

ADDITIONAL FORMS OF PROMOTION

WorldFood

9th International
Food & Drink Exhibition

18 - 20 April 2023
EXPO XXI WARSAW

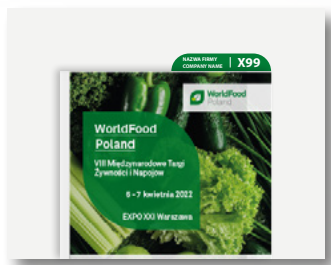
Learn more at:
www.worldfood.pl



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.

2



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

3



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

4



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

5



Advertisement in the catalogue

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.

7



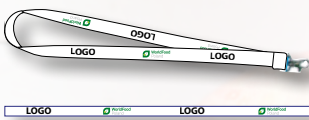
Distribution of information materials together with the Exhibition Brochure (insert 1000 pcs)**

8



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

9



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

10



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

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

12



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

13



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

14



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

15



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

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***

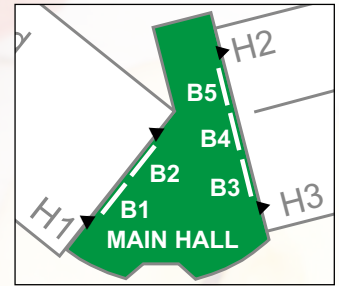
B1

B3

B2

B4

B5



17



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

18



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

19



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

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.

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

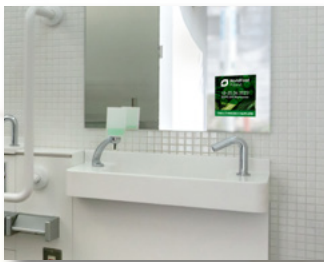
Advertising opportunities at the Fair

21



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

22



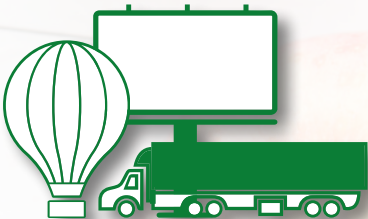
Restroom mirrors stickers
1 set = 16 stickers, 10cm x 10cm each
(4 toilets x 4 mirrors)
max. 4 sets ***

23



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

24



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

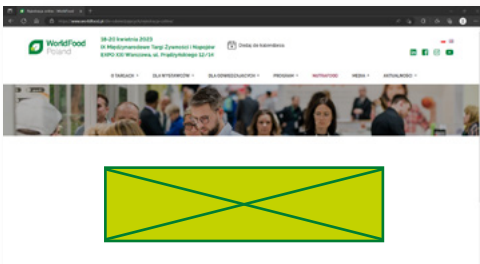
Benefits:

- 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

Advertising at www.worldfood.pl

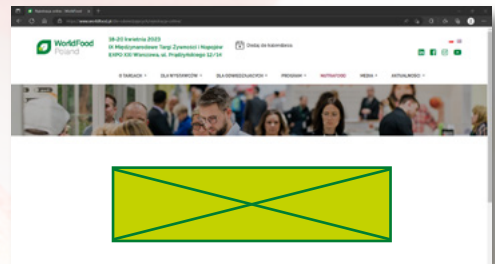
25



Subpage of the selected trade fair sector - banner 1110x300 px**** (date: 01.03-20.04)

Format: JPEG

26

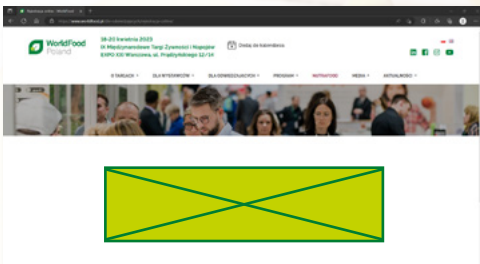


Visitor registration form - banner 1110x300 px**** (date: 01.10-09.11)

File format: JPEG

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

27

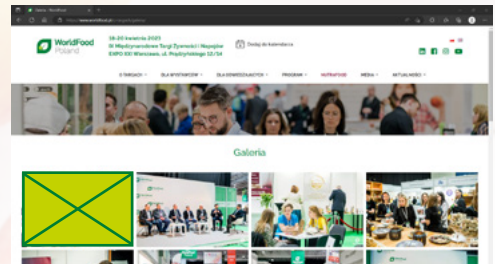


Conference programme tab - banner 1110x300 px**** (date: 01.10-09.11)

File format: JPEG

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

28

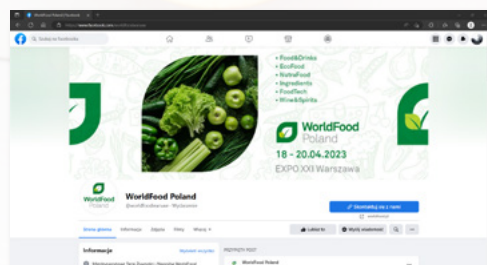


Gallery - banner 390x260 px**** (banner as the first photo)

File format: JPEG

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

29

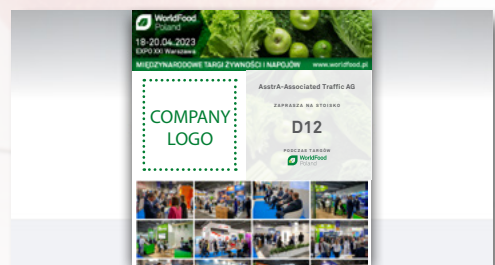


Promotion on Facebook and LinkedIn**** (publication time will be agreed with the organizer)

File format: JPEG

Link: www.facebook.com/worldfoodwarsaw
www.linkedin.com/company/worldfood-poland

30



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.

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!