 px mobile	2,200

WEBSITE

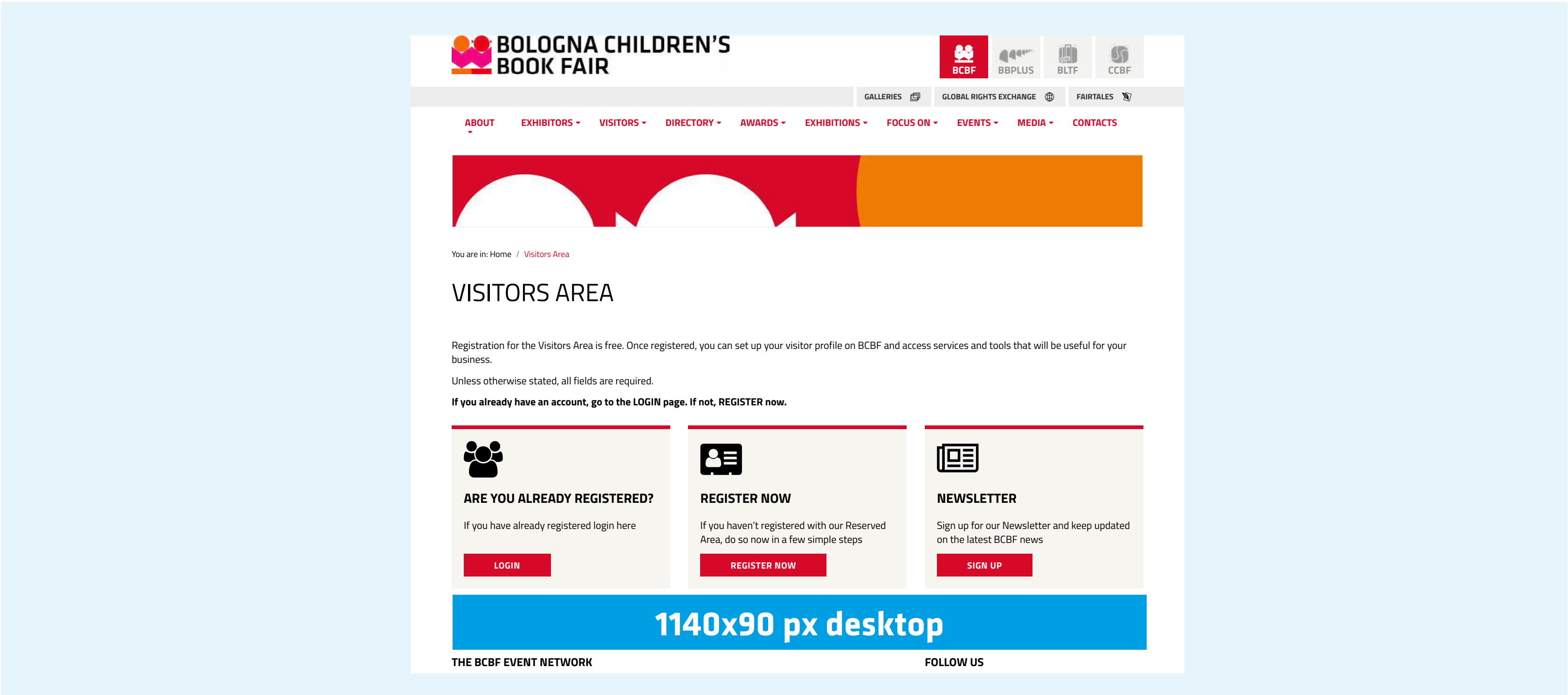
Visitors  
Reserved Area

Registration for the Visitors Area is free. Once registered, you can set up your visitor profile on BCBF and access services and tools that will be useful for your business. This is the single access area for purchasing entry tickets, accreditations as well as online services (Open Up events, applications for competition and awards, etc.)

Metrics 2023	
26/3/24 - 16/4/24	
VISITS:	50,000+
PAGE VIEWS:	255,000+

LIVE FROM NOV 2024 TO APRIL 30 2025  
5 MONTHS

BANNER POSITION >>>



Type of Advertisement	Features	Technical Standards	Euros
Banner on page ENTRY Visitors Reserved Area	rectangular format in mid page position	1140x90 px desktop 400x120 px mobile	2,800

# NEWSLETTER

## BCBF Fair News

1 banner in rectangular format at the foot of the periodical newsletter. Periodical news update for professionals registered with the trade show website.

Over 5,000 professional subscribers  
Over 30% open rate

	Type of Advertisement	Features	Technical Standards	Euros
b	1 rectangular banner	rectangular format at the foot of the newsletter	564x150	1,800
c	3 rectangular banners from January to March (before December)	rectangular format at the foot of the newsletter	564x150	4,860


Technical materials (graphics and texts) must be provided by the exhibitor.

CONTACT US TO PLAN YOUR SPACES IN THE RELEASES STILL AVAILABLE

BANNER POSITION >>>

Versione Web

Inoltre

**BOLOGNA CHILDREN'S BOOK FAIR**




**FAIR NEWS**

61ª edizione  
8-11 aprile 2024  
Bologna

Immerse yourself in children's content

Tra mostre internazionali, CCBF e il Bologna Grand Tour, negli ultimi mesi tante iniziative hanno portato BCBF in giro per il mondo, creando nuove occasioni di incontro per la sua appassionata community. Il nuovo anno si preannuncia ancora più ricco di novità, in attesa dell'edizione n.61 a Bologna (8-11 aprile) e del Congresso Internazionale di IBBY a Trieste, che ci vede impegnati in prima persona nel nostro ruolo di soci fondatori di IBBY Italia.

**IBBY 39TH INTERNATIONAL CONGRESS**





**IBBY Congress a Trieste 2024**

C'è grande attesa per il 39° Congresso Internazionale di IBBY, che si terrà in Italia, a Trieste, dal 30 agosto al 1° settembre 2024. All'insegna del titolo di questa edizione - *Join the revolution! Giving every child good books* - il programma comprenderà conferenze, workshop e mostre. Al centro del Congresso, il dibattito tra le sezioni IBBY, studiosi, associazioni e istituzioni che operano nel campo della letteratura per l'infanzia e l'adolescenza per confrontarsi sui diversi attori e motori della "rivoluzione" portata dai buoni libri. Ampio spazio sarà dato anche alla presentazione di esperienze e buone pratiche in tema di selezione, produzione e circolazione di libri di qualità, insieme alla formazione e all'educazione alla lettura. La call for papers è attiva fino al 15 gennaio.

Call for papers

Sito ufficiale

**PREMIO STREGA RAGAZZE e RAGAZZI**



**Premio Strega Ragazze e Ragazzi**

Sono Matthew Cordell, Inés Garland e Dan Gemeinhart i vincitori dell'ottava edizione del Premio Strega Ragazze e Ragazzi. Per sostenere l'importanza del lavoro di traduzione, anche i traduttori dei libri premiati riceveranno un premio di pari entità offerto da BolognaFiere.

564x150

# NEWSLETTER

# BCBF DEM

## 1 Company customized DEM sent to the BCBF database

**Over 60,000 professional subscribers**  
**Over 30% open rate**

**Max 2 clients**

	Type of Advertisement	Features	Technical Standards	Euros
	1 DEM	rectangular format at the foot of the newsletter	564x150	3,000

*Technical materials (graphics and texts) must be provided by the exhibitor.*

**CONTACT US TO PLAN  
NEWSLETTER ALL YEAR  
LONG**

## BANNER POSITION >>>



# BCBF SOCIAL

- » Facebook
- » LinkedIn
- » Instagram



#BCBF

#BBPLUS

#BLTF

An extra large community!

*Technical materials (graphics and texts) must be provided by the exhibitor.*

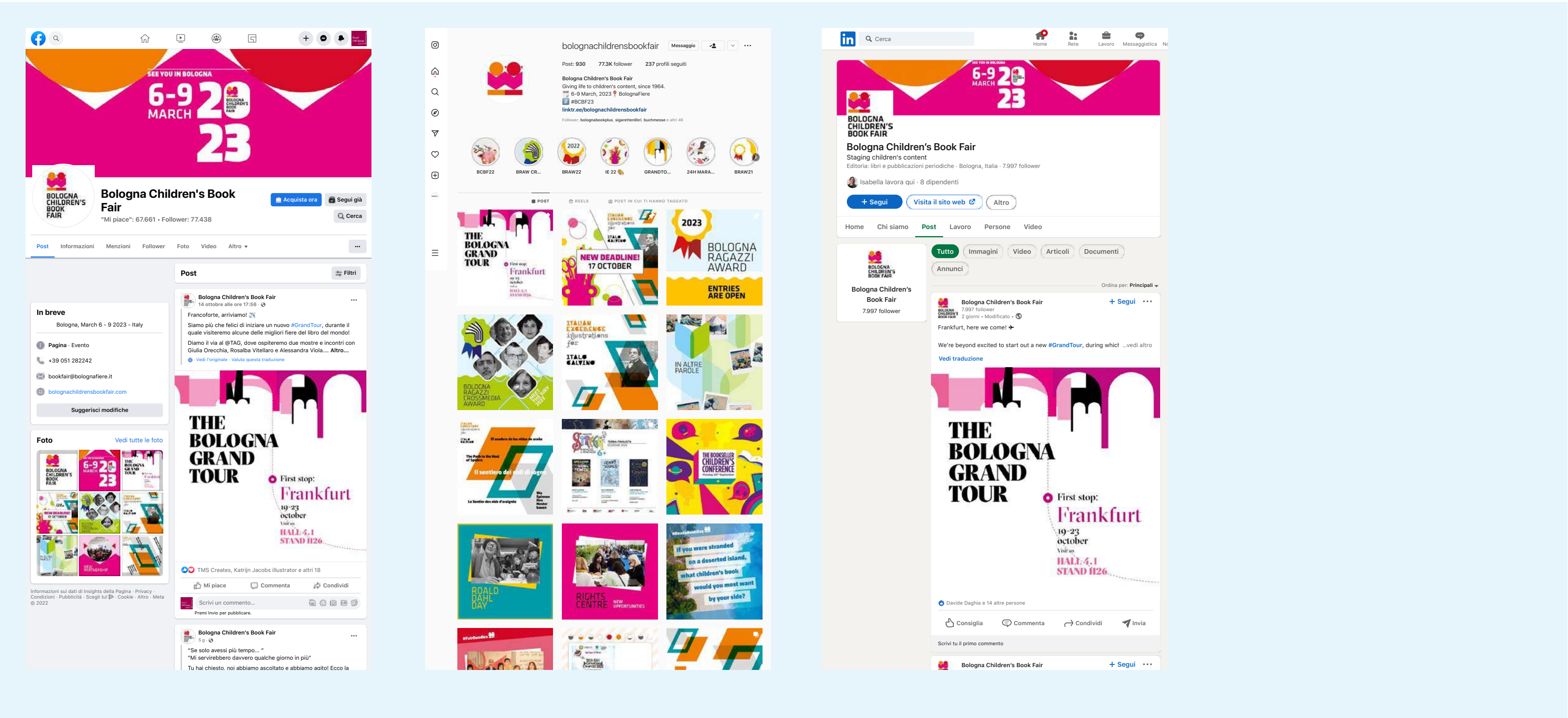
# BCBF SOCIAL

# Social Network

Photos, video, texts, links, events.  
Social networks are a fully integrated component of BCBF’s strategic digital media communication plan.

CONTACT US TO PLAN A CUSTOMIZED SOCIAL CAMPAIGN ON OUR CHANNELS

CONTENT SHARING >>>



*Technical materials (graphics and texts) must be provided by the exhibitor.*

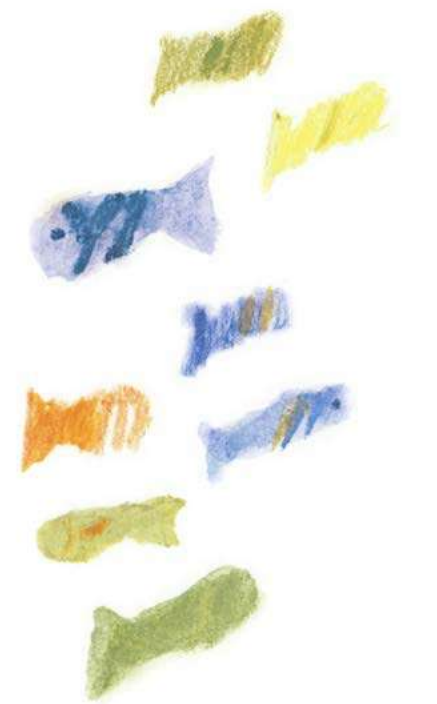
Type of Advertisement	Features	Euros
BCBF Linkedin/FB/IG posts	Promo posts / IG Stories / reels / tags/ mentions / links to Sponsor’s digital channels	TBD

# BCBF APP



BCBF 2025 will feature a free event APP designed to invite the public to fully enjoy the trade fair experience.

Become the unique sponsor of the BCBF APP 2025.



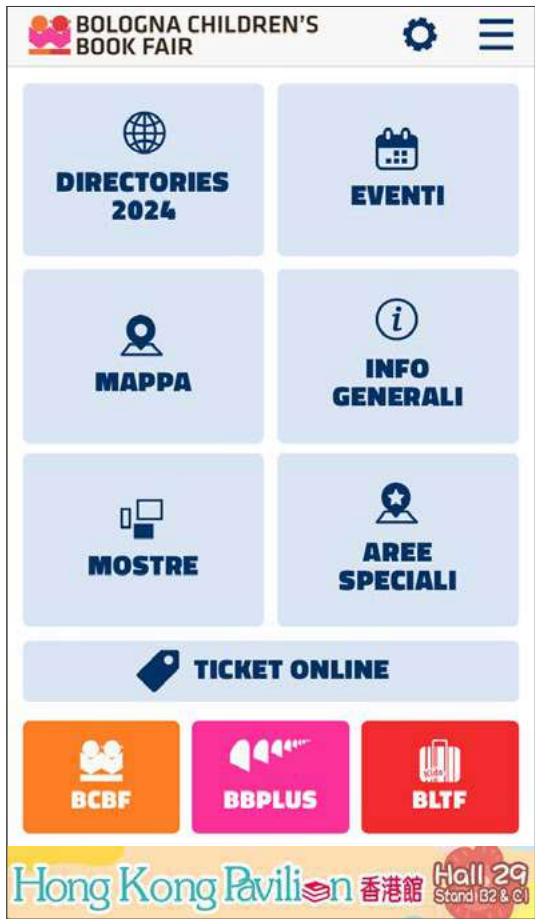
# BCBF APP

## Banner promo examples

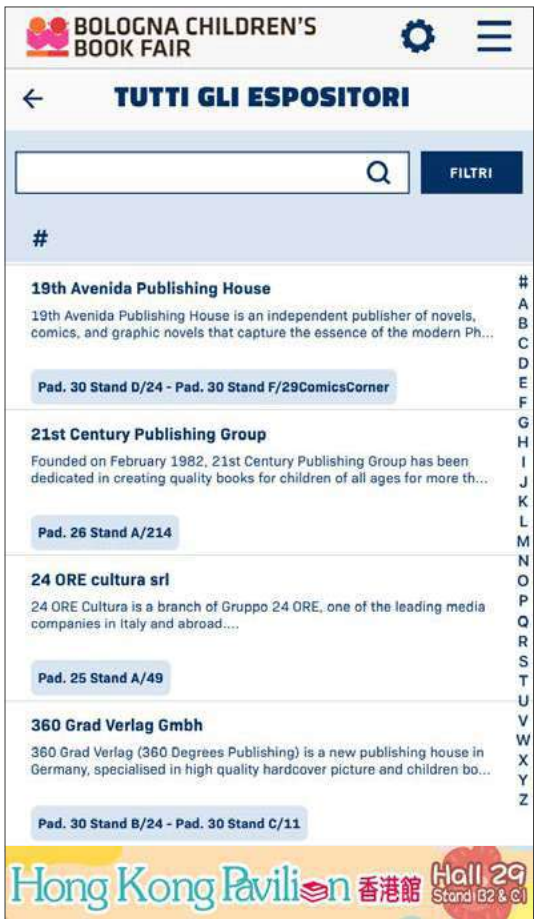
- Each branded banner in the APP will be linked to the Sponsor’s corporate website
- Sharing DB registered users (limited to users who authorise processing and use of released data)
- The BCBF 2025 APP will be available on AppStore and GooglePlay on the eve of the event



SPLASH PAGE



HOME PAGE



EXHIBITORS DIRECTORY



EVENTS PROGRAMME



UNDERGROUND PROGRAMME



GENERAL INFO

Type of Advertisement	Features	Euros
Banner	On the following pages: full splash page, Info, Event Programme, Underground Event Programme, Exhibitors, Tickets, Social, Press.	3,000

# PROMO OFFERS

- » **Fiera Basic**
- » **Fiera Premium**
- » **Fiera Gold**
- » **Fiera Top**

# PROMO OFFERS

## FIERA BASIC

1 rotating Banner (max 3 Clients) on homepage for 2 months (from mid Jan to mid April 2024)

1 rectangular Banner in BCBF Newsletter (to be scheduled in release timetable)

*FREE social media package  
(1 FB Post + 1 IGStories)*

~~Euro 4,800~~  
**Euro 3,500**

## FIERA PREMIUM

1 rotating Banner (max 3 Clients) on homepage for 2 months (from mid Jan to mid April 2024)

2 rectangular Banners in BCBF Newsletter (to be scheduled in release timetable)

*FREE social media package  
(1 FB Post + 1 IGStories)*

~~Euro 6,600~~  
**Euro 5,000**

## FIERA GOLD

2 rectangular Banners in BCBF Newsletter (to be scheduled in release timetable)

1 dedicated DEM

*FREE social media package  
(1 FB Post + 1 IGStories)*

~~Euro 7,100~~  
**Euro 5,500**

## FIERA TOP

1 rotating Banner (max 3 Clients) on homepage for 2 months (from mid Jan to mid April 2024)

2 rectangular Banners in BCBF Newsletter (to be scheduled in release timetable)

1 dedicated DEM

*FREE social media package  
(1 FB Post + 1 IGStories)*

~~Euro 9,100~~  
**Euro 6,800**

**BCBF**

# OFF-LINE ADVERTISING OPPORTUNITIES

- EXHIBITORS  
POCKET GUIDE
- SPECIAL  
SPONSORSHIP  
OPPORTUNITIES
- ON-SITE  
BILLBOARDS
- EXTRA BONUS

# EXHIBITORS POCKET GUIDE (PRINTED IN MORE THAN 10,000 COPIES)

- A. Full colour page**
- B. Bookmark**
- C. Cover Stripe**

# EXHIBITORS POCKET GUIDE (PRINTED IN MORE THAN 10.000 COPIES)

## A. Full colour page

A full-page advert covering an entire page of the Exhibitors' Pocket Guide distributed free throughout the Fairground.

Without any space and placement limitations, you can attract the attention of professional visitors through a vibrant picture and quirky content.

**INSIDE THE POCKET GUIDE DISTRIBUTED AT THE MAIN ENTRANCE COSTITUZIONE AND IN OTHER HIGH VISIBILITY SPOTS**



Item	Type of Advertisement	Features	Technical Standards	Euros
A	Full colour page	Subject to availability	145 x 195 mm+ 3 mm on every side	1,355
B	Special position Full Colour page	Subject to availability	145 x 195 mm+ 3 mm on every side	from 2,980 each

# EXHIBITORS POCKET GUIDE (PRINTED IN MORE THAN 10.000 COPIES)

## C. Bookmark

The bookmark advantages are many: in addition to having a practical function, it is also space-saving and lightweight for travelers.

Don't underestimate the effectiveness of an article like the bookmark from a marketing point of view: passing from one book to another it can easily become viral!

**YOUR BOOKMARK WILL BE INCLUDED IN THE POCKET GUIDE 2023 AND DISTRIBUTED THROUGHOUT THE FAIRGROUND IN HIGH VISIBILITY SPOTS**



**ONLY ONE AVAILABLE SPACE**



Item	Type of Advertisement	Features	Technical Standards	Euros
C	Bookmark inside the Pocket Guide	One sponsor	tbc	3,450

# EXHIBITORS POCKET GUIDE (PRINTED IN MORE THAN 10.000 COPIES)

## D. Cover Stripe

Maximize your visibility and be remembered by securing a space on the cover of the Pocket Guide, the tool everyone uses at the fair!

**YOUR LOGO WILL BE INCLUDED ON THE POCKET GUIDE 2023 DISTRIBUTED THROUGHOUT THE FAIRGROUND IN HIGH VISIBILITY SPOTS**

POCKET GUIDE 2024 | BCBF | BBPPLUS | BLTF/KIDS |

BOLOGNA CHILDREN'S BOOK FAIR

BOLOGNA BOOK PLUS

BOLOGNA LICENSING FAIR

BOLOGNA FIERE

With the support of

madeinitaly.gov.it

ITA

61<sup>ST</sup> EDITION  
8-11 APRIL  
2024  
BOLOGNA  
ITALY

IMMERSE YOURSELF  
IN CHILDREN'S  
CONTENT

POCKET  
GUIDE  
2024

Hong Kong Pavilion  
香港館

HONG KONG  
OUR NARRATIVE  
BOLOGNA CHILDREN'S BOOK FAIR 2024  
JOY TO READ! LOVE TO READ!

Hall 29, B2&C1

ONLY ONE AVAILABLE

Item	Type of Advertisement	Features	Technical Standards	Euros
D	Cover Stripe	One available	tbc	2,520

# **SPECIAL SPONSORSHIP OPPORTUNITIES**

- E. Branding the Bologna Children's Book Fair Bag**
- F. Sponsoring Bologna Children's Book Fair Lanyards**
- G. Characters/images for 4 days**
- H. Stickers (on the floor, wall)**
- I. Ledwall at the main entrance of the Fair**

# SPECIAL SPONSORSHIP OPPORTUNITIES

## E. Branding the Bologna Children's Book Fair Bag

A display bag is an ideal way of getting attention at the Fairground.

The branded bag becomes a street marketing tool with visitors carrying the bag with them beyond the exhibition halls and after the event.

The best way to be noticed and remembered!

FREE DISTRIBUTION  
FOR EXHIBITORS, PRESS,  
PARTNERS, BUYERS  
THROUGHOUT THE  
FAIRGROUND



ONLY  
ONE  
SPONSOR



Item	Type of Advertisement	Features	Technical Standards	Euros
E	Branding the Bologna Children's Book Fair Bag	8,000	tbc	3,950

# SPECIAL SPONSORSHIP OPPORTUNITIES

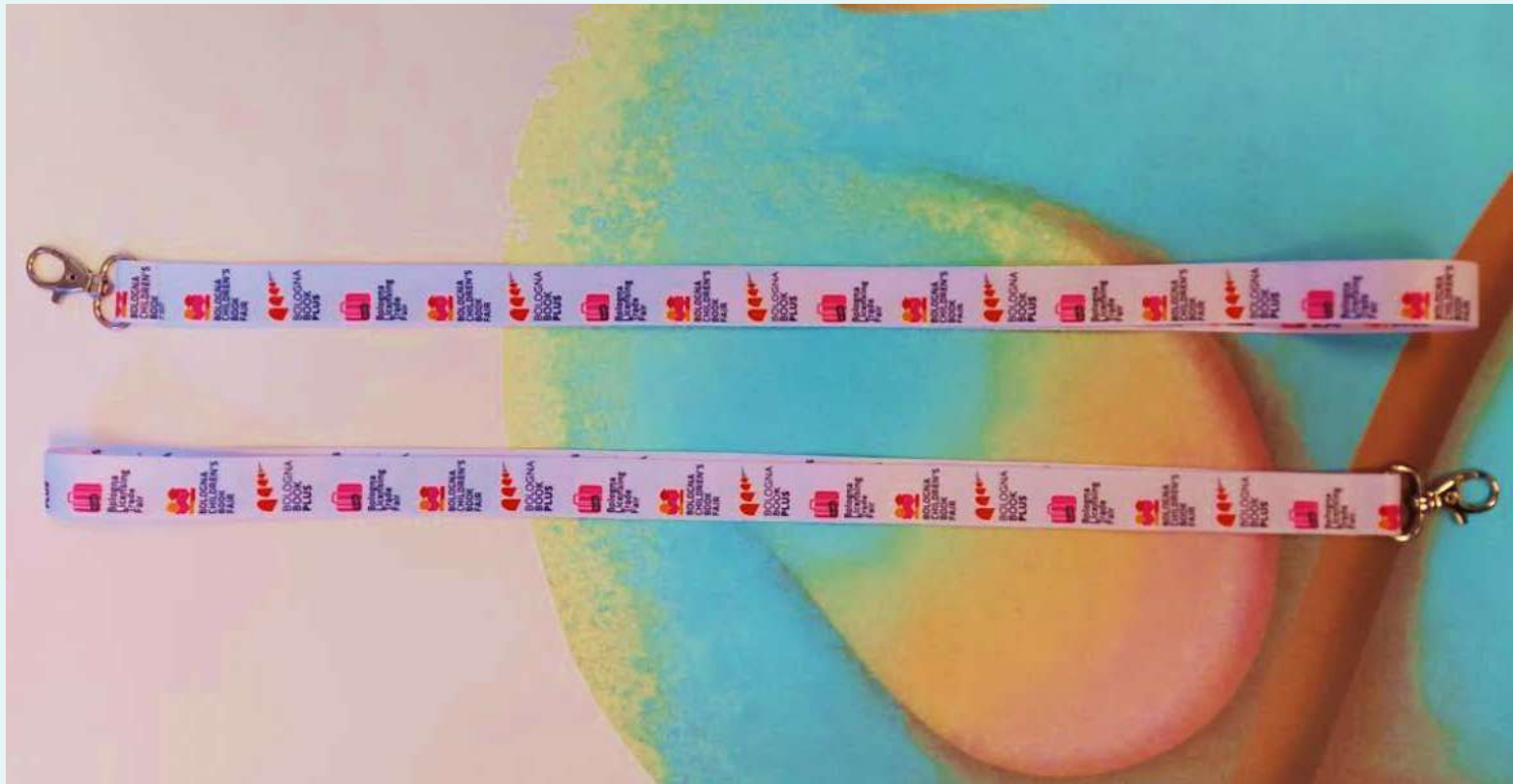
## F. Sponsoring Bologna Children's Book Fair Lanyards

Lanyards are the perfect tool for large scale events. Useful for exhibitors and visitors alike, lanyards can feature slogans, logos or company statements.

A great way to promote your business and be memorable!

FREE DISTRIBUTION  
THROUGHOUT THE  
FAIRGROUND IN Height  
VISIBILITY POINTS AND  
INCLUDED IN ALL HOSTED  
DELEGATE PACKS

ONLY  
ONE  
SPONSOR



Item	Type of Advertisement	Features	Technical Standards	Euros
F	Branding the Bologna Children's Book Fair Lanyards	20,000	tbc	10,500

# SPECIAL SPONSORSHIP OPPORTUNITIES

## G. Permission to use characters/ images for 4 days

Why not to use a character that strengthens and “humanizes” the brand itself?

This advertising option can amplify your audience and led traffic to your stand, as well as make your brand special and unique!



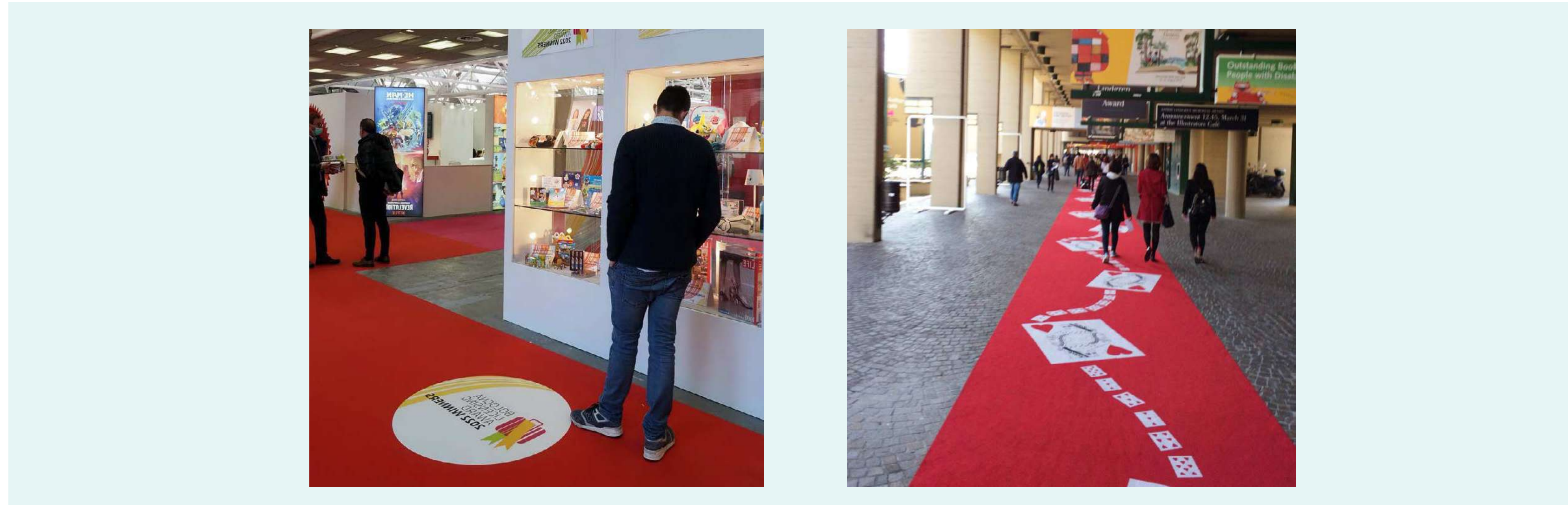
Item	Type of Advertisement	Features	Technical Standards	Euros
G	Use of company characters/images	Characters owned, managed by the exhibitor. Figurant hired by the exhibitor.	-	300

# SPECIAL SPONSORSHIP OPPORTUNITIES

## H. Stickers (on the floor, wall)

Proven to attract attention, sticker marketing has been used by all those with an important or funny message.

Sticker marketing catch viewers attention and can be placed anywhere.



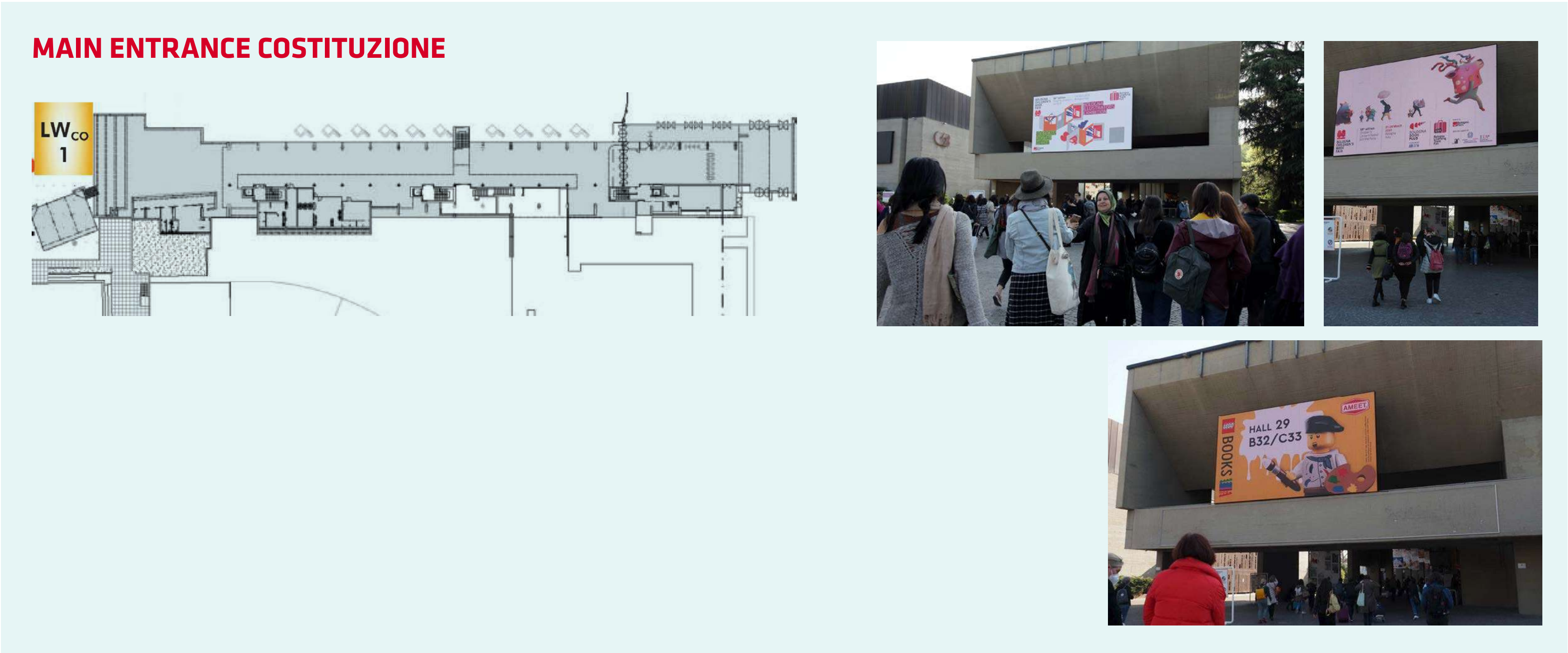
Item	Type of Advertisement	Features	Technical Standards	Euros
H	Stickers on the floor	Available inside the Halls (Service Centre excluded)	Size tbc	From 2,100
H	Stickers on wall	Available inside the Halls (Service Centre excluded)	Size tbc	From 2,100

# SPECIAL SPONSORSHIP OPPORTUNITIES

## LWco Ledwall

Technology and LED Screens are the new frontier of visual communication, especially in outdoor environments.

LED wall communication, achieved through digital installations, is extremely flexible and makes communication even more effective and impactful. Advertisers can engage creatively with the audience through dynamic, interactive content.



Item	Type of Advertisement	Features	Technical Standards	Euros
LWco	Ledwall	Max 10 exhibitors	Width 864 cm Height 480 cm	2,000 each

**NOTE:** All prices are ex VAT.

# ON-SITE BILLBOARDS

<b>Eco 1-10.</b>	<b>Double sided hardboard sign</b>
<b>Fco 1-1.</b>	<b>Double sided hardboard sign</b>
<b>Abe 16-33.</b>	<b>Double sided billboard</b>
<b>Aco 01.</b>	<b>PVC studded canvas self-supporting two-sided</b>
<b>Cco 1-20.</b>	<b>Single sided billboard</b>
<b>Dco 1-10.</b>	<b>Single sided textile hanging banner</b>
<b>Gco 1-2.</b>	<b>Single sided billboard balcony traverse staircase</b>
<b>Hco.</b>	<b>Single sided billboard balcony main entrance</b>

# ON-SITE BILLBOARDS

Billboard advertising can give extra visibility to your company, brand, new products or featured titles.

This marketing option is very effective for building brand awareness and broadcasting your business to as many people as possible. Reserve your space to have the higher number of views!



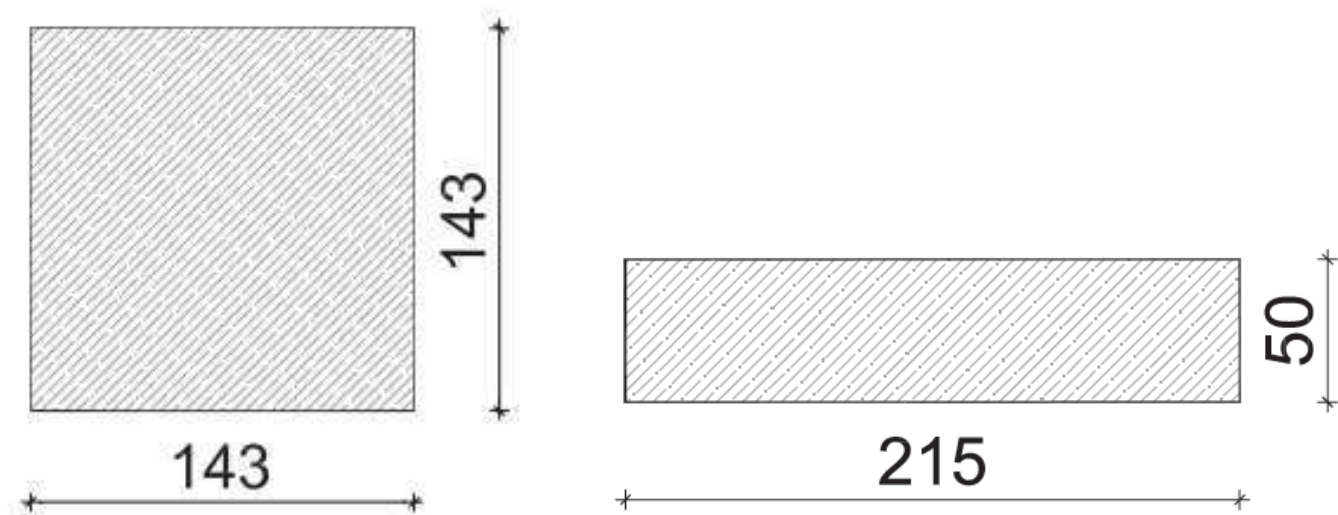
Item	Type of Advertisement	Features	Euros
Eco 1-10	Double sided hardboard sign (1 pair of billboards on the exhibition entrance side + 1 pair on the exhibition exit side)	5 incoming and outgoing positions	2,500
Fco 1-1			
Abe 16-30	Double sided billboard	54 available	610
Aco 01	PVC studded canvas self-supporting two-sided	1 available	2,000
Cco 1-20	Single sided billboard	20 available	1,030
Dco 1-10	Single sided textile hanging banner	10 available	1,890
Gco 1-2	Single sided billboard balcony traverse staircase	2 available	2,830
Hco	Single sided billboard balcony main entrance	1 available	3,255

**NOTE: All prices are ex VAT. Production included**

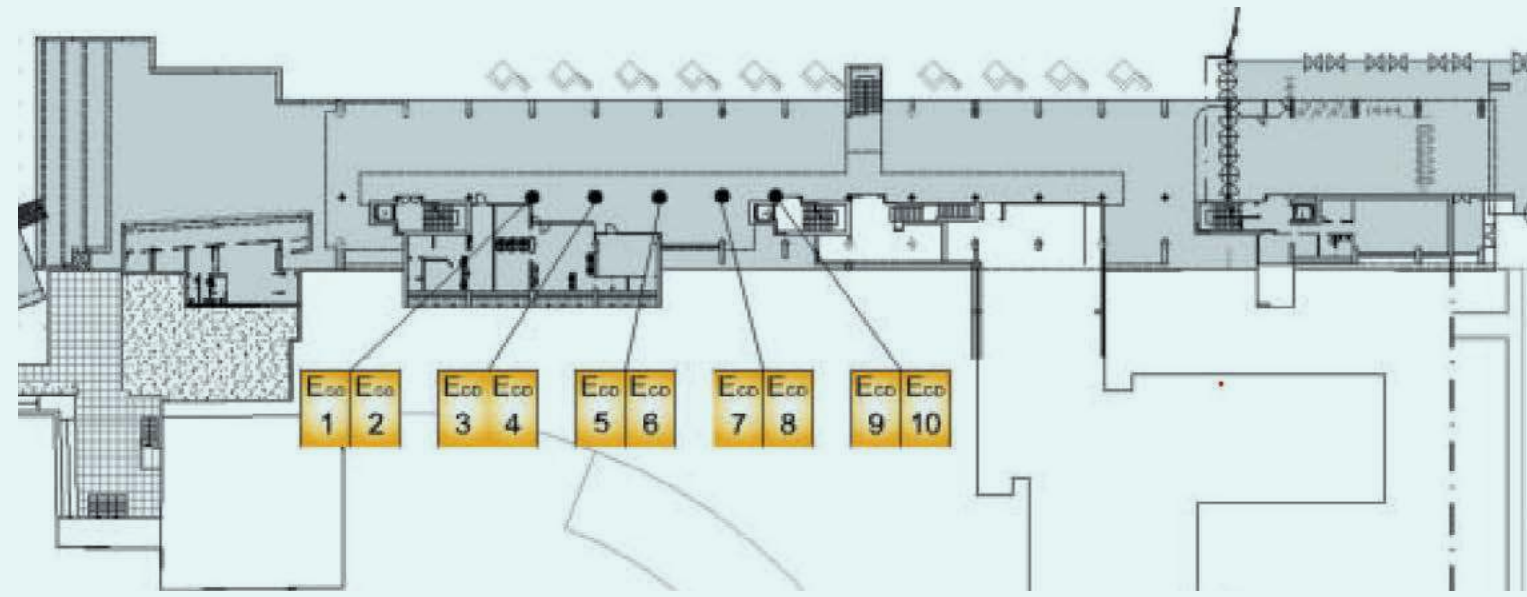
# ON-SITE BILLBOARDS

**Eco 1-10**  
**Double sided**  
**hardboard sign**

**Fco 1-10**  
**Single sided**  
**hardboard sign**



## MAIN ENTRANCE COSTITUZIONE



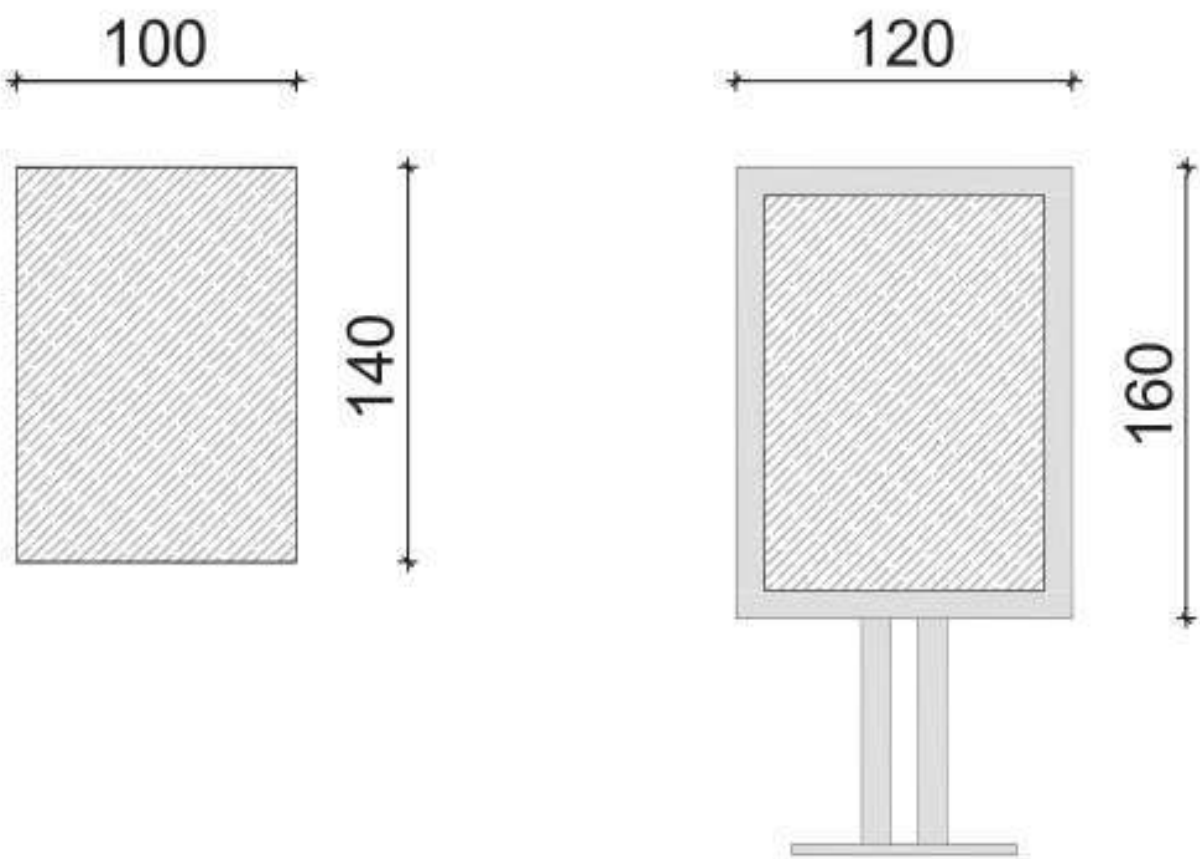
Item	Type of Advertisement	Features	Technical Standards	Euros
Eco 1-10	Double-sided hardboard sign (1 pair of billboards on the exhibition entrance side + 1 pair on the exhibition exit side)	5 incoming and outgoing positions	Width 143 cm / Height 143 cm Thickness 1,5 cm	2,500
Fco 1-10			Width 215 cm / Height 50 cm Thickness 1,5 cm	

**NOTE: All prices are ex VAT Production is included in the price.**

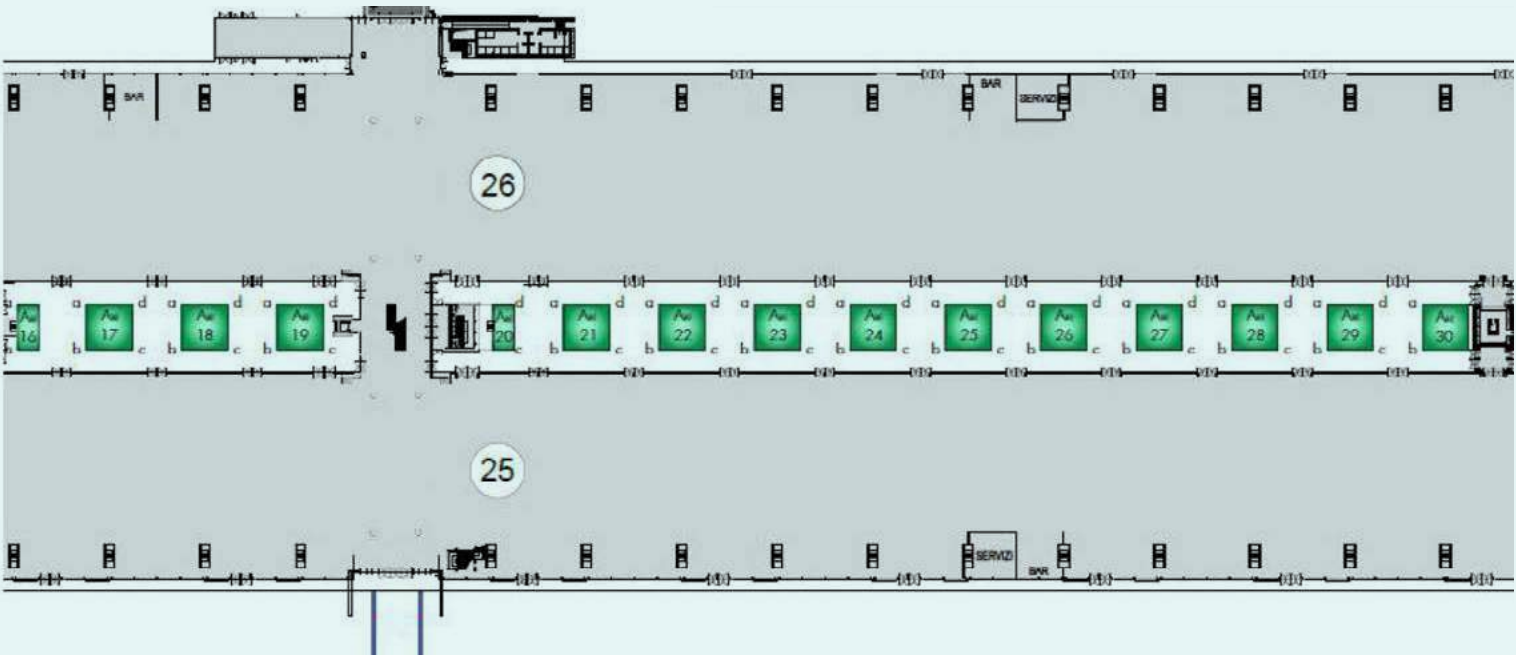
Signs and banners must be prepared by the exhibitor. Holes may be drilled during assembly for fitting onto the support structure. The Official Provider will install and successively remove all signs and standards and all relative costs shall be borne by BolognaFiere spa

# ON-SITE BILLBOARDS

Abe 16-33  
Double sided  
billboard



PEDESTRIAN PATH BETWEEN HALL 25-26  
OR IN FRONT OF HALL 29-30

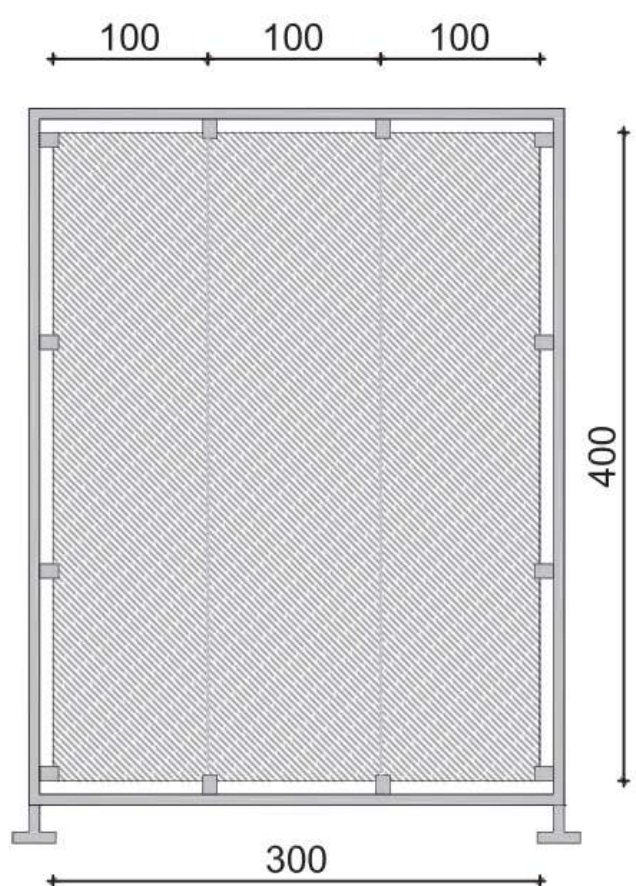


Item	Type of Advertisement	Features	Technical Standards	Euros
Abe 16-30	Double sided billboard	54 available	Width 100 cm / Height 140 cm Thickness 1-1,3 cm	610

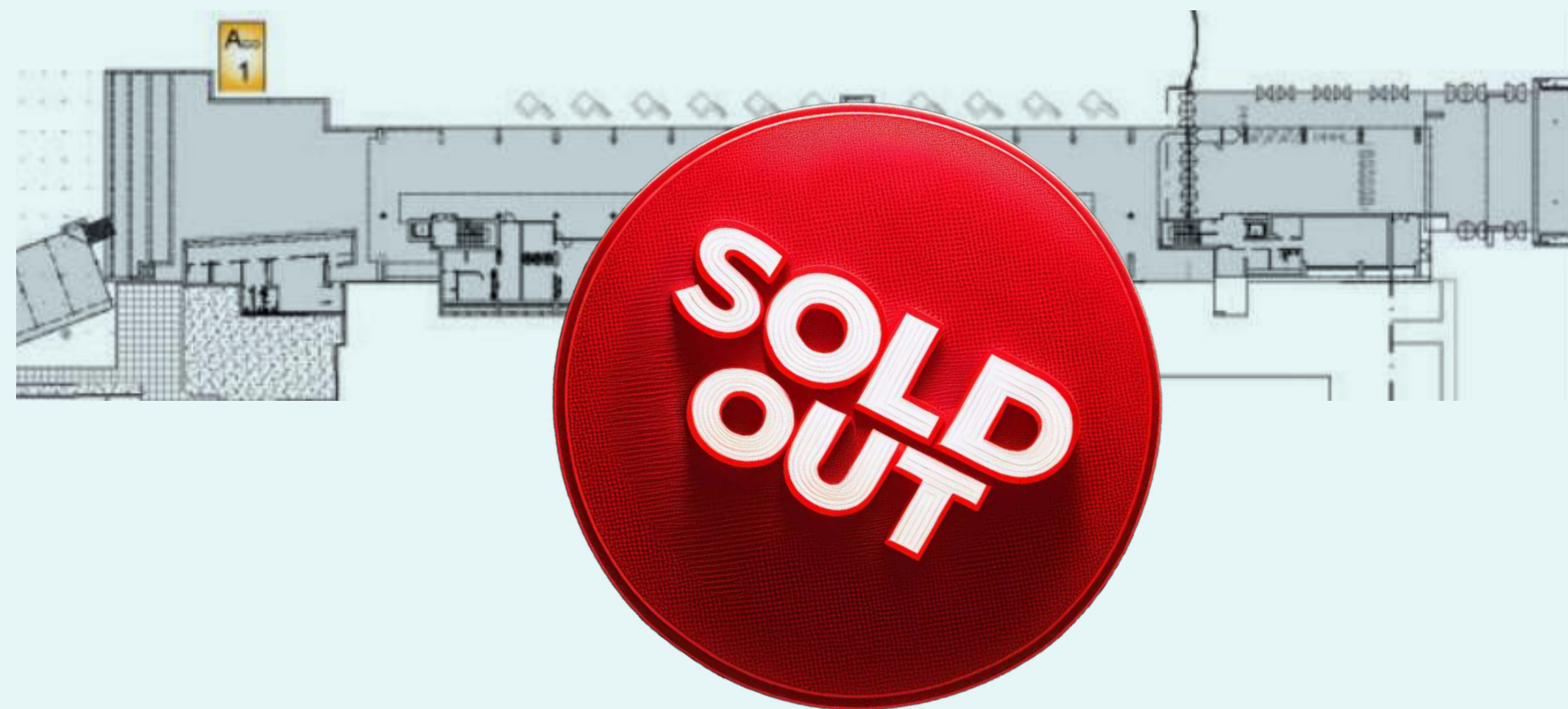
**NOTE: All prices are ex VAT Production is included in the price.**  
Signs and banners must be prepared by the exhibitor. Holes may be drilled during assembly for fitting onto the support structure. The Official Provider will install and successively remove all signs and standards and all relative costs shall be borne by BolognaFiere spa

# ON-SITE BILLBOARDS

**Aco 01**  
**PVC studded**  
**canvas**  
**self-supporting**  
**two-sided**



**MAIN ENTRANCE COSTITUZIONE**



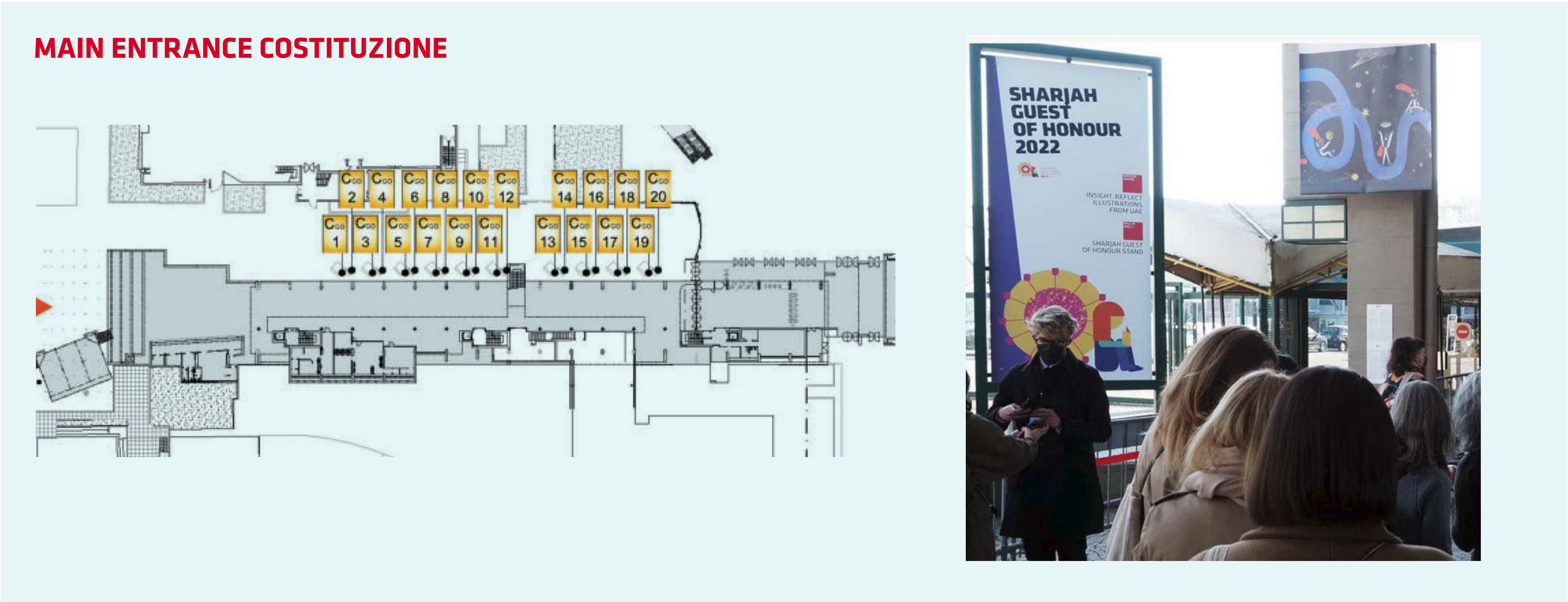
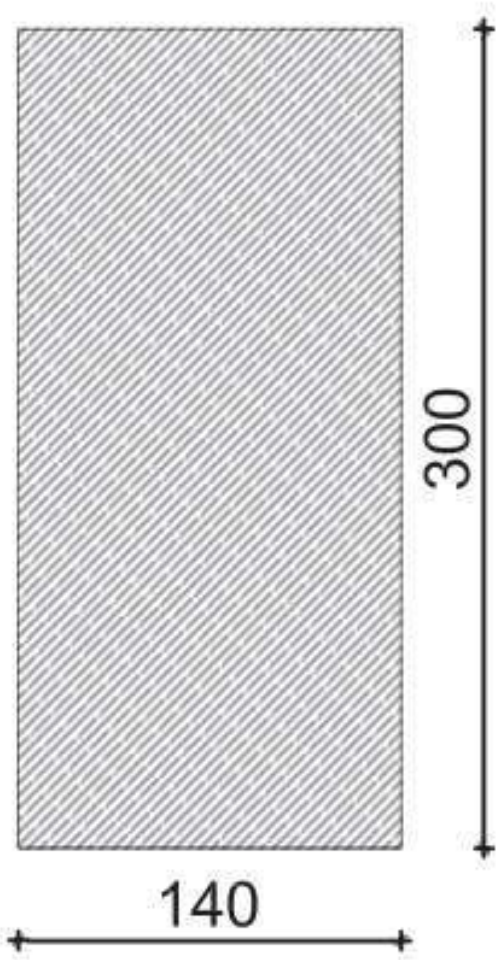
Item	Type of Advertisement	Features	Technical Standards	Euros
Aco 01	PVC studded canvas self-supporting two-sided	1 available	Width 300 cm / Height 400 cm Thickness 5 cm	2,000

**NOTE: All prices are ex VAT Production is included in the price.**

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# ON-SITE BILLBOARDS

Cco 1-20  
Single sided  
billboard

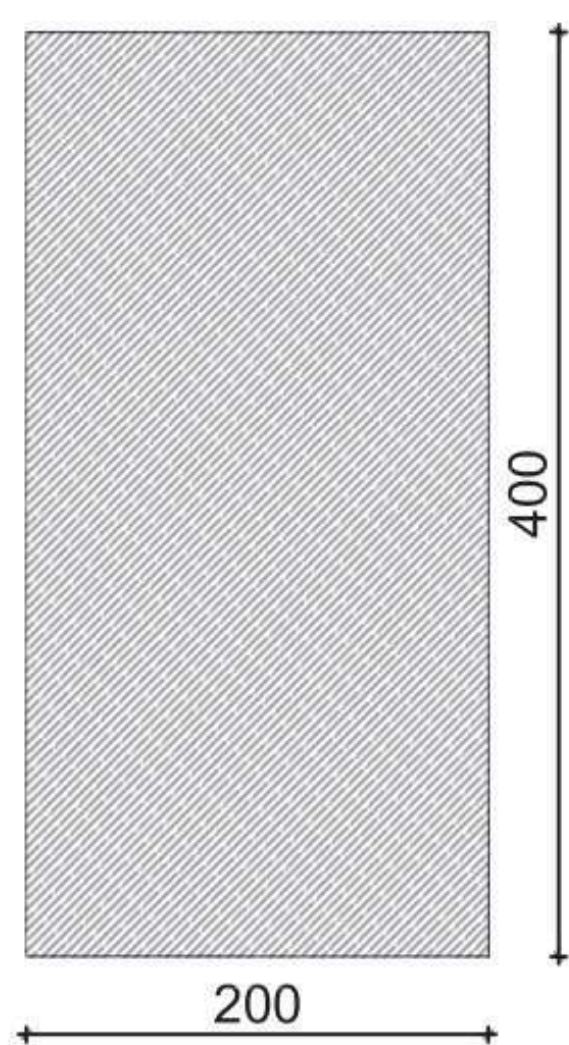


Item	Type of Advertisement	Features	Technical Standards	Euros
Cco 1-20	Single sided billboard	20 available	Width 140cm / Height 300 cm Thickness 2 cm	1,030

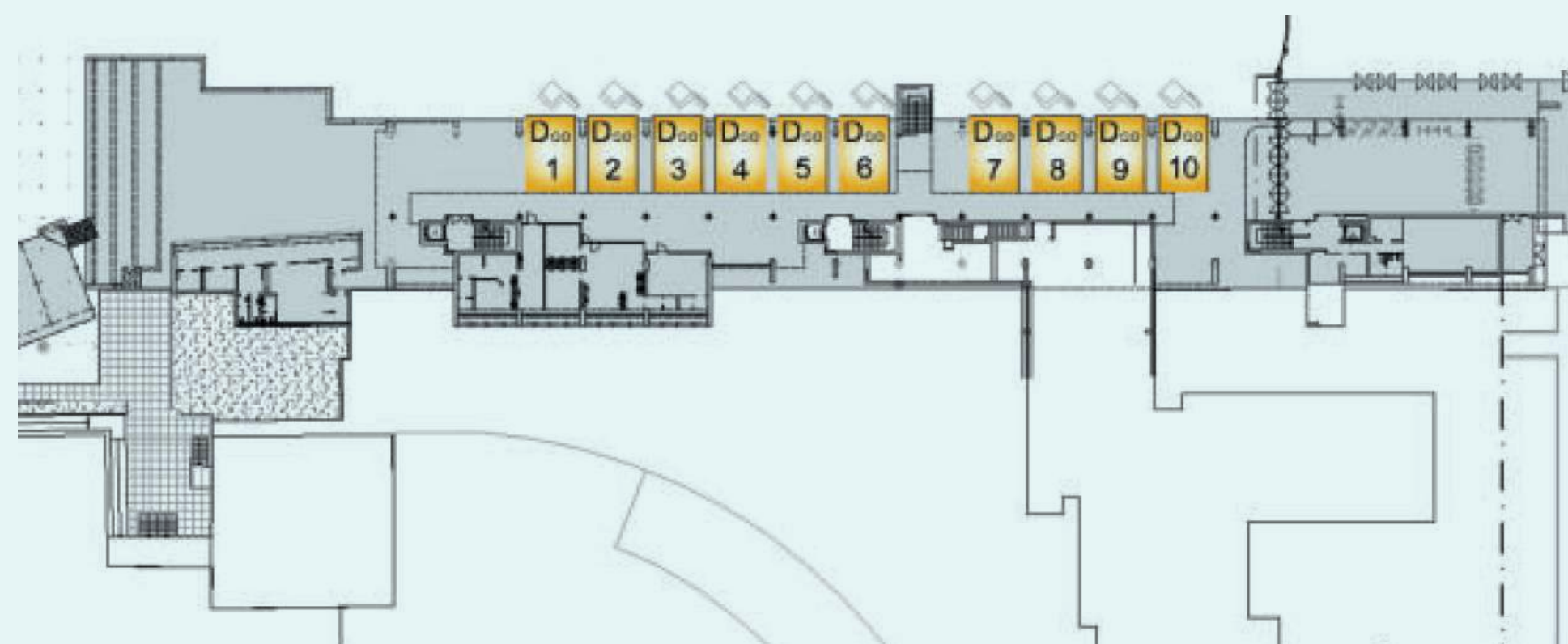
**NOTE: All prices are ex VAT Production is included in the price.**  
Signs and banners must be prepared by the exhibitor. Holes may be drilled during assembly for fitting onto the support structure. The Official Provider will install and successively remove all signs and standards and all relative costs shall be borne by BolognaFiere spa

# ON-SITE BILLBOARDS

## Dco 1-10 Single sided textile hanging banner



MAIN ENTRANCE COSTITUZIONE



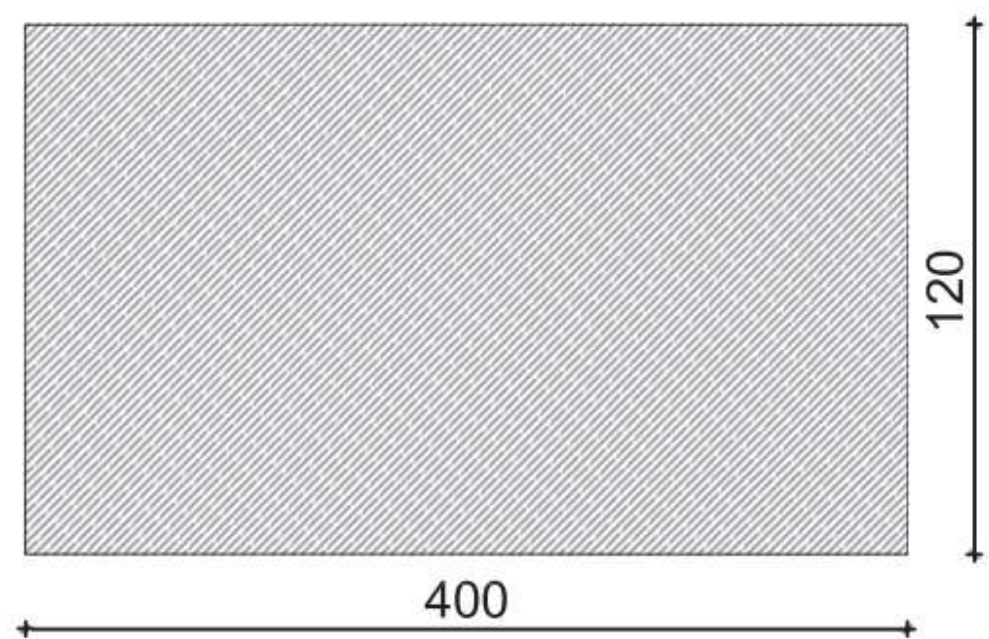
Item	Type of Advertisement	Features	Technical Standards	Euros
Dco 1-10	Single sided textile banner	10 available	Width 200 cm / Height 400 cm Thickness --	1,890

**NOTE: All prices are ex VAT Production is included in the price.**

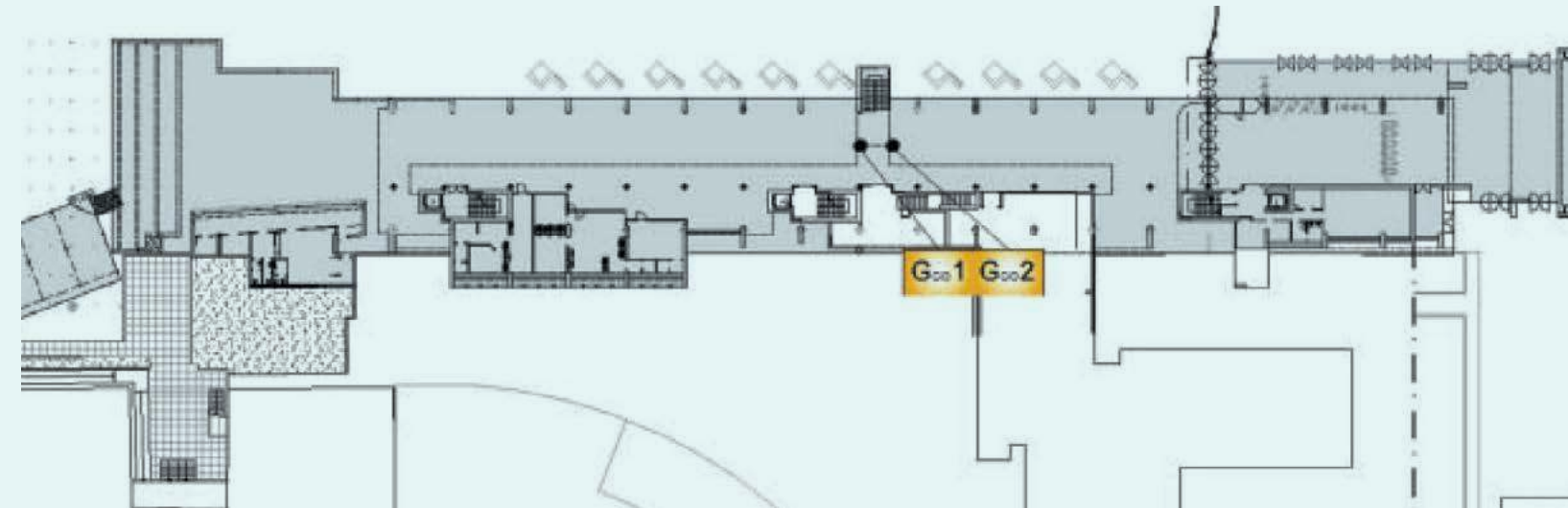
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# ON-SITE BILLBOARDS

## Gco 1-2 Single sided billboard balcony traverse staircase



### BALCONY TRANSVERSE STAIRCASE ENTRANCE COSTITUZIONE



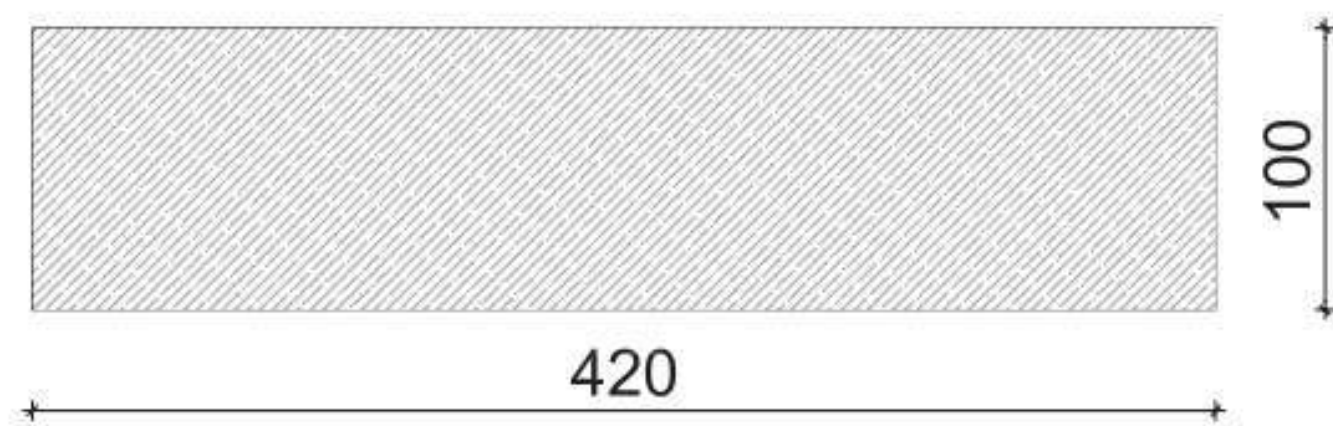
Item	Type of Advertisement	Features	Technical Standards	Euros
Gco 1-2	Single sided billboard balcony traverse	2 available	Width 400 cm / Height 120 cm Thickness 1 cm	2,830

**NOTE: All prices are ex VAT Production is included in the price.**

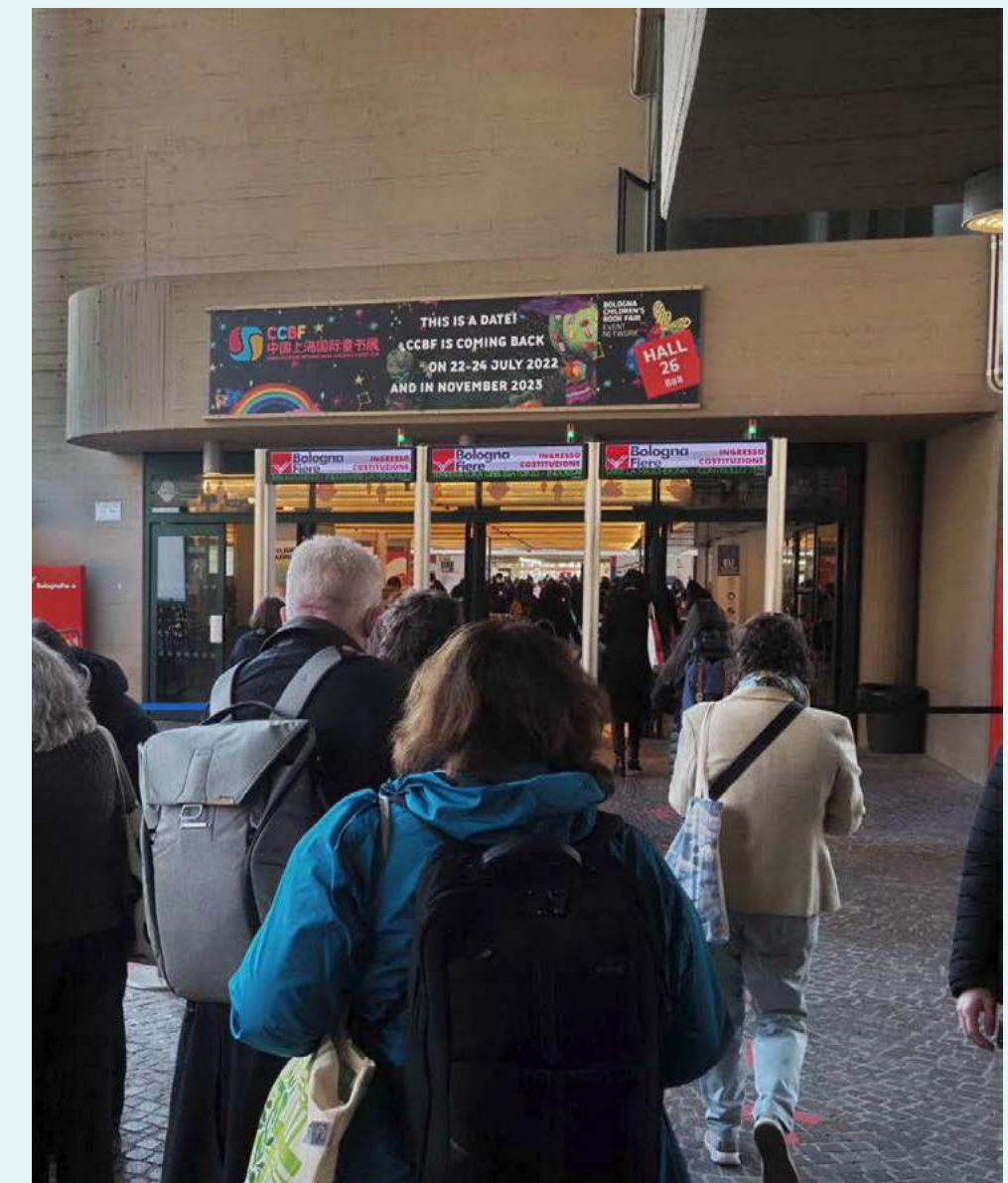
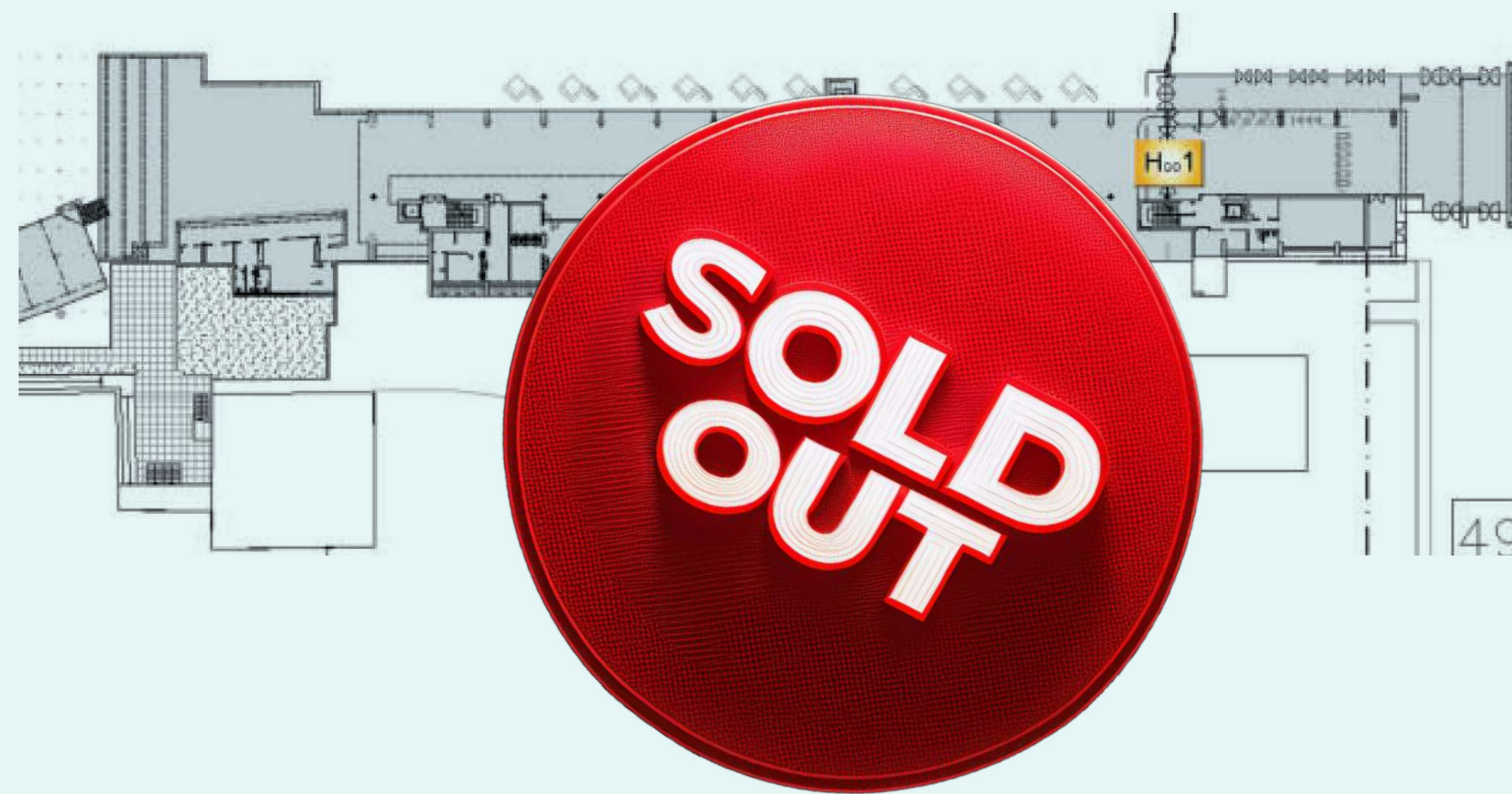
Signs and banners must be prepared by the exhibitor. Holes may be drilled during assembly for fitting onto the support structure. The Official Provider will install and successively remove all signs and standards and all relative costs shall be borne by BolognaFiere spa

# ON-SITE BILLBOARDS

## Hco Single sided billboard balcony Main Entrance



### BALCONY MAIN ENTRANCE COSTITUZIONE



Item	Type of Advertisement	Features	Technical Standards	Euros
Hco	Single sided billboard balcony Main Entrance	1 available	Width 420 cm / Height 100 cm Thickness 1 cm	3,255

**NOTE: All prices are ex VAT Production is included in the price.**

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# EXTRA BONUS (POCKET GUIDE, PRINTED IN MORE THAN 10.000 COPIES)

Reserve one or more advertising for a total of 3,500 Euros to get **your Company logo on the Exhibition Map** in the Exhibitors Pocket Guide.

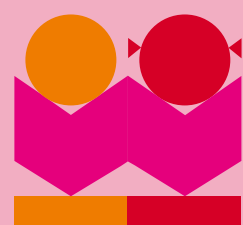
Be immediately reachable on the show floor!

**INSIDE THE POCKET GUIDE DISTRIBUTED AT THE MAIN ENTRANCE COSTITUZIONE AND IN OTHER HIGH VISIBILITY SPOTS**



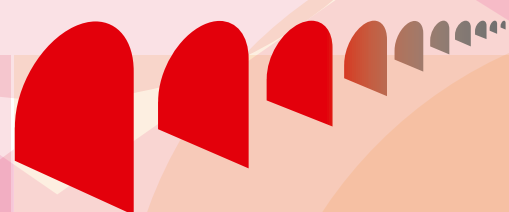
Item	Type of Advertisement	Features	Technical Standards	Euros
Extra bonus	Logo on the Exhibition Map	For sponsorship from 3,500 Euros on	tbc	-

**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



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**Bologna  
Fiere**

**BOLOGNA  
BOOK  
PLUS**



**Bologna  
Licensing  
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**62<sup>nd</sup> edition**  
**31 March-3 April**  
**2025**  
**Bologna - Italy**

**Bologna Children's Book Fair**  
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