



EXHIBITOR GUIDE

ORGANISER

EXACTUS sp. j. Al. Kościuszki 17, lp., 90-418 Łódź, Poland



31

Central European
Dental Exhibition

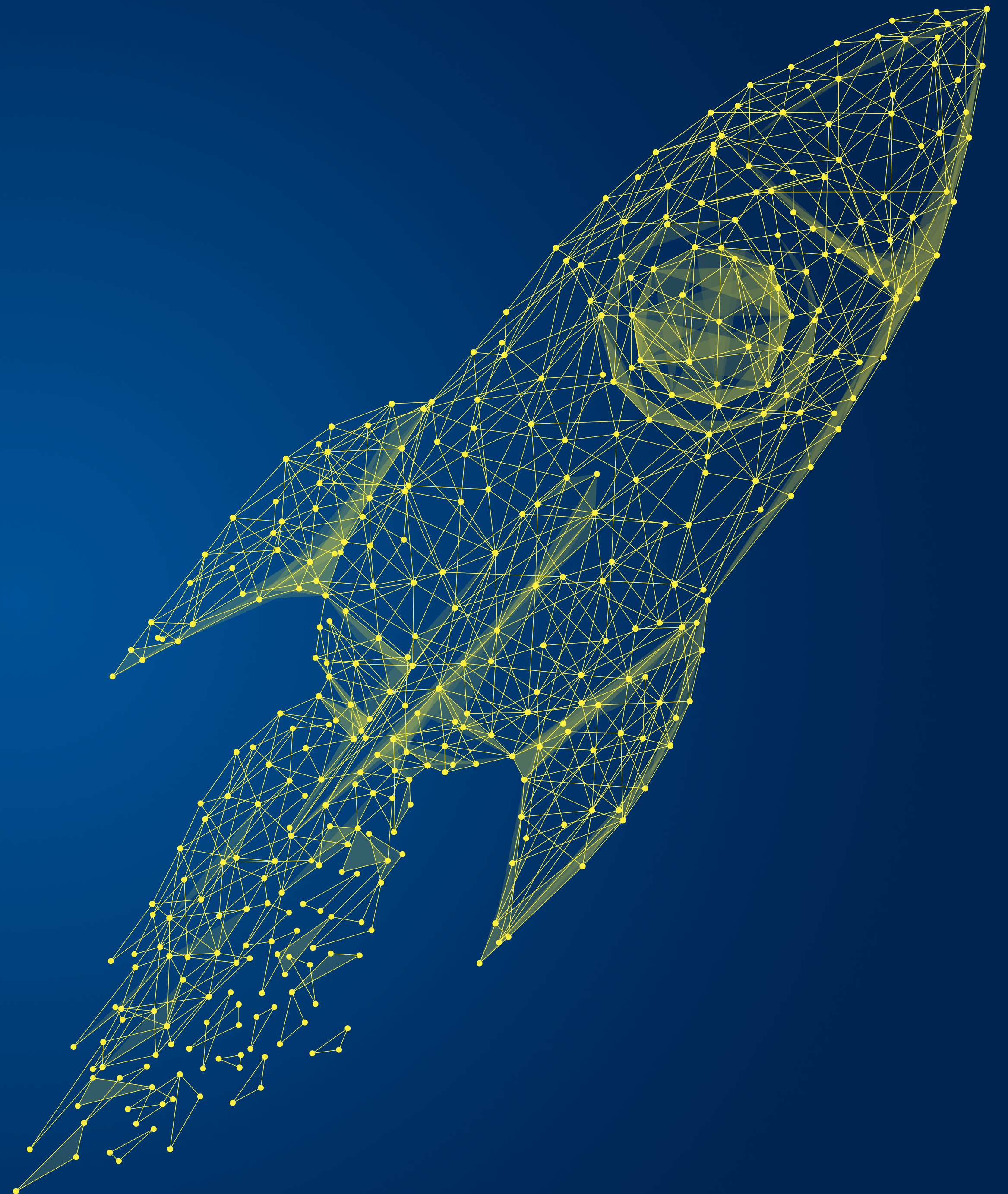
EXPO ŁÓDŹ,
POLAND
21-23.09.2023

www.cede.pl

info@exactus.pl
cede@cede.pl

INDEX

HOW TO BOOK A BOOTH _____	4
STAND CONSTRUCTION AND ADDITIONAL SERVICES _____	5
ADVERTISEMENT _____	7
LECTURE HALLS _____	8
“STARS OF CEDE 2023” CONTEST _____	9
EXHIBITOR CHECKLIST _____	10
ASSEMBLY, DISMANTLING AND FAIR SCHEDULE _____	11



31. CENTRAL EUROPEAN DENTAL EXHIBITION CEDE 2023

The CEDE exhibition is the industry's longest running comprehensive sales, promotion and marketing tool on the Polish market since 1991. Combining all existing sales and marketing activities to achieve a better cost-efficiency ratio, it is the place to reach your customers in the fastest and most direct way.

A MULTIDISCIPLINARY CONFERENCE

A multidisciplinary conference organised in thematic blocks (digital technology, prosthetics, aesthetics, endodontics, prophylaxis, etc.) that will cover the various disciplines of dentistry and dental technology over three days. An excellent place to expand your knowledge and exchange experiences. The conference will feature lectures and workshops.

THE 2ND BE DIGITAL FORUM

A unique event accompanying the CEDE Exhibition, located in a separate exhibition space in the pavilion.

A Stage with brief product and digital procedures presentations - a place where interested companies can showcase their solutions in the field of digital equipment, tools and new materials for dental clinics and laboratories.

In addition, small presentation and test areas are provided near the Stage for the companies involved.

HOW TO BOOK A BOOTH

STEP 1

APPLICATION FOR PARTICIPATION / EXHIBITION SPACE ORDER

Exhibition space must be ordered online by completing **form A** available at Exhibitor's Panel after logging in to the account.

If an Exhibitor plans several stands, orders for additional exhibition space shall be placed by filling in **form Au**, separately for each additional stand, without paying an additional registration fee.

You will receive a copy of the order form at the email address you provided in your order. If for any reason the location you have ordered is not available, we will call you to work together to determine the best option.

Once the location of your stand is approved, you will receive a confirmed order by email, as well as two proforma invoices: registration fee and exhibition space. The order must be signed and returned,

STEP 2

REGISTRATION FEE

The registration fee depends on the date of submission of the application form

by March 15, 2023	275 EUR
after March 15, 2023	350 EUR

The registration fee is mandatory for each Exhibitor.

EXHIBITION SPACE PRICES

raw exhibition space

serial	156 EUR/m ²
corner	165 EUR/m ²
peninsula/island	173 EUR/m ²

DISCOUNTS

The Exhibitor who places the exhibition space order and makes the full payment for the ordered exhibition space by **June 20, 2023** is entitled to a discount, the amount of which depends on the size of the ordered exhibition space:

under 12 m²	3% discount
12-29 m²	5% discount
30-69 m²	7% discount
over 70 m²	10% discount

The discount value should be deducted from the last payment to be made by **June 20, 2023**.

EXTRA DISCOUNT FOR EARLY PAYMENT

For orders placed by **March 15, 2023** an additional **5% discount** is applicable for those Exhibitors who make full payment for exhibition space within 7 days of the proforma invoice. The sum of the discounts needs to be taken into account in the payment made.

CO-EXHIBITOR REGISTRATION

The Co-exhibitor is to be registered on the form Aw.



STAND CONSTRUCTION AND ADDITIONAL SERVICES

STANDARD CONSTRUCTION

Standard stand construction is ordered in **form C**, which must be submitted by **June 30, 2023**.

Form C will be available on the "Exhibitor Account" after registration fee and a minimum 20% deposit for the exhibition space have been paid.

The cost of the standard construction depends on the size of the booth ordered:

under 12 m ²	48 EUR/m ²
12-25 m ²	45 EUR/m ²
26-40 m ²	43 EUR/m ²
over 40 m ²	40 EUR/m ²

Standard stand construction fee includes:

- stand design and construction
- standard fascia with the company name – 1 item
- company logo on the fascia (stands over 12 m²) – 1 item
- design and construction of an electricity connection
- electricity consumption
- one double electric socket (230V)
- lighting – one 150W lighting point for every 3 m² of the stand (50W/m²)
- carpeting
- one counter or display cabinet of the Exhibitor choice (stands over 12m²) – 1 item
- table, four chairs, hanger, waste bin
- folding door (stands over 20 m²)
- grid (stiffening of the stand top)
- lump sum fee (daily stand cleaning included)
- waste disposal fee



or



STAND CONSTRUCTION AND ADDITIONAL SERVICES

ADDITIONAL EQUIPMENT AND SERVICES FOR A STANDARD STAND ORDER

Form D – submission deadline June 30, 2023

You may order additional equipment for your stand by filling in **form D**, which includes a list of available equipment with prices.

Companies which have ordered a standard stand construction are asked to:

- provide a sketch of the stand indicating the location of the ordered furniture and equipment, using the numbers given in the equipment list,
- mark the preferred location of electrical outlet/s and a clothes rack on the drawing

The prices for additional equipment ordered after **August 31, 2023 increase by 50%**.

INDIVIDUAL STAND CONSTRUCTION

Form E – submission deadline August 14, 2023

The Exhibitor handling the stand assembly and furnishing works by own means or commissioning a constructing company is obliged to pay:

- a) lump sum fee: 4 EUR/m²
- b) waste disposal fee: 4 EUR/m²

TECHNICAL SERVICES

Technical services such as electricity, internet connection, water connection or suspension of construction elements can be ordered by the Exhibitor in **form E**.

The Exhibitor/Contractor of an individual stand is obliged to submit the design of the construction of the rented space (in 2 projections with height specification) as well as the location of technical connections and suspension points, if any, to the Organiser for approval by **August 14, 2023**.

The price of utilities and suspensions ordered **after August 31, 2023 increases by 100%**.

Prices of additional equipment most frequently ordered by CEDE Exhibitors



Glass cabinet with one shelf 100 x 50 x 100 cm
50 EUR



Counter 100 x 50 x 100 cm
37 EUR



Subsidiary cabinet 100 x 50 x 250 cm
55 EUR



Glass showcase 100 x 50 x 250 cm
75 EUR



Folding door
31 EUR



Hocker
25 EUR



Shelf for light exhibits (wooden)
10 EUR

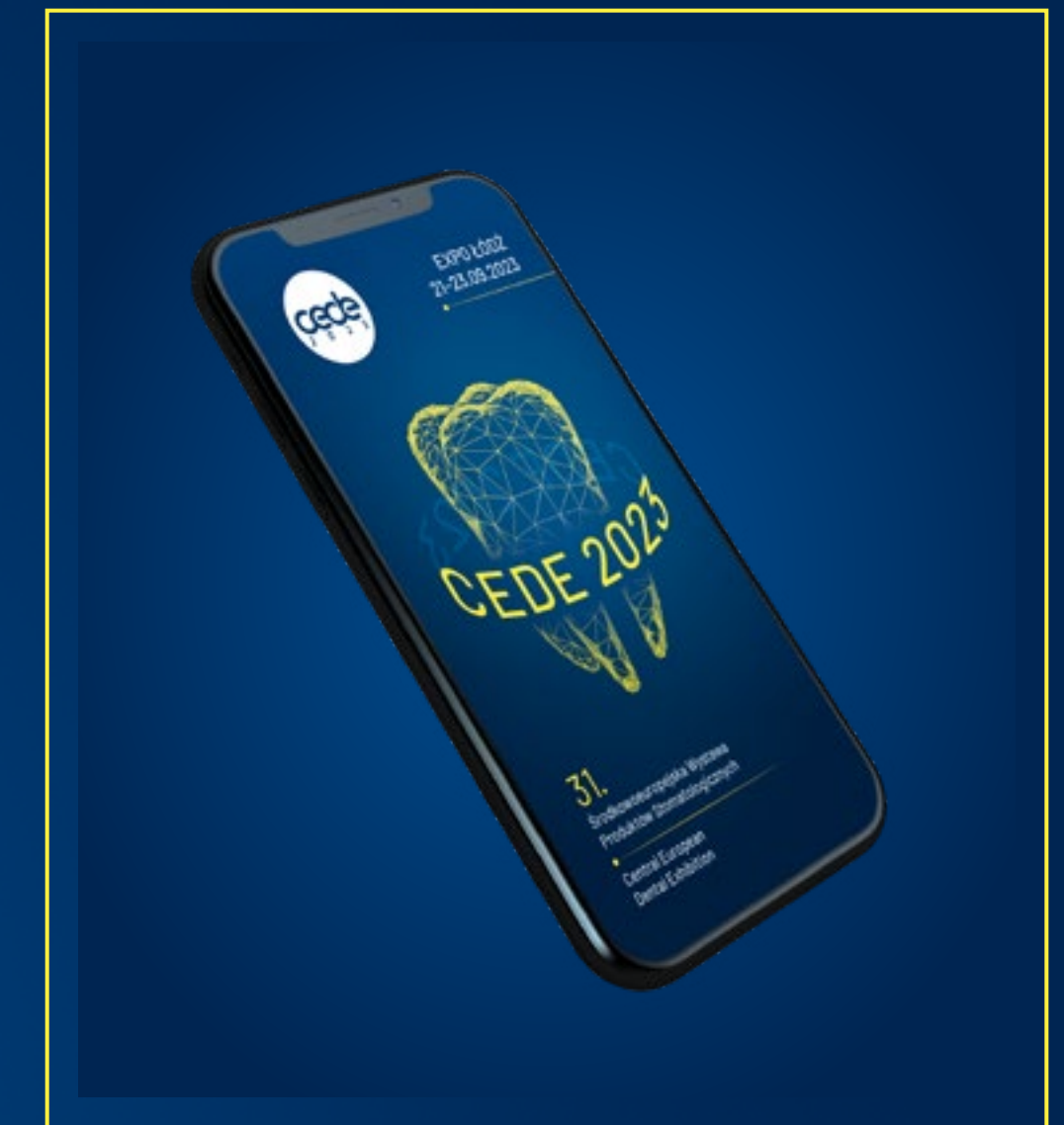
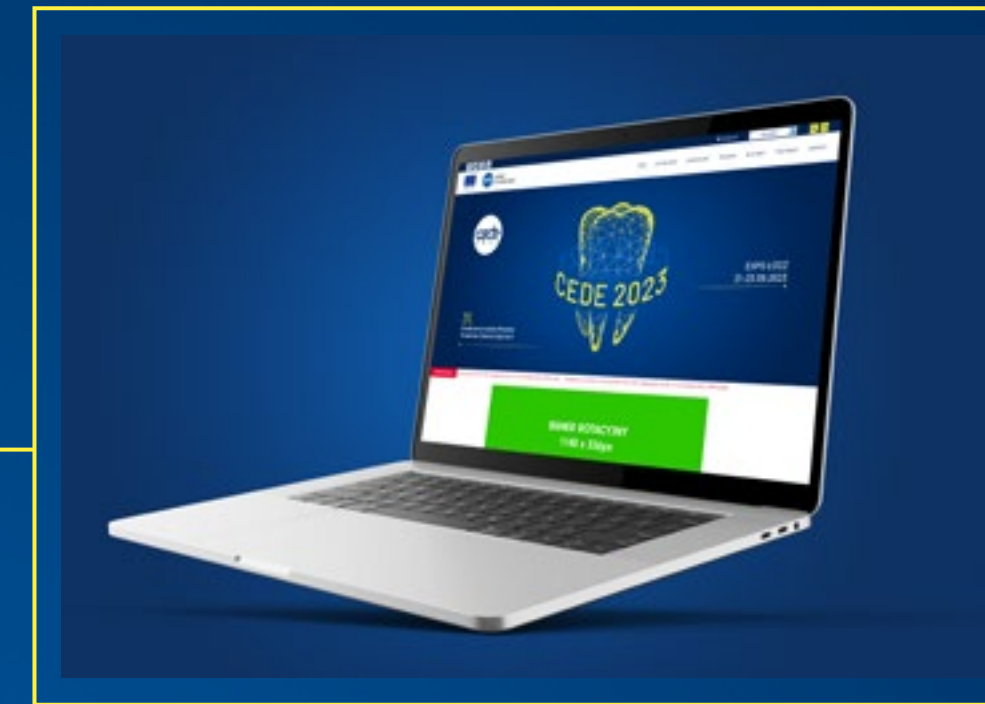


Bookshelf (metal, inclined)
10 EUR

ADVERTISEMENT

THE ADVERTISING OFFER FACILITATES PROMOTIONS IN A VARIETY OF FORMS

- advertising banners placed in various areas of the exhibition hall
- advertising on screens in the main lobby
- advertising in conference materials:
 - logo on participant ID badge
 - logo on the conference bag
 - logo on notepad
 - logo on the Free Entry Card
 - enclosing exhibitor's advertising material in the conference bag
- exclusive advertisement in the pocket programme
- advertisement in the mobile app
- Digital package



The complete offer with price list will be available at www.cede.pl and in the Exhibitor Panel in form R, where you will be able to order advertising.



MOBILE APPLICATION

An exhibition floorplan, a list of exhibitors with details and location, a list of lectures and workshops with a filter to make searching easier, and even a... photobooth – you will find all this in the free CEDE 2023 mobile app for Android and iOS devices.

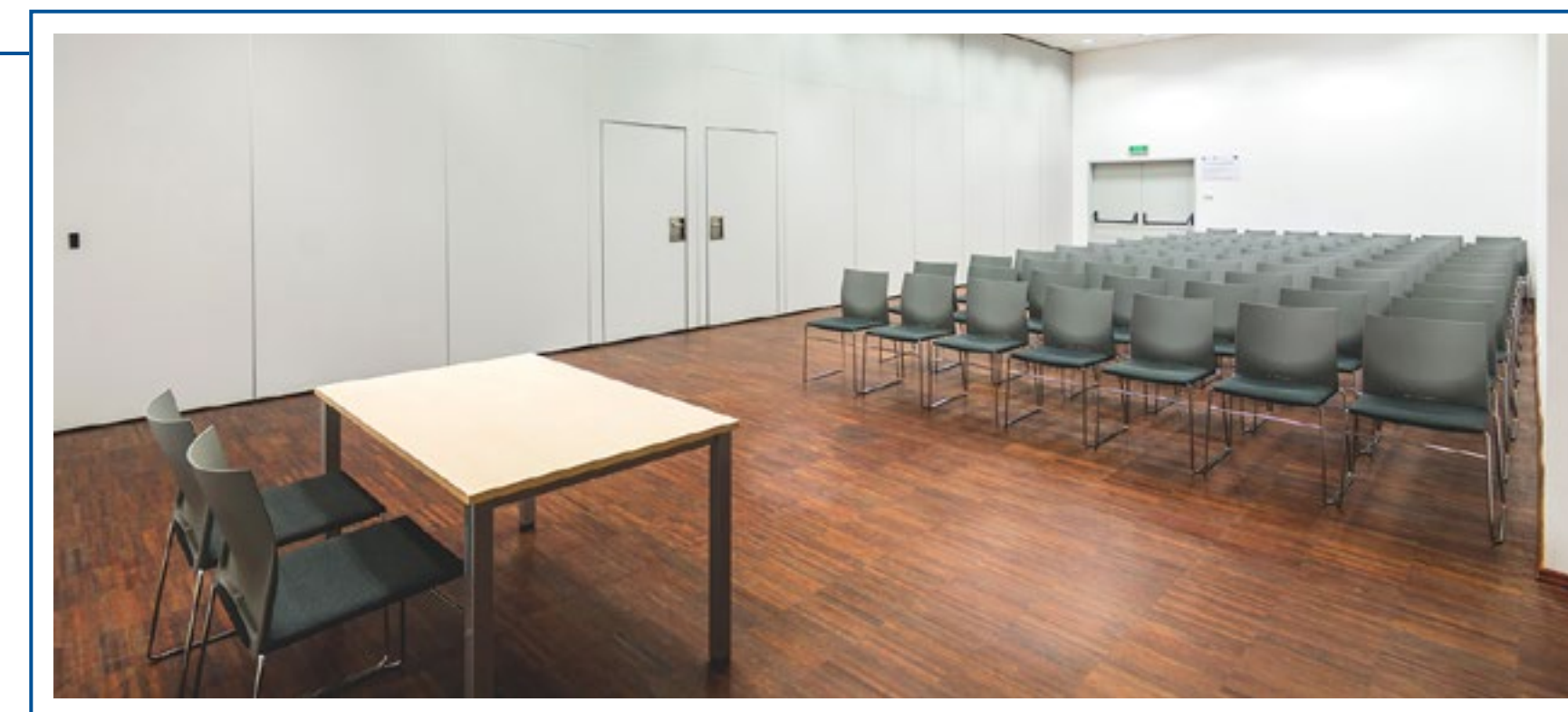
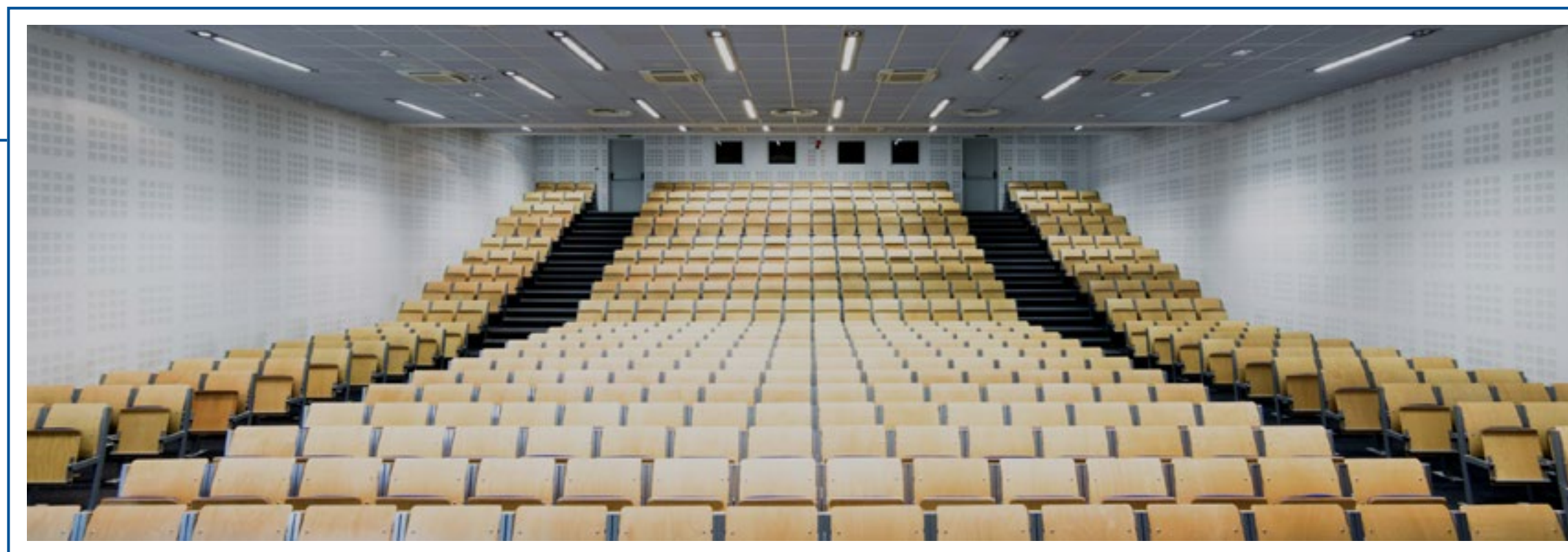
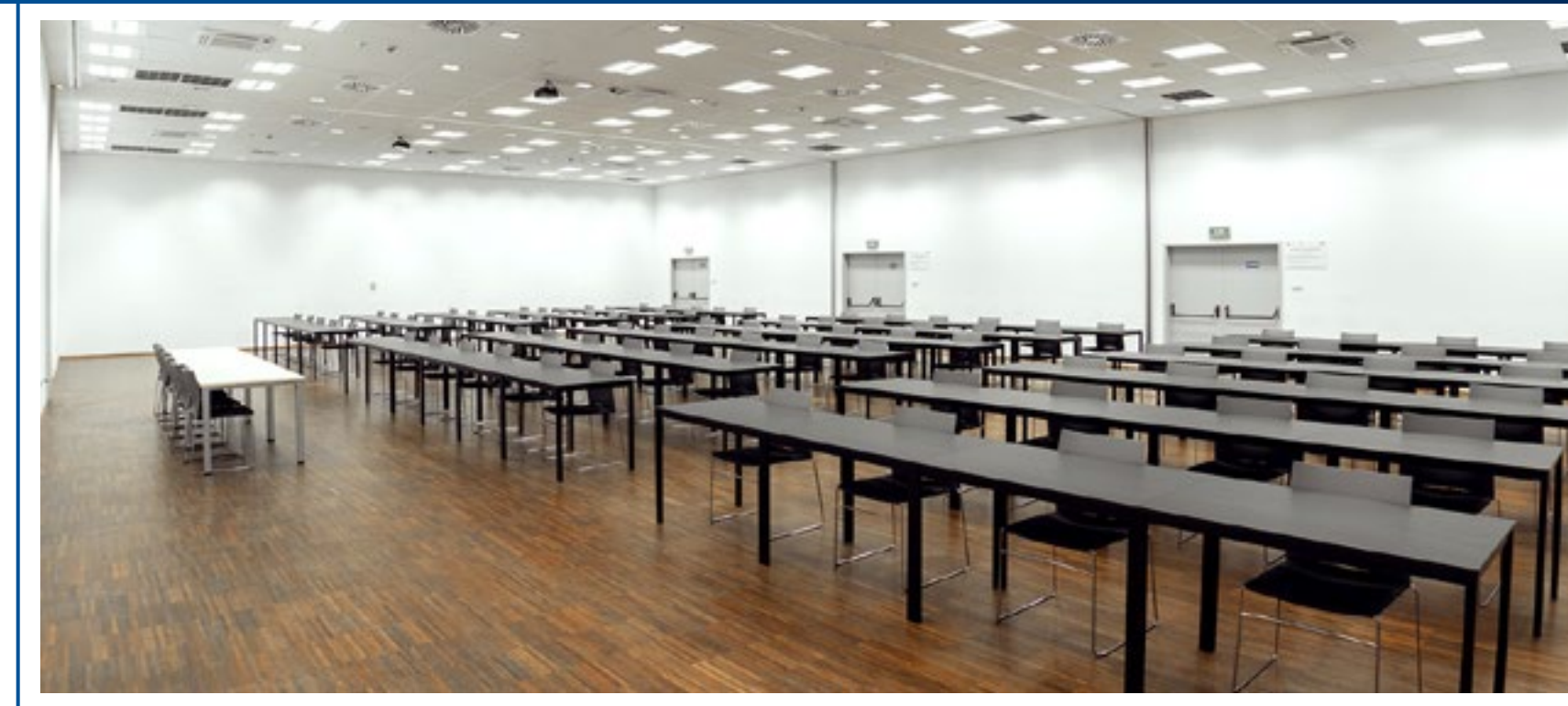
With the app all the most important information about CEDE is always at hand. The app will help exhibition visitors plan their participation in the event and find an exhibitor's stand or a workshop room at the EXPO. It will also allow them to be on time for a lecture and even take a souvenir photo in the exhibition photobooth.

LECTURE HALLS

Expo-Łódź offers 4 lecture halls (100 m² each). Thanks to the system of mobile and sound-proof walls, the rooms may be connected to form one conference space of the total area of 405 m², which can host up to 500 guests.

Information about the companies' courses will be posted: at www.cede.pl, on social media, the CEDE 2023 pocket programme, the CEDE 2023 Mobile App, on information boards on the exhibition grounds and in the newsletters sent out by the Organiser.

	THEATRE SETUP (capacity)	CLASSROOM SETUP (capacity)	PRICE (per hour)
Hall A	100	45	140 EUR
Hall B	100	45	140 EUR
Hall C	100	45	140 EUR
Hall D	90	35	130 EUR



THE "STARS OF CEDE 2023" CONTEST

The format for honouring the best trade fair products at CEDE will also be continued in this edition.

The experts who will evaluate the submitted products will include representatives of the scientific community and industry organisations. They all hold the knowledge and experience necessary to evaluate the quality of the product and to justify their choice.

Application for the "CEDE 2023 Stars" Competition can only be made in the Exhibitor Panel by completing the form GK.



EXHIBITOR CHECKLIST

	WHAT	WHERE / HOW		WHAT	WHERE / HOW
MARCH by 15	<ol style="list-style-type: none"> 1. Submit your participation and order exhibition space for the preferential registration fee 2. Make 100% payment for exhibition space entitling to an additional 5% discount on space 	<ol style="list-style-type: none"> 1. Exhibitor's panel at www.cede.pl – forms A and Au (optional) 2. Bank transfer details 	JUNE 30	<ol style="list-style-type: none"> 1. Deadline for no-cost cancellation of lecture hall rental 	<ol style="list-style-type: none"> 1. By post to the Exactus office or email at info@exactus.pl
WITHIN 7 days from the date of stand location confirmation	<ol style="list-style-type: none"> 1. Mail or email the signed exhibition space order to the Organiser's address 2. Payment of the registration fee and 20% advance payment for exhibition space 	<ol style="list-style-type: none"> 1. By post to the Exactus office or email at info@exactus.pl 2. Bank transfer details 	AUGUST 4	<ol style="list-style-type: none"> 1. Deadline for submission of product(s) to the "Stars of CEDE 2023" Contest 	<ol style="list-style-type: none"> 1. Exhibitor's panel at www.cede.pl – form GK Bank transfer details
JUNE by 20	<ol style="list-style-type: none"> 1. Advance payment of 40% of the ordered exhibition space 2. Cancellation of participation in the exhibition – return of all payments made, except the registration fee 3. Order a lecture hall and make payment according to the proforma invoice received 4. Submit a paying Co-exhibitor in order to be entitled to the "early bird" registration fee 	<ol style="list-style-type: none"> 1. Bank transfer details 2. By post or deliver in person to the Exactus office 3. Exhibitor's panel at www.cede.pl – form D Bank transfer details 4. Exhibitor's panel at www.cede.pl – form Aw 	AUGUST by 14	<ol style="list-style-type: none"> 1. Payment of the remaining exhibition space without discount 2. Deadline for submitting an entry to the online catalogue and the CEDE 2023 mobile app 3. Submit a request for technical services 4. Submit the design of the construction of the rented space (in 2 projections with height specification) as well as the location of technical connections and suspension points, if any 5. Submit 8 sets of materials for each of the products entered in the "Stars of CEDE 2023 Contest" 	<ol style="list-style-type: none"> 1. Bank transfer details 2. Exhibitor's panel at www.cede.pl – form B 3. Exhibitor's panel at www.cede.pl – form E 4. By email at info@exactus.pl 5. By post to the Exactus office
JUNE 20	<ol style="list-style-type: none"> 1. Deadline for full payment for exhibition space with discount 	<ol style="list-style-type: none"> 1. Bank transfer details 	AUGUST by 31	<ol style="list-style-type: none"> 1. Form D – deadline for submitting final alterations and a sketch of the stand with the additional elements 	<ol style="list-style-type: none"> 1. Exhibitor's panel at www.cede.pl – form D
JUNE by 30	<ol style="list-style-type: none"> 1. Send order for standard stand construction 2. Send form D with an attached sketch of the stand with the additional equipment included 3. Provide information about the training to be held in the lecture hall rented 	<ol style="list-style-type: none"> 1. Exhibitor's panel at www.cede.pl – form C 2. Exhibitor's panel at www.cede.pl – form D 3. Exhibitor's panel at www.cede.pl – form Sz 	SEPTEMBER by 14	<ol style="list-style-type: none"> 1. Provide details of stand attendants to generate Exhibitor/ Co-exhibitor ID badges 	<ol style="list-style-type: none"> 1. Exhibitor's panel at www.cede.pl – form ID

ASSEMBLY, DISMANTLING AND EXHIBITION SCHEDULE

SEPTEMBER

17-19

Stand assembly 8.00–23.00

All "dirty" assembly works should be finished by 15.00 on September 19, 2023

SEPTEMBER

20

Exhibition hall is open 8.00–20.00

- Final finishing touches to the stands
- Exhibitors collect their materials at the Exhibition Reception Desk between 8.00–20.00
- Exhibits on stands are installed
- Exhibitors shall submit their stand order comments to the Organiser at the Exhibition Reception Desk

SEPTEMBER

21-23

Exhibition

Thursday, Friday

9.30–18.30 for exhibitors

10.00–18.00 for visitors

Saturday

9.30–23.00 for exhibitors

10.00–16.00 for visitors

SEPTEMBER

24

8.00–16.00 stand disassembly

CONTACT

EXACTUS Sp. j.
Al. Kościuszki 17
90-418 Łódź, Poland

info@exactus.pl
cede@cede.pl

www.cede.pl

