

PROMOTIONAL OPPORTUNITIES

- Indonesia International Furniture Expo (IFEX) 2019 provides a range of targeted promotional activities to maximize the number of prospects and costumers visiting your stand.
 - Increase visibility of your company name, brand, products and services and ensure you stand out from your competition.
 - Navigate the available opportunities and find how the best way to reach your potential business partners.
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Material Requirement

- Preferred format PDF distills with Press job options (can be supplied upon request).
- Please ensure that PDF complies to specification described in space sizes section all fonts are embedded and images are CMYK at right resolution
- Also supported Adobe In Design – Photoshop – Illustrator
- Images to save at 300 dpi for CMYK color or grey and 1200 dpi bitmaps in TIFF/GIF/PDF/EPS Format

Submit this form to:

IFEX 2019 Sponsorship:

1. **Kusuma Ardina** : kusuma.ardina@dyandra.com (+62 21 31996077 ext. 506)

Jalan Geloran VII No. 15, Gelora, Tanah Abang. RT 4/RW 2, Jakarta Pusat 10270





THE JOURNAL

Material Deadline on **11 February 2019**

4 (four) days issues, 2,500 circulation on each day, bring you the latest update of the event show and the articles from the industry.

Circulate on Information Counters, Official Hotel, Airport and Exhibitors booth

Advertisement Format

Price (excl. vat 10%)

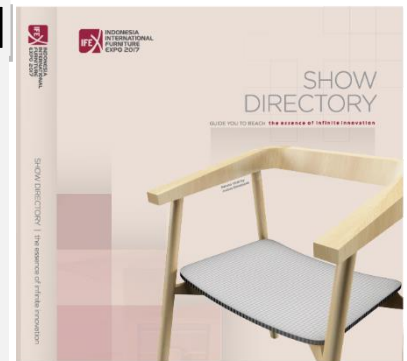
Full Page, Run of Page full color – per issue	IDR37.000.000,-
Half Page, Run Of Page full color – per issue	IDR20.000.000,-
Junior Page (1/4), Run Of Page full color – per issue	IDR11.000.000,-

SHOW DIRECTORY

Material Deadline on **11 February 2019**

Ensure your visitors remember you. The catalogue is a reference guide for the buyers during and after the event show with 1,500 circulation.

Format	Price (excl. vat 10%)
Back Cover, one page full color	IDR 47.000.000,-
Inside Front Cover, one page full color	IDR 27.000.000,-
Inside Back Cover, one page full color	IDR 24.000.000,-
Run of Page, one page full color	IDR 20.000.000,-
Run of Page, half page full color	IDR 15.000.000,-
Double Spread, full color	IDR 32.000.000,-



VISITOR GUIDE

Material Deadline on **11 February 2019**

A book of information about the venue and event show. The visitor guide designed for the use of visitors with 5,000 circulation.

Format	Size (cm)	Price (excl. vat 10%)
Back Cover, one page full color	W14,85 x H21	IDR 37.000.000,-
Inside Front Cover, one page full color	W14,85 x H21	IDR 22.000.000,-
Inside Back Cover, one page full color	W14,85 x H21	IDR 20.000.000,-
Run of Page, one page full color	W14,85 x H21	IDR 17.000.000,-
Double Spread, full color	W14,85 x H21	IDR 32.000.000,-

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WAYFINDING SIGNAGE

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Ensure your brand is spotted on visitors view each intersection. Signage will be located in each intersection to give clear direction. Choose your spot to increase brand awareness on IFEX 2019

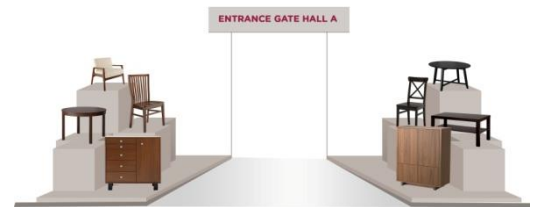
Advertisement Format	Size (mm)	Price (excl. vat 10%)
Upper side – logo exposure	JPEG 300 dpi / PDF hires	IDR 32.000.000,-

PRODUCT DISPLAY

Material Deadline on **11 February 2019**

Each entrance has special spot to enhance your brand knowledge. This spot is attract people passing the hall

Product	Product Space	Location	Price (excl. vat 10%)
Chair	1.5 m x 1.5 m	Entrance Hall Gate	IDR 47.000.000,-
Table	2.5 m x 1.5 m	Entrance Hall Gate	IDR 58.000.000,-



PRODUCT BANNER

Material Deadline on **11 February 2019**

IFEX provide special spot to raise your brand awareness during IFEX show in 4 days.

Format	Ad Size Banner	Location	Price (excl. vat 10%)
Fullcolor Giant Banner	W 6m x H 4m	Trade Mart Building Entrance Gate	IDR 57.000.000,-
Hanging Banner	W 1m x H 1,8m	Pre-Function Area	IDR 12.000.000,-

ADVERTISEMENT ON EMAIL CAMPAIGN

Material Deadline on **11 February 2019**

IFEX maintain database of more than 50.000 records from the industry. Test and actual email blast in every month gap period.

Location	Ad Size Banner	Format	Price (excl. vat 10%)
Right Side Banner	W300 px x H300 px	Picture and hyperlink page	IDR 27.000.000,-
Upper Side Banner	W300 px x H300 px	Picture and hyperlink page	IDR 37.000.000,-
Bottom Side Banner	W300 px x H300 px	Picture and hyperlink page	IDR 12.000.000,-



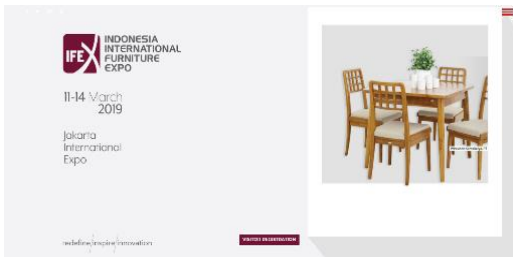
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IFEX Website Banner

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As the front face of IFEX 2019, your advertisement stands out here.

Banner Size	Price (excl. vat 10%)
728 x 90 pxl	IDR 32.000.000,-

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	Promotional Items Selection	Price	Qty	
The Journal	Advertisement Format			
	Full Page, Run of Page full color – per issue	IDR 37.000.000,-		
	Half Page, Run Of Page full color – per issue	IDR 20.000.000,-		
	JuniorPage (1/4), Run Of Page full color – per issue	IDR 11.000.000,-		
Show Directory	Back Cover, one page full color	IDR 47.000.000,-		
	Inside Front Cover, one page full color	IDR 27.000.000,-		
	Inside Back Cover, one page full color	IDR 24.000.000,-		
	Run of Page, one page full color	IDR 20.000.000,-		
	Run of Page, half page full color	IDR 15.000.000,-		
	Double Spread, full color	IDR 32.000.000,-		
Visitor Guide	Back Cover, one page full color	IDR 37.000.000,-		
	Inside Front Cover, one page full color	IDR 22.000.000,-		
	Inside Back Cover, one page full color	IDR 20.000.000,-		
	Run of Page, one page full color	IDR 17.000.000,-		
	Double Spread, full color	IDR 32.000.000,-		
Wayfinding Signage	Upper Side – Logo Exposure	IDR 32.000.000,-		
Product Display	Chair	IDR 47.000.000,-		
	Table	IDR 58.000.000,-		
Giant Banner	Fullcolor Giant Banner – Trade Mart Building	IDR 57.000.000,-		
	Hanging Banner – Pre Function Area	IDR 12.000.000,-		
Email Campaign	Right Side Banner	IDR 27.000.000,-		
	Upper Side Banner	IDR 37.000.000,-		
	Bottom Side Banner	IDR 12.000.000,-		
IFEX Website Banner	Banner with size of 728 x 90 pxl	IDR 32.000.000,-		
			Sub Total	
			Tax 10%	
			Total	

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