

PROMOTIONAL ACTIVITIES

DURING THE TRADE FAIR AT THE
INTERNATIONAL CONGRESS CENTRE

You are invited to take advantage of the available marketing services. We have prepared them for companies and partners for whom image promotion is a high priority.

ADVERTISING IS A RECIPE FOR A SUCCESSFUL BUSINESS!

PROMOTION AT THE INTERNATIONAL CONGRESS CENTRE





Presentation of advertising materials on large LED screens in a multi-purpose room

Our offer includes 3 large-format screens located in the exhibition hall, where you can display:

- film or static slide (max. 20 sec.)
- film or static slide (max. 1 min.)



Presentation of advertising materials on kiosks

The network of info-kiosks located in the common areas of the ICC (halls, foyers), gives the opportunity to display:

- film or static slide



Advertising stands displayed in locations specified by the Organizer

Display of up to 2 swing signs in locations specified by the Organizer:

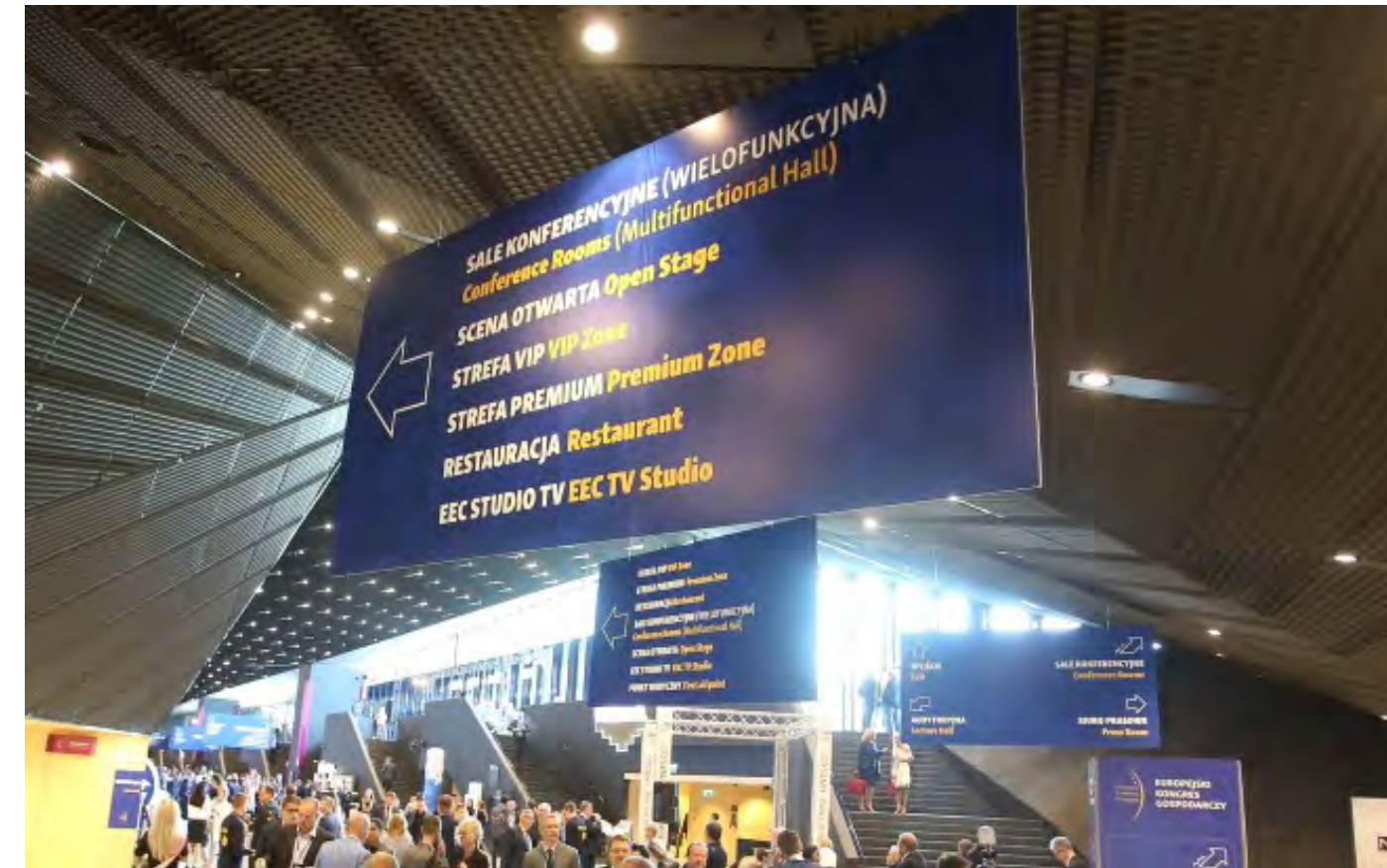
- own swing signs
- rental with a printout



Presentation of advertising material on a TV screen (85") in the entrance areas

There are 85" TV screens made available to you, on which you can display:

- film or static slide (max. 20 sec.)
- film or static slide (max. 1 min.)



Display of advertising banners in the entrance area

- Lower hall
(2 display areas available; cost of a board with double-sided printing)
- Upper hall
(2 display areas available; cost of a board with double-sided printing)



A zone for a special exhibition in the upper or lower halls

An interesting exhibit calls for a unique presentation: we have additional space for a special exhibition in the upper or lower hall.



Conference rooms for own requirements

Are you organizing a presentation, press conference, training or workshop? With an offer tailored to your needs we will provide you with a fully equipped conference hall or a showroom.



Opportunities in the VIP area

For Sponsors of our special zones, a number of marketing services can be provided, for example: advertising walls, logo on VIP badges, a large LED screen or mobile information kiosk, company logo on lanyards, display of advertising materials or gadgets in the VIP zone.



Stair riser advertisement

It is possible to advertise on the stair risers in the foyer:

- entire flight of stairs
- one third of stairs

PROMOTION ON THE OUTSIDE OF THE ICC





Cube box

It is possible to display the advertisement on a special presentation cube, situated in the entrance hall or outside (as agreed with the Organizer).

- the entire cube
- quarter of the cube



Special exhibition area

An area of 30m² is at your disposal for the display of a demo-bus / special vehicle / tent.



Balloons

It is possible to display an advertising balloon in the zone designated by the Organizer.



Flags on masts

We offer 5 masts for the advertising flags:

- one item plus printing.



Flags on a free-standing weighted pole

5 display areas available.

MEDIA PROMOTION



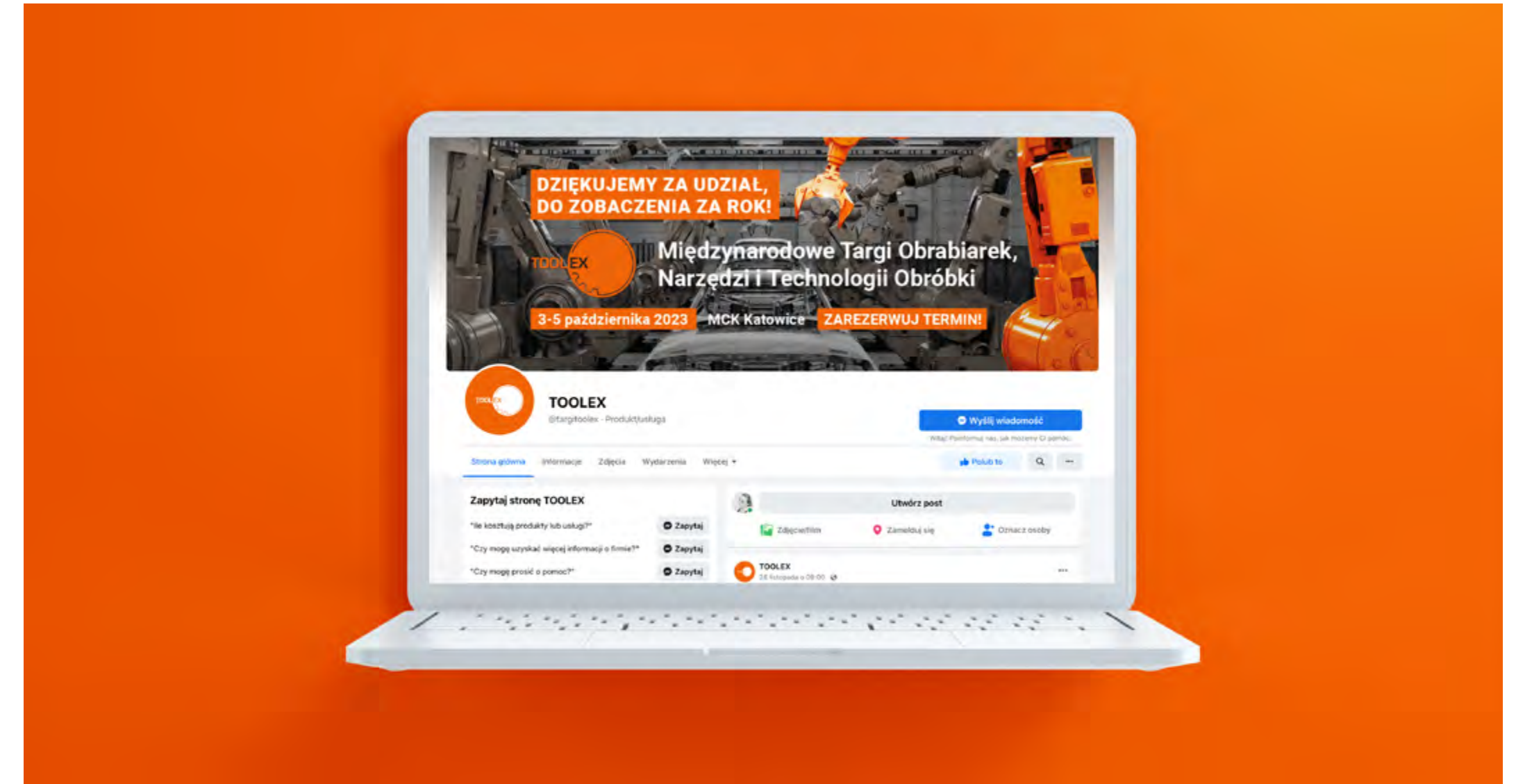


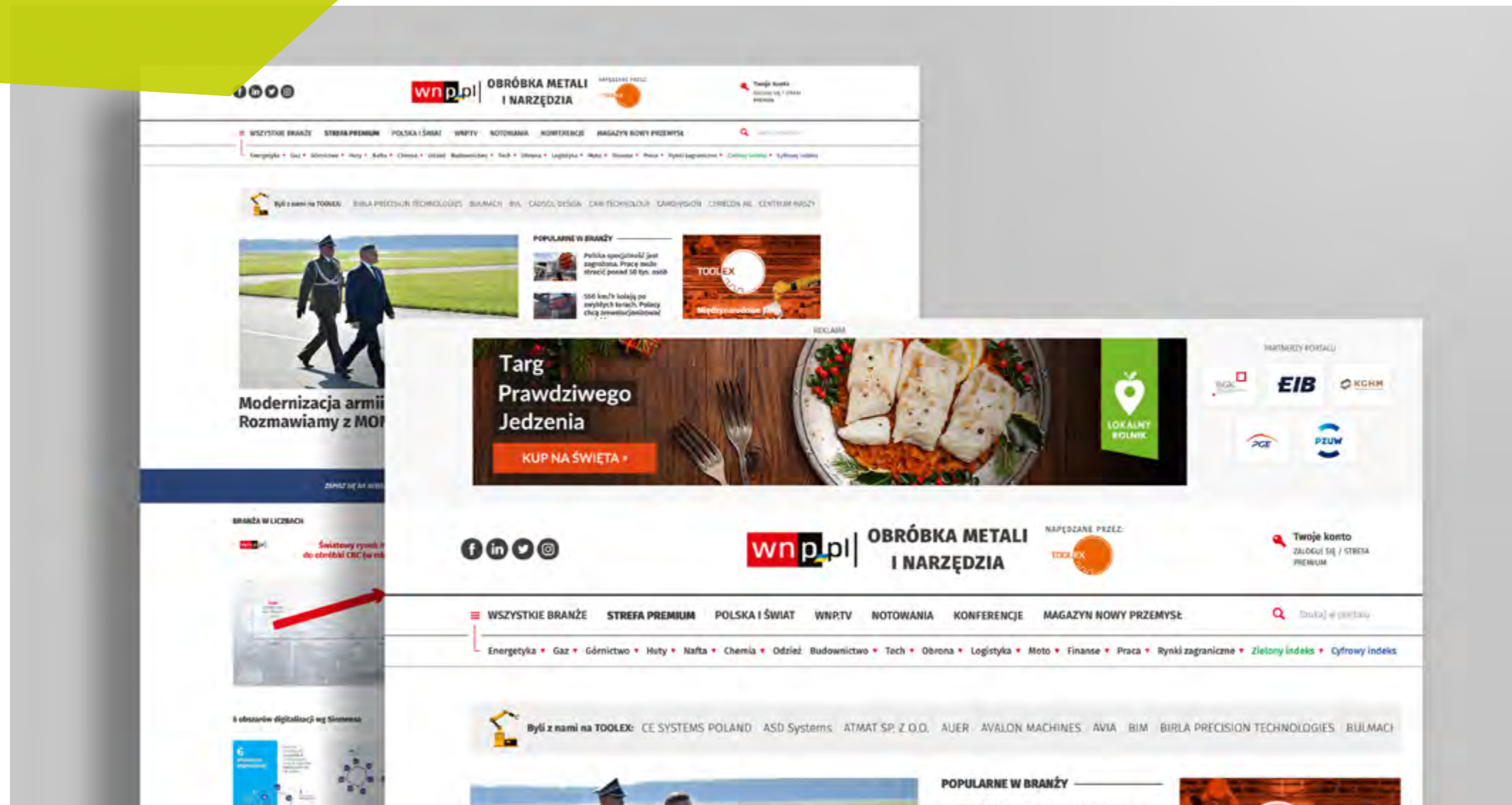
Newsletter advertising

- placement of the company's logotype on the board 'Na targi zapraszają:' ('The Fair is brought to you by:')
(mailing of a min. 5,000 records)
- placement of a promotional text about the company
(max. 400 characters, graphics: 250×170 px)
(mailing of a min. 5,000 records)

Advertising in social media

Exhibitors can publish a dedicated post on the official Trade Fair's Facebook profile. (Graphics with the Exhibitor's logo will be designed by the Organizer, the content of the post will be discussed with the Exhibitor before publication).

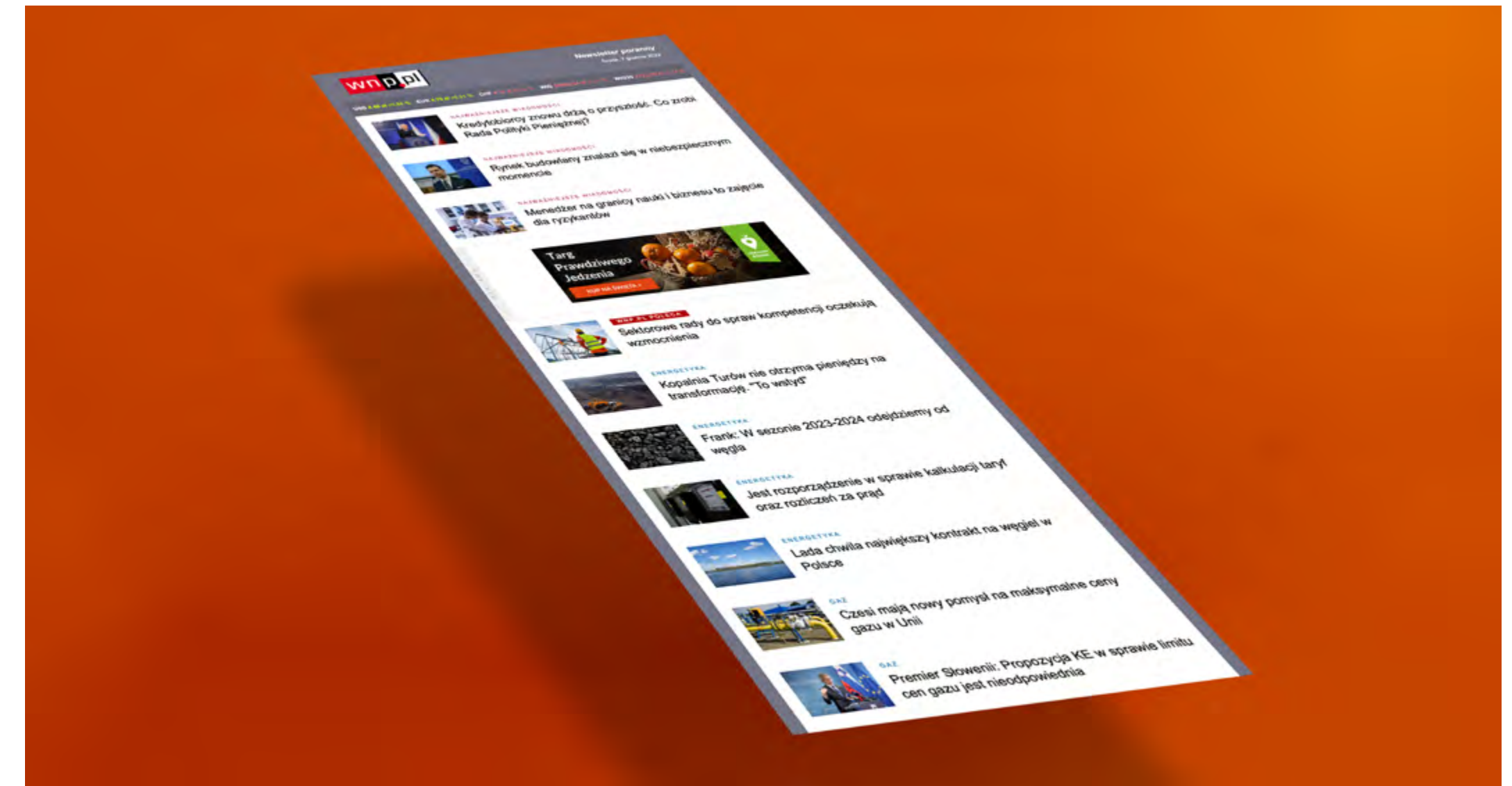




Advertising on the WNP.PL portals & Newsletter

Advertising on the WNP.PL portal and/or the 'OBRÓBKA METALI I NARZĘDZIA' (METALWORKING & TOOLING) subpage:

- Portal Partner
- Website Partner
- Sponsored article



WNP.PL newsletter

(min. 45,000 records)

- graphic advertisement (maximum file size: 30 KB; size: 400×135 pixels; format: JPG or GIF without animation)
- text information (maximum length: 400 characters)

ADDITIONAL OPTIONS





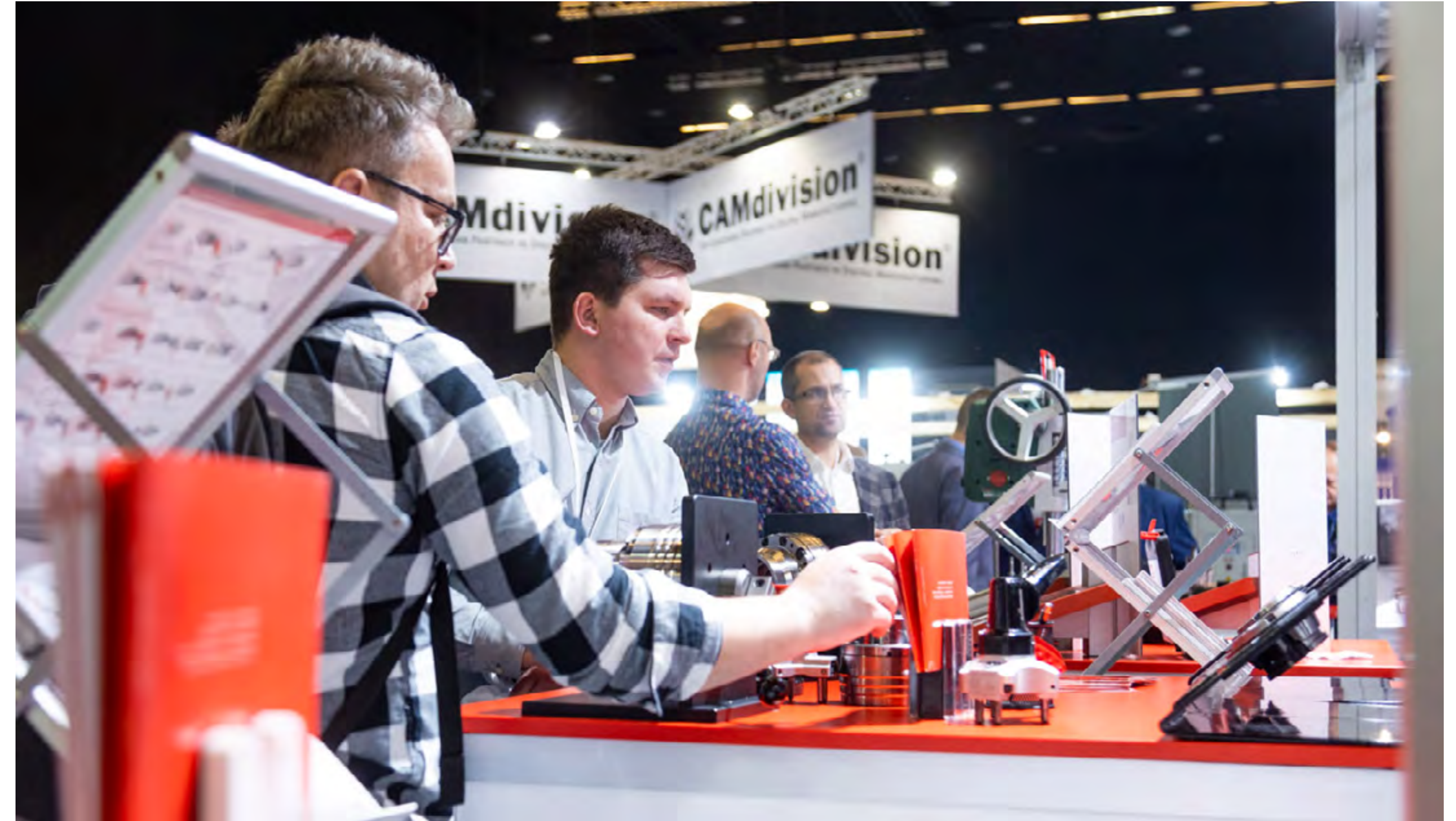
Logotype

Displaying the company's logotype on the visitors plan of the Trade Fair with the list of exhibitors (plan format at least A3; circulation min. 12 thousand).



Advertising gadgets with the sponsor's logo

Distribution of gadgets (e.g. lanyards, pen-drives) at the Visitor Service Point (the offer is intended for 3 companies).



Video or photo report at the fair



The cost of packages for advertising services (2 or more services) will be considered individually. All prices quoted are net values.



Banquet's sponsor



Sponsorship of the banquet during the Trade Fair:

- placement of the Banquet Sponsor's logo on invitations for Exhibitors and Guests
- a 5-minute speech by the Sponsor's representative during the banquet
- display of the advertising wall in front of the entrance to the banquet hall
- exposition of the Sponsor's advertising wall at the banquet stage
- display of the Sponsor's logotype on the stage in the banquet hall
- booking a table or lounge for the Sponsor
- 3 VIP invitations
- 3 banquet invitations

CONTACT

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CO-OPERATION

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