

ADVERTISING OFFER

11-13.04.2024
EXPO Krakow

**30 KRAK
DENT®**

**International Dental
Trade Fair in Krakow**

ADVERTISEMENTS IN THE EXPO

Flags in front of EXPO Krakow

- Price for exhibitor: 1000 PLN (1 flag).
- Price for other clients: 1600 PLN (1 flag).
- Advertising flag in front of the facility (dimensions: 1,2 m x 4 m).
- The flags are digitally printed on polyester material and mounted on masts 10 meters high. The location of the flags guarantees excellent visibility for all trade fair visitors.
- Design provided by the customer according to the guidelines from TwK.
 - Price includes the cost of production and installation.



Stickers on mirrors in restrooms



	Wisła Hall	Dunaj Hall
Price for exhibitor:	3600 PLN	3400 PLN

- Number of mirrors in the Wisła hall: 48.
- Number of mirrors in the Dunaj hall: 36.
- Dimensions of 1 sticker: 44 cm x 22 cm.
- Price includes the cost of production and installation.

Stickers on the stairs in the EXPO lobby

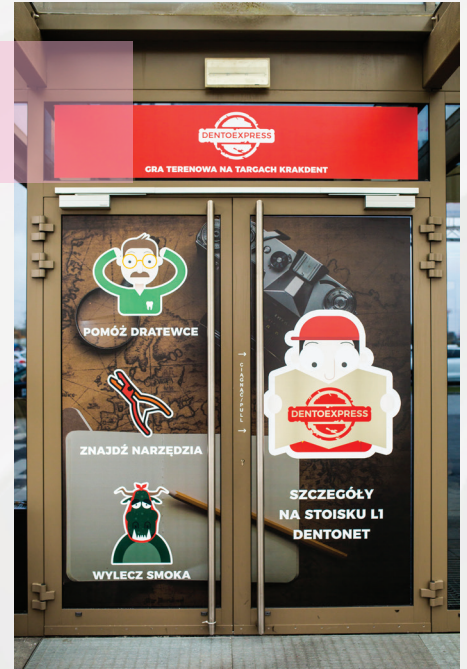
- Price for exhibitor one side: 3300 PLN.
- Stairs in the lobby lead to the only KRAKIDENT trade fair GALICJA restaurant.
 - Choice of right or left side or both.
 - Number of stairs on one side: 35.
- Design provided by the customer according to the guidelines indicated by TwK.
 - Price includes production and installation.



ADVERTISEMENTS IN THE EXPO

Stickers on the main entrance door to the EXPO lobby

- Price for exhibitor for 1 side (2 door leaves + space above the door): 5000 PLN.
- Design provided by the customer according to the guidelines from TwK.
- Price includes production cost. Max 1 piece per 1 exhibitor.



Footprints – stickers on the floor

- Price for exhibitor: exact cost depends on booth location.
- Floor stickers leading from the hall entrance (Wisła or Dunaj) to the booth itself.
- Design provided by the client according to the guidelines from TwK.
- Price includes production and installation.



Disposable paper pads for catering trays in fair's restaurant

- Price for exhibitor: 4800 PLN.
- Price for other clients: 6300 PLN.
- Dimensions: 460 x 285mm, full color.
- Design provided by the client according to the guidelines from TwK.
- Price includes cost of production and distribution.



ADVERTISEMENTS IN THE EXPO



Large-format outdoor advertisement on EXPO Kraków building

- Price for exhibitor: 8000 PLN.
- Price for other clients: 13000 PLN.
- Banner dimensions: 5.8 m x 5.6 m. Graphic design is provided by the client. The order of application decides.
- Price includes the cost of production and installation.

Advertising on the fence EXPO parking lot



- Price for exhibitor: 1300 PLN.
- Price for other clients: 2200 PLN.
- Dimensions: 2.4 x 1.7 m.
- Advertising is made on high quality coated banner material. Mounting on mesh fencing the EXPO area guarantees the exposure of the advertisement to all people coming to the fair.
- Design provided by the client according to the guidelines from TwK.
- Price includes production and installation.



Illuminated double-sided advertising pylon

- Price for exhibitor: 4400 PLN.
- Dimensions of the pylon: 1 m x 3 m.
- Design provided by the client according to the guidelines indicated by TwK.
- Price includes the cost of installation and production.

ADVERTISEMENTS IN THE EXPO

Advertising on TVs in the lobby and restaurant (Video spot without sound or advertising graphics)

- Price for exhibitor: 1200 PLN.
- Price for other clients: 2000 PLN.
- Televisions in the lobby and restaurant of EXPO Krakow (4 pcs in total).
 - Spot prepared and delivered by the client according to the guidelines indicated by TwK.
- Maximum spot length: 45 s. The advertisement will be looped with others, displayed multiple times throughout the day, without sound.



Mat carpet with logotype at the entrance to WISŁA or DUNAJ Hall

- Price for exhibitor: 1 piece: 8500 PLN.
- 2 pieces: 17000 PLN.
- Dimensions: 2 m x 4 m.
- Design provided by the client according to the guidelines from TwK.
- Price includes production cost.

Mat carpet with logotype at the main entrance

- Price for exhibitor: One mat: 3000 PLN.
 - Three mats: 8000 PLN.
- Dimensions: 1.5 m x 1.5 m.
- Design provided by the client according to the guidelines from TwK.
- Price includes the cost of production.



ADVERTISEMENTS IN THE EXPO

Advertising balloon at EXPO Kraków parking lot

- Price for exhibitor: 3500 PLN.
- Price for other clients: 6000 PLN.
- If you have your own advertising balloon, you can install it in a visible place in the parking lot in front of the EXPO Krakow. The balloon is attached with weights.
- Delivery and installation by the client.
- Maximum dimensions of the base: 3 m x 3 m.



Advertising board / banner in EXPO

- Price for exhibitor: 500 PLN per 1 square meter.
- Price for other clients: 750 PLN per 1 square meter.
- Banner dimensions: 285 cm x 100 cm (banners can be combined).
- Design provided by the client according to the guidelines from TwK.
- Price includes production and installation.

Roll-up display

- Price for exhibitor: 400 PLN.
- Price for other clients: 600 PLN.
- We offer highly visible places outside your booth where you can place a roll-up.



ADVERTISEMENTS IN THE EXPO

Graphics at the entrance under the stairs in EXPO lobby

- Price for exhibitor: 3000 PLN.
- Excellent location at the very entrance of EXPO.
 - Design provided by the client according to the guidelines from TwK.
 - Choice of right side or left or both.
 - Price includes the cost of production and installation.



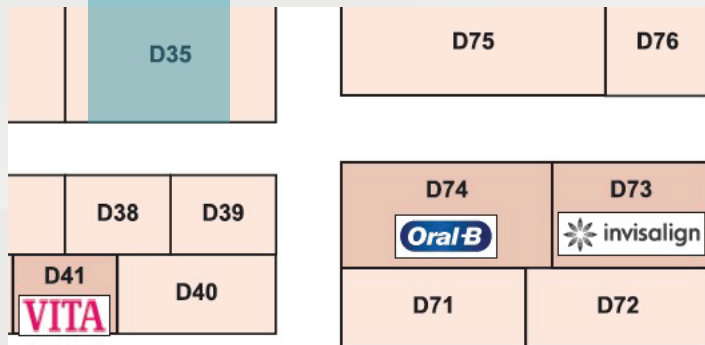
Add on cloakroom wall



- Price for exhibitor: 3000 PLN.
- Price for other clients: 4500 PLN.
- Banner placed on the outside walls of the cloakroom located in the lobby of EXPO Krakow.
- Banner dimensions: 2.93 m wide x 2.48 m high.
- Design provided by the client according to the guidelines from TwK.
- Banner production and installation included in the price.

ADVERTISEMENT IN PRINTED MATERIALS

Exhibitor's logo on the hall plan



- Price for exhibitor: 500 PLN.
- Additional logo for the second booth: 250 PLN.
- Be visible and show where you are, and surely no one will miss your booth.
- Offer applies to the following plans:
 - available on our website www.krakdent.pl
 - printed for visitors and available at the reception desk
 - added as an insert to bags for KRAKIDENT-edu participants
 - in the trade fair guide.
- Limited offer, first come, first served.

Advertising in the printed trade fair guide

	Price for exhibitor:	Price for other clients:
Advertisement on the second page of the cover	5500 PLN	6500 PLN
Advertisement on the third page of the cover	5000 PLN	6000 PLN
Advertisement on the last page of the cover	6500 PLN	7500 PLN
Advertisement inside the guide on the first title page	4500 PLN	5500 PLN
Advertisement inside the guide on the second title page	4000 PLN	5000 PLN
Advertisement inside the guide on the divider (special page)	3500 PLN	4500 PLN
Advertisement inside the guide	3000 PLN	4000 PLN

- The trade fair guide goes to all visitors, exhibitors, co-exhibitors, participants in medical courses and workshops, and to all special guests.
- Ad dimensions: 160 mm x 228 mm + 5 mm bleed each.

Advertisement on Fair's information leaflet, distributed with fair's ticket

PRICE FOR EXHIBITOR:	PRICE FOR OTHER CLIENTS:
• 114 x 167 mm: 2000 PLN	• 114 x 167 mm: 2500 PLN
• 228 x 167 mm: 3000 PLN	• 228 x 167 mm: 3500 PLN
• 228 x 334 mm: 5000 PLN	• 228 x 334 mm: 5500 PLN

Traditionally, we print a special trade fair flyer (228 x 334 mm + 5 mm bleed each format) with a plan of the hall and a list of exhibitors. It is distributed with admission ticket, KRAKIDENT-edu participants' bags and available at the reception desk. Most visitors use the hall plan, thus they can see your advertisement.

Limited offer – first come, first served.

OTHER OPTIONS FOR ADVERTISING AT THE FAIR

	Price for exhibitor:	Price for other clients:
Distribution of advertising materials outside the exhibitor's stand (hostess not included)	500 PLN	–
Distribution of advertising materials in-house (for companies that do not have a booth)	–	2000 PLN
Distribution of advertising materials among Exhibitors	1000 PLN	1000 PLN
Distribution of advertising materials among KRAKDENT-edu* participants (in bags)	1500 PLN	2000 PLN
Distribution of advertising materials among participants of the DENTAL SPAGHETTI Congress* (in bags)	500 PLN	1000 PLN

*Included in the price: 1 insert / 1 gadget / 1 packed bag of A4 size. Each additional item paid separately.

NOTE: we do not pack materials into bags provided by external companies.

	Price for exhibitor:	Price for other clients:
Advertising banner at www.krakdent.pl/en 1360x250px, displayed rotating with 2 other banners	2000 PLN	3000 PLN
Advertising banner at www.dentalspaghetti.pl/en 1360x250px, displayed rotating with 2 other banners	1000 PLN	1500 PLN
Display of advertising materials in a designated area near the trade fair reception desk	500 PLN	800 PLN
Hyperlink on the list of exhibitors to the company's website	100 PLN	–
Distribution of advertising lanyards to KRAKDENT-edu participants	1500 PLN	–
Distribution of other conference materials (pens, notepads, other gadgets) among KRAKDENT-edu participants	500 PLN	–
Distribution of advertising conference bags provided by the Exhibitor (minimum size of the bag is A4) among the participants of KRAKDENT-edu	1000 PLN	–
Company logo on bags prepared by KRAKDENT-edu Fair (upon request)	5000 PLN	–
Company logo on KRAKDENT-edu participant badges	3000 PLN	–

IMPORTANT! The prices listed are net prices and 23% VAT tax may apply.

CONTACT

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