

# 29. Central European Dental Exhibition

Łódź, Poland 7–9.10.2021



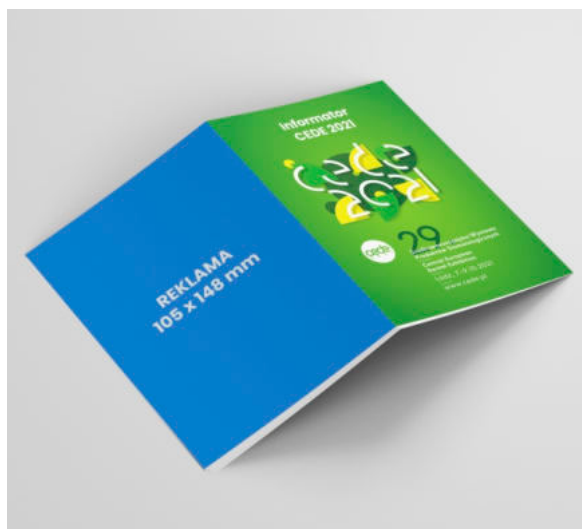
## Marketing offer for Exhibitors



[www.cede.pl](http://www.cede.pl)  
f cede.wystawa

## Promotion in CEDE 2021 prints

### Advertisement in the CEDE 2021 Pocket Guide



Pocket Guide contains: practical information, programme of all lectures/workshops, exhibition floorplan, alphabetic list of exhibitors, exhibition venue plan.

A3 folded to A6 format.

Estimated circulation: 6 000 copies

Price of the advert placing: € 1 000,00

**NEW FORMAT**

**Technical requirements:**

Format: 105 mm (W) x 148 mm (H) + 5 mm bleed on each side

Materials should be delivered in one of the following formats: .cdr, .tif, .jpg, .eps, .pdf, .prn.

Advertisement – full colour, C+M+Y+K max. 320.

Deadline for delivery of the advert: September 15, 2021

### Advertisement in the printed CEDE 2021 Catalogue/Programme

The printed catalogue contains: CEDE 2021 events programme, list of exhibitors with contact details, exhibition plan, list of exhibitors by product groups. The catalogue will be given free of charge to visitors of the CEDE exhibition and to Participants in the conference materials.

Estimated circulation: about 4 000 copies

01 Full page without placement selection	€ 500,00
119 mm (W) x 218 mm (H) + 3 mm bleed on each side	
02 Full page adjacent to the company's entry	€ 625,00
119 mm (W) x 218 mm (H) + 3 mm bleed on each side	
03 Cover page 2	€ 1 375,00
114 mm (W) x 218 mm (H) + 3 mm bleed on each side	
04 Cover page 3	€ 1 375,00
114 mm (W) x 218 mm (H) + 3 mm bleed on each side	
05 Cover page 4	€ 1 750,00
119 mm (W) x 218 mm (H) + 3 mm bleed on each side	
06 Bookmark – in accordance with the client's design	price subject to agreement

**Technical requirements:**

Format: 119 mm (W) x 218 mm (H), 114 mm (W) x 218 mm (H) + 3 mm bleed on each side.

Materials should be delivered in one of the following formats: .cdr, .tif, .jpg, .eps, .pdf, .prn.

Advertisement – full colour, C+M+Y+K max. 320.

Deadline for delivery of the advert: September 15, 2021

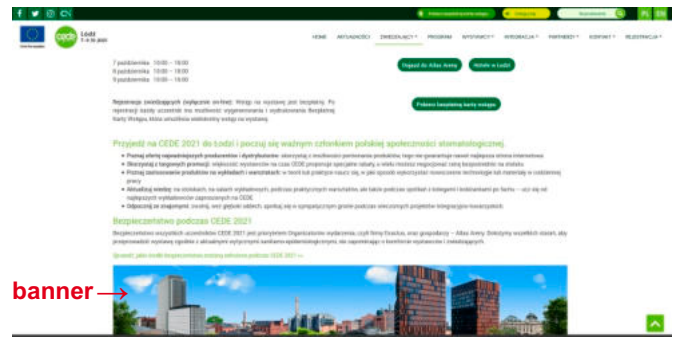


# Advertising – digital package



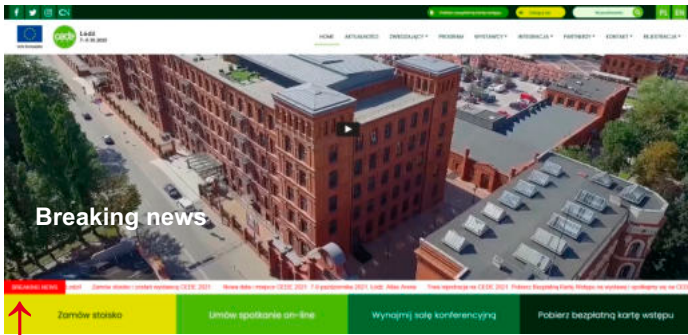
banner →

Advertising banner on the www.cede.pl homepage, rotating, dimensions: 1140px (W), 336px (H)



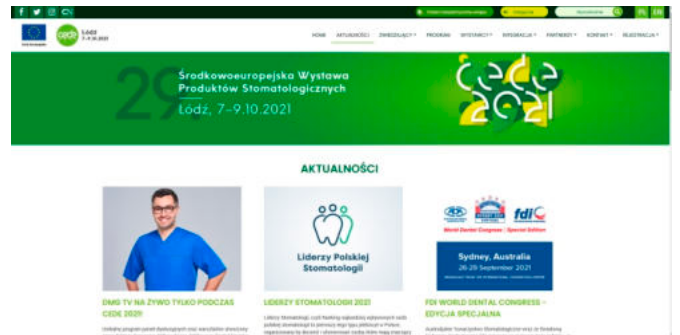
banner →

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

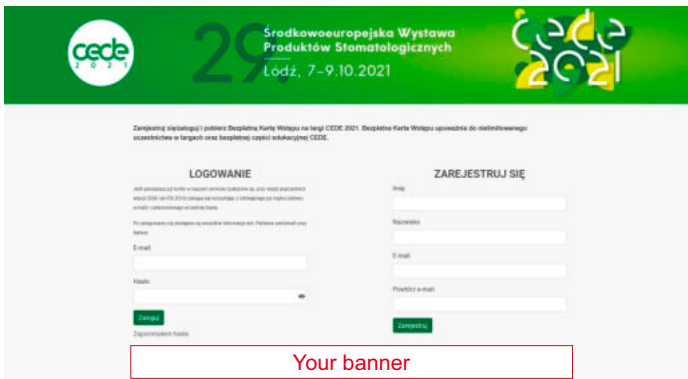


Breaking news

Breaking news at the www.cede.pl homepage

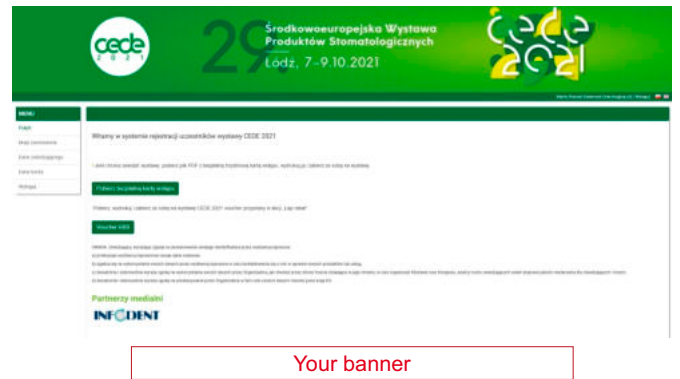


Text with graphics in the news section at www.cede.pl



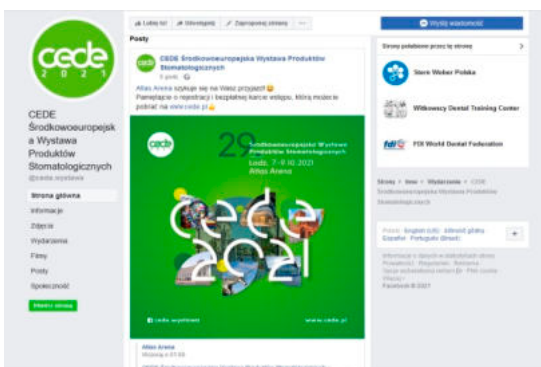
Your banner

Banner with a link in the Visitor Registration Panel, dimensions: 1110px (W), H 195px (H)



Your banner

Banner with link in the Visitor's/Participant's Panel, dimensions: 1110px (W), H 195px (H)



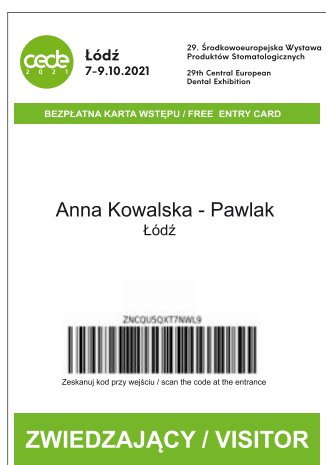
Photo/graphic and text post on the FB profile of CEDE.

Date of publication – to be agreed.

Price of the Digital Package: € 2 375,00

## Promotion in CEDE 2021 prints

### Logotype on the Free Entry Card



Admission to the exhibition is free upon prior registration and download of the Free Entry Card. A link to Free Entry Card will be given to each registered visitor.

The logo of the ordering party will be placed in the email notification about the creation of the account and in the visitor panel.

Price of the logo placement: € 2 500,00

### Logotype on the Conference bag



A bag containing conference materials and inserts supplied by the exhibitors will be given to each participant of the educational part of the CEDE 2021 exhibition.

Estimated circulation: 1 000 pcs

Deadline for delivery of the logotype:  
September 6, 2021

Price for placing the logotype: € 3 750,00

## Advertisement at CEDE 2021

### Advertising on the LED screen above the Atlas Arena



Above the main floor of the Atlas Arena there are 4 LED screens, Full HD (16:9). Emission of an advertising spot of 20 sec. simultaneously on 4 screens. All commercials emitted on the screen form an advertising block broadcast in a loop. Max. number of available spots –20.

The screens will be lowered to a height of 10-12 meters.

Format of an advertising spot: pliki \*.avi, \*.mp4 or \*.pdf (300 dpi)

Deadline for spot submission: September 20, 2021

Price of broadcasting a spot of 20 sec.: € 550,00

### Advertising on 55", Full HD screens



5 screens 55": width 71 cm, height 123 cm  
Full HD (16:9)

Deadline for spot submission: September 20, 2021

The screens will be set up in various locations of the CEDE 2021 exhibition. One advertising spot lasts 20 seconds. All commercials emitted on the screen form an advertising block broadcast in a loop. The maximum number of available spots – 20.

Price of placing a 20 sec. spot: € 250,00

Preparation of the spot for broadcasting: € 75,00

## Advertisement at CEDE 2021

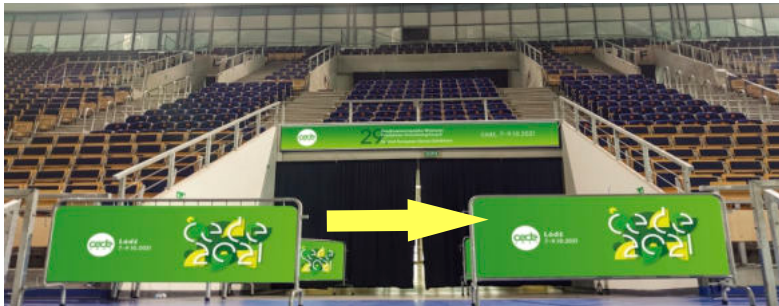


Advertising on PVC above the entrances to the hall.  
Dimensions: (W) 775 cm, (H) 150 cm

Cost per advertisement: **€ 1550,00**

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

Deadline for delivery of the project:  
September 10, 2021



Single- or double-sided PVC advertising on a fence.  
Dimensions: (W) 200 cm, (H) 75 cm

Single-sided advertising: **€ 300,00**

Double-sided advertising: **€ 475,00**

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

Deadline for delivery of the project:  
September 10, 2021



Flag inside the hall (also visible from the catering area). Dimensions : (W) 400 cm, (H) 600 cm

Cost per flag: **€ 1050,00**

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

Deadline for delivery of the project: September 10,



Sectoral banner - individual pricing depending on the banner.

Deadline for delivery of the project:  
September 10, 2021

## Advertisement at CEDE

### Advertising on the screen of antiviral fluid dispensers



Dispensers will be placed at the main entrances, in the lobby and in the exhibition hall.

Deadline for delivery of materials:  
September 20, 2021

20 sec. advertisement in a loop (RD\_1): € 195,00

Exclusive screen (RD\_2): € 900,00

### Adding the exhibitor's advertising material in the conference bag

A bag containing conference materials and inserts provided by exhibitors will be given to each participant of the educational part of the CEDE 2021 exhibition.

Price of inserting a brochure/catalogue: € 238,00

Inserting other promotional materials: **price subject to agreement**

Deadline for delivery of materials: October 6, 2021

Max. insert format A4; volume up to 10 pages.

### Distribution of the advertisement materials at the entrances to the exhibition



Materials supplied by the Exhibitor will be distributed by the Organiser's staff, at two entrances to the exhibition area.

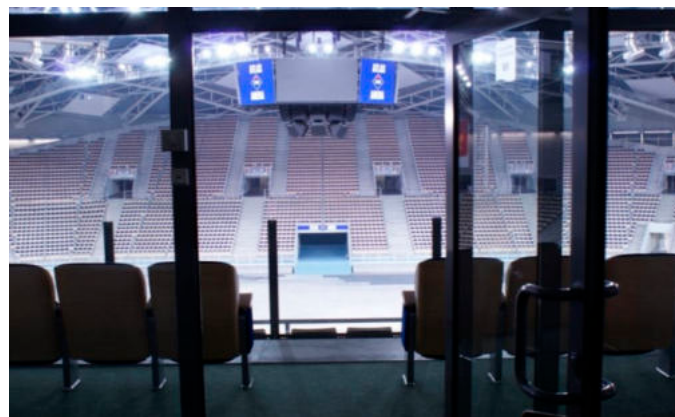
Offer available for max. 8 Exhibitors.

Max. size – up to 8 pages in A5 format.

Deadline for delivery of materials: October 6, 2021

Materials distribution price: € 488,00

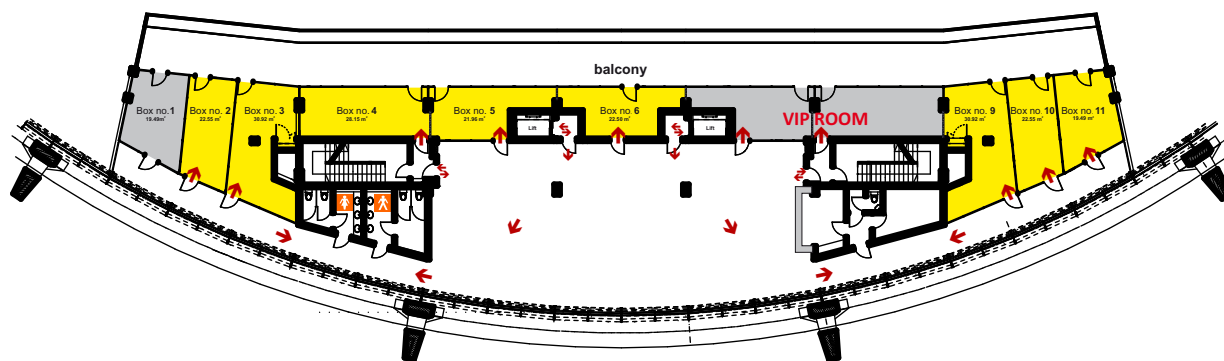
## VIP Boxes - rental



VIP boxes are located on the third floor of Atlas Arena. The boxes are equipped with sofas, benches, hockers, armchairs, cocktail tables and TV sets. Each box has its own balcony overlooking the entire Arena.

Additional equipment for boxes should be ordered individually with the Organiser.

### VIP Boxes - 3<sup>rd</sup> floor



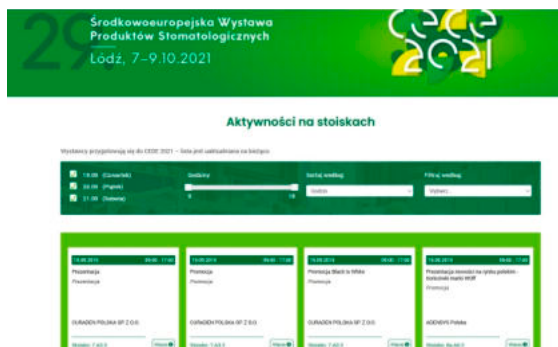
#### PRICELIST

Box no.	Area (m <sup>2</sup> )	Capacity	Rental net price (per hour)
Box no. 2	22	5	80 EUR
Box no. 3	30	5	80 EUR
Box no. 4	28	15	113 EUR
Box no. 5	22	18	113 EUR
Box no. 6	22	18	113 EUR
Box no. 9	30	5	80 EUR
Box no. 10	22	5	80 EUR
Box no. 11	19	5	80 EUR



## Free advertising for CEDE 2021 Exhibitors

### Database of activities at exhibitors' booths during CEDE 2021



Complimentary service of posting on the CEDE 2021 website about Activities at booths. Any exhibitor planning lectures, workshops, presentations, competitions at the booth can submit information on these activities at [www.cede.pl](http://www.cede.pl) in the Visitors bookmark.

Invite visitors by posting an entry encouraging to visit your booth. You can include as many activities as you like. Visitors can easily check what will be happening at each booth on specific days/hours.

Information about Activities at exhibitors' booths is sent in newsletters to our database (over 8 000 records).

**Deadline for completion of Form W (Booth Activities):  
till October 4, 2021**

### New Products at CEDE 2021



If you are planning to show a new product at CEDE 2021 and would like to share this information with visitors so that it is easier for them to plan their visit, please fill in the CEDE Novelties form.

Each Exhibitor may place information on up to 3 products.

**Placing the information is free of charge.**

Information on the novelties at CEDE will be sent in newsletters to our database (over 8 000 records).

**Deadline for filling the CEDE Novelties form: till October 4, 2021**