

**CREMONA MUSICA INTERNATIONAL EXHIBITIONS
AND FESTIVAL**

**TOGETHER WITH THE COMMUNITY
OF HIGH-QUALITY MUSICAL INSTRUMENTS
TO DEVELOP NEW BUSINESS OPPORTUNITIES**

MUCH MORE THAN A SHOWCASE!

The Excellence of your products

The Uniqueness of your services

**TOGETHER WITH
CREMONA MUSICA
ARE THE STRENGTH OF A CONSTANTLY DEVELOPING SECTOR**



novelties



presentations



musical events



case histories

LET'S COMMUNICATE TOGETHER TO YOUR NEW CUSTOMERS

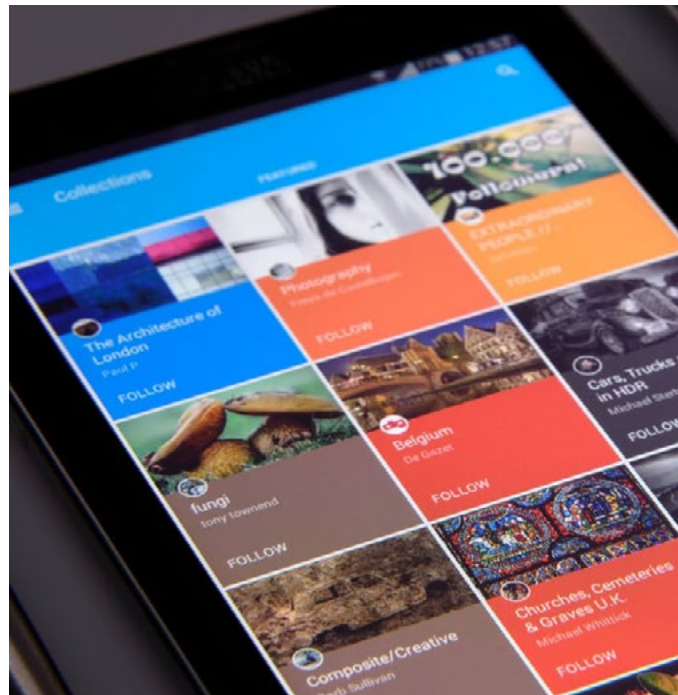
BECOME MORE VISIBLE

▪ AMONG YOUR TARGET



*Is your target also our target?
Let's reach it together*

▪ ON ALL DEVICES



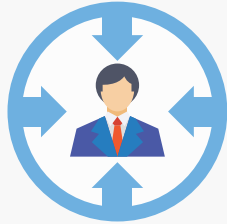
Desktop, Mobile, Tablet

▪ WITHOUT BORDERS



In Italy and in the world

HOW WE CAN DO IT



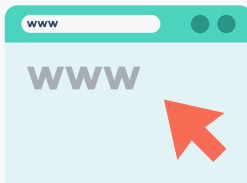
1. WEB-MARKETING

Enhance your online visibility to better prepare to the Exhibition



2. SOCIAL NETWORK

Join the community to be recognized



3. WEBSITE

Become right now a protagonist on the Exhibition website



4. DIRECT MAILING

Speak directly to the professionals of the sector

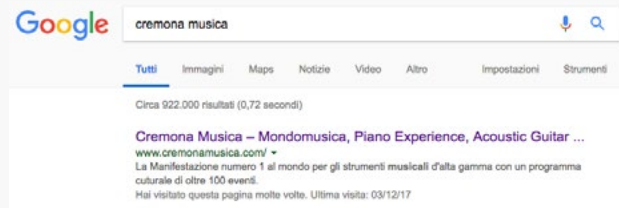
1. WEB-MARKETING

Our web-marketing (search network, display network, re-marketing) consists of customized campaigns based on Google Technology

174,892
pageviews

SEARCH NETWORK

A good positioning will enhance your visibility among those who are interested in your products.



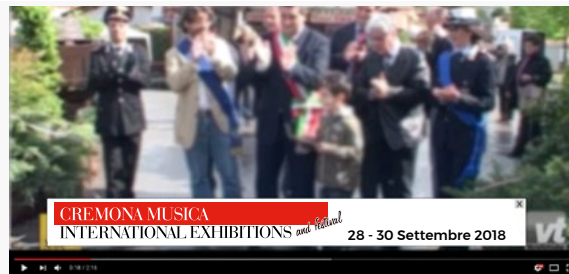
DISPLAY NETWORK

The major Google partners will show your ads in particular contexts and to particular audience



REMARKETING

Re-show your ads to online users interested in your products



THE NUMBER 1 EXHIBITION IN THE WORLD FOR HIGH QUALITY MUSICAL INSTRUMENTS

ENJOY THE VIDEO



There's only one question left. Are you ready for 2017 edition?

Contact us to obtain your SPECIAL OFFER!

Contact Name *

Email *

Enter Email Confirm Email

Company

Telephone

Country *

Main Sector *

Strings

Bows

Wood

Pianos

Guitars

Wind Instruments

Music Publishing

Others

HAVE A LOOK AT THE NUMBERS!

16,815 professional visitors

289 exhibitors

45% international exhibitors

39% new exhibitors

+4000 products on display

120 events such as concerts, seminars.

OUR EXHIBITORS CONFIRM:

"We don't consider the appointment of Cremona only as an opportunity to sell, even if this happens as well. It is above all an institutional moment to present ourselves and to cultivate new contacts of operators from all over the world"

"We strongly believe in the increase of image coming from the Exhibition"

"I consider Mondomusica as an opportunity to meet my clients and to show them that I am in the position to exhibit at an Exhibition of the level"

"It is a fundamental appointment, not only for us violin-makers, but also for the entire city of Cremona. Without the Exhibition, in fact, there

2.SOCIAL NETWORK

The Social Networks of Cremona Musica International Exhibitions and Festivals are ready to share!



42,000
VIDEO DISPLAYS

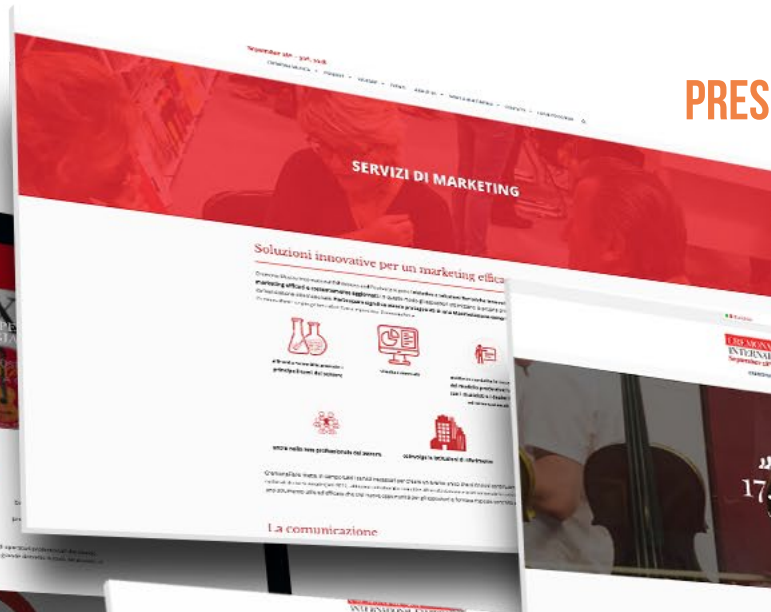
552,483
DISPLAYS OF OUR SOCIAL
MEDIA CHANNELS

3.WEBSITE

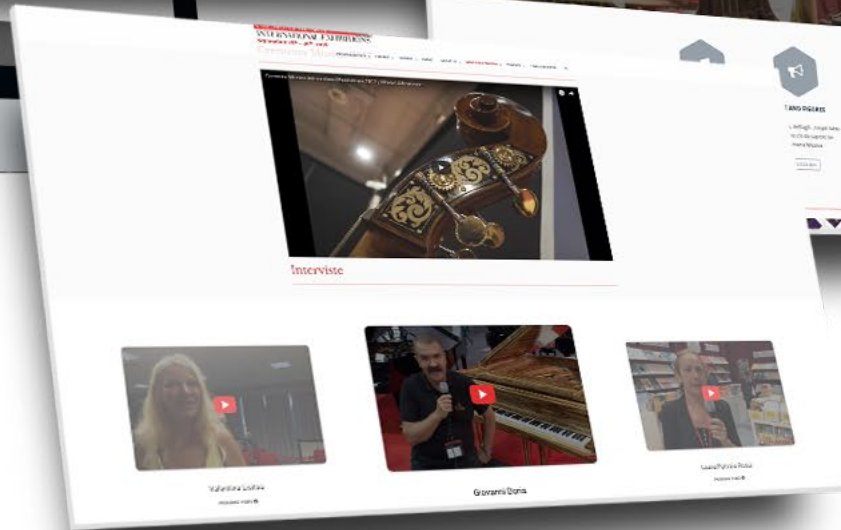
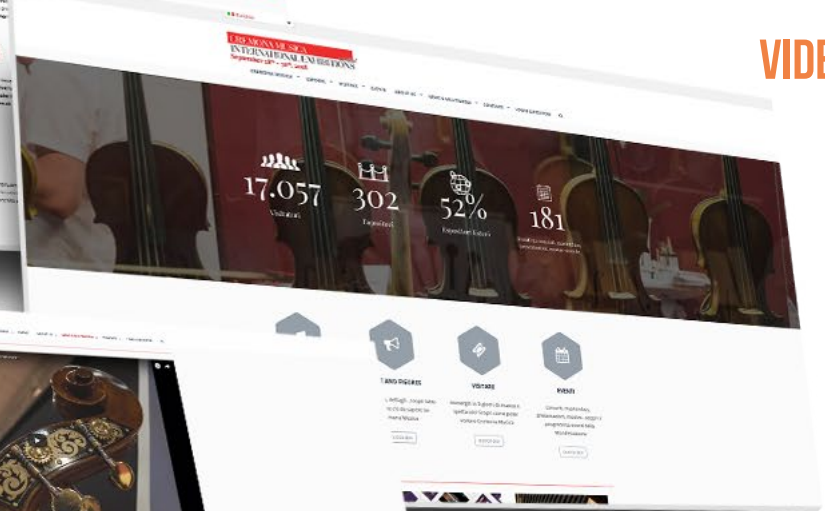
LANDING PAGE



PRESENTATIONS



VIDEOS

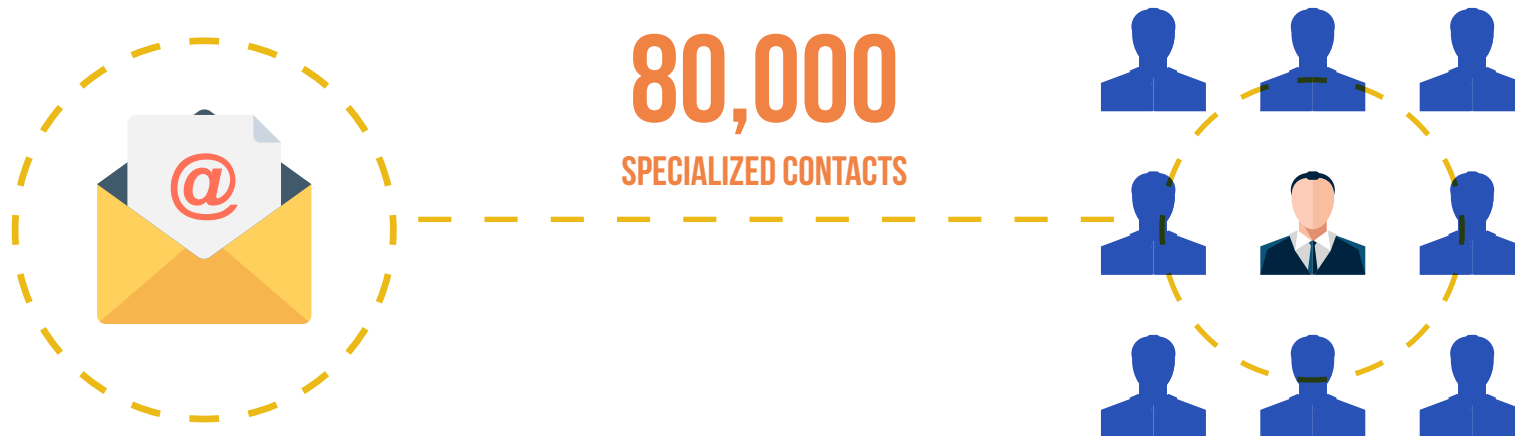


71,000
VISITS A YEAR

INTERVIEWS

4. DIRECT MAILING

4. We can reach companies and professionals of the music instrument sector through customized communications to a database of selected contacts.



WHAT CAN WE DO TOGETHER?

Together we can develop the most efficient communication strategies to promote your participation

<p>A.</p> <p>WE PROMOTE WHAT YOU DO</p> <p>1. we publish and share:</p> <ul style="list-style-type: none">a. presentations of noveltiesb. case historiesc. company interviewsd. product sheets <hr/> <p>ALREADY INCLUDED IN YOUR PARTICIPATION</p>	<p>B.</p> <p>WE PROMOTE WHAT YOU DO</p> <p>1. we publish and share:</p> <ul style="list-style-type: none">a. presentations of noveltiesb. case historiesc. company interviewsd. product sheets <p>WE INVOLVE THE COMMUNITY</p> <p>2. we enter the web channels for 1 month:</p> <ul style="list-style-type: none">a. web-marketingb. youtube <hr/> <p>1800€</p>	<p>C.</p> <p>WE PROMOTE WHAT YOU DO</p> <p>1. we publish and share:</p> <ul style="list-style-type: none">a. presentations of noveltiesb. case historiesc. company interviewsd. product sheetse. direct mailing <p>WE INVOLVE THE COMMUNITY</p> <p>2. we enter the web channels for 1 month:</p> <ul style="list-style-type: none">a. web-marketingb. youtubec. social network <hr/> <p>5000€</p>
--	---	---

CONTACTS



CremonaFiere S.p.A.

P.zza Zelioli Lanzini, 1 | 26100 – Cremona

Tel.: +39.0372.598011

e-mail: info@cremonamusica.it