

# Marketing Services for Exhibitors

An efficient and easy way to promote your Company

 **SACROEXPO**

**6-8 VI**  
2022

[sacroexpo.pl](https://sacroexpo.pl)





## Printed advertisements

Increase your Company's visibility.

Your Company's advertisement - active marketing before, during and after the event.

### 1. Logo on expo official handbags

Exhibition bags are handed over to exhibitors and visitors during the event.

Circulation, format and graphics to be agreed.  
**price request**



Please note! Subject to availability, first-come-first-served principle applies.

### 2. Logo on printed invitations for visitors

**Circulation:** 5000 items.  
**File format:** : PDF, Acrobat 4

**Price:** 3 000 PLN NET

Please note! Only one Company's logo will be placed on the invitation.



### 3 . Advertisement at the expo floor-plan

The floor plan is distributed free of charge, available for exhibitors and visitors.

**Number of pieces:** 4500  
**File format:** PDF, Acrobat 4  
**Dimensions:** 140 x 100 mm

**Price:** 2 000 PLN NET





#### 4. Advertisement in the expo magazine

Advertisement in the SACROEXPONEWS magazine, sent before the trade fair to parishes and shops with devotional items throughout Poland.

**Circulation:** 15000 items  
**File format:** TIFF, PDF, JPG (300 dpi)  
**Dimensions:** 295 x 415 mm

**Price:**  
1/4 page 2 000 PLN NET  
1/8 page 1 500 PLN NET



#### 5. Personalized invitations for visitors

Invitation designed for the exhibitor. Logo and other graphic materials should be sent in the form of JPG, PDF (additionally a brandbook, if the company has one).  
The price includes the design and printing of 500 invitations.

**Circulation:** 500 items  
**Price:** 1 800 PLN NET

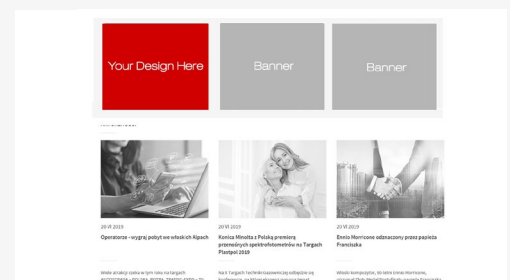


### Online advertisement

Boost your online visibility - anywhere, any time.

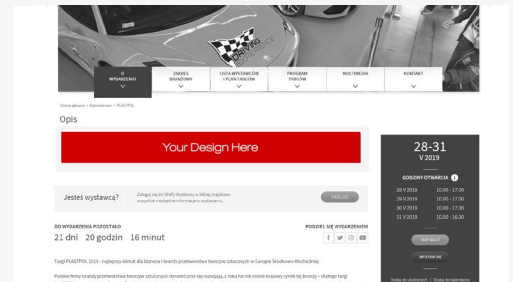
#### 6. Mini Banner. A medium rectangle banner on the event's website

**Size:** 300 x 250 px  
**Colour:** RGB  
**File format:** jpg, png, gif  
**File size:** up to 100 KB  
**Display time:** 12 months  
**Price:** 480 PLN NET



## 7. A large banner - a leaderboard on the event's website

Size:	300 x 250 px
Colour:	RGB
File format:	jpg, png, gif
File size:	up to 100 KB
Display time:	12 months
Price:	850 PLN NET



## 8. The expo-participation video feature

Production of a video during the Expo. The video script to be agreed in advance. Options - a short spot or a longer form. Price - to be agreed individually.

price request



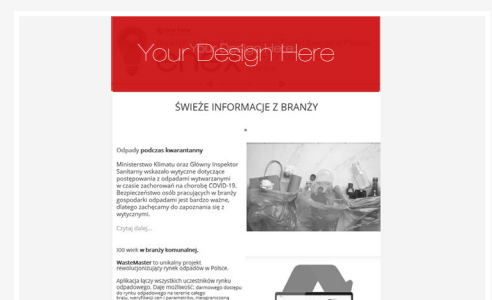
## 9. Logo on electronic invitations

File format:	pdf, Acrobat 4
Price:	2 500 PLN NET



## 10. A banner in the newsletter

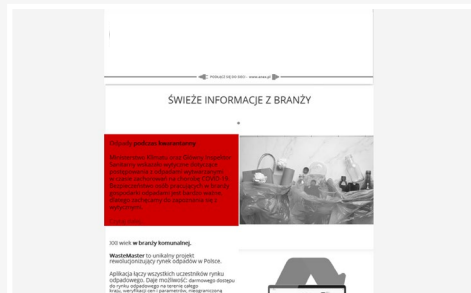
Format:	650 x 180 px
File format:	png, jpg
Price:	1 issue: 300 PLN NET 3 issue: 720 PLN NET



Please note! The order of the banners displayed assigned upon first come-first served principle.

## 11. Information about the Company included in the newsletter

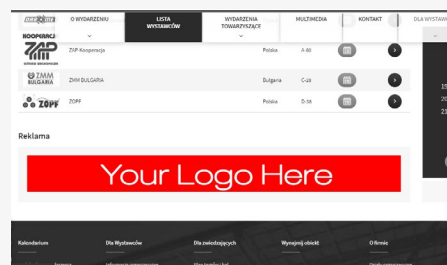
<b>Number of characters:</b>	600 with spaces
<b>File format:</b>	word-processor text (Word, Notepad)
<b>Price:</b>	1 issue: 300 PLN NET 3 issue: 720 PLN NET



Please note! One newsletter can contain max. 2 company descriptions.  
Subject to availability, processed upon first come-first served principle.

## 12. A rotating banner in exhibitors catalogue - online version.

<b>banner size:</b>	970 x 90 px
<b>colours:</b>	RGB
<b>file format:</b>	jpg, png, gif
<b>file size:</b>	up to 200 KB
<b>Price:</b>	350 PLN NET



**Advertisements in TK expo grounds on display during the expo.**  
Increase your Company's visibility so that everyone can easily find you.

## 13. A banner displayed at the Expo Hall facade

The largest advertising format available.  
This banner cannot possibly go unnoticed.

<b>Banner format:</b>	width 550 cm, height 400 do 600 cm
<b>Cena:</b>	display and assembly: 3 500 PLN NET production: 3 000 PLN NET



PLEASE NOTE! Number of banners limited - subject to availability, processed upon first come-first served principle.



## 14. Stickers on the entrance doors to the E Expo Hall

### E Expo Hall (east and west side entrance):

Advertising stickers - dimensions: **78 x 200 cm\***  
(width x height). **6 stickers** can be displayed at Zakładowa  
Street side (East-side entrance) **9 stickers** can be displayed  
at Markowskiego Street side (West-side entrance).

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?  
Sent it to the Art Studio Manager.  
Artur Świątek - swiatek.artur@targikielce.pl

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

**Price:** 350 PLN NET  
(the price for one sticker)

Number of pieces ordered



\* one-sticker size

## 15. Floor stickers (guiding footprints)

20 floor stickers directing you to your expo stand.  
Stickers with dimensions of 100 cm x 50 cm  
The price includes display, production and assembly in places  
indicated by TK

**Format:** 100x50cm

**Cena:** 1000 PLN NET / set (20 pcs)  
Display, production and assembly - in one Expo Hall

Number of sets ordered:

PLEASE NOTE! Number of stickers limited - subject to availability,  
processed upon first come-first served principle.





## 16. Digital advertisement on screens

There are 48 screens available in the T.K. expo grounds.  
Location: 11 monitors at the entrance terminals, 15 in the exhibition halls, and 22 in the Congress Centre. The largest screen - 55 inches

**File formats:** spots - flv, presentations - ppt, pdf  
Static images - jpg, video files - flv, mp4, mov, mpg, avi, mpeg, wmv  
**File size:** 1920 x 1080, up to 100 MB  
**Running time:** 15 seconds, up to 30 seconds



<b>Cena:</b>	1 expo day	Ordered number of days
Advertising spots / presentations - up to	(50 issues)	
30 s	280 PLN NET	
all TV monitors		
15s static images	1 expo day	Ordered number of days
	(50 issues)	
all display monitors	150 PLN NET	

PLEASE NOTE! Number of files limited - subject to rotation. Availability - processed upon first come-first served principle.





### 17. Advertisements on display at sanitary facilities (A4 frame)

**Format:** 210 x 297 mm

**Price:** 300 PLN NET / 1  
frame

Number of pieces ordered:



PLEASE NOTE! Number of frames limited - subject to availability, processed upon first come-first served principle.

### 18. A swing-sign located in the outdoor expo grounds (A1 frame)

**Format:** A1 (598 x 841 mm)

**Price:** 500 PLN NET / 1 double-ended swing-sign  
(display / printout / assembly)

Number of pieces ordered:



PLEASE NOTE! Number of swing-signs limited - subject to availability, processed upon first come-first served principle.

### 19. Advertising graphics at hall E

Providing advertising space on the facade at the entrance to hall E.

**Format:** 380 cm x 180 cm

**Price:** 3 000 PLN NET



The price includes manufacturing, assembly and display.





## 20. Flags on masts

The Company's visibility enhancement for the whole duration of the event.

**The mast height:** 5 m

**Number of flags with poles:** 40 flags

**Price:** Display and assembly: 210 PLN NET  
(the price for 1 mast)

Number of pieces ordered:



PLEASE NOTE! Your flags should be delivered to Targi Kielce at least a week before the event starts. Number of display spots limited - subject to availability, processed upon first come-first served principle.

## 21. Free-standing advertising wall.

**Format:** 100 cm x 250 cm

**Price:** 850 PLN NET

The given price includes manufacturing, assembly and display in the place indicated by the TK



## 22. Providing space in media point

The price for material display on the rack

**Price** 110 PLN NET / day

Ordered number of days





## 23. Advertising roll-up - providing space outside the expo stand

**Price:** 500 PLN NET

The price for space availability. Design and production not included



## Others

Marketing activities

## 24. Hostesses

We provide professional expo stand service - Polish and a selected foreign language speaking personnel.

**Price:** 200 PLN NET / day - Polish  
250 PLN NET / day - foreign language



The language required by the customer:

Number of hostesses:

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

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Company name

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Contact

\_\_\_\_\_  
Telephone

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

Companies interested in cooperation  
are kindly requested to contact us

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