

ADDITIONAL FORMS OF PROMOTION

WorldFood

10th International
Food & Drink Exhibition

16 - 18 April 2024
EXPO XXI WARSAW

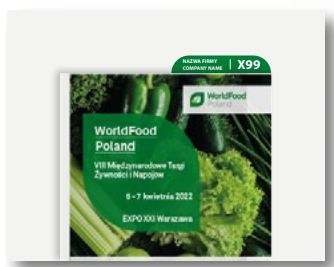
Learn more at:
www.worldfood.pl



STAND OUT FROM THE CROWD!

Advertising in the official Catalogue

1



Marker in the exhibition catalogue leading to the company description page + full page advertisement (max 2 markers)

Marker includes exhibitor's name and the stand number.

PRICE: **1 100** EUR

2



Advertisement in the catalogue - 2nd cover (full page)

PRICE: **1 300** EUR

3



Advertisement in the catalogue - 3rd cover (full page)

PRICE: **1 100** EUR

4



Advertisement in the catalogue - 4th cover (full page)

PRICE: **1 500** EUR

5



Advertisement in the catalogue

FULL PAGE: **500** EUR

HALF PAGE: **300** EUR

Official Catalogue:

- distributed exclusively among the visitors
- database of business contacts
- circulations of ca. 3000 printed copies + available online throughout the year (~A5)



Promotion at the Visitors Registration Point

6



Logo in the floorplan in the Exhibition Brochure*

The Exhibition Brochure, including the floor plan, constitutes primary source of information and makes it easier for the visitors to reach particular stands. The Brochure is distributed together with the ID badge at the visitor registration point.

PRICE: **200** EUR

7



Distribution of information materials together with the Exhibition Brochure (insert 1000 pcs)**

PRICE: **650** EUR

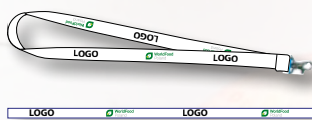
8



Distribution of advertising gadgets with the Exhibition Brochure (1000 pcs)**

PRICE: **875** EUR

9



Exhibitor's logo alternately with the logo of the Fair on the visitors' lanyards (1000 pcs)

PRICE: **750** EUR

10



Advertising on the TV at the Visitors Registration Point (static or video / duration: 30 sec. / up to 5 ads)

PRICE: **500** EUR

Exhibition Brochure:

- distributed exclusively among the visitors
- includes floor plans, list of exhibitors and conference agenda
- circulations of ca. 8000 printed copies (~A3)

* Exhibitor's logo/QR will be placed in the floor plan. The size of the logo will be limited by the size of the stand.

** Promotional materials provided by the exhibitor

Advertising opportunities at the Fair

11



Roll up display in the exhibition entrance hall
in the location indicated by the Organizer

PRICE: **250** EUR

12



Advertising on the floor - sticker in the hallways and passages
in the location indicated by the Organizer (per 1 m²)***

PRICE: **200** EUR

13



Permit for distribution of marketing materials
during the Fair (for 1 promoter)

PRICE: **500** EUR

14



Flag with flagpole near the entrance 1,5m x 4,5m
(flagpole H= 8m / per 1 pcs)***

PRICE: **425** EUR

15



Banner 1,5m x 4m + 2 hanging points to the hall
roof construction***

PRICE: **450** EUR

Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

*** Please be advised, that above costs include printing, montage and advertising space.
Design is not included!
The rental prices concern only event time

Advertising opportunities at the Fair

16



Banner on the wall - main hall
(near Registration) ca. 6x3m***

B1

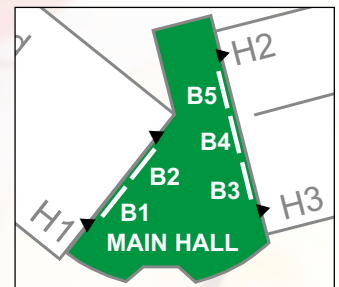
B3

B2

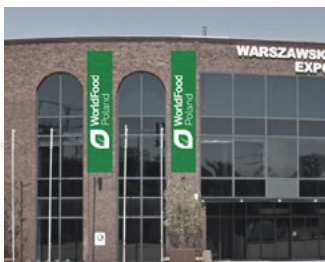
B4

PRICE: **800** EUR

B5



17



Mesh banner on the front wall of the venue
1,3m x 7m***

PRICE: **675** EUR

18



Advertisement / logo on visitors' badges
(1000 pcs set)

PRICE: **750** EUR

19



Visitor's bag sponsor
(bags for self-collection in the main hall)

DISTRIBUTION (1000 pcs): **750** EUR

Bags (with any graphic design) provided by the exhibitor.

OR

PRODUCTION AND DISTRIBUTION (500 pcs): **1 500** EUR

Bags with the exhibitor's logo and information about the exhibition.

Production and distribution on the organizer's side.

20



QR code in the exhibition catalogue*

QR code linking to any website pointed by the exhibitor (e.g. landing page with a special offer), will be placed next to the hall plan, along with a graphic link to the exhibitor's stand.

PRICE: **250** EUR

Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

* Exhibitor's logo/QR code will be placed in the floor plan. The size of the logo will be limited by the size of the stand.

*** Please be advised, that above costs include printing, montage and advertising space. Design in not included! The rental prices concern only event time

Advertising opportunities at the Fair

21



Main entrance doors stickers
1 set = 2 stickers, 100cm x 100cm each
(stickers on both sides of the door)
max. 4 sets ***

PRICE: 250 EUR

22



Restroom mirrors stickers
1 set = 16 stickers, 10cm x 10cm each
(4 toilets x 4 mirrors)
max. 4 sets ***

PRICE: 500 EUR

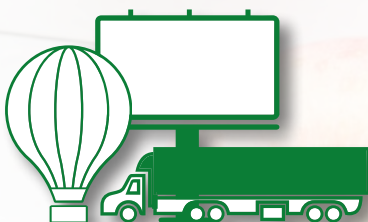
23



Small size advertising - the possibility of exposure
in the location indicated by the Organizer
(advertising walls, totems, winders, cars etc.)

PRICE: 500 EUR

24



Big size own advertising - the possibility of exposure
in the location indicated by the Organizer
(balloons, LED displays, trucks, trailers etc.)

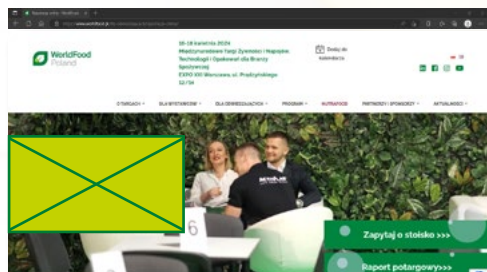
INDIVIDUAL PRICING

Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

*** Please be advised, that above costs include printing, montage and advertising space.
Design in not included!
The rental prices concern only event time

25



Home page - floating banner 700x400 px****
(date: 01.03-18.04)

File format: JPEG

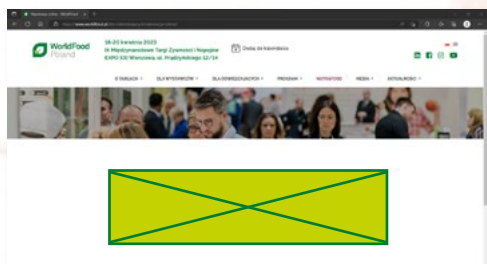
for WorldFood Poland: www.worldfood.pl

for NutraFood Poland: www.nutrafood.pl

for ColdChain Poland: www.coldchain.pl

PRICE: **1 250 EUR**

26

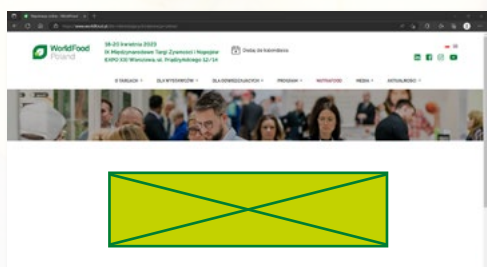


Subpage of the selected trade fair sector - banner 1110x300 px**** (date: 01.03-18.04)

File format: JPEG

PRICE: **1 125 EUR**

28



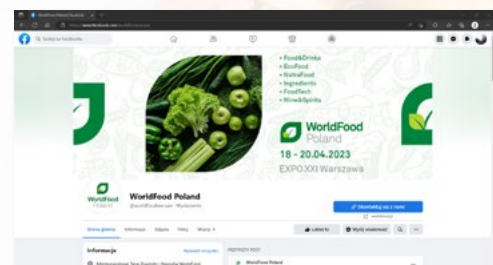
Conference programme tab - banner 1110x300 px****
(date: until 18.04 / max. 1 banner)

File format: JPEG

Link: www.worldfood.pl/en/conferences/

PRICE: **625 EUR**

30



Promotion on social media****

(publication time will be agreed with the organizer)

File format: JPEG

for WorldFood Poland: www.facebook.com/worldfoodpoland

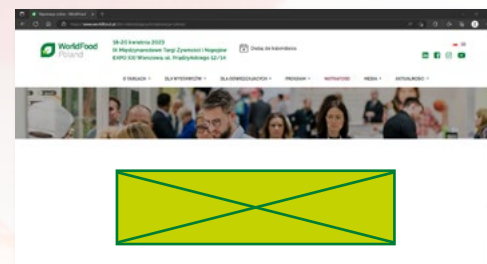
www.linkedin.com/company/worldfood-poland

for NutraFood Poland: www.linkedin.com/company/nutrafood

for ColdChain Poland: www.linkedin.com/company/coldchain-poland

- 1x POST: **125 EUR**
- 3x POST: **300 EUR**
- 5x POST: **450 EUR**

27



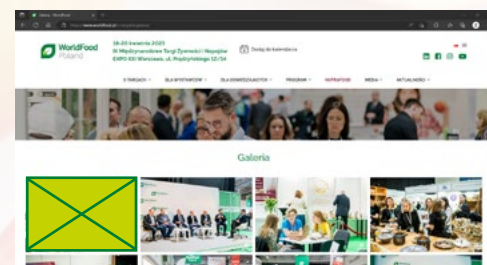
Visitor registration form - banner 1110x300 px****
(date: 01.03-18.04)

File format: JPEG

Link: www.worldfood.pl/en/registration-online/

PRICE: **1 125 EUR**

29



Gallery - banner 390x260 px****
(banner as the first photo)

File format: JPEG

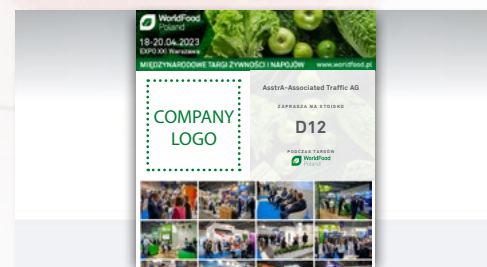
for WorldFood Poland: www.worldfood.pl/en/gallery

for NutraFood Poland: www.nutrafood.pl/en/gallery

for ColdChain Poland: www.coldchain.pl/en/gallery

PRICE: **375 EUR**

31



Dedicated mailing including invitation to the exhibitor's stand (publication date to be set with organizer / max. 1 company)

File format: JPEG

Mailing sent to the database of registered visitors. Graphic and text block including exhibitor's logo / stand number / invitation content. The first block in the mailing under the header.

PRICE: **625 EUR**

Benefits:

- guaranteed publicity - 140 000 page views per year
- 5 000 professionals pre-registered online before the exhibition
- all marketing materials redirect to www.worldfood.pl

**** Design is not included!

ORDER FORM

Order in accordance with the specifications on pages 2-7.

Advertising in the official Catalogue

	PRICE (EUR)	QTY	SUM (EUR)
1 Marker in the exhibition catalogue	1 100		
2 Advertisement in the catalogue - 2nd cover	1 300	1	
3 Advertisement in the catalogue - 3rd cover	1 100	1	
4 Advertisement in the catalogue - 4th cover	1 500	1	
5 Advertisement in the catalogue	FULL PAGE: 500 • HALF PAGE: 300		

Promotion at the Visitors Registration Point

	PRICE (EUR)	QTY	SUM (EUR)
6 Logo in the floorplan in the Exhibition Brochure	200		
7 Distribution of information materials together with the Exhibition Brochure	650		
8 Distribution of advertising gadgets with the Exhibition Brochure	875		
9 Exhibitor's logo alternately with the logo of the Fair on the visitors' lanyards	750		
10 Advertising on the TV at the Visitors Registration Point	500		

Advertising opportunities at the Fair

	PRICE (EUR)	QTY	SUM (EUR)
11 Roll up display in the exhibition entrance hall	250		
12 Advertising on the floor - sticker in the hallways and passages	200		
13 Permit for distribution of marketing materials during the Fair	500		
14 Flag with flagpole near the entrance 1,5m x 4,5m	425		
15 Banner 1,5m x 4m + 2 hanging points to the hall roof construction	450		
16 Banner on the wall - main hall (near Registration) ca. 6x3m	800		
17 Mesh banner on the front wall of the venue 1,3m x 7m	675		
18 Advertisement / logo on visitors' badges	750		
19 Visitor's bag sponsor	DISTRIBUTION: 750 • PRODUCTION AND DISTRIBUTION: 1 500		
20 QR code in the exhibition catalogue	250		
21 Main entrance doors stickers	250		
22 Restroom mirrors stickers	500		
23 Small size advertising - the possibility of exposure	500		
24 Big size own advertising - the possibility of exposure			

Internet

	PRICE (EUR)	QTY	SUM (EUR)
25 Home page - floating banner 700x400 px	1 250	1	
26 Subpage of the selected trade fair sector - banner 1110x300 px	1 125	1	
27 Visitor registration form - banner 1110x300 px	1 125	1	
28 Conference programme tab - banner 1110x300 px	625	1	
29 Gallery - banner 390x260 px	375		
30 Promotion on social media	1x POST: 125 • 3x POST: 300 • 5x POST: 450		
31 Dedicated mailing	625		

TOTAL (NET):

I declare that I have read and understood the Exhibition Technical Rules and Regulations, Exhibition Technical Rules and Regulations and the rules of the exhibition hall and I accept all the articles contained therein.

Company stamp, date

Name Company stamp, date and signature of representative