

Limited offer - advertising packages

An efficient and easy way to promote your Company



 
MSIPO
29th International
Defence Industry Exhibition
7-10.09.2021

 The Honorary Patronage
of the President
of the Republic of Poland
Andrzej Duda

 **Targi Kielce**
exhibition & congress centre
www.msipo.pl

Strategic partner
 **PGZ**

ADS IN TARGI KIELCE EXPO GROUNDS

■ LARGE-FORMAT ADVERTISING AT THE EXPO GROUNDS

1. Advertising banner inside the expo hall
2. Advertising banner on fencings inside expo grounds
3. Advertising banner on the Targi Kielce external fences
4. Free-standing advertising wall
5. Flags on masts inside the expo halls
6. Custom graphic studio services

■ CUSTOM ADVERTISEMENTS AT THE EXPO GROUNDS

7. Advertising roll-up

■ ADVERTISING MATERIALS DISTRIBUTION

8. The right to distribute leaflets during the event
9. Providing space for advertising materials display during an expo

ONLINE ADVERTISING

■ ON-LINE ADVERTISEMENT

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

■ VIDEO, LIVE STREAM, GOOGLE ADS

15. Logo in display advertising
16. Live Stream from the expo stand / 1h-lecture
17. Video featuring the trade fair

ADVERTISING IN EXPO MATERIALS, MULTIMEDIA

■ ADVERTISEMENTS ON SCREENS

18. Advertising up to 30 seconds, all screens - 1 day of the expo (50 times)
19. 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 37
e-mail: salamon.anna@targikielce.pl

ADS IN TARGI KIELCE EXPO GROUNDS

1. Advertising banner inside the expo hall

A banner - dimensions: **400 x 200 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 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 / **1 770** USD



2. Advertising banner on fencings inside expo grounds

Advertising banners - dimensions **250x150-200** (WxH) displayed on **metal railings** inside the TK expo grounds.

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 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: **400** EUR / **470** USD



3. Advertising banner on the Targi Kielce external fences

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

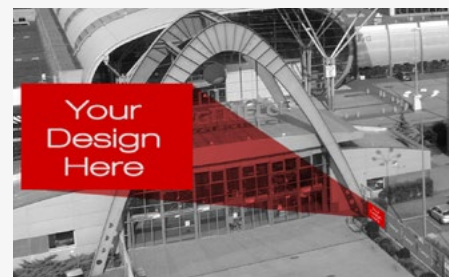
The indicated price includes production, assembly and display in the place indicated by the Targi Kielce exhibition and congress centre, the design services - free.

Do you have a ready-to-use design?
Send 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: 800 EUR / 945 USD



4. Free-standing advertising wall

An advertising wall (octanorm system) of the **100x250 cm*** display area (width x height), set in the place indicated by the TK after consultation with the Customer.

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 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: 300 EUR / 355 USD

*applies to one side of the wall only



5. Flags on masts inside the expo halls

Display-space available for **advertising flags presented on 3.5 m masts**.
Flags should be delivered no later than one week before the event commencement date.

Number and location of masts with advertising flags - to be determined.

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

The number of pieces ordered:

Price: 60 EUR / 70 USD



6. 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



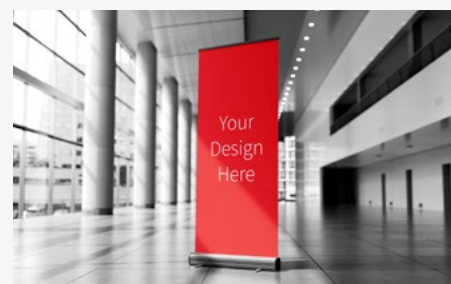
7. Advertising roll-up

An advertising roll-up - the dimensions agreed with the Art Studio Team.

The price includes production, assembly and delivery to the expo stand, design services - free of charge.

The number of pieces ordered:

Price: 75 EUR / 89 USD



8. The right to distribute leaflets during the event*

The number of days

The given amount for 1 expo day

Price: 130 EUR / 156 USD



9. Providing space for advertising materials display during an expo*

The number of days

The given amount for 1 expo day

Price: 20 EUR / 24 USD



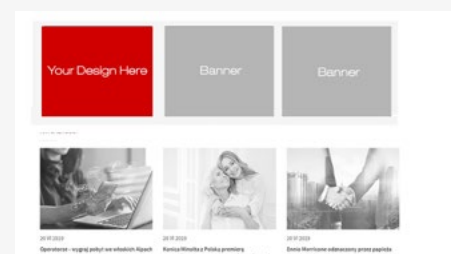
ON-LINE ADVERTISEMENT

10. 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: 160 EUR / 190 USD



11. 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: 260 EUR / 305 USD



12. 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: 120 EUR / 140 USD



13. 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 / 85 USD



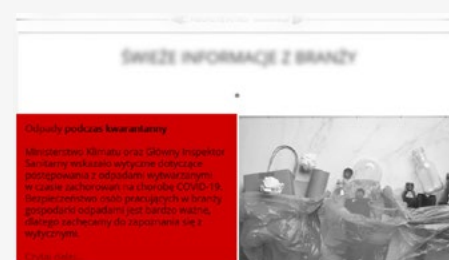
14. Information about the Company in the newsletter

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

The indicated price applies to a single distribution.

The ordered number of newsletter-issues sent

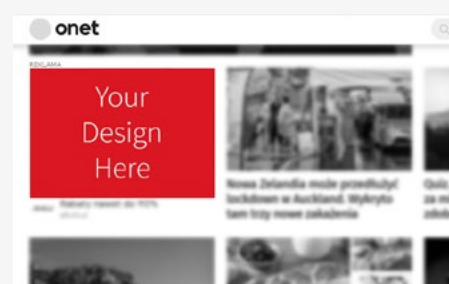
Price: 100 EUR / 85 USD



15. Logo in display advertising

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

Price: individual pricing



16. 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



17. 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

18. 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: 110 EUR / 130 USD



19. 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: **60 EUR / 70 USD**

