

# ADDITIONAL FORMS OF PROMOTION

## LiftExpo Poland

1<sup>st</sup> International Lift,  
Components, and Vertical  
Transportation Technology  
Trade Fair

1-3 October 2024  
EXPO XXI WARSAW

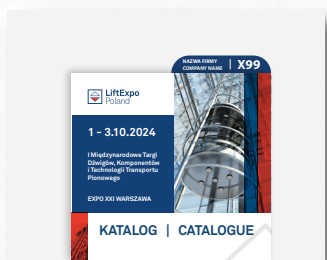
Learn more at:  
[www.liftexpo.pl](http://www.liftexpo.pl)



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. 1000 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: **300** EUR

7



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

PRICE: **800** EUR

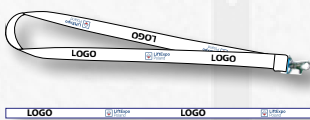
8



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

PRICE: **1000** 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: 15/30 sec. / up to 5 ads)

15 sec.: **500** EUR

30 sec.: **800** EUR

## Exhibition Brochure:

- distributed exclusively among the visitors
- includes floor plans, list of exhibitors and conference agenda
- circulations of ca. 3000 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 m<sup>2</sup>)\*\*\*

PRICE: **200** EUR

13



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

PRICE: **700** EUR

14



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

PRICE: **600** EUR

## Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >3000 participants (estimated)

\*\*\* 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

15



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

PRICE: **850 EUR**

16



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.

17



QR code in exhibition brochure\*

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**

18



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**

## Benefits:

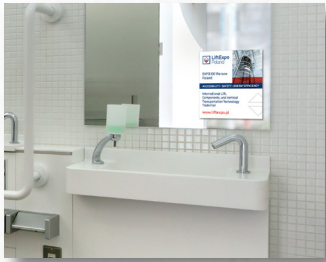
- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >3000 participants (estimated)

\* 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 is not included! The rental prices concern only event time

# Advertising opportunities at the Fair

19



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

PRICE: 500 EUR

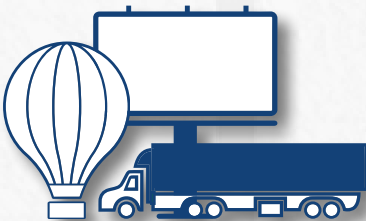
20



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

PRICE: 500 EUR

21



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

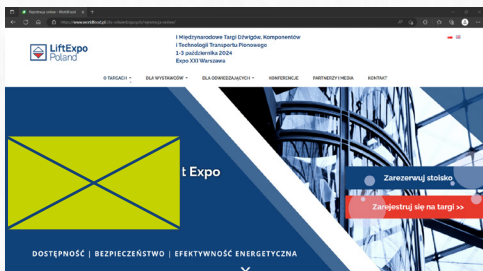
**INDIVIDUAL PRICING**

## Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >3000 participants (estimated)

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

22



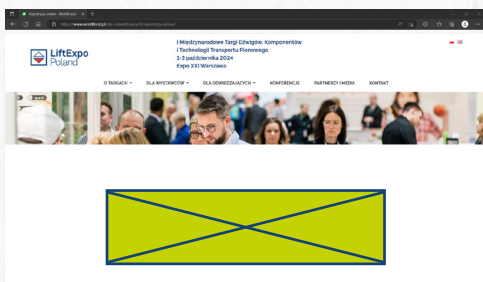
Home page - floating banner 700x400 px\*\*\*\*  
(date: from the date of purchase until 6.10.2024)

File format: JPEG

Link: [liftexpo.pl](http://liftexpo.pl)

PRICE: 1 250 EUR

23

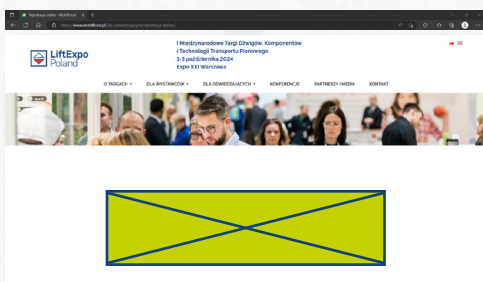


Subpage of the selected trade fair sector - banner  
1110x300 px\*\*\*\* (date: from the date of purchase until 6.10.2024)

File format: JPEG

PRICE: 1 125 EUR

24



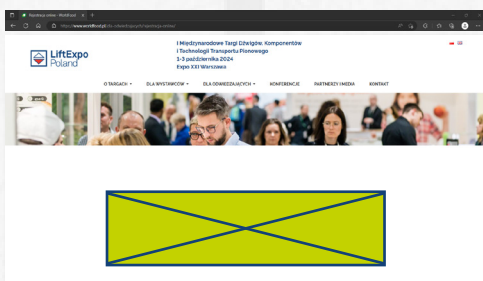
Visitor registration form - banner 1110x300 px\*\*\*\*  
(date: from the date of purchase until 6.10.2024)

File format: JPEG

Link: [liftexpo.pl/en/registration](http://liftexpo.pl/en/registration)

PRICE: 1 125 EUR

25



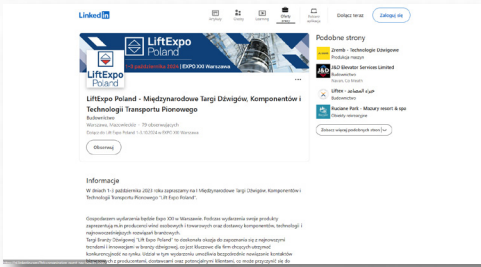
Conference programme tab - banner 1110x300 px\*\*\*\*  
(max. 1 baner / date: from the date of purchase until 6.10.2024)

File format: JPEG

Link: [liftexpo.pl/en/conferences](http://liftexpo.pl/en/conferences)

PRICE: 625 EUR

26



Promotion on social media\*\*\*\*  
(publication time will be agreed with the organizer)

File format: JPEG

Link: LinkedIn - [CLICK](#)

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

27



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

File format: JPEG + tekst

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**



# ORDER FORM

Order in accordance with the specifications on pages 2-8.

Advertising in the official Catalogue		PRICE (EUR)	QTY	SUM
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
6	Logo in the floorplan in the Exhibition Brochure	300		
7	Distribution of information materials together with the Exhibition Brochure	800		
8	Distribution of advertising gadgets with the Exhibition Brochure	1 000		
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	15 SEC.: 500 • 30 SEC.: 800		

Advertising opportunities at the Fair		PRICE (EUR)	QTY	SUM
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	700		
14	Banner 1,5m x 4m + 2 hanging points to the hall roof construction	600		
15	Advertisement / logo on visitors' badges	850		
16	Visitor's bag sponsor	DISTRIBUTION: 750 • PRODUCTION AND DISTRIBUTION: 1 500		
17	QR code in exhibition brochure	250		
18	Main entrance doors stickers	250		
19	Restroom mirrors stickers	500		
20	Small size advertising - the possibility of exposure	500		
21	Big size own advertising - the possibility of exposure			

Internet		PRICE (EUR)	QTY	SUM
22	Home page - floating banner 700x400 px	1 250	1	
23	Subpage of the selected trade fair sector - banner 1110x300 px	1 125	1	
24	Visitor registration form - banner 1110x300 px	1 125	1	
25	Conference programme tab - banner 1110x300 px	625	1	
26	Promotion on social media	1x POST: 125 • 3x POST: 300 • 5x POST: 450		
27	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