



28.

Środkowoeuropejska Wystawa
Produktów Stomatologicznych

Central European
Dental Exhibition

Poznań, 19–21. 09. 2019



www.cede.pl

Advertising for CEDE 2019 exhibitors

All prices in the offer are net - VAT tax is not included

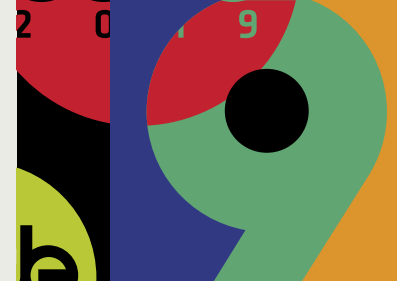


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Advertising in CEDE 2019 prints

CEDE 2019 guide book and the Congress programme



The print contains the programme of the Congress, lectures/presentations accompanying CEDE 2019, information about the lecturers and basic information about the exhibition (visitor's registration, accompanying events, fairgrounds plan etc.) In the second half of April 2019 the guide book/programme is sent out to over 18,000 dentists, technicians and dental assistants.

Prices:

Cover page 4	1 575 EUR
Cover page 3	1 425 EUR
Cover page 2	1 425 EUR
other form of advertisement	subject to advice

Deadline for delivery of the advert: 20 March 2019
 print: April 2019
 circulation: 18 500 -19 000 copies
 gross dim: 170 mm (width) x 235 mm (height)

Advertising in the printed newsletter CEDENEWS



Printed newsletter will be sent out to over 14 000 Polish dentists. Remaining part of the print will be distributed among the visitors during the exhibition. Only one advert is available in the print.

The price of the advert placement **1 500 EUR**

Deadline for delivery of the advert : 15 June 2019
 print: June 2019
 Estimated circulation: 16.000 copies
 gross dim. 267 mm (width) x 190 mm (height)
 resolution min. 300 dpi
 file format: pdf



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Advertising in CEDE 2019 prints

Pre-exhibition guide book „Plan your stay at CEDE 2019”



The guide book (Polish version only) contains the Congress programme, company lectures programme, exhibition floorplan, list of the exhibitors. Logotypes of the advertising Exhibitors will be placed on the floor plan. The guidebook is used by exhibition visitors as a handy version of the exhibition catalogue. About 18 500-19 000 copies will be sent out to dentists, technicians and dental assistants and remaining copies will be distributed during the exhibition.

Price:	
cover 4	1 800 EUR
cover 3	1 000 EUR
cover 2	1 000 EUR
inside page	750 EUR
Side modules inside	875 EUR
4 pcs. - each of 46 mm (width) x 195 mm (height)	

Deadline for delivery of the advert: 22 July 2019
print: August 2019
size: 210 mm (width) x 220 mm (height) + 5 mm bleeds
circulation: 22 000 copies

Advertising in the pocket Congress programme



The mini Congress programme is received by each Congress participant. The print includes: the programme of the 3rd Polish Dentistry Union Congress, exhibition floorplan. After folding the pocket programme match the ID badge holder.

Deadline for delivery of the advert: 30 July 2019
size: 105 mm (width) x 148 mm (height)
circulation: approx. 2 500 copies

Price of the advert placement: **875 EUR**



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Advertising in CEDE 2019 prints

Advertising in the printed exhibition catalogue

Printed exhibition catalogue includes: list of exhibitors, contact data, exhibition floorplan, list of product groups represented by exhibitors. The catalogue is distributed (free) among Exhibitors, visitors and Congress delegates.

Circulation - approx. 2500 copies

01	full page inside - without specifying location 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	500 EUR
02	full page inside - next to the exhibitor's catalogue entry 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	625 EUR
03	cover page 2 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	1 375 EUR
04	cover page 3 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	1 375 EUR
05	cover page 4 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	1 750 EUR
07	bookmark - according to the design provided by Exhibitor	subject to advice

Deadline for delivery of the advert: July 15, 2019

Advertising in the printed Congress programme

08	full page inside - without specifying location 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	700 EUR
09	cover page 2 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	775 EUR
10	cover page 3 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	775 EUR
11	cover page 4 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	1 000 EUR

Deadline for delivery of the advert: July 15, 2019

Technical requirements:

Dim. of the catalogue/programme book: 119 mm (width) x 218 mm (height) + 3mm bleeds

All adverts in full colour. File formats: .cdr, .tif, .jpg, .eps, .pdf, .prn. Please send uncompressed files. Colour model: CMYK.

Max. ink load (C+M+Y+ K) 320.

Exhibitors is responsible for the content and quality of delivered materials.



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Advertising in the Congress/Exhibition materials

Logotype on the Congress participants ID badges



Deadline for delivery of the logo: 15 June 2019
Estimated quantity of the badges - 2 000 pcs

The price for logo placement: **1 000 EUR**

Logotype on the Visitors Entry Card



The free entry card is generated on-line by every visitor to get the access to the exhibition pavilions.

Deadline for delivery of the logo: 28 February 2019
Estimated circulation: 14 000 copies

The price for logo placement: **2 500 EUR**

Logotype on the Congress bag



Congress bag including congress materials is received by every participant of the 3. Polish Dentistry Union Congress.

Estimated quantity of the bags 1400 pcs
Deadline for delivery of the logotype: 20 March 2019

The price for logo placement: **3750 EUR**



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Advertising in the Congress/Exhibition materials

Logo in the CEDE 2019 notebook

The notebooks are distributed free of charge among Congress participants and exhibitors.

The price of the logo placement: **550 EUR**

Termin złożenia zamówienia oraz dostarczenia logotypu – 20 kwietnia 2019. Przewidywany nakład: 3 000 egz.

Advertising insert in congress bag

Each congress participant receives the bag along with the congress materials.

Price of inserting : **375 EUR**

The price of another form of insert: **subject to advice**

Deadline for delivery – September 17, 2019.
Quantity of bags: approx. 1400 pcs
Max. size of the insert – up to 10 pages of A4 format.

Distribution of Exhibitor's advertising materials in entrance halls



Advertising materials delivered by Exhibitors will be distributed by the Organiser's staff on the counters located in Western Entrance and Eastern Entrance to the fairgrounds.

The offer is available for max. 5 exhibitors.

The price of the distribution: **625 EUR**

Deadline for delivery of the materials 17 September 2019
Estimated circulation 14 000 pcs
Max. dimensions of the materials: 5 pages of A5 format.



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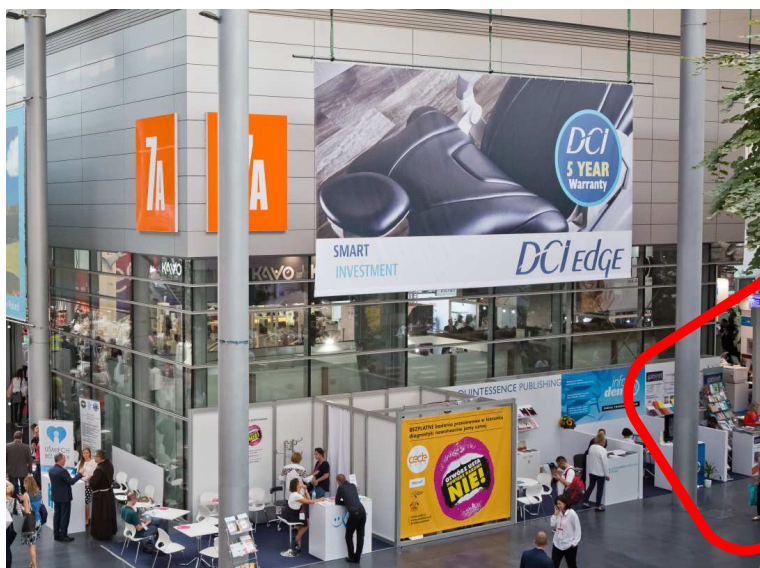


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Large size outdoor and indoor advertising

Patio

Banner on the pavilion 7A (7A.1; 7A.2; 7A.3; 7A.4; 7A.5)



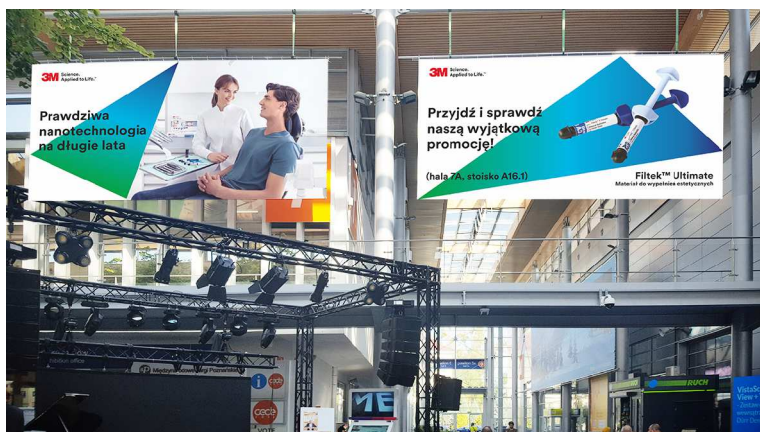
Size of the banner:
- width 8 m
- height 4 m

RESERVED

Prepress file preparation, print, assembly and disassembly of the banner excluding design cost
The price: **1 250 EUR**

Patio

Banner on the pavilion 7 (7.1; 7.2)



Size of the banner:
- width 8 m
- height 4 m

Prepress file preparation, print, assembly and disassembly of the banner excluding design cost
The price: **1 250 EUR**

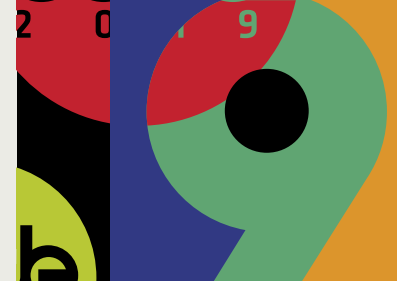


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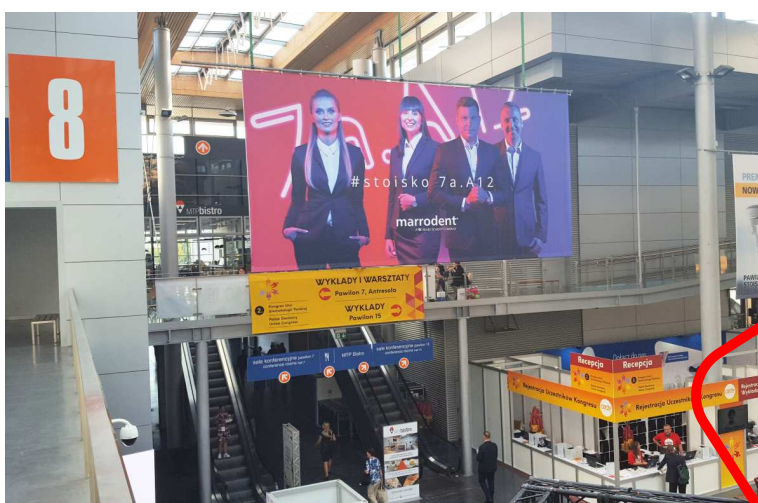


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Large size outdoor and indoor advertising

Patio

Double sided banner on the mezzanine between pavilions 8 and 8A
(8-8A)



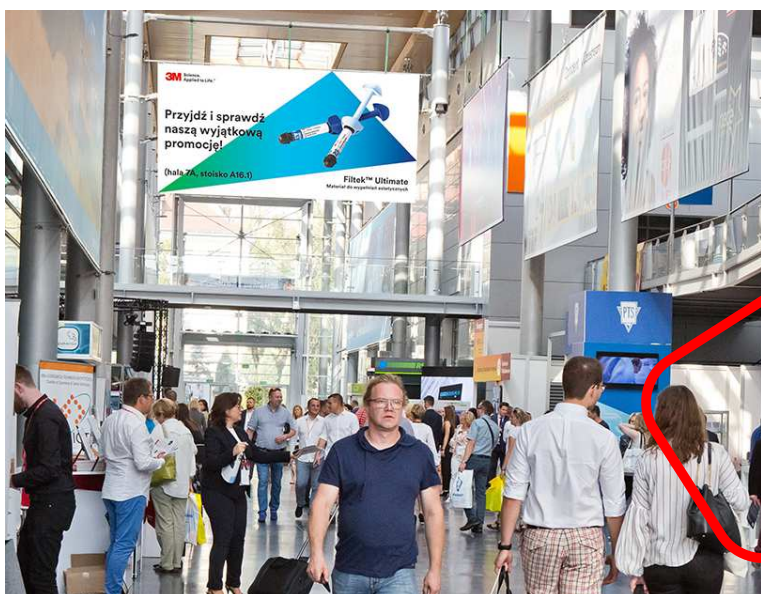
Size of the banner:
- width 8 m
- height 4 m

RESERVED

Prepress, file preparation, print, assembly and disassembly of the banner excluding design cost. The price: **2 250 EUR**

Patio

Double sided banner on the mezzanine between pavilions 7 and 8
(7-8)



Size of the banner:
- width 8 m
- height 4 m

RESERVED

Prepress, file preparation, print, assembly and disassembly of the banner excluding design cost. The price: **2 250 EUR**

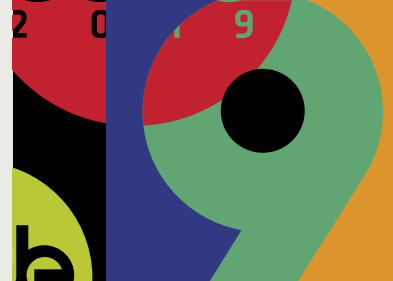


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Large size outdoor and indoor advertising

Outdoor

Banner above the Western Entrance (from Śniadeckich Str.) (WWZ)



Size of the banner:

- width 15,65 m
- height 5,50 m

Prepress file preparation, print, assembly
and disassembly of the banner excluding
design cost

The price: **2 925 EUR**

Indoor

Banner in the Eastern Entrance (WW.12)



Size of the banner:

- width 8 m
- height 1,35 m

Prepress file preparation, print, assembly
and disassembly of the banner excluding
design cost

The price: **1 625 EUR**



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Large size outdoor and indoor advertising

Outdoor

**Banner on the pavilion 15 facing pav. 8A
(15.4; 15.5)**



Dimensions:

Full size:

- width 25,20 m.

- height 5,90 m.

Half-size (left side/right side):

- with 12,00 m.

- height 5,90 m

Prepress file preparation, print, assembly and disassembly of the banner excluding design cost

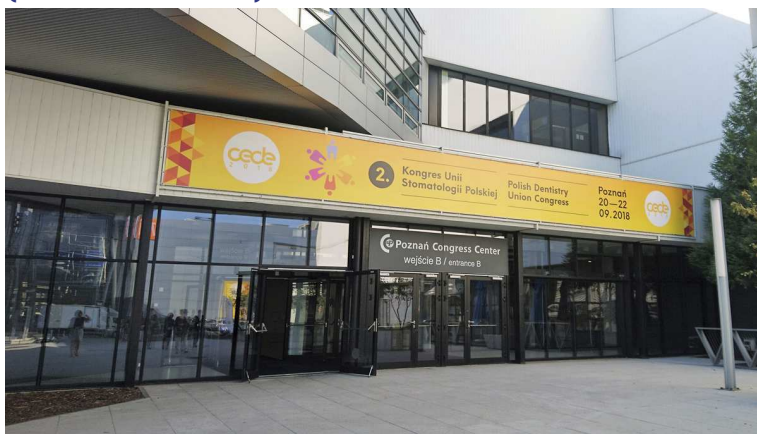
The price:

- full size module **4 875 EUR**

- half-size module **2 600 EUR**

Outdoor

**Banner above the entrance to the pavilion 15 from pav. 7A i 8A
(15.2A ; 15.2B)**



Dim. of the single module:

- width 2,90 m

- height 1,40 m

Two modules: left one and right one are available.

Prepress file preparation, print, assembly and disassembly of the banner excluding design cost.

The price:

One module **800 EUR**

Two modules **1200 EUR**

Outdoor

Advertising flags at the Western or Eastern Entrance



The size of the single flag:

- width 1 m

- height 5 m

Up to 4 flags are available

Prepress file preparation, print, assembly and disassembly of the single flag excluding design cost

The price: **1 250 EUR**



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Large size outdoor and indoor advertising

Outdoor

Banner next to the fair centre building (CTB.1; CTB.2; CTB.3)



Up to 3 banners are available.

Dim of the single one

- width 5,20 m.

- height 2,55 m.

Prepress file preparation, print, assembly
and disassembly of the banner excluding
design cost. The price: **950 EUR**

Outdoor

Banner next to the pavilion 12 (12.2)



Size of the banner:

- width 3,10 m

- height 9,20 m

Prepress file preparation, print, assembly
and disassembly of the banner excluding
design cost. The price: **1 175 EUR**



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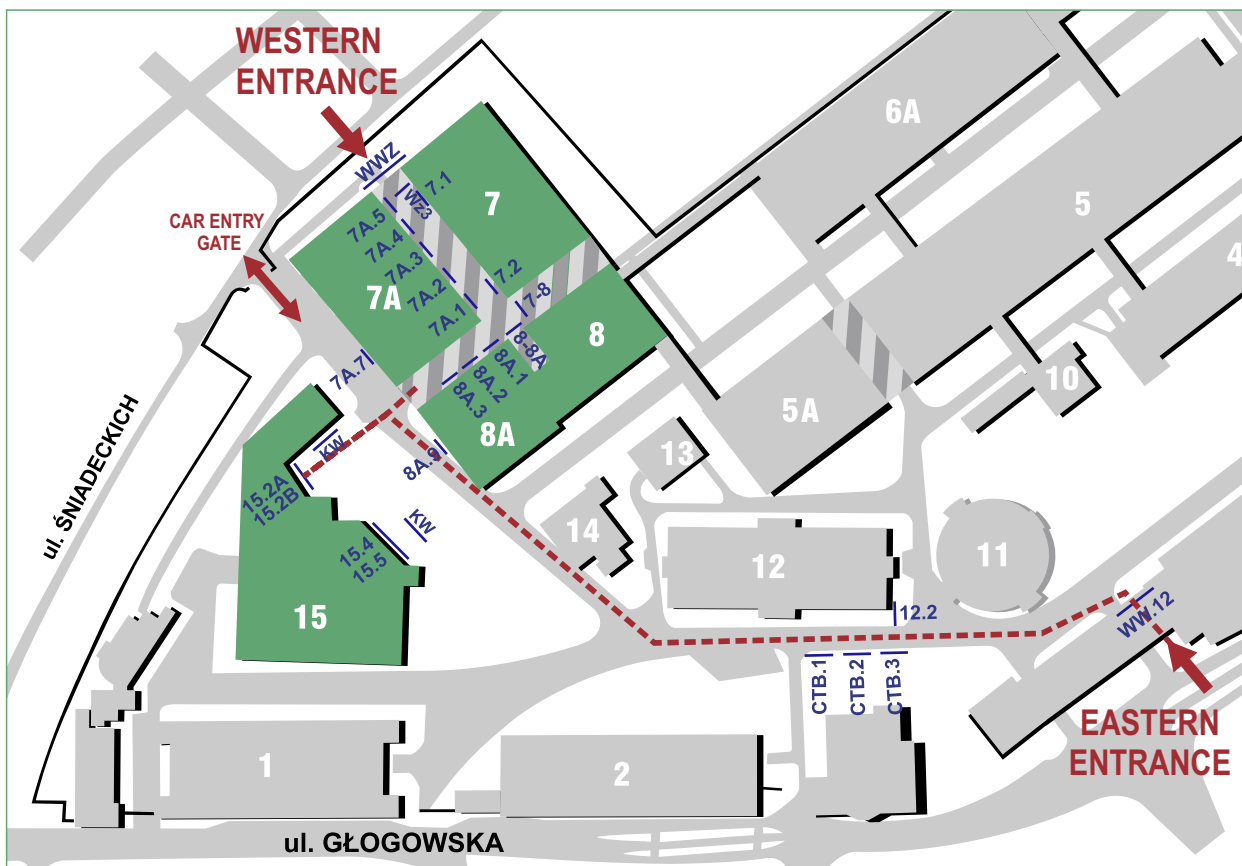
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Location of the indoor/outdoor large size advertisements



How place the order?

The order has to be placed through the on-line platform Exhibitor's Panel on www.cede.pl by submitting the following order forms.

Form Br - advertising in CEDE 2019 prints

Form R - other advertising

Only the orders from registered CEDE 2019 Exhibitors will be accepted.

Technical specification of large size advertisement

- scale 1:10, resolution 720dpi (300 dpi for banner over 100m²), colour profile CMYK or vector graphics
- files type: tiff or pdf.
- TIFF files, CMYK, PC (32 bits) without layers, masks, patches.

How to send the files with the advert?

Please send the files with the advert design through WeTransfer at : reklama@cede.pl or upload (the files up to 50 MB) to the following FTP server:

ftp://cede.pl

user: reklama

password: advert



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Large size outdoor and indoor advertising

Indoor

Banner on the portable rack (KW)



Size of the banner:
- width 2,95 m
- height 1,45 m

Prepress file preparation, print, assembly
and disassembly of the banner excluding
design cost **The price: 800 EUR**

Indoor / Outdoor

Exhibitor's individual advertising constructions



Location of any individual form of advertising indoor constructions by exhibitors is subject to the prior approval by the Organisers.

The price is subject to advice

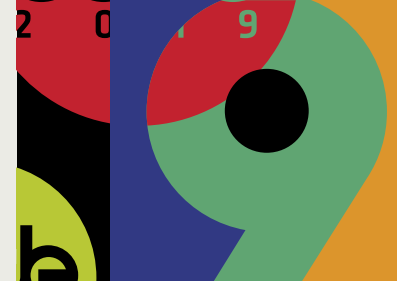


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Multimedia advertising

Outdoor

Advertising spot displayed on the screen at above-ground passage (between pav. 8A i 15)



Displaying of short 5 second advertising spot run on the LCD screen dim. of

- width 6,40 m
- height 3,84 m

The screen is intalled on the above-ground passage that link pavilions 8A and 15

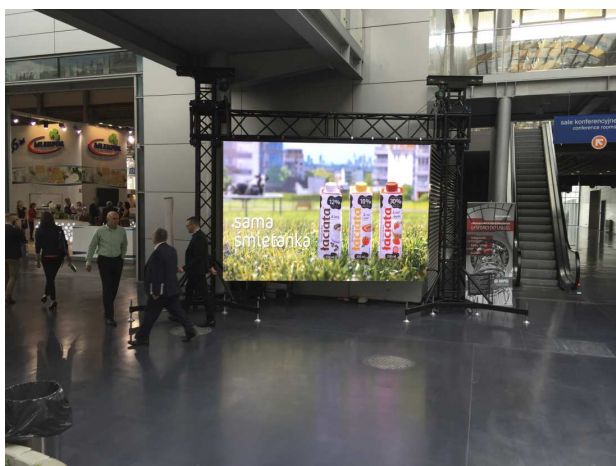
Advert format: *avi, *wmv or *mov file
width: 640 px
height: 384 px

Pricing:

Frequency	No of spots displayed during: 1h / 8h / 3 days	Price
one presentation per 1 min	60 / 480 / 1440	200 EUR
one presentation per 3 min	20 / 160 / 480	150 EUR
one presentation per 5 min	2 / 96 / 288	100 EUR

Indoor - patio

Advertising spot displayed on the LCD screen in the patio



The LED screen is be located in the central point of the patio between pavilions 7, 7A, 8, 8A

The single spot takes 20 sec.
The spots will appear in the 5 min loop.
Max. 18 ads in the loop.

The price:

- displaying of 20 sec. spot excl. production costs **275 EUR**
- production of 20 sec. HD spot **75 EUR**



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Multimedia advertising

Advertising on the interactive exhibition map



Interactive floorplan of CEDE 2018 exhibition will be displayed on multimedia touchscreen totems. Totems (3 pcs.) will be located in the patio between exhibition pavilions 7, 7A, 8, 8A and in pavilion 15, where Congress sessions will take place. The interactive map will be easy and intuitive tool for finding the company booth on the floorplan and displaying Exhibitors adverts in the form of picture or clip.

1. **BASIC package** - comprises: company name, pavilion and booth number, description - as per the catalogue entry provided, address, contact data, company logo.

The price: **included in the Exhibitor's registration fee** and two extended paid packages

2. **MAXI package** - comprises Basic Package extended with: product picture gallery up to 10 images; QR code to scan the Exhibitor's visit card; additional positioning the Exhibitors visit card on the browser's bar; placement of the company name in "Promoted" category.

The price: **75 EUR**

3. **VIP Package** - available for 10 exhibitors only! Includes MAXI Package extended with: company logotype on the exhibition floorplan; promotional clips displayed on the totem screen; the VIP category will be always displayed in the search box; advertising time of 55 sec. on the LED screen which is an integral part of the totem.

The price: **250 EUR**



contact for technical details of interactive floorplan:
MEON

Mr. Łukasz Domaradzki

e-mail: lukasz@meon.pl ; mobile phone +48 665 383 556

Advertising on disposable paper cups for coffee served by MTP Cafe



Exhibitor's logo/advert can be placed on paper coffee cups used by the MTP Cafe catering points. The cups produced and delivered by Exhibitor.

The price is subject to advice.

