



28.

Środkowoeuropejska Wystawa Produktów Stomatologicznych

Central European Dental Exhibition

Poznań, 19–21.09.2019



All prices are net - VAT tax is not included

## 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	<b>1 575 EUR</b>
Cover page 3	<b>1 425 EUR</b>
Cover page 2	<b>1 425 EUR</b>
other form of advertisement	<b>subject to advice</b>

**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

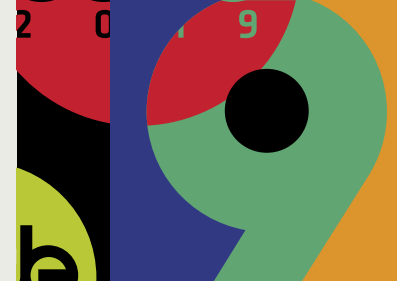


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## Advertising in CEDE 2019 prints

### 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.

<b>Price:</b>	
cover 4	<b>1 800 EUR</b>
cover 3	<b>1 000 EUR</b>
cover 2	<b>1 000 EUR</b>
inside page	<b>750 EUR</b>
Side modules inside	<b>875 EUR</b>
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	<b>500 EUR</b>
02	full page inside - next to the exhibitor's catalogue entry 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>625 EUR</b>
03	cover page 2 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>1 375 EUR</b>
04	cover page 3 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>1 375 EUR</b>
05	cover page 4 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>1 750 EUR</b>
07	bookmark - according to the design provided by Exhibitor	<b>subject to advice</b>

**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	<b>700 EUR</b>
09	cover page 2 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>775 EUR</b>
10	cover page 3 115 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>775 EUR</b>
11	cover page 4 120 mm (width) x 215 mm (height) + 4 mm bleeds on each side	<b>1 000 EUR</b>

**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.