



**GUITAR
SHOW
#2027**

BOLOGNA FIERE - MAY 14-16, 2027

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COMMUNICATION SERVICES PRICE LIST

Give your presence at Guitar Show more visibility

Over ten years of Guitar Show, we have built a community of enthusiasts and industry professionals who follow, consult, and engage with our communication channels. For this reason, we offer Exhibitors a range of services designed to present their company, showcase products and new releases, and increase visibility ahead of the event. You can choose from different communication tools, from the official catalogue to content published on the Guitar Show website and social media channels, as well as digital advertising campaigns.

OFFICIAL CATALOGUE

The official Guitar Show catalogue remains one of our most important communication tools: a physical and tangible space through which companies, products, and exhibitors can gain visibility.

Unlike digital content, the catalogue accompanies visitors throughout the event and remains available over time, helping to tell the story of Guitar Show through the companies that take part in it.

Service	Description	2027 price list	Early Bird/ Pre-registered prices
1/2 page in the catalogue	Compact but effective format	€70	€35
Full page in the catalogue	Maximum visibility on a single page.	€110	€70
Double page in the catalogue	Large-format visibility across two pages.	€180	€120
Inside front cover (2nd cover page) in the catalogue	Premium placement	€180	€150
Back cover (4th cover page) in the catalogue	Highly prominent placement	€240	€200

DIGITAL CONTENT

Digital content allows Exhibitors to present their company, products, and the latest news they will be showcasing at Guitar Show in greater detail.

For the **dedicated social media post**, you may either provide the Guitar Show team with content you have already created, which must be approved before publication, or ask our team to create the content based on the materials you provide.

Depending on the selected service, our team may request your **logo, images and/or videos, a short description of the company or product to be featured, and any relevant links**. Technical guidelines for submitting the materials will be provided once the service has been requested.

Service	Description	2027 price list	Early Bird/ Pre-registered prices
Website article	Dedicated article about the Exhibitor, including a company profile, products, or latest news.	€59	€49
Dedicated social media post	A post entirely dedicated to the Exhibitor across our social media channels.	€60	€60

SOCIAL MEDIA CAMPAIGNS

Advertising campaigns are paid social media advertisements designed to increase the visibility of content and also reach people who may be interested in Guitar Show and the world of musical instruments. Guitar Show manages the promotion through its own channels and target audience, while the Exhibitor chooses the solution and level of investment best suited to their needs, becoming part of the promotional flow on social media.

The value of these campaigns also lies in the quality of the audience they target. Over **10 years of activity**, Guitar Show has built and progressively refined a highly targeted audience, thanks to data collected through communication activities, digital advertising and participation in the various editions.

Behind these data is a **real, active and loyal community that follows Guitar Show** over time and takes part directly in the event. The approximately **10,000 people who attended the latest edition** are the result of what our communication is able to generate: an engaged audience capable of creating value around the event and the brands that are part of it.

How does it work?

1. Advertising Campaign

The content is promoted through a social media advertising campaign. The Exhibitor may provide already-created content, subject to Guitar Show approval, or entrust its creation to our team.

2. Visibility Package = Dedicated post on Guitar Show social media + Advertising Campaign

The content is created by the Guitar Show team, published on our social channels and then promoted through an advertising campaign. In this way, the content **remains visible on Guitar Show profiles** and, at the same time, is shown to a wider audience through paid promotion.

For both options, four levels are available:

Standard - Plus - Pro - Premium

What changes is the budget allocated to promotion and, consequently, the number of people the campaign can potentially reach.

The figures shown in the table indicate an estimate of the number of people who can be reached, calculated on the basis of results obtained from campaigns for previous editions

Service	Early Bird/ Pre-registered Advertising campaigns	2027 prices - Advertising campaigns	Visibility Package	Estimated number of people reached
Advertising campaign - Standard	€60	€80	€129	36.500
Advertising campaign - Plus	€110	€130	€179	73.000
Advertising campaign - Pro	€240	€260	€299	145.000
Advertising campaign - Premium	€350	€390	€419	217.000

FREQUENTLY ASKED QUESTIONS

→ What is the difference between a Dedicated Post and an Advertising Campaign?

The Dedicated Post is content published on Guitar Show's official social media profiles and remains visible within our channels, which, even several months before the event, already record a flow of around 12,000 visitors. The Advertising campaign, on the other hand, uses an advertising investment to show the content to a wider, potentially interested audience.

The Visibility Package combines both activities

→ What is the difference between Standard, Plus, Pro, and Premium?

The main difference is the amount invested in the advertising campaign and, consequently, the estimated number of people that can potentially be reached.

The figures shown in the table represent an estimate of potential reach, calculated on the basis of the results achieved by campaigns from previous editions.

→ **How long does an Advertising campaign last?**

The campaign duration is planned according to the selected package (Standard, Plus, Pro, Premium), the available budget, and the activation period.

With the Pro and Premium Visibility Packages, the investment can also be spread across several periods from activation of the service through to the weeks leading up to Guitar Show 2027.

→ **Which digital advertising platforms are used?**

For the **Standard** package, we will work only on Meta Business (Instagram and Facebook), while for the others the budget can be split between Meta and TikTok Business.

→ **Do I need to prepare the graphics myself?**

Not necessarily. If you choose an **Advertising campaign** or a **Dedicated Post**, you may provide content that you have already created, subject to approval by Guitar Show, or ask our internal team to create it for you.

If you choose a **Visibility Package**, content creation is included in the service.

→ **What materials do I need to send?**

Depending on the selected service, we may request:

- company logo;
- images and/or videos;
- a short description of the company, product, or new release to be promoted;
- any relevant links.

HOW TO REQUEST THE SERVICES

Communication services can be requested through the dedicated online form. After submitting the request, you will be contacted by the team.

Final deadline for requests: Thursday, April 1, 2027. After this date and until Friday, April 23, any new requests for the development of communication plans will be assessed according to the activity to be carried out, but will not necessarily be approved. In addition, digital advertising activities already active before Thursday, April 1 may be modified or supplemented NO LATER THAN Friday, April 23.

Prices shown exclude VAT.

For further information or assistance:

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Guitar Show Team