

# ALU TV

## News, Trends and Events

**Alu-TV® makes its debut at *metef***

**from 14 to 17 April at the Garda Exhibition Centre in Brescia, Italy**

Alu-TV® is the innovative web channel specialized in information and promotional videos of events tied to the aluminium industry, via information, news, trends and innovations of the sector. The Alu-TV® television troupe, which will be present at Metef-Foundeq 2010 for the duration of the exhibition, will guarantee:

- Complete news coverage of the event;
- Reportage on the exhibition;
- Interviews with experts in the sector;
- Production of advertising spots.



**The reports, interviews and advertising spots realized at the exhibition will be online on:**

***alu-tv.com - metef.com - aluplanet.com - alu-scout.com***



**Become a Sponsor of Alu-TV® at Metef and be assured of:**

- Significant **visibility** in the various communication channels serving the aluminium industry thanks to the products offered by Alu-M. and Edimet;
- Increased **international visibility** before, during and after the exhibition;
- Production of **video material** for advertising use by your company (interviews, advertising spots, film clips);
- **Improving your image value** by sponsoring an innovative means of communication at an international event.

## Sponsorship opportunities

### Diamond Sponsor

- Mention and appearance as Diamond Sponsor in promotional material (prior to, during and after the trade fair);
- Appearance with a large logo of your company on the Alu-TV® television studio set up at the exhibition;
- Production of advertising spot during the trade fair;
- Shooting of interview during the trade fair;
- Customised DVD with spot and interview (provided to the sponsor for business use);
- Mention as Diamond Sponsor in trade fair coverage on Metef-Foundeq;
- Business profile (Premium) on alu-scout.com and insertion in the company databank at [www.aluplanet.com](http://www.aluplanet.com);
- Editorial entry in the magazine *AL-Aluminium and its alloys* (trade fair edition);
- Logo present on totems positioned at the exhibition.

**Price: 8,000.00 Euro + VAT**

### Platinum Sponsor

- Mention and appearance as Platinum Sponsor in promotional material (prior to, during and after the trade fair);
- Production of advertising spot during the trade fair;
- Customised DVD with spot (provided to the sponsor for business use);
- Mention as Platinum Sponsor in trade fair coverage on Metef-Foundeq 2010;
- Business profile (Basic) on alu-scout.com and insertion in the company databank at [www.aluplanet.com](http://www.aluplanet.com);
- Logo present on totems positioned at the exhibition.

**Price: 3,500.00 Euro + VAT**

### Gold Sponsor

- Mention and appearance as Gold Sponsor in promotional material (prior to, during and after the trade fair);
- Shooting of interview during the trade fair;
- Customised DVD with interview (provided to the sponsor for business use);
- Mention as Gold Sponsor in trade fair coverage on Metef-Foundeq 2010;
- Business profile (Starter) on alu-scout.com and insertion in the company databank at [www.aluplanet.com](http://www.aluplanet.com);
- Logo present on totems positioned at the exhibition.

**Price: 2,000.00 Euro + VAT**



## Advertising Film Clips and Interviews

Exhibiting companies can also request the realisation of only an Advertising Spot or an Interview that will be provided on DVD for business use.

**Realisation of an Advertising Spot € 1,000.00**

**Realisation of an Interview € 500.00**