

# Limited offer - advertising packages

An efficient and easy way to promote your Company



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Strategic Partner



# 30 YEARS mspo



International Defence Industry Exhibition



TÜRKİYE  
LEAD NATION

6-9 / 09 / 2022, Kielce, Poland

## ADS IN TARGI KIELCE EXPO GROUNDS

### ■ LARGE-FORMAT ADVERTISING AT THE EXPO GROUNDS

- NEW |**
1. **Advertisements on LED screens**
  2. Advertising banner on the expo hall facade
  3. Advertising banner inside the expo hall
  4. Advertising banner on the Targi Kielce external fences
  5. Custom graphic studio services

### ■ CUSTOM ADVERTISEMENTS AT THE EXPO GROUNDS

6. Floor stickers - footprints
7. Advertising roll-up
8. Graphic advertising on display at sanitary facilities

## ONLINE ADVERTISING

### ■ ON-LINE ADVERTISEMENT

9. A banner on the website - a medium rectangle
10. Banner on the website - large leaderboard
11. A rotating banner in exhibitors catalogue - on-line version
12. Advertising banner in the newsletter
13. Information about the Company in the newsletter

### ■ VIDEO, LIVE STREAM, GOOGLE ADS

14. Logo in display advertising - Google Ads
15. Live Stream from the expo stand / 1h-lecture
16. A video featuring the trade fair

## ADVERTISING IN EXPO MATERIALS, MULTIMEDIA

### ■ ADVERTISEMENTS ON SCREENS

17. Advertising up to 30 seconds, all screens  
- 1 day of the expo (50 times)
18. Advertising up to 15 seconds, all screens  
- 1 day of the expo (50 times)

**Printed materials** should be sent **no later than 2 weeks before the event commencement.**

**Electronic materials** should be sent **no later than 1 week before the event commencement.**

Targi Kielce reserves the right to resign from some of the proposed services - subject to internal sanitary regulations and restrictions.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail

Companies interested in cooperation are kindly requested to contact us:

TARGI KIELCE S.A.  
Zakładowa 1, St.  
25-672 Kielce, Poland  
+48 41 365 13 70  
e-mail: [detka.katarzyna@targikielce.pl](mailto:detka.katarzyna@targikielce.pl)

# ADS IN TARGI KIELCE EXPO GROUNDS

## 1. Advertisements on LED screens

NEW

NEW - the 8x4 m LED screen at the main entrance to the E expo hall is now available for exhibitors. The novelty marks the MSPO jubilee.

The best advertising spot at the expo grounds. Let all visitors see you!

The materials should be sent as graphic files (**size 1920 x 1080 pixels, weight up to 100 MB**):

- presentations: ppt, pdf files
- static graphics: jpg
- video files: flv, mp4, mov, mpg, avi, mpeg, wmv

**The price includes the whole expo duration – 96 issues.**

Advertising **up to 60 s**

**Price: 1 000 EUR**



## 2. Advertising banner on the expo hall facade

A banner, dimensions; **550x400 - 600 cm** (W x H) displayed on the **F and G expo halls' facade**

The indicated price includes production, assembly and display in the place indicated by the Targi Kielce exhibition and congress centre, the design services - free.

Do you have a ready-to-use design?  
Send it to the Art Studio Manager.  
Artur Świątek - swiatek.artur@targikielce.pl

Subject to availability. Processed upon first come - first served principle.

The number of pieces ordered:

**Price: 1 500 EUR**



### 3. Advertising banner inside the expo hall

A banner - dimensions: **400x200 cm** (W x H) displayed at the entrance zones.

The indicated price includes production, assembly and display in the place indicated by the Targi Kielce exhibition and congress centre, the design services - free.

Do you have a ready-to-use design?  
Send it to the Art Studio Manager.  
Artur Świątek - swiatek.artur@targikielce.pl

Subject to availability. Processed upon first come - first served principle.

The number of pieces ordered:

**Price: 1 600 EUR**



### 4. Advertising banner on the Targi Kielce external fences

An advertising banner - dimensions of **500x150 cm** (W x H) can be displayed **on the fence along the pedestrian passage** at the main entrances to the TK premises.

The indicated price includes production, assembly and display in the place indicated by the Targi Kielce exhibition and congress centre, the design services - free.

Do you have a ready-to-use design?  
Send it to the Art Studio Manager.  
Artur Świątek - swiatek.artur@targikielce.pl

Subject to availability. Processed upon first come - first served principle.

The number of pieces ordered:

**Price: 900 EUR**



### 5. Custom graphic studio services

Advertising swing-signs, graphics on windows and cars and many other advertising forms. Graphic designs and large format prints.

Contact the TK Art Studio Manager  
Artur Świątek - swiatek.artur@targikielce.pl

**Price: individual pricing**



## 6. Floor stickers - footprints

Floor stickers directing to the expo stand. The indicated price **includes production, assembly and display of 1 m<sup>2</sup>** sticker in the place indicated by Targi Kielce, the design services - free of charge.

Processed upon first come - first served principle. Subject to availability

The price includes the display in one expo hall.

**Number of pieces ordered: 20**

**Price: 500 EUR**



## 7. Advertising roll-up

Space for placing a roll-up in a place designated by the Targi Kielce.

The number of pieces ordered:

**Price: 150 EUR**



## 8. Graphic advertising on display at sanitary facilities

**210 x297 mm [A4]** (W x H) graphics.

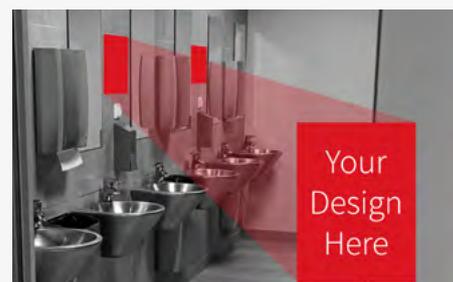
The indicated price includes production, assembly and display in the place indicated by the Targi Kielce exhibition and congress centre, the design services - free.

Processed upon first come - first served principle. Subject to availability

The number of pieces ordered:

**Price: 85 EUR**

\* the price for one piece



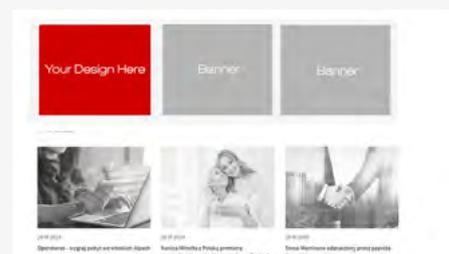
# ON-LINE ADVERTISEMENT

## 9. A banner on the website - medium rectangle

banner size: **300x250 px**  
colours: RGB  
file format: jpg, png, gif  
file size: max 100 KB

The indicated price applicable to annual display

**Price: 180 EUR**



## 10. Banner on the website - large leaderboard

banner size: **970x90 px**  
colours: RGB  
file format: jpg, png, gif  
file size: max 100 KB

The indicated price applicable to annual display

**Price: 280 EUR**



## 11. A rotating banner in exhibitors catalogue - on-line version

banner size: **970x90 px**  
colours: RGB  
file format: jpg, png, gif  
file size: max 200 KB

The indicated price applicable to annual display

**Price: 150 EUR**



## 12. Advertising banner in the newsletter

banner size: **650x180 px**  
colours: RGB  
file format: jpg, png, gif (max 20-25 frames)  
file size: max 10 MB

The indicated price applies to a single distribution.

The ordered number of newsletter-issues sent

**Price: 100 EUR**



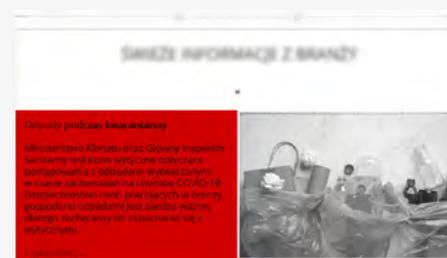
## 13. Information about the Company in the newsletter

The text should be sent as plain text (text editor e.g. Word, Notepad), number of characters: 600 with spaces + a logo or a photo

The indicated price applies to a single distribution.

The ordered number of newsletter-issues sent

**Price: 100 EUR**



## 14. Logo in display advertising - Google Ads

Banner advertising to be displayed.  
The **logo** should be sent in png. format.

**Price: individual pricing**



## 15. Live Stream from the expo stand / 1h-lecture

Video coverage from the expo stand / film with the Company's presentation - streaming during the expo.

**Price: individual pricing**



## 16. Video featuring the trade fair

Making a video during the expo. A films script to be agreed upon in advance with the Client. A short spot with music or a longer film form available.

**Price: individual pricing**



# ADVERTISING IN EXPO MATERIALS, MULTIMEDIA

## 17. Advertising up to 30 seconds, all screens - 1 day of the expo (50 times)

Advertising spots / presentations - **up to 30 s**

The materials should be sent as graphic files (**size 1920 x 1080 pixels, weight up to 100 MB**):

- presentations: ppt, pdf files
- static graphics: jpg
- video files: flv, mp4, mov, mpg, avi, mpeg, wmv

**NOTE:** if there is a conference, congress, training in the conference room where there is the display, the event held in this conference room has the priority to display its materials.

**Price: 120 EUR**



## 18. Advertising up to 15 seconds, all screens - 1 day of the expo (50 times)

Advertising spots / presentations - **up to 15 s**

The materials should be sent as graphic files (**size 1920 x 1080 pixels, weight up to 100 MB**):

- presentations: ppt, pdf files
- static graphics: jpg
- video files: flv, mp4, mov, mpg, avi, mpeg, wmv

**NOTE:** if there is a conference, congress, training in the conference room where there is the display, the event held in this conference room has the priority to display its materials.

**Price: 65 EUR**

