



31.

Central European  
Dental Exhibition

EXPO ŁÓDŹ, POLAND  
21-23.09.2023

[www.cede.pl](http://www.cede.pl)  
[@cede.wystawa](https://twitter.com/cede.wystawa)



ADVERTISEMENT OFFER  
FOR CEDE 2023  
EXHIBITORS

## Digital Advertisement

### Digital Package

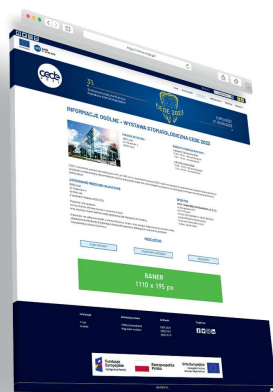
Get noticed! Order the full package at a discounted price: € 2 495



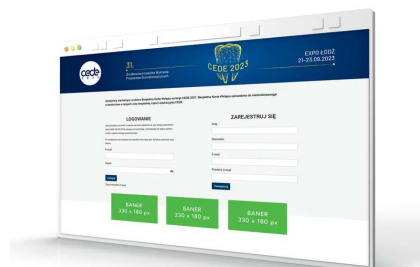
Breaking news at the  
www.cede.pl homepage  
price: € 525

A banner in the homepage slider  
at www.cede.pl:  
1140px (W), 336px (H)  
price: € 840

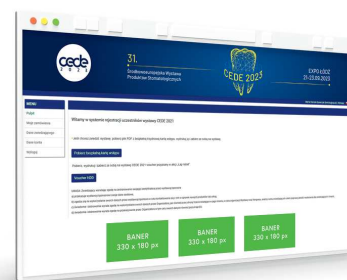
Text with graphics in the news  
section at www.cede.pl  
price: € 575



Banners on 3 subpages  
of www.cede.pl:  
1110px (W), 195px (H)  
price: € 525



Banner with a link in the Visitor Registration  
Panel: 330px (W), H 180px (H)  
price: € 840



Banner with a link in the Visitor's/  
Participant's Panel: 330px (W), 180px (H)  
price: € 840



A graphic and text post  
on the CEDE FB profile.  
Date of publication to be  
agreed.  
price: € 130

## FREE OF CHARGE PROMOTION

Take advantage of the free posting service at www.cede.pl on booth activities and product innovations you plan to showcase at CEDE 2023 exhibition.

### Activities at the booths



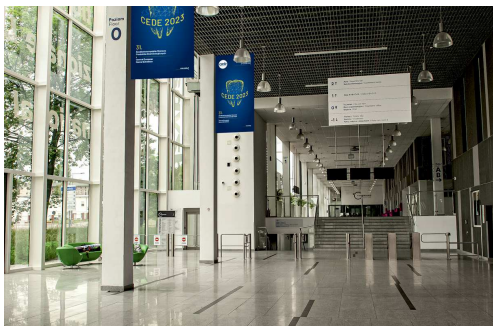
Inform visitors about planned activities at your booth  
by publishing them on www.cede.pl.  
Detailed information is available on www.cede.pl.

### New products at CEDE



Inform visitors about new products by posting them  
on www.cede.pl.  
Detailed information is available on www.cede.pl.

## Indoor/Outdoor advertisement



### RB\_1 - Double-sided banner on a pole opposite registration desk

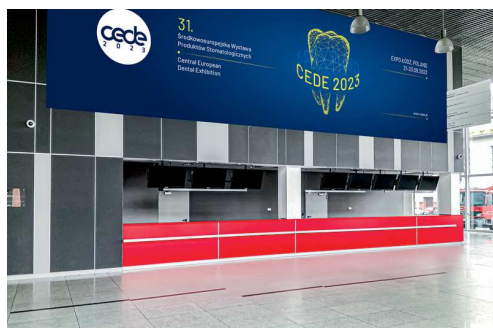
Dimensions: 1,5m (W) x 3m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 1 125



### RB\_2 - Banner in the main hall

Dimensions: 12m (W) x 5m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 3 625



### RB\_3 - Double-sided banner on a pole in the lobby

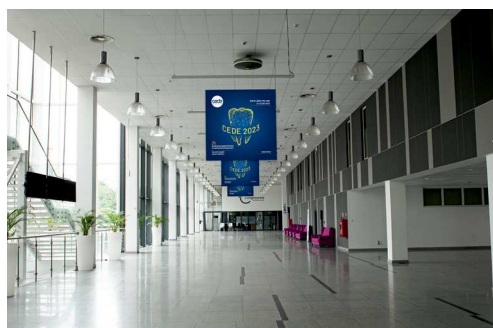
Dimensions: 1,5m (W) x 2,4m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 875



### RB\_4 - Double-sided banner on a pole in the center of the lobby

Dimensions: 2,4m (W) x 2,4m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 1 375

The advertiser shall be responsible for the content of the advertisement.

#### How to deliver the advert?

Files containing advertisement designs should be sent to the following address: [cede@cede.pl](mailto:cede@cede.pl).

Bigger files should be sent via WeTransfer or uploaded to an FTP server (files max. 50 MB).

FTP server details:

<ftp://cede.pl/user:reklama>

password: advert

## Indoor/Outdoor advertisement



### RB\_5 - Banner over the entrance to the exhibition hall A & B or C & D

Dimensions: 14m (W) x 2,4m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 2 385



### RB\_6 - Banner on the wall in the exhibition hall (above the stands)

Dimensions: 5,5m (W) x 5,5m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

price: € 1 765



### RB\_7 - Banner on the glass above the main entrance

Dimensions: 1,75m (W) x 2,95m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

Order: min. 3 pcs, max. 5 pcs  
price for one banner: € 640



### RB\_8 - Baner on the glass - Al. Politechniki street view

Dimensions: 1,75m (W) x 2,95m (H)

The price includes printing (without the graphic design), assembly and disassembly of the banner.

File format: .tif (1:1, 60-72 dpi), .pdf (in scale)

Deadline for sending files: August 14, 2023

Order: min. 3 pcs, max. 5 pcs  
price for one banner: € 640

The advertiser shall be responsible for the content of the advertisement.

#### How to deliver the advert?

Files containing advertisement designs should be sent to the following address: [cede@cede.pl](mailto:cede@cede.pl).

Bigger files should be sent via WeTransfer or uploaded to an FTP server (files max. 50 MB).

FTP server details:

<ftp://cede.pluser:reklama>

password: advert

## Indoor/Outdoor advertisement



### Advertisement on the screens on the grounds of EXPO-Łódź

The screens will be set up in various areas of the CEDE 2023 exhibition. One advertising spot lasting 20 seconds. All ads emitted on the screen form a block of advertising spot broadcast in a loop. The maximum number of available spots - 20.

Deadline for delivery of the advert: August 14, 2023

20 sec. advertisement in a loop (RD\_1): € 475

## Advertisement in the CEDE 2023 mobile application

### Advertising block - one advertisement

Displayed immediately after application launch. The content and design of the graphic may include a logo, slogan, website address, etc. The length and frequency of such an "advertising break" is determined individually. Png/jpg graphics.

price: € 1 000

### Personalised tab

A designated spot where an event partner can publish any information and marketing content. Usually this tab is set up like a business card. It contains basic information about the company/brand such as name, logo, description, contact details, link to the website, links to social media accounts. It is a common practice to include contact details of company representatives.

price: € 700

### Banner advertisement in the "Information" tab

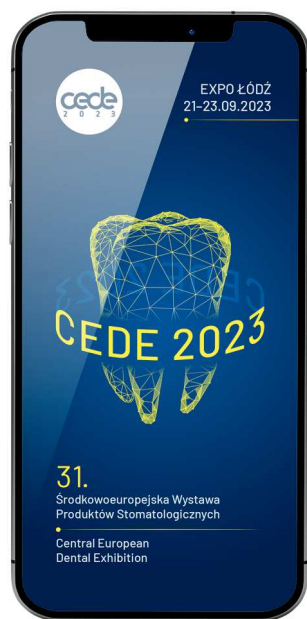
A popular choice for brand promotion, as the advertising banner is located in a strategic place of the event application, i.e. in the "Information" tab. This is where practical details on the event are gathered, so that CEDE participants will often return to.

price: € 750

### Surveys

If you wish to obtain specific information from the CEDE participants, this can be done through surveys addressed to them.

price: € 500



### Advertisement on the application start screen

The advertisement placed on the start screen of the app will be seen at the very first contact of participants with the application. Thus, a kind of business card is created that will appear every time the application is launched. Graphics: png/jpg.

price: € 1250

### Individual news tab

A solution for those event partners/sponsors who want to engage participants and establish a connection with them. A personalised tab can be used to publish subject-specific articles, competitions, news, etc. Significantly, all updates are displayed to participants via Push Notification. Therefore, the event partner can be certain that everyone gets to know about the activities.

price: € 750

### Static/graphic or html5 full-screen page

An option for those partners who want to direct a specific, permanent message to the application users. Unlike the individual tab with the possibility of adding new entries, in this case the audience sees the once-published content all the time. It is either a classic article, with a horizontal graphics added at the top, a title below and then the actual content, or as a vertical graphics (png/jpg) or full screen html5.

price: € 750

Deadline for delivery of the advert for app: August 14, 2023

## Advertisement in promotional materials



### Advertisement in the CEDE 2023 Pocket Guide

Pocket guide with the CEDE 2023 exhibition programme and schedule is attached to the participant's badge and distributed among the exhibition visitors.

Anticipated circulation: 4 000 copies

Dimensions: 105 mm (W) x 148 mm (H)

Full colour, C+M+Y+K max. 320.

Uncompressed file in format: .cdr, .tif, .jpg, .eps, .pdf, .ai

Deadline for delivery of the advert: August 14, 2023

Only one advertisement may be placed in the guide!

price: € 1 250



### Logotype on the Free Entry Card (FEC)

A link to the FEC will be sent to each registered visitor. The logo of the ordering party will be placed on FEC in the e-mail about account creation and in the visitor's panel.

Uncompressed file in format: .cdr, .tif, .jpg, .eps, .pdf, .ai

Full colour, C+M+Y+K max. 320.

Deadline for delivery of the logotype: April 20, 2023

price of logotype placement: € 1 840



### Logotype on the Participant Badge of the CEDE 2023 Educational Programme

Anticipated circulation: 1 200 pcs

Uncompressed file in format: .cdr, .tif, .jpg, .eps, .pdf, .ai

Full colour, C+M+Y+K max. 320.

Deadline for delivery of the logotype: August 14, 2023

price of logotype placement: € 1 100

## Advertisement in promotional materials



### Logotype on the conference bag

A bag with conference materials and inserts provided by Exhibitors will be given to each participant of the CEDE 2023 educational programme.

Anticipated circulation: 1 200 pcs

Uncompressed file in format: .cdr, .tif, .jpg, .eps, .pdf, .ai  
Full colour, C+M+Y+K max. 320.  
Deadline for delivery of the logotype: August 14, 2023

price of logotype placement: € 2 100



### Logotype on notepad

The notebook included with the conference materials is given to each participant of the CEDE 2023 educational programme.

Anticipated circulation: 1 200 pcs

Uncompressed file in format: .cdr, .tif, .jpg, .eps, .pdf, .ai  
Full colour, C+M+Y+K max. 320.  
Deadline for delivery of the logotype: August 14, 2023

price of logotype placement: € 790

## Distribution of the advertisement materials at the exhibition entrances



Materials supplied by the Exhibitor will be distributed by the Organiser's staff, at two entrances to the exhibition area.  
Offer available for max. 8 Exhibitors.

Max. size – up to 8 pages in A5 format.  
Delivery of materials: Hall EXPO-Łódź, September 20, 2023

materials distribution price: € 515

## Adding promotional materials to the conference bag

A bag containing conference materials and inserts provided by the exhibitors will be given to each participant of the CEDE 2023 educational programme.

Anticipated circulation: 1 200 pcs

Max. insert format: A4, up to 10 pages.  
Deadline for delivery: September 20, 2023

Price of including brochure/catalogue: € 315  
Inserting other promotional materials: price subject to agreement