



ADVERTISING AT THE WINDOOR-TECH FAIR

11-14.02.2025

FAIR MAP

- the fair is held in pavilions 5 and 5a
- the International Construction and Architecture Fair Budma takes place simultaneously with WinDoor-tech fair
- all entrances will be open to visitors





OUTDOOR ADVERTISING

CONSTRUCTIONS - OUTSIDE PAV. 5

- constructions come in two sizes: 1.6m in width and 3.1m in height or 3.1m in width and 3.1m in height
- they are located around the pavilion, usually next to the entrances, so they allow for high visibility of the advertisement



BANNER ON THE 5G CONNECTOR - PAV. 5 AND 5A (PARKING LOT SIDE) AND PAV. 6



- the dimensions of the banner are 18.95m in width and 2.55m in height
- it is hung on the side of the P5 parking lot, where fair participants can park their cars

CONSTRUCTION ON THE 5G CONNECTOR

- the entire structure measures 17.5m in width and 3.4m in height, but it is possible to reduce the dimensions to 10.6m in width and 3.4m in height
- the 5G connector is a passage between pavilions 5 and 5a, where the fair is held



MOVABLE BANNERS - CUBE SHAPED STRUCTURES MEASURING 4X4M



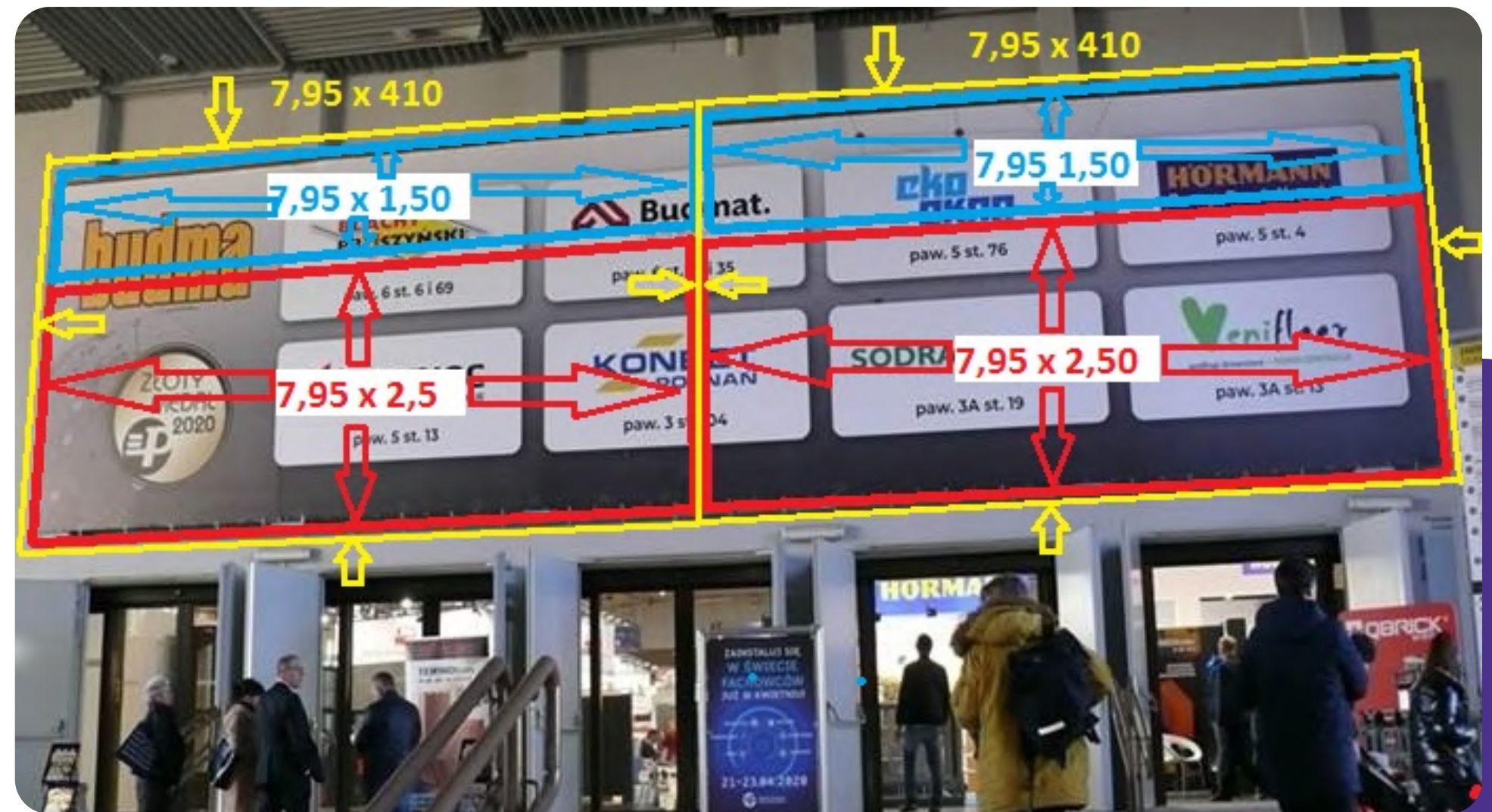
- exact locations to be determined,
- the cube consists of 4 banners connected on one structure
- the dimensions of a singular banner are 3.60m in width and 3.60m in height



ADVERTISING INSIDE BUILDINGS

CONSTRUCTION ABOVE THE ENTRANCE TO PAV. 5 (NORTH ENTRANCE/WTC)

- It is possible to combine two spots on the banner marked with the same color on the graphic
- The maximum advertising format is 15.9m in width and 4m in height
- the North Entrance leads directly into the Pavilion 5, where the WinDoor-tech Fair takes place



CONSTRUCTION IN PAV. 5 ABOVE THE ENTRANCE TO THE 5G CONNECTOR



- the dimensions of the structure are 5.5m in width and 2.5m in height
- the advertising structures are above the entrances and exits on both sides of the 5G connector, so they are very easy to spot when moving between the pavilions

CONSTRUCTION IN THE 5G CONNECTOR ABOVE THE ENTRANCE TO PAV. 5

- the dimensions of the structure are 5.6m in width and 4m in height



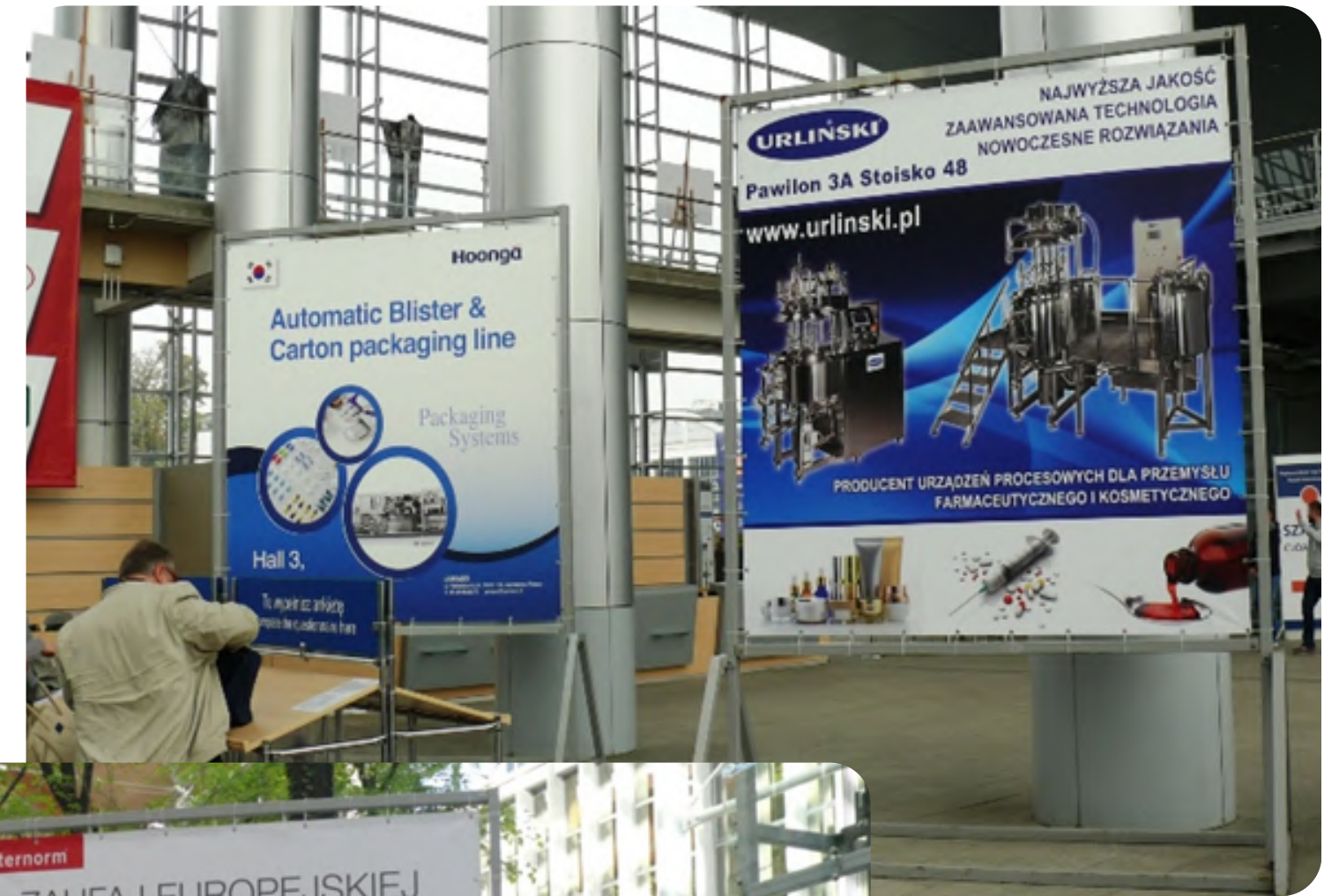
BANNER IN THE 5G CONNECTOR - ABOVE THE ENTRANCE TO PAV. 5A



- the dimensions of the structure are 11.6m in width and 2m in height

FREESTANDING CONSTRUCTION – BALEX

- exact location to be determined, e.g. in the area of the Linden Avenue
- the dimensions of the structure are 2.80m in width and 2.80m in height



MOBILE ADVERTISING OUTSIDE THE EXHIBITOR'S STAND



- hostesses can distribute promotional materials, provide information or collect contacts
- mobile advertisements moving around the fairgrounds, arousing interest among recipients
- vehicles as an advertising medium, in your brand colors, with your logo

LOGO ON THE FAIR MAP



- the logo is placed on the map at the stand location and attracts the visitor's attention and facilitates the identification of the exhibitor
- the maps are available free of charge to every visitor

STICKERS ON THE ENTRANCE DOORS TO PAV. 5 AND 5A

- the stickers are 1m in width and 1m in high
- door stickers are some of the first advertisements that a visitor will notice
- for orders over 5 stickers we offer a 10% discount



STICKERS ON THE FLOOR OF PAV. 5 AND 5A



- the stickers are 1m in width and 1m in high
- exact location to be determined



OUTDOOR ADVERTISING PRICING

Advertisement	Net price
Constructions - outside pav. 5	1.600 PLN/1 construction
Banner on the 5g connector - pav. 5 and 5A (parking lot side) and pav. 6	6.600 PLN
Construction on the 5G connector (whole)	9.900 PLN
Movable banners - cube shaped structures measuring 4x4m	13.860 PLN
Construction above the entrance to pav. 5 (North Entrance/WTC) (biggest format)	11.000 PLN
Construction in pav. 5 above the entrance to the 5G connector	5.000 PLN

Advertisement	Net price
Construction in the 5G connector above the entrance to pav. 5	5.000 PLN
Banner in the 5G connector - above the entrance to pav. 5A	4.000 PLN
Freestanding Construction - Balex	3.300 PLN
Mobile advertising outside the exhibitor's stand	Individual pricing
Logo on the fair map	1.600 PLN
Stickers on the entrance doors to pav. 5 and 5a	800 PLN/1 sticker
Stickers on the floor of pav. 5 and 5a	800 PLN/1 sticker



REMARKETING CAMPAIGN

HOW DOES REMARKETING WORK?

1. A user interested in products or services of exhibitors of e.g. the WinDoor-tech Fair, visits our website - a "cookie" file is saved in the client's browser.
2. The user leaves the site and visits other sites on the Google or Facebook network.
3. The cookie enables your advertising to be displayed on websites the user visits.
4. The ads displayed direct the customer to your website.



GOOGLE ADS CAMPAIGN

Implemented based on remarketing lists of users of the windoortech.pl website.

META ADS CAMPAIGN

Implemented based on remarketing lists of users:

- the windoortech.pl website
- involved in the WidDoor-tech Fair event on Facebook
- users who watched films from WinDoor-tech





HOW WE WORK

- implementation from the Agency's advertising account
- campaign setup and ongoing optimization,
- campaign implementation and supervision by a dedicated specialist,
- reports on the effectiveness of carried out activities: as agreed
- configuration of events and objectives in analytics – full measurability of effects and dynamic response to results
- substantive support in creating advertising texts and graphics

REMARKETING CAMPAIGN PRICING

Service	Net price
Google Ads + Meta Ads campaigns	3.000 PLN (including 1.800 PLN advertising budget and 1.200 PLN service fee)



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