

23 & 24 MARCH 2011
at Expo XXI, Warsaw

easyFairs[®]

PACKAGING INNOVATIONS WARSAW

POLAND'S ONLY TRADE SHOW FOR BRANDED PACKAGING

easyFairs[®] PACKAGING INNOVATIONS Warsaw is Poland's only trade show for "branded" packaging. Built around today's packaging decision-making process, which is largely marketing and design-led, this event is therefore strongly focused on what is new, creative and innovative in packaging. Designed to meet the needs of brand managers and owners, marketing executives and other big-spending decision makers, it offers the trade visitor a fast and simple overview of what is on offer and direct contact with the supplier: it's a traditional trade show – a marketplace for doing business – in the modern context.

EXHIBITOR PROFILE

easyFairs[®] PACKAGING INNOVATIONS:

- Cardboard, plastic, glass, metal, wooden, etc. packaging
- Smart and environmentally friendly packaging
- POS materials and displays
- Creative design and brand management
- Print solutions for packaging
- Packaging recycling

LABELLING zone:

- Labels, codes, stickers
- Smart labels
- Equipment for labelling, marking and controlling
- Solutions for label printing
- RFID systems

CO-PACKAGING zone (NEW):

- Co-packaging
- Packing and repacking
- Multipacks
- Shelf Ready Packaging

Organiser:
easyFairs Poland Ltd.
Aleja Pokoju 82
31-564 Kraków, Poland

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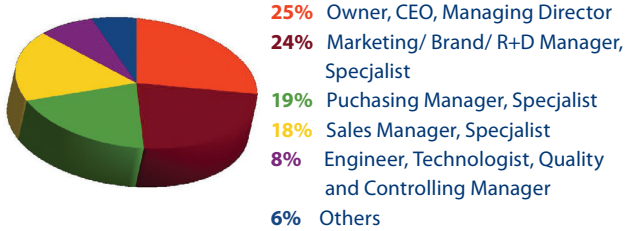


WHY EXHIBIT AT easyFairs[®] PACKAGING INNOVATIONS?

easyFairs[®] PACKAGING INNOVATIONS Warsaw 2010 is first and foremost a unique opportunity to establish business contacts with budget-holding decision makers from packaging-consumer industries.

High quality visitors:

Visitor job functions during the previous edition:



Our shows are visited by elite decision makers from FMCG industries. Representatives of following companies were among the visitors in 2010.: DAX Cosmetics, Dr Irena Eris, Emi Cosmetics, GlaxosmithKline, Grupa Carrefour Polska, Grupa Żywiec, Henkel, L' Oreal Polska, Lidl Polska, Mars Polska, Nestlé Polska, Podravka, Polmos Siedlce, Prymat, Sobieski, Tchibo Warszawa, Tesco Polska, Wyborowa,



LearnShops[™] are an integral part of each easyFairs[®] show. These are short, independent, content-rich mini-seminars and expert lectures, designed to quickly convey information of keen interest to the trade professional. They take place right on the show floor - not far away from the action in stuffy lecture rooms. This allows you to easily drop in and hear all the presentations you want to.

Venue:

Warsaw International Expocentre EXPO XXI
12/14 Pradzyńskiego Street, 01-222 Warsaw
Tel +48 22 / 2567 100
Fax +48 22 / 2567 111
www.expoxi.pl

Opening times:

Wednesday, 23 March 2011: 10:00 - 17:00
Thursday, 24 March 2011: 10:00 - 16:00

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WHY POLAND? WHY WARSAW?

Young and dynamic, cosmopolitan and confident: Poles are reaping the rewards of two decades of hard work restructuring and modernising their economy. Since joining the EU in 2004, Poland's GDP has consistently grown faster than the Euro zone average –and is still growing despite the world economic crisis.

Within the CEE, Poland is a lighthouse. Among the ten new EU members, Poland is the largest market in terms of population and economic size and its income levels are among the highest in the region. Poland is also one of the largest recipients of foreign direct investment.

Warsaw is the capital of Poland and its largest city (population 1.7 million / 2.6 in the conurbation). With its strong economy and low unemployment, Warsaw generates about 13% of Poland's GDP. It is the financial centre of the CEE region and an important consumer test market. Over 244,000 companies are registered there, 98.5% of them private and many of them multinationals such as Coca-Cola, Nestlé, Procter & Gamble and Metro Group.

"INNOVATION" PROGRAM

For all Exhibitors, who decide to show product novelties, innovative solutions we offer special method for marking stands and special newsletters to visitors describing your service and product. We can also announce in newsletter that your company is searching for dealer / distributor.

PACKAGE AND PRICING

All-in Package

Stand module

At easyFairs[®] PACKAGING INNOVATIONS you can choose a stand to fit your needs and budget. We offer four sizes of fully equipped and signed stands: 9, 12, 15 and 18 m². You can reserve up to four stands (within the existing floor plan) in any configuration, e.g. four linked stands – a so called "island", or two corner stands*, etc.

Furniture and fittings

The fixed price includes all charges for the stand and remains unchanged until the end of the event. Stand module includes: stand build, fascia board with company name (up to 20 characters), navy-blue flooring, lighting and a 230V 2 kW power outlet, furniture (table, chairs, two wall shelves, a waste bin), visitor invitations and exhibitor tags. Whichever stand size you choose, everything is ready when you arrive: Just turn up and do business!

Price list

	Until 30.11.2010	From 01.12.2010
9 sqm	4600 PLN	5100 PLN
12 sqm	5850 PLN	6100 PLN
15 sqm	7200 PLN	7600 PLN
18 sqm	8500 PLN	8900 PLN

*Extra charge for a corner stand is PLN 500 + 22% VAT
Prices exclude VAT
Maximum four stands per exhibitor
Bank transfer costs must be paid by the exhibitor

easyFairs[®] BOOSTER PACK

To help you get the very most out of your participation, we've created the easyFairs[®] BOOSTER PACK.

Here are some of the things you'll get:

- Your company's name, together with logo, will appear in e-mail newsletters to registered visitors before and after the event (this helps promote you even to the no-shows!)
- We place your logo in online advertising associated with the event, and ensure visibility in the floorplan
- We make it possible for you to display a roll-up at the registry or meeting point, as well as distributing information about your company to visitors.

easyFairs BOOSTER PACK 850 PLN + 22% VAT.