

# ADDITIONAL FORMS OF PROMOTION



**11<sup>th</sup> International  
Food & Drink Exhibition**

**8 - 10 April 2025  
EXPO XXI WARSAW**

Learn more at:  
[www.worldfood.pl](http://www.worldfood.pl)



**STAND OUT FROM THE CROWD!**

# Advertising in the official Catalogue

1



Marker in the exhibition catalogue leading to the company description page + full page advertisement (max 2 markers)

Marker includes exhibitor's name and the stand number.

PRICE: **1 100** EUR

2



Advertisement in the catalogue - 2nd cover (full page)

PRICE: **1 300** EUR

3



Advertisement in the catalogue - 3rd cover (full page)

PRICE: **1 100** EUR

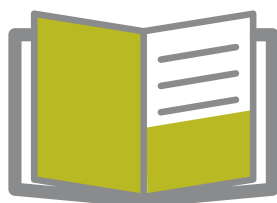
4



Advertisement in the catalogue - 4th cover (full page)

PRICE: **1 500** EUR

5



Advertisement in the catalogue

FULL PAGE: **500** EUR

HALF PAGE: **300** EUR

## Official Catalogue:

- distributed exclusively among the visitors
- database of business contacts
- circulations of ca. 3000 printed copies + available online throughout the year (~A5)



# Promotion at the Visitors Registration Point

6



Logo in the floorplan in the Exhibition Brochure\*

The Exhibition Brochure, including the floor plan, constitutes primary source of information and makes it easier for the visitors to reach particular stands. The Brochure is distributed together with the ID badge at the visitor registration point.

PRICE: **200** EUR

7



Distribution of information materials together with the Exhibition Brochure (insert 1000 pcs)\*\*

PRICE: **650** EUR

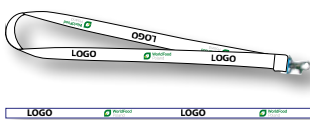
8



Distribution of advertising gadgets with the Exhibition Brochure (1000 pcs)\*\*

PRICE: **875** EUR

9



Exhibitor's logo alternately with the logo of the Fair on the visitors' lanyards (1000 pcs)

PRICE: **750** EUR

10



Advertising on the TV at the Visitors Registration Point (static or video / duration: 30 sec. / up to 5 ads)

PRICE: **500** EUR

## Exhibition Brochure:

- distributed exclusively among the visitors
- includes floor plans, list of exhibitors and conference agenda
- circulations of ca. 8000 printed copies (~A3)

\* Exhibitor's logo/QR will be placed in the floor plan. The size of the logo will be limited by the size of the stand.

\*\* Promotional materials provided by the exhibitor

# Advertising opportunities at the Fair

11



Roll up display in the exhibition entrance hall in the location indicated by the Organizer

PRICE: **250** EUR

12



Advertising on the floor - sticker in the hallways and passages in the location indicated by the Organizer (per 1 m<sup>2</sup>)\*\*\*

PRICE: **200** EUR

13



Permit for distribution of marketing materials during the Fair (for 1 promoter)

PRICE: **500** EUR

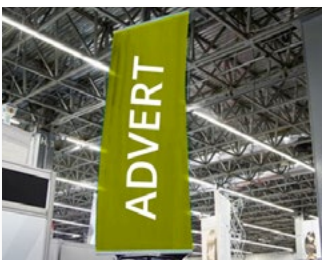
14



Flag with flagpole near the entrance 1,5m x 4,5m (flagpole H= 8m / per 1 pcs)\*\*\*

PRICE: **425** EUR

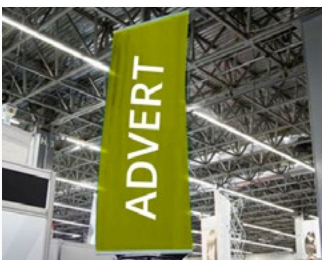
15



Banner 1,5m x 4m + 2 hanging points to the hall roof construction\*\*\*

PRICE: **450** EUR

16



Banner 1,5m x 4m + 2 hanging points to the hall roof construction, above the gate to the connector between Hall 1 and Hall 4\*\*\*

PRICE: **550** EUR

**banner in Hall 1**

**banner in Hall 4**

## Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

\*\*\* Please be advised, that above costs include printing, montage and advertising space. Design is not included! The rental prices concern only event time



# Advertising opportunities at the Fair

17



Banner on the wall - main hall (near Registration) ca. 6x3m\*\*\*

**B1**

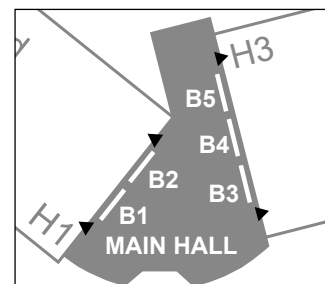
**B3**

**B2**

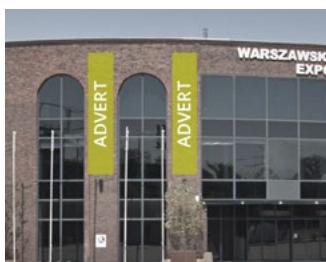
**B4**

PRICE: 800 EUR

**B5** **SOLD**



18



Mesh banner on the front wall of the venue 1,3m x 7m\*\*\*

PRICE: 675 EUR

19



Advertisement / logo on visitors' badges (1000 pcs set)

PRICE: 750 EUR

20



Visitor's bag sponsor (bags for self-collection in the main hall)

DISTRIBUTION (1000 pcs): 750 EUR

Bags (with any graphic design) provided by the exhibitor.

OR

PRODUCTION AND DISTRIBUTION (500 pcs): 1 500 EUR

Bags with the exhibitor's logo and information about the exhibition.

Production and distribution on the organizer's side.

**SOLD**

21



QR code in the exhibition catalogue\*

QR code linking to any website pointed by the exhibitor (e.g. landing page with a special offer), will be placed next to the hall plan, along with a graphic link to the exhibitor's stand.

PRICE: 250 EUR

## Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

\* Exhibitor's logo/QR code will be placed in the floor plan. The size of the logo will be limited by the size of the stand.

\*\*\* Please be advised, that above costs include printing, montage and advertising space. Design in not included! The rental prices concern only event time

# Advertising opportunities at the Fair

22



Main entrance doors stickers  
 1 set = 2 stickers, 100cm x 100cm each  
 (stickers on both sides of the door)  
 max. 4 sets \*\*\*

PRICE: 250 EUR

23



Mesh banner on the front wall of the venue - hall 2\*\*  
 (A+B - 16x3m / A or B - 8x3m)

**A+B (FULL-SIZE)** PRICE: 2 500 EUR

**A or B** PRICE: 1 500 EUR

24



Advertisement on a pillar in the main hall in Hall 2 - ~1m x 2,5m  
 (in the location indicated by the Organizer)

- 1x PANEL: 350 EUR
- 4x PANEL: 1000 EUR

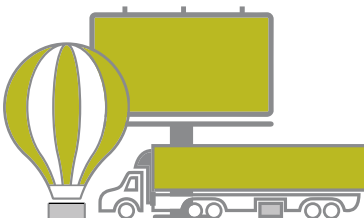
25



Small size advertising - the possibility of exposure  
 in the location indicated by the Organizer  
 (advertising walls, totems, winders, cars etc.)

PRICE: 500 EUR

26



Big size own advertising - the possibility of exposure  
 in the location indicated by the Organizer  
 (balloons, LED displays, trucks, trailers etc.)

**INDIVIDUAL PRICING**

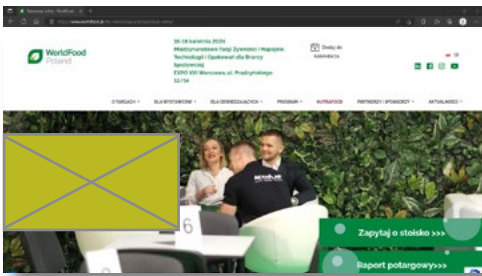
## Benefits:

- guaranteed publicity
- visitors learn about the exhibitor even before they enter the exhibition halls
- visible for >8000 participants

\*\*\* Please be advised, that above costs include printing, montage and advertising space.  
 Design is not included!  
 The rental prices concern only event time

# Internet

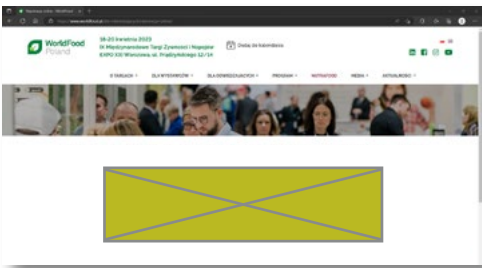
27



Home page - floating banner 700x400 px\*\*\*\*  
 (date: 03.03-10.04)  
 File format: JPEG  
 for WorldFood Poland: [www.worldfood.pl](http://www.worldfood.pl)  
 for NutraFood Poland: [www.nutrafood.pl](http://www.nutrafood.pl)  
 for ColdChain Poland: [www.coldchain.pl](http://www.coldchain.pl)  
 for SMAKKi: [www.smakki.pl](http://www.smakki.pl)

PRICE: 1 250 EUR

28



Subpage of the selected trade fair sector - banner 1110x300 px\*\*\*\* (date: 03.03-10.04)  
 File format: JPEG

PRICE: 1 125 EUR

30

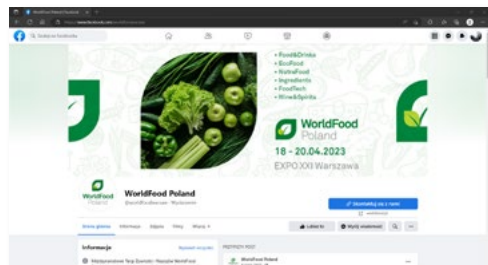


Conference programme tab - banner 1110x300 px\*\*\*\*  
 (date: until 10.04 / max. 1 banner)  
 File format: JPEG

Link: [www.worldfood.pl/en/conferences/](http://www.worldfood.pl/en/conferences/)

PRICE: 625 EUR

32



Promotion on social media\*\*\*\*  
 (publication time will be agreed with the organizer)  
 Format: JPEG

for WorldFood Poland: [www.facebook.com/worldfoodpoland](https://www.facebook.com/worldfoodpoland)  
[www.linkedin.com/company/worldfood-poland](https://www.linkedin.com/company/worldfood-poland)  
 for NutraFood Poland: [www.linkedin.com/company/nutrafood](https://www.linkedin.com/company/nutrafood)  
 for ColdChain Poland: [www.linkedin.com/company/coldchain-poland](https://www.linkedin.com/company/coldchain-poland)  
 for SMAKKi: <https://www.linkedin.com/company/smakki-gastrotarget/>  
<https://www.facebook.com/SMAKKiGASTROTARGI>

• 1x POST: 125 EUR • 3x POST: 300 EUR • 5x POST: 450 EUR

29



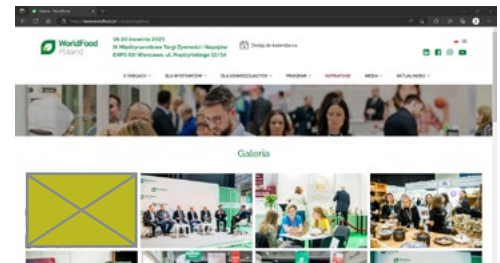
Visitor registration form - banner 1110x300 px\*\*\*\*  
 (date: 03.03-10.04)

File format: JPEG

Link: [www.worldfood.pl/en/registration-online/](http://www.worldfood.pl/en/registration-online/)

PRICE: 1 125 EUR

31



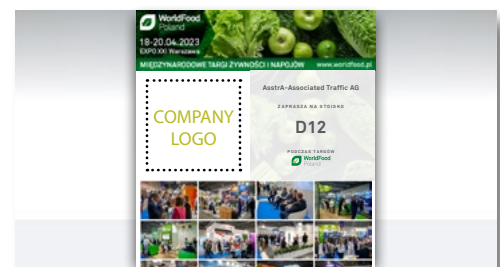
Gallery - banner 390x260 px\*\*\*\*  
 (banner as the first photo)

File format: JPEG

for WorldFood Poland: [www.worldfood.pl/en/gallery](http://www.worldfood.pl/en/gallery)  
 for NutraFood Poland: [www.nutrafood.pl/en/gallery](http://www.nutrafood.pl/en/gallery)  
 for ColdChain Poland: [www.coldchain.pl/en/gallery](http://www.coldchain.pl/en/gallery)

PRICE: 375 EUR

33



Dedicated mailing including invitation to the exhibitor's stand (publication date to be set with organizer / max. 1 company)

File format: JPEG

Mailing sent to the database of registered visitors. Graphic and text block including exhibitor's logo / stand number / invitation content. The first block in the mailing under the header.

PRICE: 625 EUR

### Benefits:

- guaranteed publicity - 140 000 page views per year
- 5 000 professionals pre-registered online before the exhibition
- all marketing materials redirect to [www.worldfood.pl](http://www.worldfood.pl)

\*\*\*\* Design is not included!

# ORDER FORM

Order in accordance with the specifications on pages 2-7.  
Marketing benefits for Hall 4 are valid from 9-10 April 2025.

Advertising in the official Catalogue		PRICE (EUR)	QTY	SUM (EUR)
1	Marker in the exhibition catalogue	1 100		
2	Advertisement in the catalogue - 2nd cover	1 300	1	
3	Advertisement in the catalogue - 3rd cover	1 100	1	
4	Advertisement in the catalogue - 4th cover	1 500	1	
5	Advertisement in the catalogue	FULL PAGE: 500 • HALF PAGE: 300		
Promotion at the Visitors Registration Point		PRICE (EUR)	QTY	SUM (EUR)
6	Logo in the floorplan in the Exhibition Brochure	200		
7	Distribution of information materials together with the Exhibition Brochure	650		
8	Distribution of advertising gadgets with the Exhibition Brochure	875		
9	Exhibitor's logo alternately with the logo of the Fair on the visitors' lanyards	750		
10	Advertising on the TV at the Visitors Registration Point	500		
Advertising opportunities at the Fair		PRICE (EUR)	QTY	SUM (EUR)
11	Roll up display in the exhibition entrance hall	250		
12	Advertising on the floor - sticker in the hallways and passages	200		
13	Permit for distribution of marketing materials during the Fair	500		
14	Flag with flagpole near the entrance 1,5m x 4,5m	425		
15	Banner 1,5m x 4m + 2 hanging points	450		
16	Banner 1,5m x 4m + 2 hanging points above the gate to the connector between H 1 and H4	550		
17	Banner on the wall - main hall (near Registration) ca. 6x3m	800		
18	Mesh banner on the front wall of the venue 1,3m x 7m	675		
19	Advertisement / logo on visitors' badges	750		
20	Visitor's bag sponsor	DISTRIBUTION: 750 • PRODUCTION AND DISTRIBUTION: 1 500		<b>SOLD</b>
21	QR code in the exhibition catalogue	250		
22	Main entrance doors stickers	250		
23	Mesh banner on the front wall of the venue - hall 2	A: 1 500 • B: 1 500 • A+B: 2 500		
24	Advertisement on a pillar in the main hall in Hall 2	1x PANEL 350 • 4x PANEL: 1 000		
25	Small size advertising - the possibility of exposure	500		
26	Big size own advertising - the possibility of exposure			
Internet		PRICE (EUR)	QTY	SUM (EUR)
27	Home page - floating banner 700x400 px	1 250	1	
28	Subpage of the selected trade fair sector - banner 1110x300 px	1 125	1	
29	Visitor registration form - banner 1110x300 px	1 125	1	
30	Conference programme tab - banner 1110x300 px	625	1	
31	Gallery - banner 390x260 px	375		
32	Promotion on social media	1x POST: 125 • 3x POST: 300 • 5x POST: 450		
33	Dedicated mailing	625		

**TOTAL (NET):**

I declare that I have read and understood the Exhibition Technical Rules and Regulations, Exhibition Technical Rules and Regulations and the rules of the exhibition hall and I accept all the articles contained therein.

Company stamp, date

Name Company stamp, date and signature of representative

Pay attention! The lack of signature or stamp makes the order invalid!