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Środkowoeuropejska Wystawa  
Produktów Stomatologicznych

25<sup>TH</sup>

Central European  
Dental Exhibition

Poznań  
10-12.09.2015

[www.cede.pl](http://www.cede.pl)

## Digital advertisement

### ● Advertisement on the LED screen in the passage



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The screen area on 5 sqm is located in the passage linking pavilions 7, 7A, 8 and 8A.

**Presentation (continuous emission)  
of 15 sec ready-made spot on the LED display** **225 EUR**

**Spot prices:**

**Logo + text information** **38 EUR**

**Logo + text information + films** **88 EUR**

**Logo + text information + photos** **63 EUR**

### ● Advertisement on digital touchscreen kiosks

Digital touchscreen kiosk will provide information about exhibition (floorplan, exhibitors list), PTS@CEDE2015 Conference programme and lectures/workshops organised by Exhibitors.

Kiosks will be located in the passage between pavilions 7, 7A, 8 and 8A and in the pavilion 15 next to the lecture halls of PTS@CEDE2015 Conference.



**A. The advert on the front side of the kiosk  
dim: width 68 cm x height 78 cm**

**B. Banner (logotype) on the kiosk's screen  
linked to the company website**

**Advert space price** **1 500 EUR**

### ● Advertisement on touchscreen iTable



iTable will provide information about CEDE 2015 exhibition: floorplan, exhibitors list.

The iTable will be located in the passage between pavilions 7, 7A, 8 and 8A

**Advert space price** **200 EUR**



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## ● Advertising spot on LCD screen on the above-ground passage



Brief - 5 second - advertising spot run on the LCD screen  
dim. of 3,84 m (height) x 6,40 m (width).

The screen on the above-ground passage linking  
pavilions 8A and 15.

Advert format:

\*avi, \*wmv or \*mov file

width: 640 px

height: 384 px

### Frequency

1 spot / 1 min

1 spot / 3 min

1 spot / 5 min

### No of spots run during: 1h / 8h / 3 days

60 / 480 / 1440

20 / 160 / 480

12 / 96 / 288

### Price

200 EUR

150 EUR

100 EUR