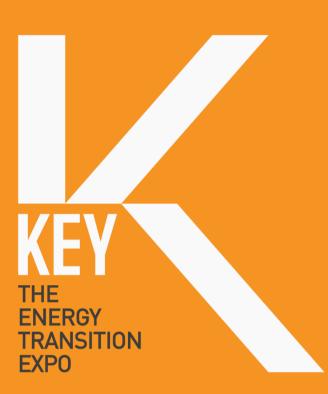


Organizzato da

ITALIAN EXHIBITION GROUP





VISIBILITY TOOLS & PACKAGES 2024

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Visibility Guide Map	12	
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Push Comunications	27	
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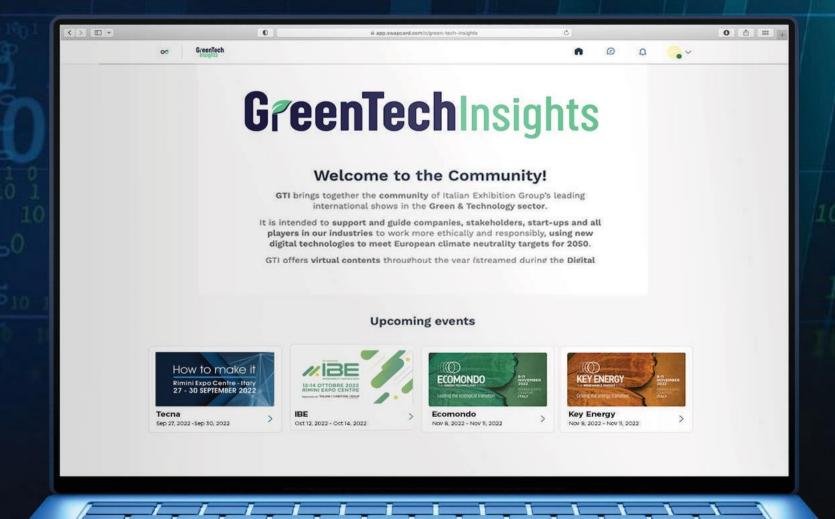
GreenTechInsights

What is GTI community

What GTI offer?

Green Tech Insights is the community that brings together Italian Exhibition Group's leading international Green Technology events and their users. Under this umbrella, a digital platform has been created that exponentially increases business opportunities and visibility for exhibitors and buyers.

DPE – International Electricity Expo, part of the community, offers a digital extension of the physical event allowing exhibitors to customise their digital showcase and present themselves at their best to buyers present at the exhibition and connected remotely. You can showcase available slots to connect with your target audience, advertise your products, and invite visitors to your stand





GREEN TECH INSIGHTS IN NUMBERS

+200.000PROFILED COMPANIES

+2.500**EXHIBITORS**

+150.000**ATTENDANCES**

+87.000 **FOLLOWER**











+250.000

GROSS SQUARE METRES OF EXHIBITION **AREA**

PARTNER

100 national associations 80 international associations, Ministries, European Commission, Regions, Public Administrations, Research Institutions, Institutions, Network of Municipalities, opinion leaders and policy makers.





NETWORKING

Allow buyers and visitors to contact you with just a few clicks by chatting, saving your page in favourites or directly requesting a business meeting.

DIGITAL TEAM MEMBERS

Give your sales force access to the platform, they will help you handle contact enquiries, search for interesting buyers and invite them for a stand or video call.

BUSINESS MEETING

Section of the profile page that allows visitors and buyers to request an appointment with your sales force with one click.

MATCHMAKING WITH A.I. SUPPORT

Get noticed by the visitors most interesting to you. A.I. will propose your brand to buyers in line with your offer.



GreenTech Insights BENEFITS











NO BARRIERS

Reach an extended, global audience.
You will host
In-person,
hybrid and digital
visitors.

INCREASE YOUR ROI

Broaden your pool of contacts
through the right mix of on-site and online, with a positive impact on revenues.

GET YOURSELF NOTICED

Increase event
sessions
and content through
the platform to reach
more stakeholders

OFFER THE BEST

Offer your visitors
the best of both
worlds:
physical
and virtual.

MAXIMIZE YOUR INVESTMENT

Exploit
the digital extension
to reach your
business objectives
through
new channels.





VISIBILITY PACKAGES

We offer some ideas on how to maximise your visibility by combining digital and physical tools at an even better price.

CANALI:



FAIRGROUNDS - RIMINI EXPO



DIGITAL PLATFORM



WEBSITE - WWW.DPEUROPE.COM



VISIBILITY PACKAGE 1



SPLASH PAGE 2.500 €



NEWSLETTER MULTIBRAND + POST SOCIAL 2.000 €



LOGO IN ACTIVATION EMAIL*

2.500 €

In alphabetical order - max. 12 logos



CUSTOMISATION 3 PAVILION WINDOWS
4.500 €



DISCOUNTED PRICE 6.900€



VISIBILITY PACKAGE 2



PUSH NOTIFICATION*

1.200 €

Max 2 al giorno per filiera



POSITIONING IN THE TOP 16-DIGITAL CATALOGUE 1.200 €



MULTIBRAND NEWSLETTER

1.500 €



POOL PORCH COVER 3.000 €







VISIBILITY PACKAGE 3



PUSH NOTIFICATION* 1.200€



LOGO ON ONLINE MAP 800€



PAVILION BANNER ** 1.900€



DISCOUNTED PRICE 2.925€





PACCHETTO CONTENUTI



LIVE WATCH NOW 1.000 €



PUSH NOTIFICATION (2) 2.400 €



SOCIAL (1 POST) 800 €



NEWSLETTER MULTIBRAND

PRE E POST EVENT

3.000 €



DISCOUNTED PRICE **5.040** €





FLOOR PLAN

BOOKLET FORMAT

Be recognised on every route. All visitors can get their bearings with the free floor plan available at the entrances. Customisation of covers and advertising page within the event floor plan.

Technical info: high resolution PDF file

Formats and Size:

Footer (maximum 5 pages): 21cmx3.5cm wxh+3mm bleed on each side.

LOGO (in the exhibition hall): vector format.

Page/Cover: 21x29.7cm wxh+3mm bleed on each side.

Materials delivery:

within 40 days of the start of the show.

PRICE **2.000 €**

PRICE **3.500 €**

PRICE **4.500 €**

PRICE **4.000 €**

LOGO 2 – 3 COVER

4 COVER

EXHIBITOR LIST FOOTER - 5 PAGES







DIGITAL VISIBILITY

Reach an expanded, global audience, use digital outreach to achieve your goals

CANALI:



PUSH NOTIFICATION



DIGITAL PLATFORM



WEB SITE- DPEEUROPE.COM

Delivery of materials: by e-mail: advertising@iegexpo.it



DETTAGLI PROFILI DIGITALI

	LIST	BASIC Included in the participation fee	GOLD	PLATINUM
VISIBILITÀ * NETWORKING	Basic profile page	✓	✓	✓
	Lead Scanner	✓	✓	✓
	Video-Header on Profile Page		✓	✓
	Wallpaper in Profile Page	-	✓	✓
	Matchmaking AI functionality		✓	✓
	Business Meeting (videocall & agenda function)		✓	✓
	Interactions with Visitors (visitor - exhibitor chat)		✓	✓
	Team Member Digital (no. of users)	2	10	15
	Digital catalogue (no. of products/image)	5	15	20
	Product Advertising on Profile Page		_	✓
	Rotating Splash Page		_	1
	Logo on Home Page		_	✓
	Dedicated events on the calendar	_		2
	PRICES	-	2.500 €	6.500 €







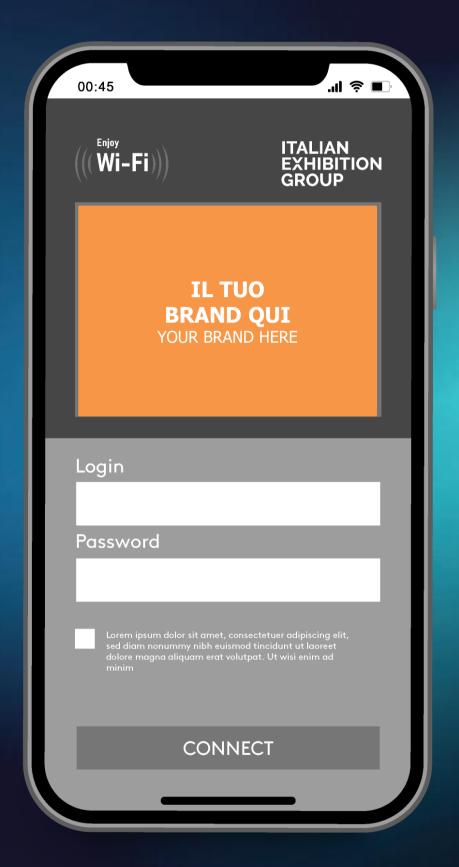
BANNER ON WIFI ACTIVATION PAGE

Set your brand apart and gain maximum visibility with every access by premium national and international buyers

Technical info:

- Logo size: 600x300 pixel (wxh)
- Background image size: 932x1398 pixel (wxh)
- Format: jpg, gif

PRICE **5.000** €









LOGO ON HOMEPAGE*

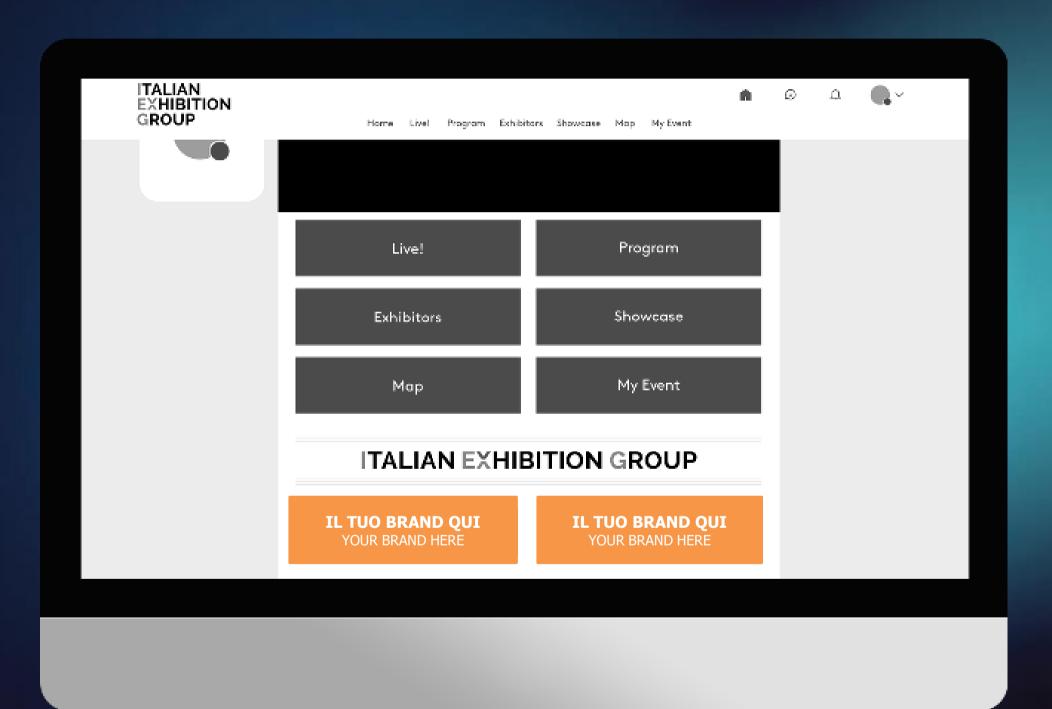
Get maximum digital coverage during the days of the show every time visitors access the app homepage.

Technical info:

- Logo size: 200x200 pixel
- Format: png, jpg, gif or vector

PRICE **2.000**€

*UP TO 6 LOGOS







LOGO/BANNER WEB SITE

Make your brand stand out every time the homepage is accessed on the show website.

Technical info:

• Logo size: 200x200 pixel

• Max size: 80 kb

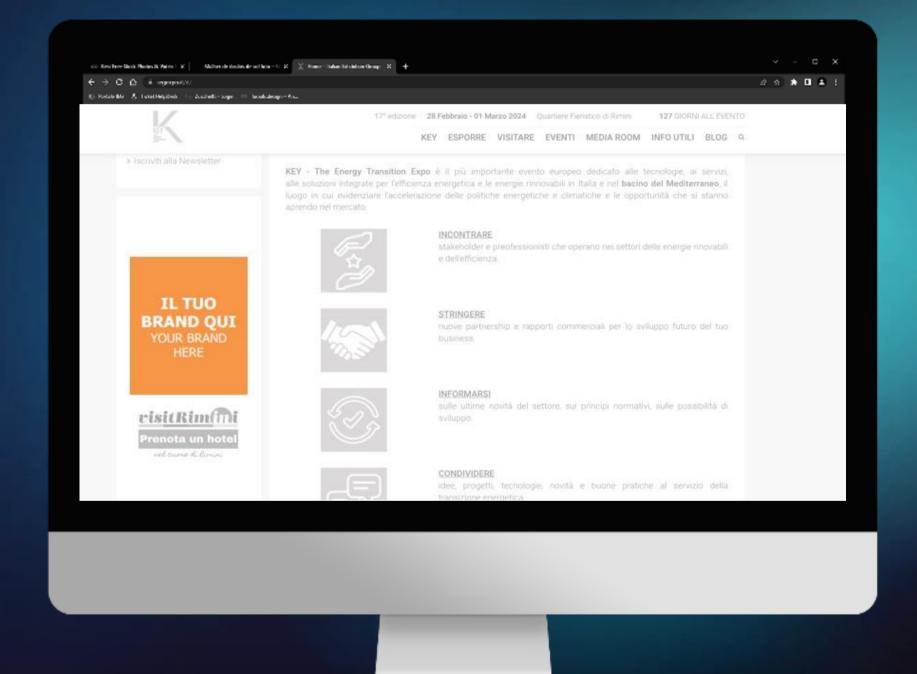
• Format: png, jpg, gif

Materials delivery:

within 10 days of the publication date.

PRICE **1.000** €

INTERNAL PAGES









BANNER IN RESERVED AREAS

Attract visitors' interest in your brand: more than 90% of tickets are requested via the reserved areas.

Technical info:

Logo size: 250x250 pixel

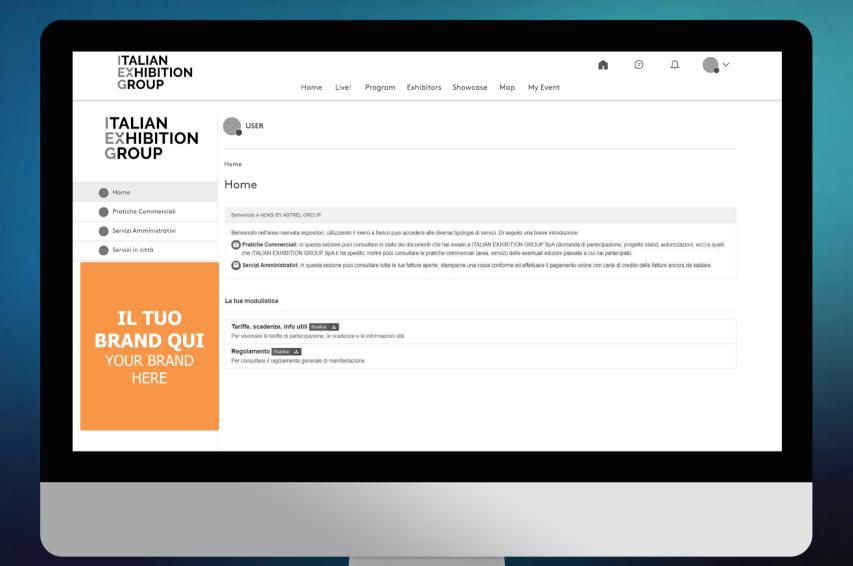
• Format: png, jpg or vector

Max size: 1 MB

Materials delivery:

within 10 days of the publication date.

PRICE **€5.000**









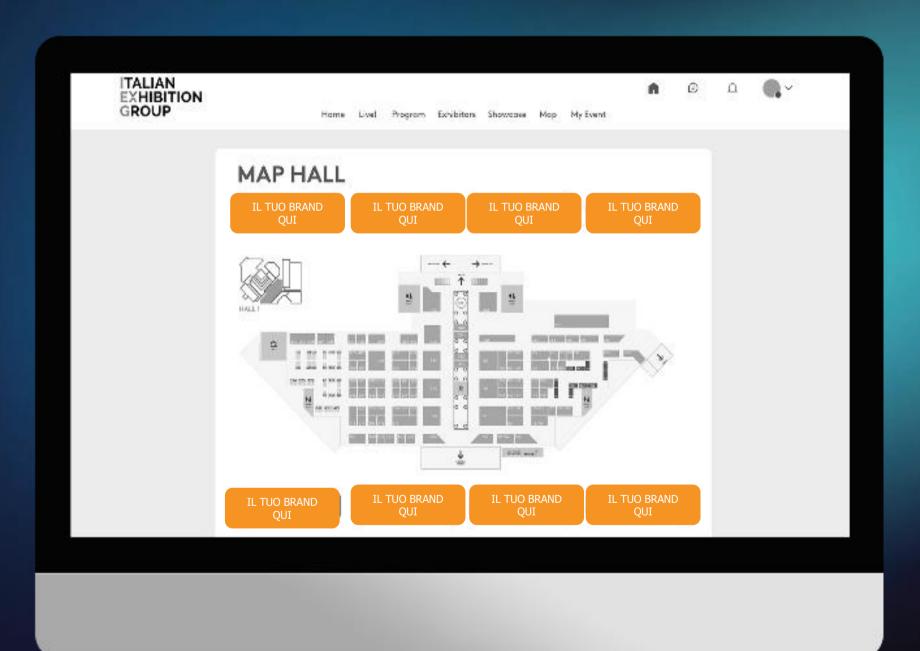
LOGO IN ONLINE MAP*

Ensure visibility at every access on the map and be found in visitors' paths by inserting your brand logo on the stand on the plan

Technical info:

- Logo size 200X200pixel.
- Format png, jpg, gif

PRICE 800 €







LOGO IN HIGHLIGHTS

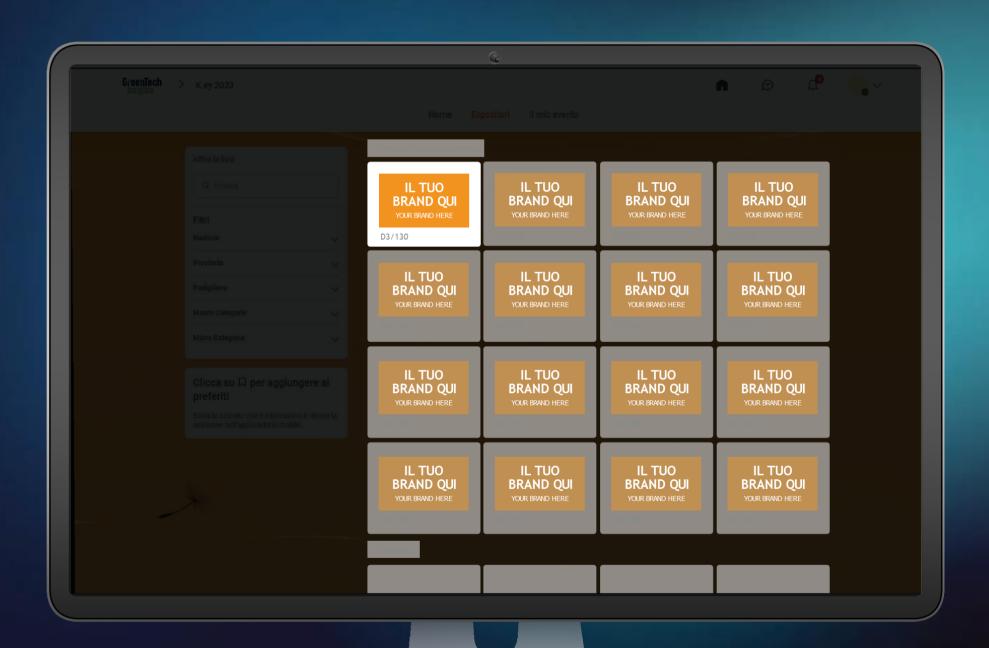
Multiply your visibility by up to 7 times by placing your logo in the highlights section of the exhibitor catalogue.

Technical info:

- Logo size 200X200pixel.
- Format png, jpg, gif
- Max. weight: 80kb

PRICE **1.200€**

- *1) WHILE STOCKS LAST MAX. 16 BRAND
- *2) UNTIL 20/01 ONLY SOLD IN VISIBILITY PACKAGE 2 AVAILABLE INDIVIDUALLY FROM 21/01 SUBJECT TO AVAILABILITY









NEWSLETTER BANNER ON WEB INVITATION

A not-to-be-missed opportunity to highlight your brand to an exclusive selection of professionals

Technical info:

- Image size 1920X1080 pixel (ratio 16:9).
- Format png, jpg, gif
- Max size: 1 MB

Materials delivery:

• within 10 days of the publication date.

PRICE **5.000€**









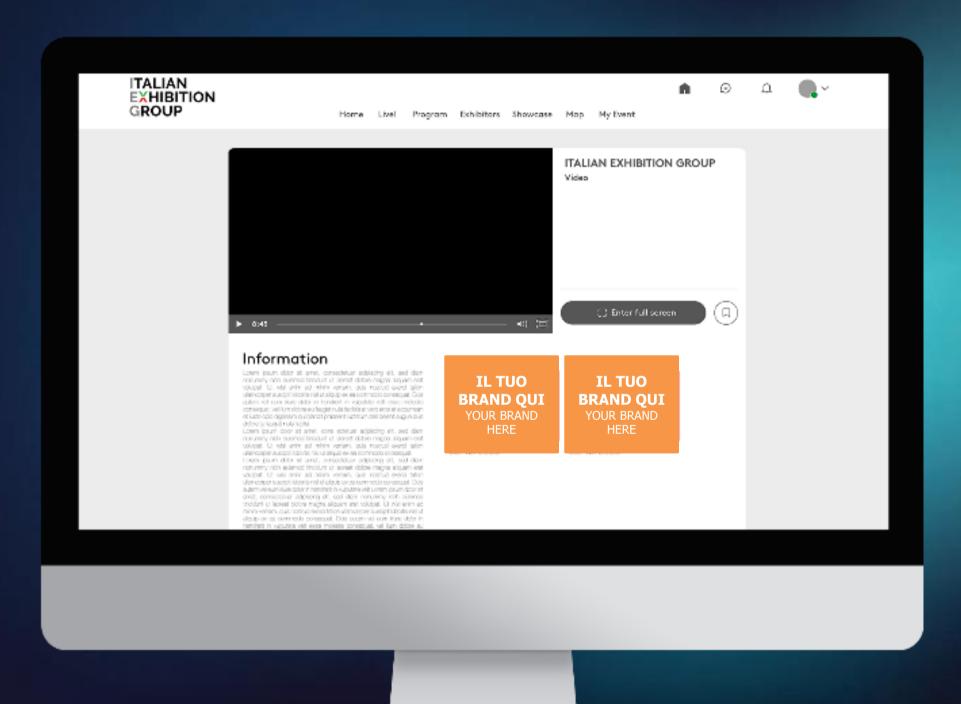
SPONSOR WEBINAR CTS

Differentiate your brand and increase your visibility by becoming a sponsor of an upcoming event

Technical info:

- Logo size 200X200pixel.
- Format png, jpg, gif

PRICE **500**€









SPLASH PAGE

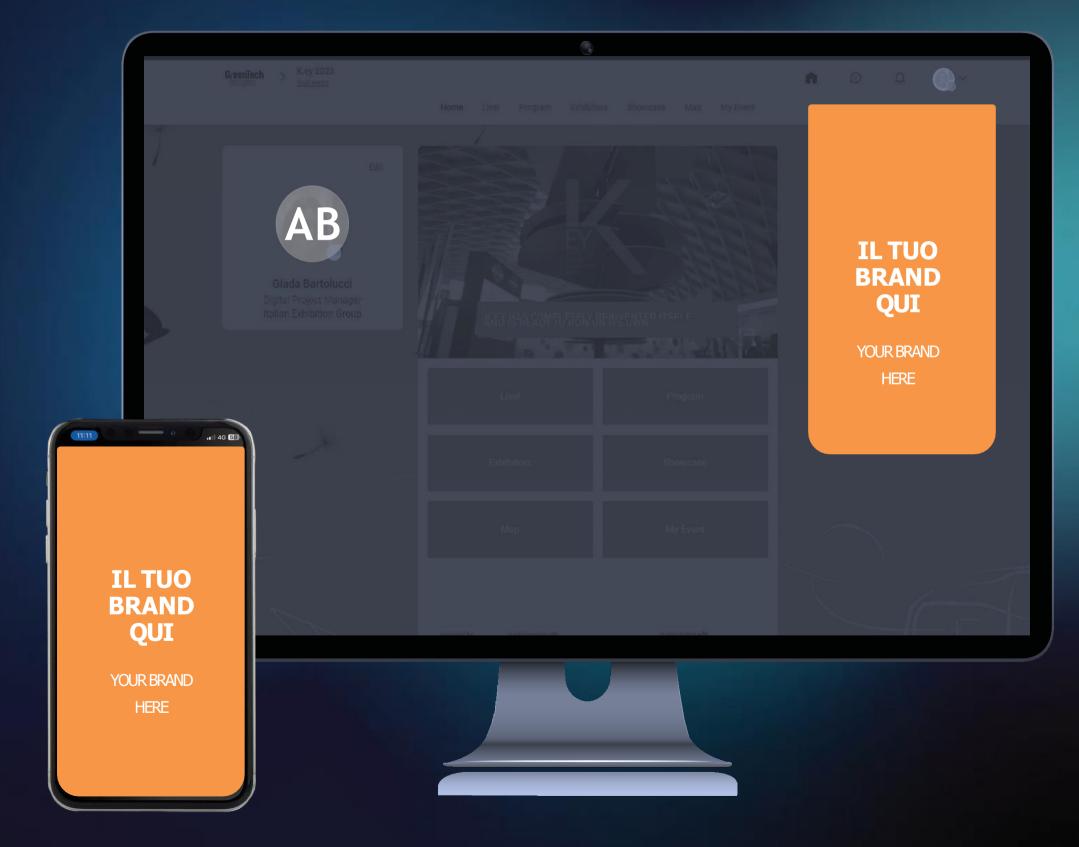
Show your brand to everyone when they open the app and the event homepage by choosing this exclusive digital service.

Technical info:

- Image size 1080x1920 pixel (ratio 9:16).
- Format png, jpg,
- Max size: 1 MB

PRICE 2.500 €

* RATES AND AVAILABILITY ON REQUEST







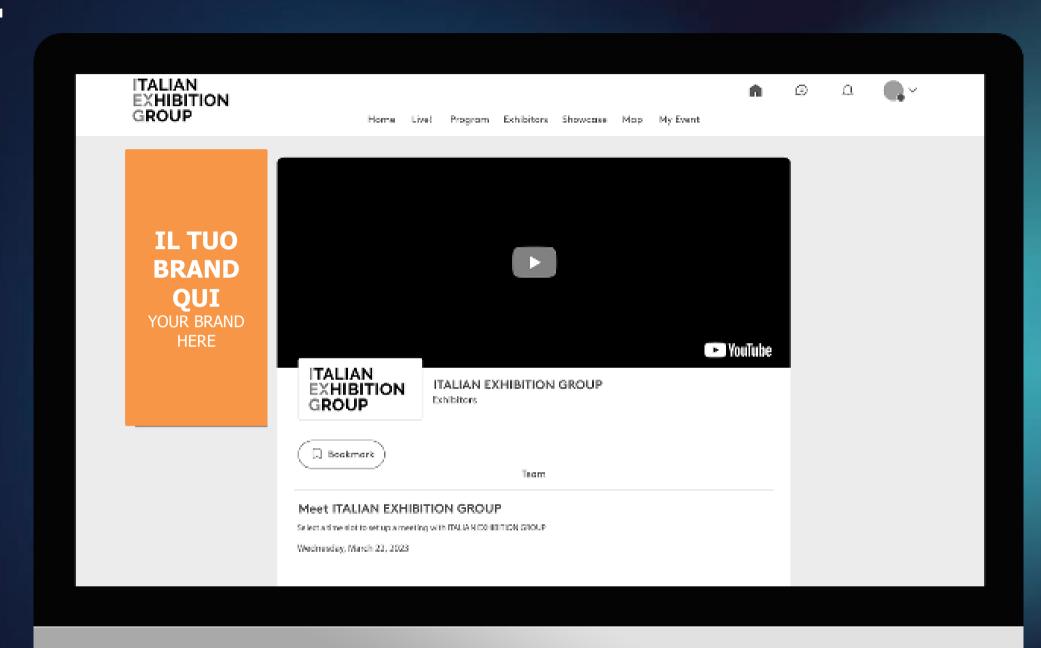
BANNER ON PROFILE PAGE

Highlight products, services, events or initiatives by creating a communication campaign on your profile page.

Info tecniche

- •immagine 1080x1920px (rapporto 9:16)
- non più pesante di 1MB

PRICE **200**€







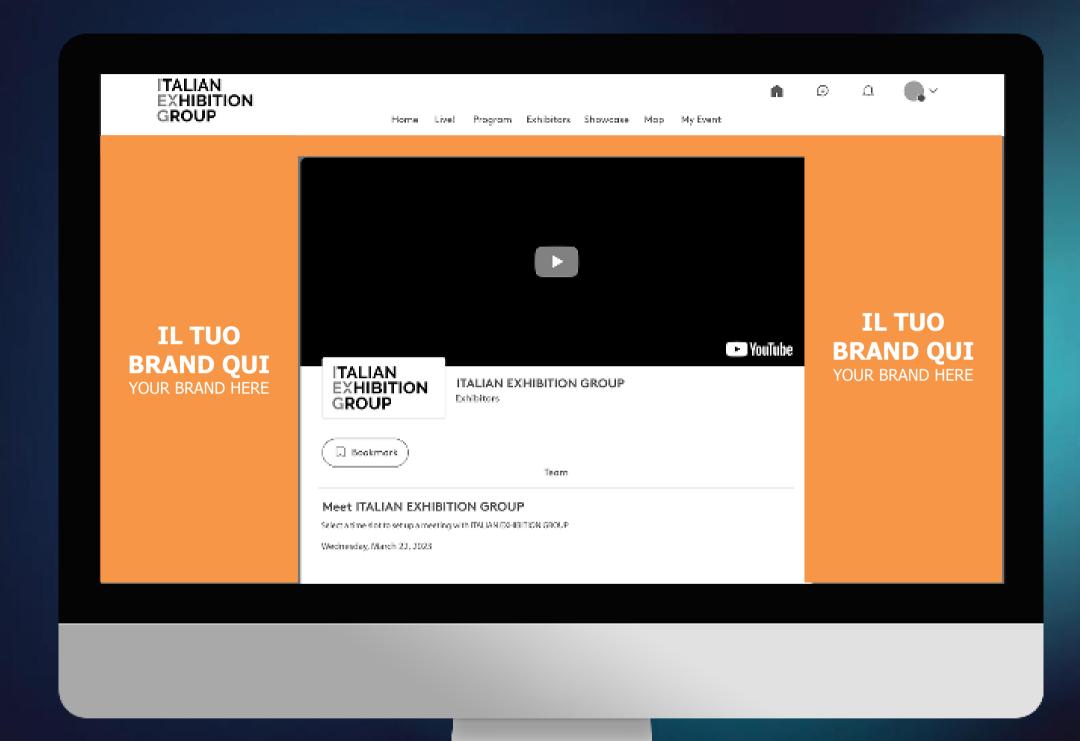
BACKGROUND ON PROFILE PAGE

Set yourself apart from the competition and give your digital showcase a look that grabs visitors' attention and interest.

Technical info:

- Image size 1920x1080 pixel (ratio 16:9).
- Format png, jpg
- Max size: 1 MB

PRICE 200 €









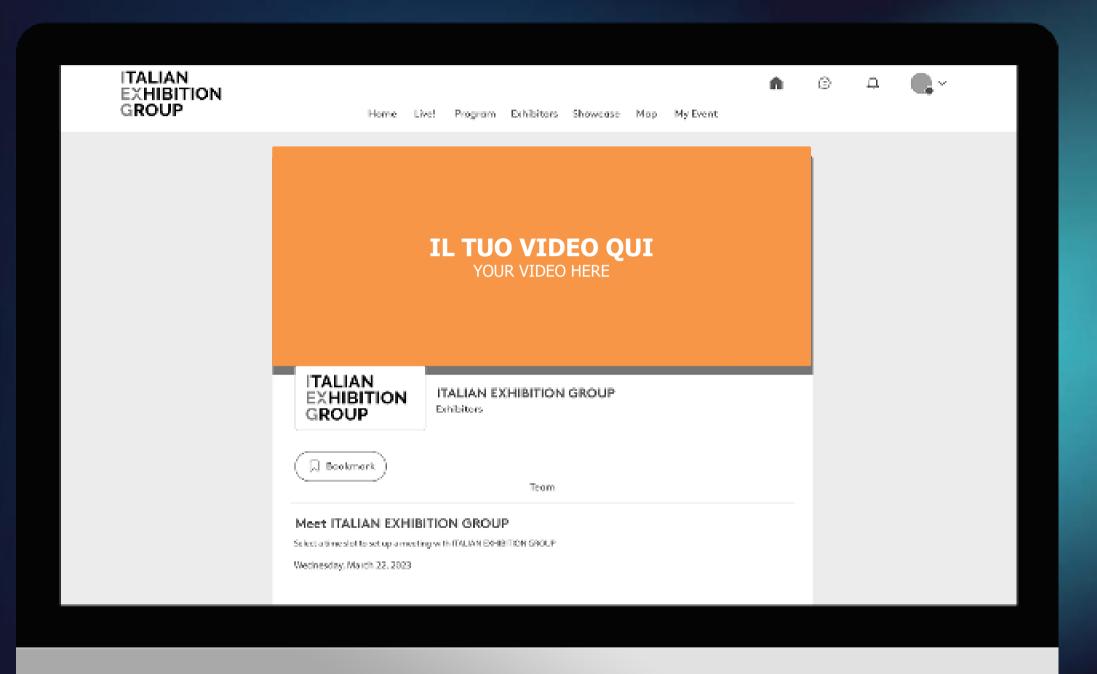
VIDEO ON PROFILE PAGE

Make your profile dynamic and entertain your audience by using an exclusive, high-engagement video to enrich your showcase.

Technical info:

• You will be able to embed the video via video platforms such as YouTube and Vimeo.

PRICE 300€





PUSH COMMUNICATIONS

CANALI:



PUSH NOTIFICATIONS



PUSH NOTIFICATIONS



WEB SITE- DPEEUROPE.COM

Delivery of materials: by e-mail: advertising@iegexpo.it





PUSH NOTIFICATIONS

Reach all event participants on the platform by creating a message with customised text and link.

Technical info

- title max 20 characters
- text: max 150 characters
- url landing page link

PRICE 1.200€

* MAXIMUM TWO PER DAY PER EVENT









LIVE: WATCH NOW

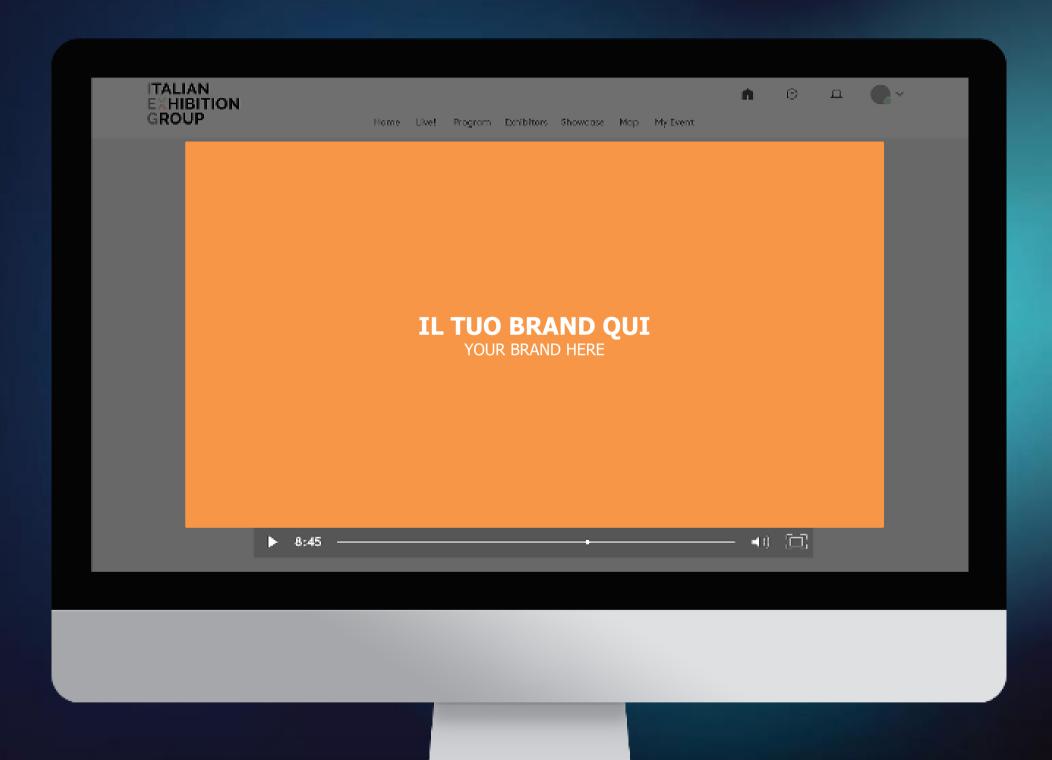
Give your speech maximum visibility by streaming it live and making it available on-demand in the platform.

Technical info:

• The event will be recorded by an in-house director and live streamed on the digital platform.

PRICE **1.000**€

*PRICE FOR EACH POST







SOCIAL COMMUNICATION*

Reach the entire national and international show community through social channels.

Technical info:

- Text: description max 350 characters including spaces.
- URL landing page link (optional)

Materials delivery:

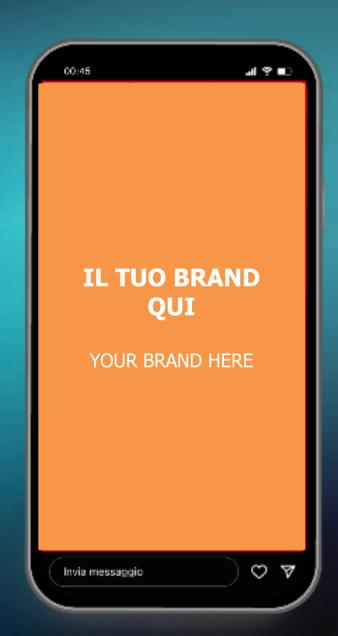
• within 15 days of the publication date

PRICE 800€

* PRICE PER POST - WHILE STOCKS LAST













NEWS AND BANNER IN NEWSLETTER

Give your brand visibility and relevance by communicating corporate news to a database of profiled professionals.

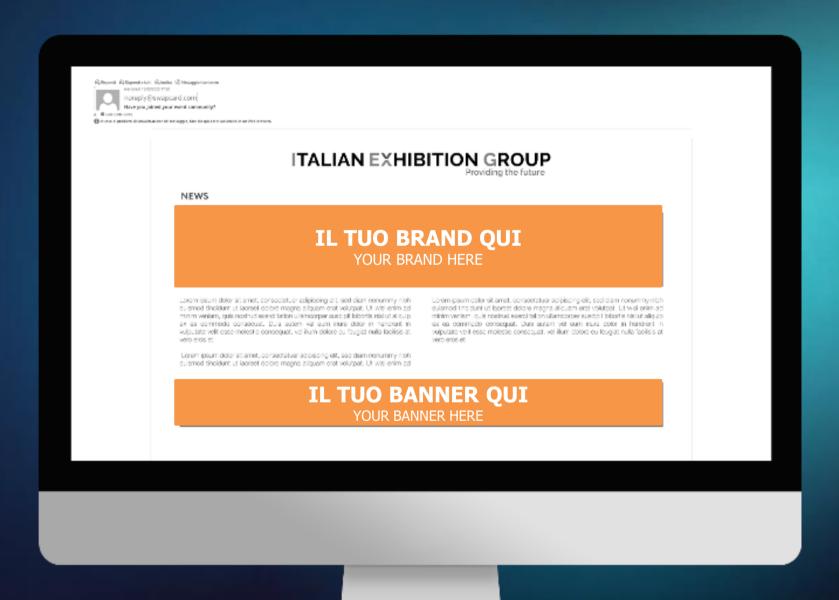
Technical info:

- Text: max 500 characters including spaces with link to website
- Banner: png or jpg, size 564x200 px (wxh)

Materials delivery:

• within 10 days of the publication date.

PRICE **2.000** €









DEM TO VISITATORS

Reach a large pool of profiled potential clients with a newsletter entirely and exclusively dedicated to your brand.

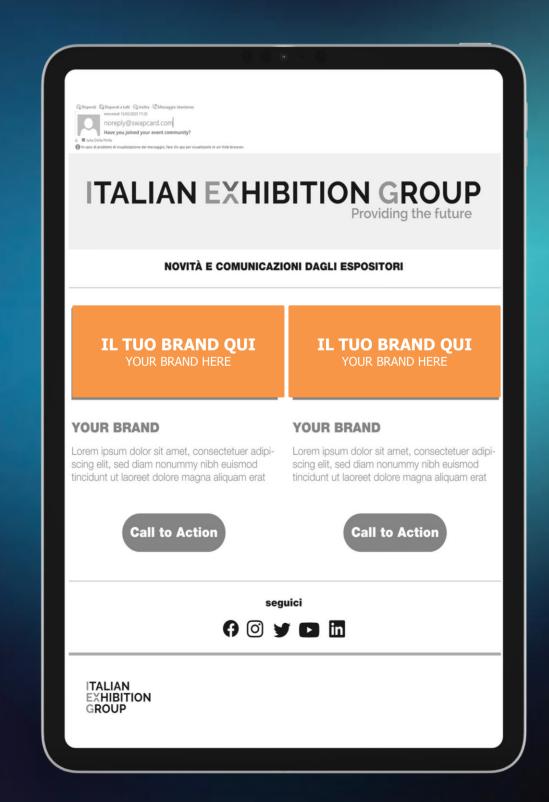
- Technical info:
- Provide one or two images.
- Size: max 250 kb per image;
- Company logo: size 300x100pixel wxh;
- Provide one or two news items.
- Text, no more than 600 characters including spaces per news item. Content: preferably product news, industry updates, own event promotion/invitation during the show.

Materials delivery:

• A proof of the DEM will be sent within 5 working days of the mailing date, and confirmation for acceptance will be requested within 3 working days of the DEM mailing date.

PRICE 3.000 €

* ON REQUEST AND SUBJECT TO AVAILABILITY









MULTIBRAND NEWSLETTER

Make your brand visible to the entire show database and direct users to your exhibitor profile page.

Technical info:

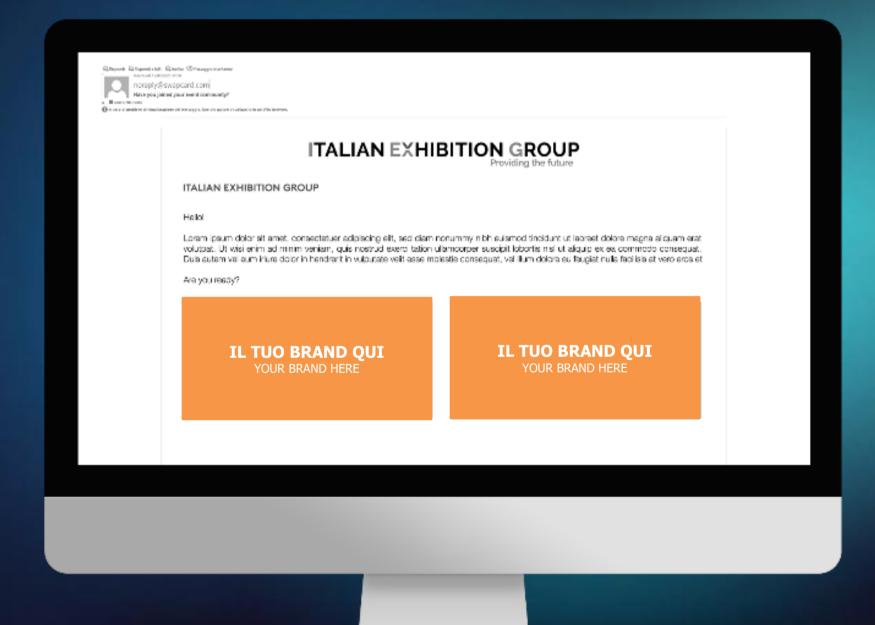
- Text: max 450 characters including spaces
- Image: ratio 16:9 or also 1:1. Logo: png or jpg

Materials delivery:

within 10 days of the publication date.

PRICE 1.500 €

*UNTIL EXHAUSTION









ADDITIONAL SERVICES

ADDITION TEAM MEMBER -5

PRICE 200€

ADDITION OF PRODUCTS TO THE CATALOGUE -5

PRICE 200€

• EXHIBITOR PROFILE LOADING SERVICE

PRICE 300€



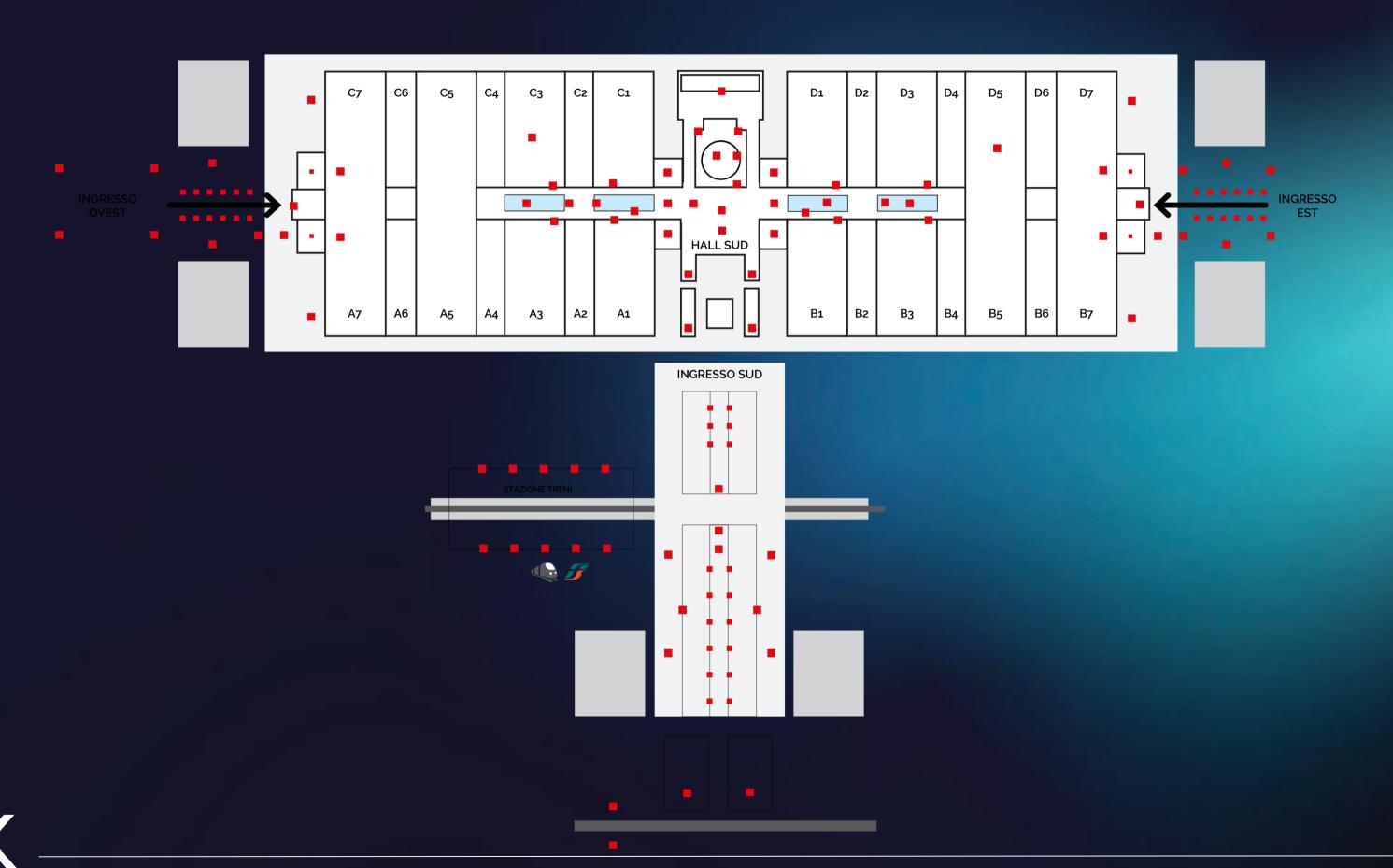


FAIRGROUNDS RIMINI





FAIRGROUNDS RIMINI







A. ENTRANCE

Located at the entrances to the SOUTH/EAST/WEST car parks, maximum visibility on entry and exit. Customisation of external panels (laminated veneer) south/east/west entrances

Technical info:

- Size: 500 cm x 300cm (wxh).
- Graphic material: high resolution PDF files

Materials delivery:

• within 30 days of the start of the show.

PRICE 3.500 €









A.2 ENTRANCE

Human height, maximum customisation, highest footfall position. Outdoor banner— double-sided advertising panel

Technical info:

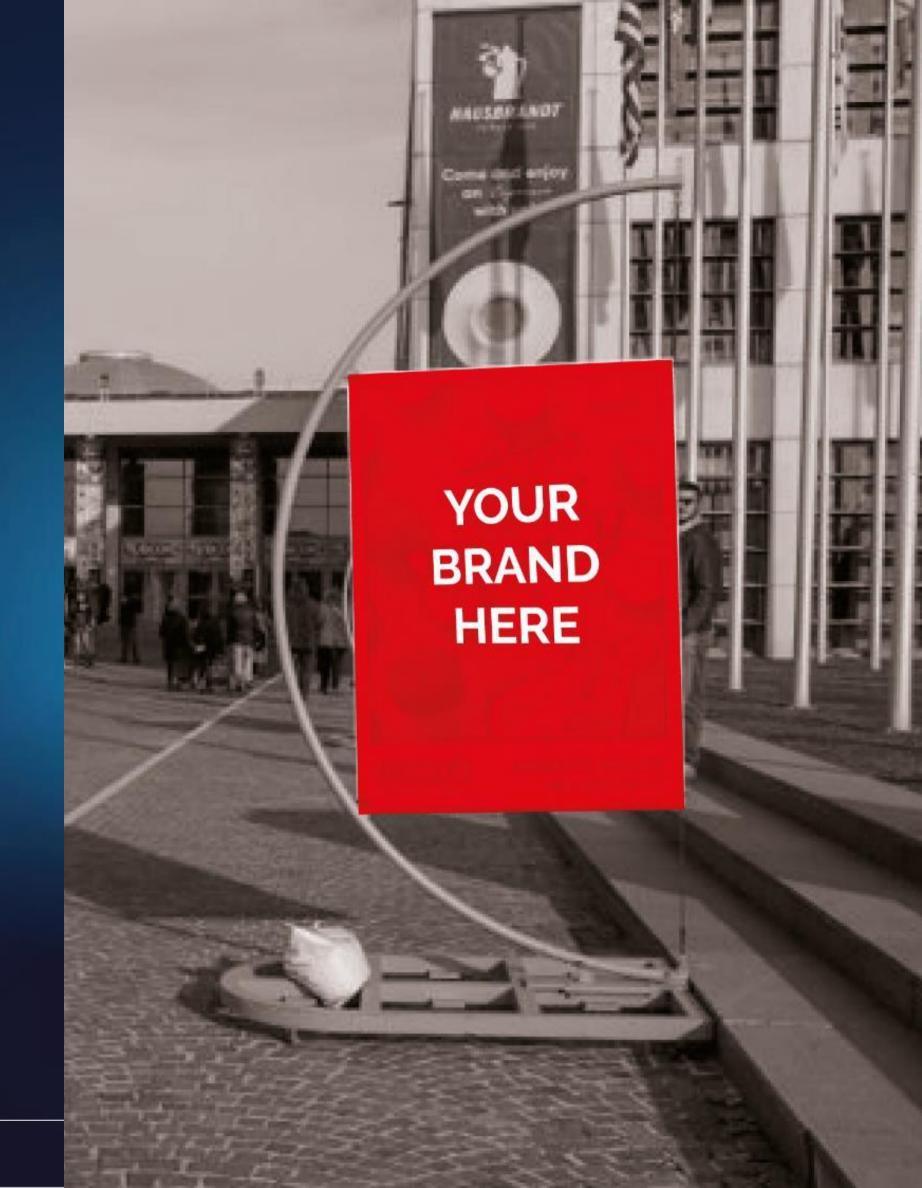
- Size: 100 cm x 140cm (wxh).
- Graphic material: high resolution PDF files

Materials delivery:

• within 30 days of the start of the show.

PRICE 850 €







A.3 ENTRANCE

Double-sided advertising panels (swans)
Replicate your message along the visitors' main access avenue. Create your atmosphere even before they reach your stand.

Technical info:

- Size: 100 cm x 130cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

within 30 days of the start of the show.

PRICE 700 €

CAD







A.4 ENTRANCE

Customisation of south entrance pedestrian subway: 500 metres of visibility along the pedestrian walkway leading to the SOUTH entrance.

Technical info:

- Size: 123m x 0.90cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 18.000 €









A.5 ENTRANCE

Double-sided totem, riminifiera railway station

Impress your future clients on arrival. Ensure visibility for all visitors coming to the exhibition centre by train.

Technical info:

- Size: 114cm x 168cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 500 €

PRICE **2.200**€

5 TOTEM







A.6 ENTRANCE

Railway bridge advertising banner

Dress the main entrance deck in your brand colours. You will be visible to cars and pedestrians entering from the south entrance

Technical info:

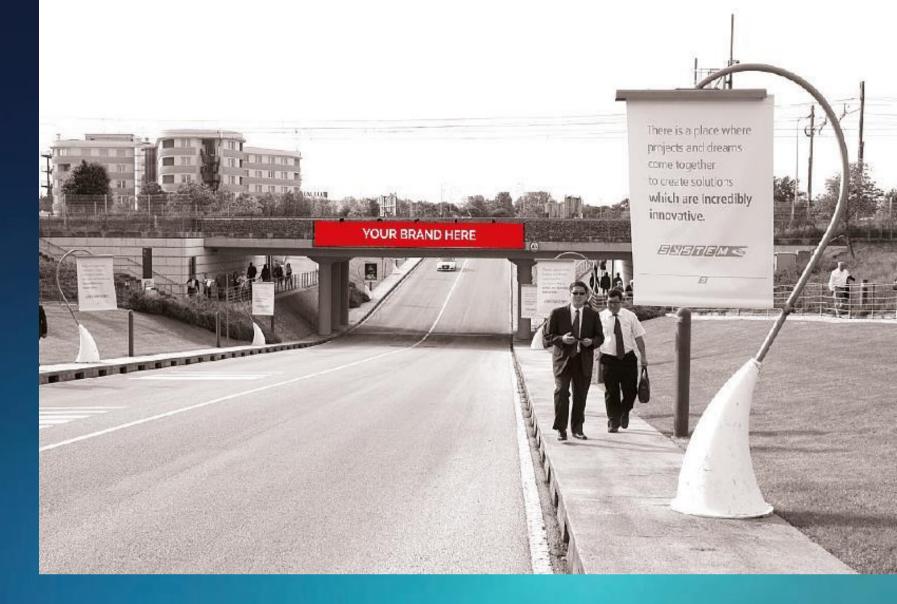
- Size: 12m x 1.50m (wxh).
- Graphic material: high resolution PDF file provided by the client.

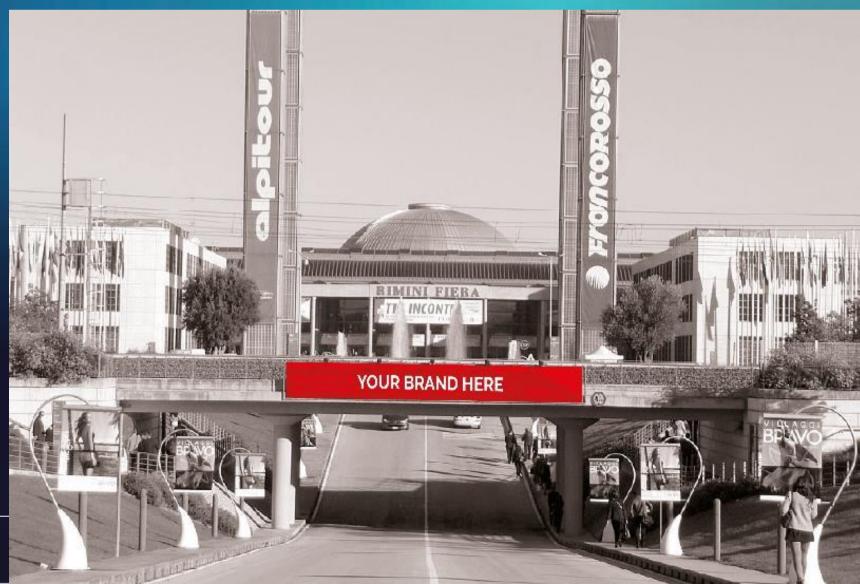
Materials delivery:

• within 30 days of the start of the show.

PRICE **5.000**€









A.7 ENTRANCE

Customisation of tetrapylon fountain. Set the mood for the show and secure the largest space available. 25 metres high, dedicated only to you.

Technical info:

- Size: 2.5m x 25m (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 28.000 €







A.8 ENTRANCE

Show entrance advertising banner - south entrance to building

12 metres with your signature. Get noticed and decorate the main entrance to the fairgrounds with your colours.

Technical info:

- Size: 2.5m x 12 m (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 8.000 €







A.9 ENTRANCE

Advertising banner, east/west show entrance

Technical info:

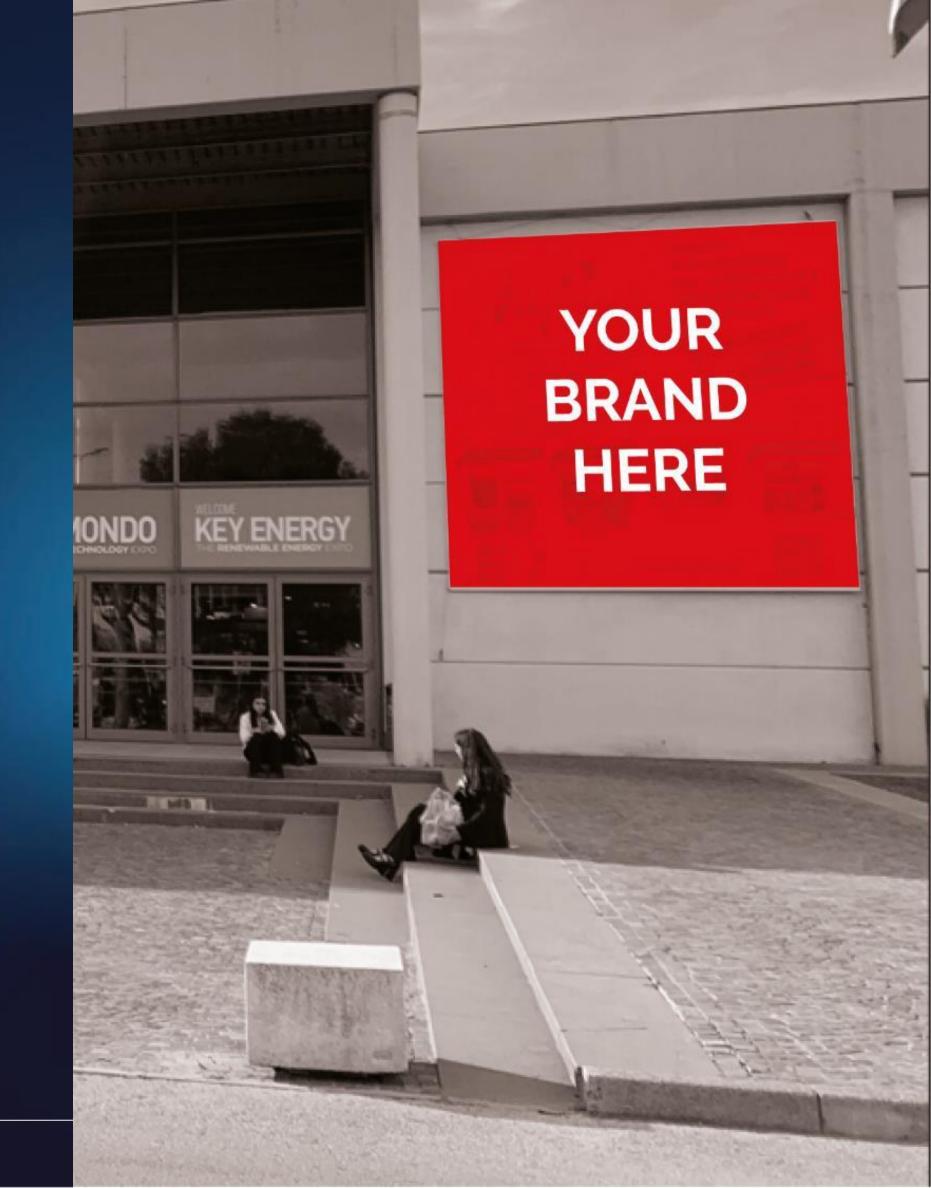
- Size: 5m x 5m (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 6.000 €







A.10 ENTRANCE

Customisation of fairground entrance steps. Choose a different kind of communication, stand out where nobody expects it and escort visitors through the entrance

Technical info:

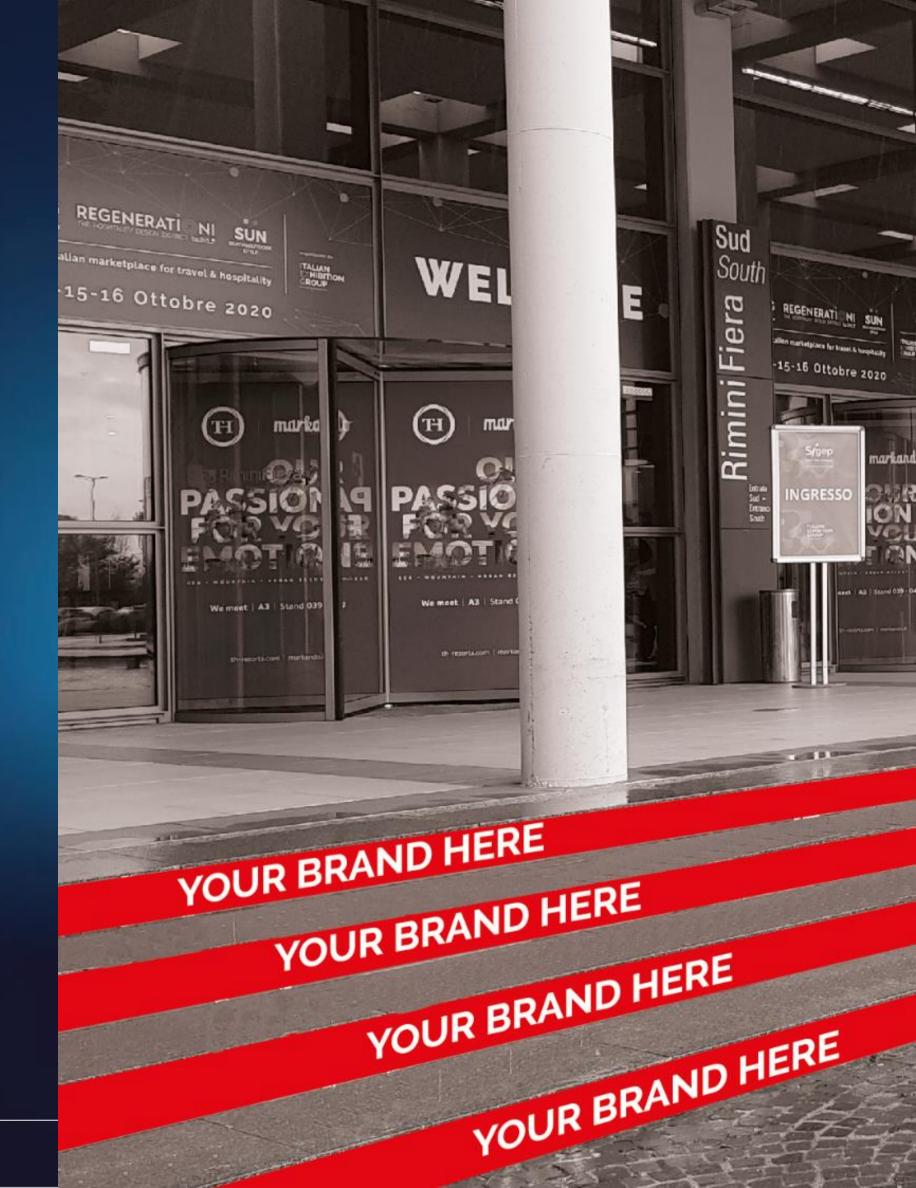
- Size: 4m x 15cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE **5.000**€







A.11 ENTRANCE

Customization of revolving doors at the event entrance visible from the car parks and entrance forecourt

Technical info

Size 136cm x 220 cm (bxh).

Format: PDF high resolution customer supplied

Materials delivery:

within 30 days of the start of the show.

PRICE 2.900 €









A.12 ENTRANCE

Customisation of revolving doors at show entrance. Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance.

Technical info:

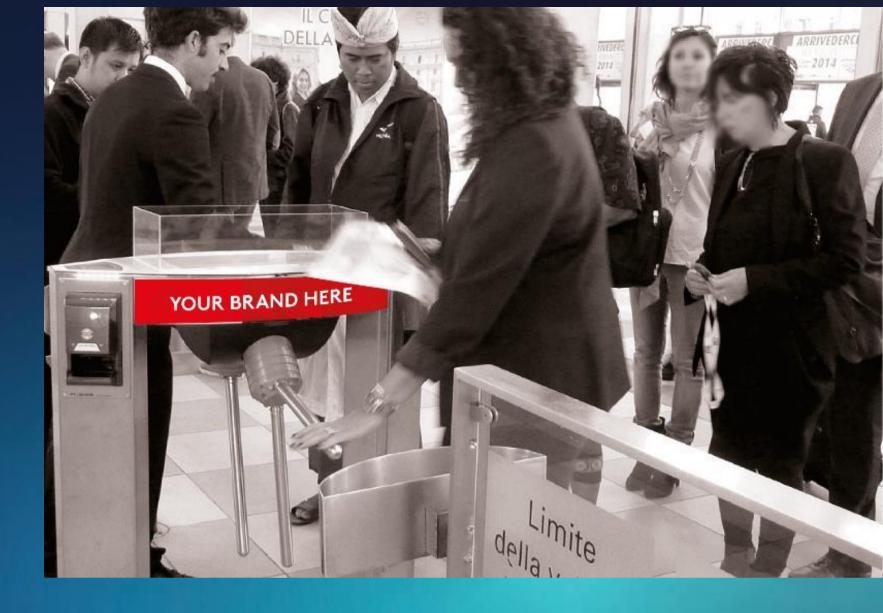
- Size: 136cm x 220cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show

PRICE 2.000 €









A.13 ENTRANCE

Customisation of show entrance windows. Bring visitors into your world. Create your atmosphere for them as soon as they arrive at the entrance

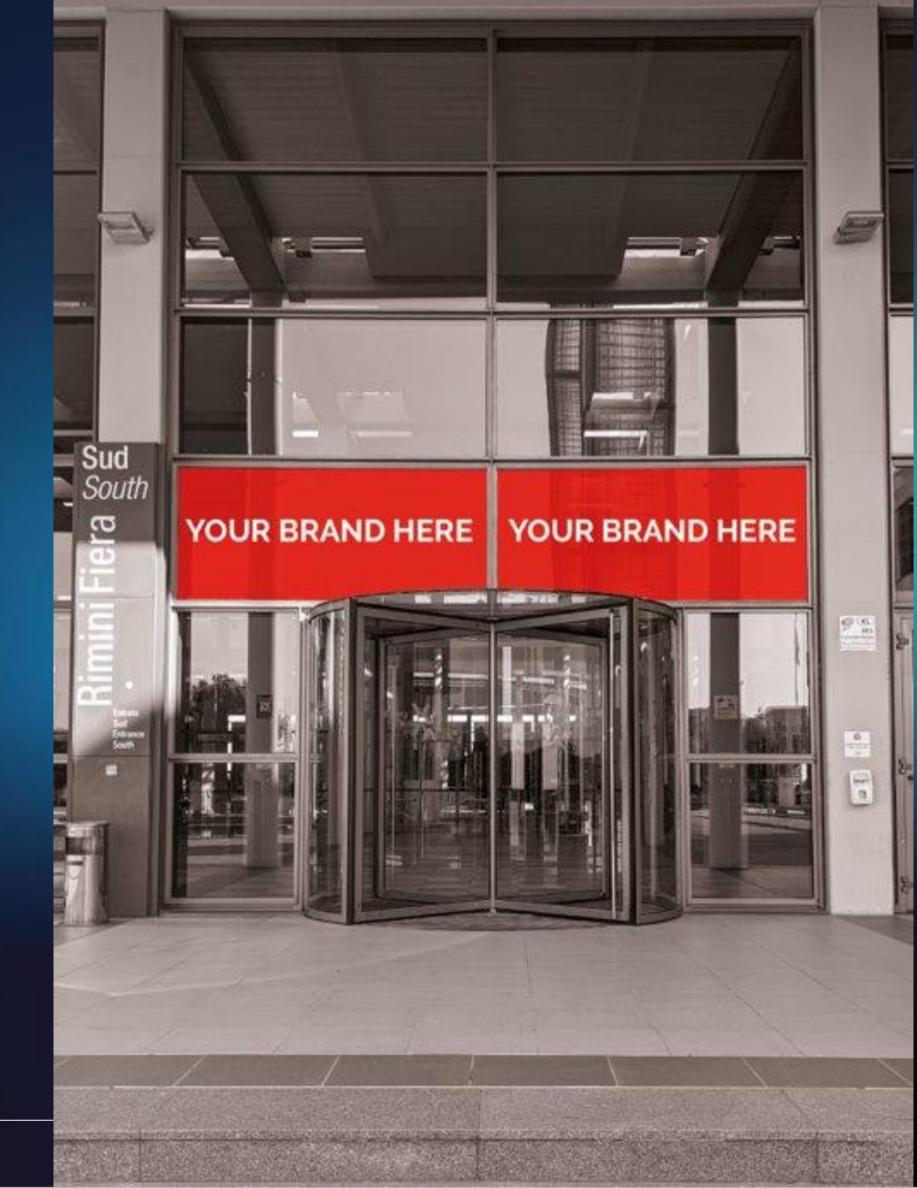
Technical info:

- Size: 259cm x 115cm (wxh).
- Graphic material: high resolution PDF file provided by the client.

Materials delivery:

• within 30 days of the start of the show.

PRICE 2.000 €







B.1 HALL AND COMMUNAL AREA

Advertising banner, bar/shop area - south hall. Reserve your space now and make your brand visible from the main hall and the service and refreshment areas.

- Technical info:
- High resolution PDF file;
- Size 5,2mx3,6m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show.

PRICE 3.500 €







B.2 HALL AND COMMUNAL AREA

Double-sided advertising banner. Promote your brand, your stand and your products by choosing an advertising space that makes you visible to everyone from the main halls and common areas.

Technical info:

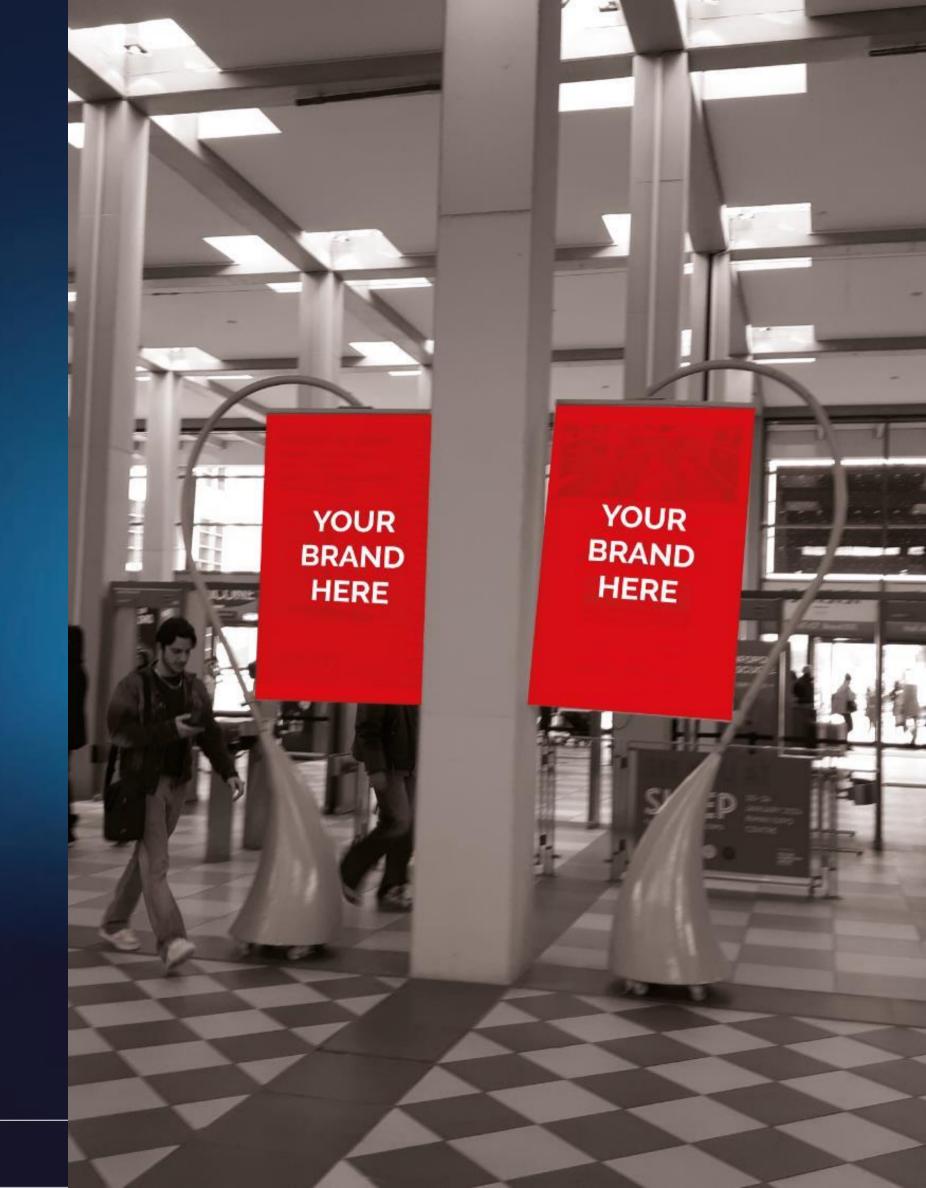
- High resolution PDF file;
- Size 1mx1,40m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show.

PRICE **700**€







B.3 HALL AND COMMUNAL AREA

Adhesive directional graphics: Promote your brand by choosing these advertising spaces that offer maximum coverage from the corridors of the main halls and pool arcades

Technical info:

- High resolution PDF file;
- Size 5m 4m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show

PRICE **3.000**€

PRICE **5.000** €

Diameter mt.4

Diameter mt.5









B.4 HALL AND COMMUNAL AREA

South Hall Advertising Sheet. Choose to be above everyone's eyes in the South Hall. Your brand will gain exceptional and exclusive visibility thanks to this space

Technical info

- High resolution PDF file;
- Size 5x3m bifacciale
- Resolution 300 dpi; font included in the PDF

Materials delivery:

• within 30 days of the start of the show

PRICE **7.000**€







B.5 HALL AND COMMUNAL AREAS

Advertising spot on the giant screen circuit get noticed by everyone with this advertising space that will make you visible from the main hall to anyone who enters the fair, who is still in line. visible from the main hall and from the dining areas

Technical info

- High resolution PDF file;
- Size 5x3m risoluzione 300 dpi; font included in the PDF

Materials delivery:

• within 30 days of the start of the show

PRICE 1.500 €







B.6 HALL AND COMMUNAL AREAS

Customization of stairways in conference rooms, south hall. Choose a strategic point and make your brand visible to operators heading towards the conference and meeting rooms, as well as those in the South Hall.

Technical info

- High resolution PDF file;
- Size 2.95m x 0.15m resolution 300 dpi;
- fonts included in the PDF
- Number of steps: 27

Materials delivery:

• within 30 days of the start of the show

PRICE **5.000**€







B.7 HALL AND COMMUNAL AREAS

Pavilion banner: get noticed and transform your brand into a point of reference for every visitor who enters the Hall of your stand.

Technical info:

File in PDF in alta risoluzione;

- Dimensione: bxh 4,5mtx2mt or 2mtx4,5mt.
- risoluzione 300 dpi; font incluse nel PDF

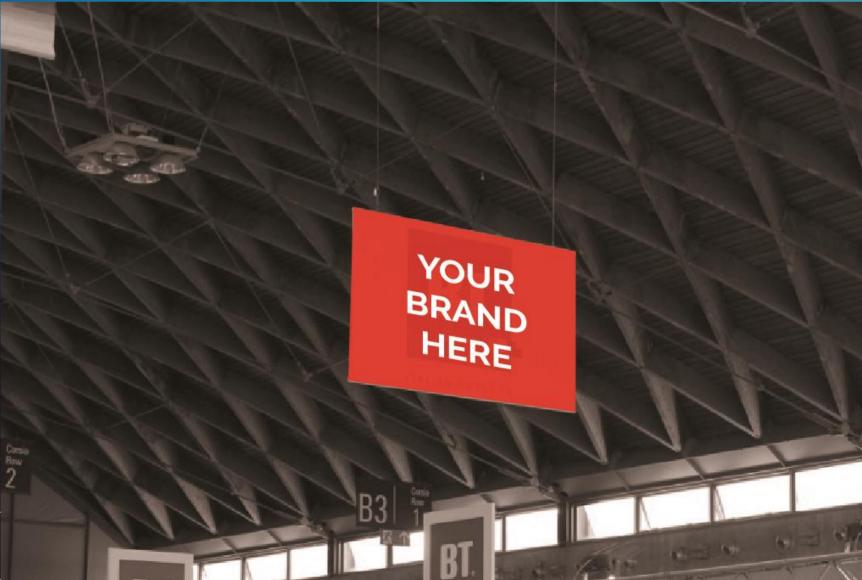
Materials delivery:

• within 30 days of the start of the show.

PRICE 1.900 €









C.1 CUSTOMISATION OF COLUMNS

CUSTOMISATION OF INTERNAL HALL COLUMNS

Promote your brand and your stand with this advertising space visible from all angles in the main halls and communal areas.

Technical info:

- High resolution PDF file;
- Panel size: 0.52m x 3m
- PVC graphics: 1.25m x 3m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

within 30 days of the start of the show.

PRICE 1.200 €







C.2 CUSTOMISATION OF COLUMNS

Advertising sheet for entrance columns visible from the entrance squares

Technical info

- High resolution PDF file
- Size 1x7m single sided
- Resolution 300 dpi; font included in the PDF

Materials delivery:

• within 30 days of the start of the show.

PRICE 3.500 €







C.3 CUSTOMISATION OF COLUMNS

Advertising banner, hall columns

1X7m - 1X5mT ake centre stage in the main halls and busiest public areas with this high-impact advertising space for every visitor entering the show.

Technical info:

- High resolution PDF file;
- Size 1x7m single-sided 1x5m single-sided
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show.

PRICE **2.700**€







D.1 AD IN THE EXHIBITION HALLS

Customisation of hall windows. Give your brand and your stand high visibility and coverage by choosing a strategic space that will get you noticed both inside and outside the exhibition halls.

Technical info:

- High resolution PDF file;
- Size 2.59x1.15m double-side
- resolution 300 dpi; fonts included in the PDF.

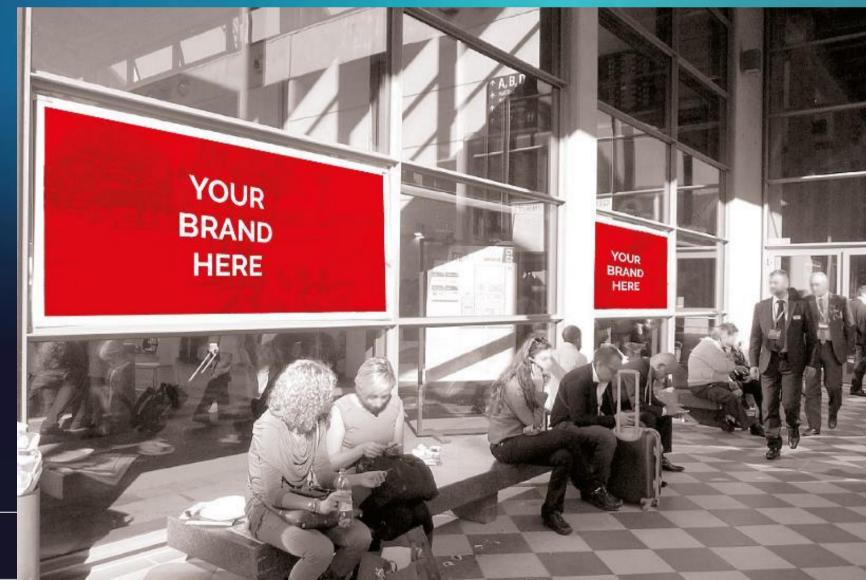
Materials delivery:

• within 30 days of the start of the show.

PRICE 1.500 €









D.2 AD IN THE EXHIBITION HALLS

Customisation of windows in interior areas. Thanks to its extraordinary visibility, this space will arouse curiosity and ensure that visitors making their way to your hall will want to seek out your brand.

Technical info:

- High resolution PDF file;
- Size 2.59x1.15m double-sided
- resolution 300 dpi; fonts included in the PDF

Materials delivery:

within 30 days of the start of the show.

PRICE 2.000 €







E.1 POOLS

- Customisation of advertising totem in internal pools
- Customisation of 3 advertising totems in internal pools
- Customisation of truss

Technical info:

- High resolution PDF file; Size 3.5x2.5m double-sided (horizontal or vertical)
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

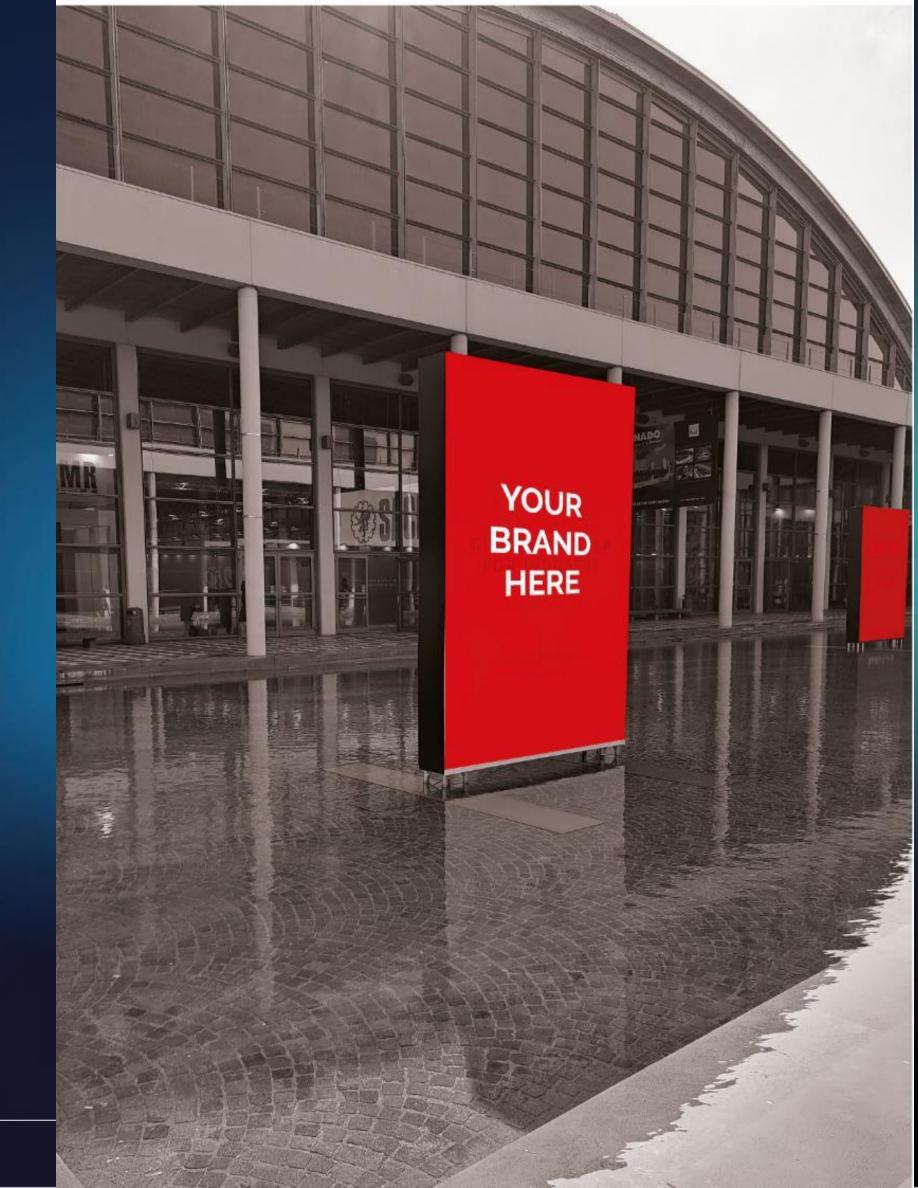
within 30 days of the start of the show.

PRICE **5.200**€

PRICE 12.000€

n. 3 totems







E.2 POOLS

Advertising banner for pool porticos Boost awareness of your brand and your stand by promoting it in outdoor areas frequented by visitors to the show.

- Advertising sheeting for swimming pool porticos one-sided
- Advertising sheeting for swimming pool porticos double-sided

Technical info:

- High resolution PDF file;
- Size 5x3m double-sided 3x5m single-sided
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show.

PRICE 3.000 € PRICE **6.000** €









E.3 POOLS

Cube structure placed on the ground. Grab visitors' attention by choosing a large cube that can spark interest and offer visibility to your brand from all sides and angles.

Technical info:

- High resolution PDF file;
- Size 3x3m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show.

PRICE 10.000 €







E.4 POOLS

Customisation of pool colonnade - circular graphics. With this space, your brand will not go unnoticed. Choose columns in the pool area to make your brand visible from multiple aisles and transit areas.

Technical info:

- High resolution PDF file;
- Size 1.25mx3m
- resolution 300 dpi; fonts included in the PDF.

Materials delivery:

• within 30 days of the start of the show.

PRICE 7.000 €







F.1 COMMUNAL AREAS

Customisation of toilet mirrors. Grab interest out of every spotlight and get noticed by customising all mirrors with your band and stand

Technical info:

- High resolution PDF file;
- Resolution 300 dpi; font included in the PDF

Materials delivery:

• within 30 days of the start of the show.

PRICE **7.500**€









F.2 MERCHANDISING

Customisation of lanyard or shopper at the show and distribution

Technical info:

• Customisation at show on request.

Materials delivery:

• within 2 months of the start of the show.

PREZZO **6.000 €**

LANYARD DISTRIBUTIONBADGE HOLDER

PREZZO 19.500 €

CUSTOMISATION CORDINO

PREZZO **6.100** €

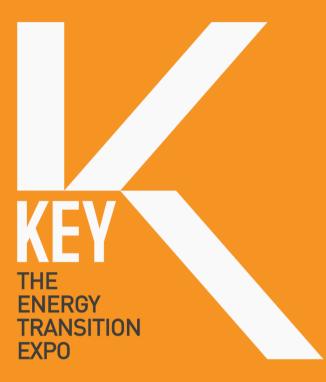
CUSTOMISATION SHOPPER











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