



28.

Środkowoeuropejska Wystawa
Produktów Stomatologicznych

Central European
Dental Exhibition

Poznań, 19–21. 09. 2019



All prices are net - VAT tax is not included

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

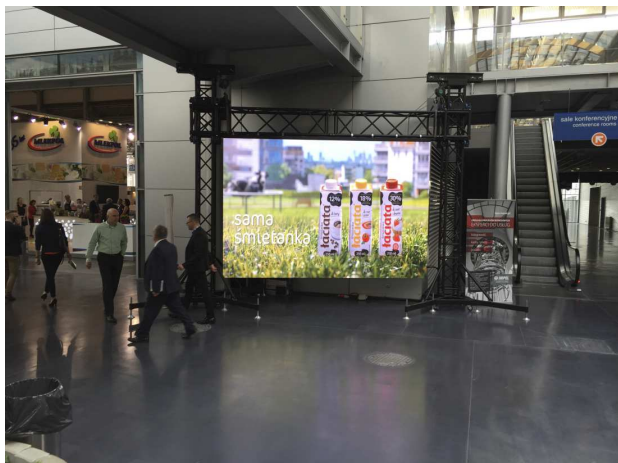
Advert format: *avi, *wmv or *mov file
width: 640 px
height: 384 px

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

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