

14 & 15 MARCH 2012 at Expo XXI, Warsaw

easyFairs®

PACKAGING INNOVATIONS

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.

EXHIBITORS 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:

- Co-packaging
- Packing and repacking
- Repacking solutions
- Quality control

NEW! LOGISPACK zone:

- Multipacks
- Shelf-Ready packaging
- Logistic packaging
- Internal packaging
- Protective packaging

easyFairs®

Organiser:

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

Contact:

Katarzyna Banach
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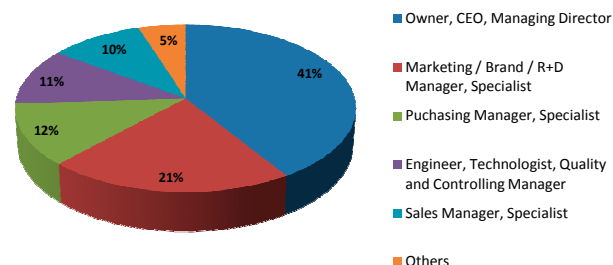
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WHY EXHIBIT AT easyFairs® PACKAGING INNOVATIONS?

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

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: Avon Polska, Cadbury, Coty Polska, Danone, DAX Cosmetics, Dr Irena Eris, Emi Cosmetics, Eveline Cosmetics, GlaxoSmithKline, Grupa Carrefour Polska, Grupa Żywiec, Henkel, HJ Heinz, L'Oreal Polska, Leroy Merlin, Lidl, Mars Polska, Nestlé Polska, Podravka, Polmos Siedlce, Prymat, Sobieski, Real, Tchibo Warszawa, Tesco, 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 Pradzynskiego Street, 01-222 Warsaw
www.expoxxi.pl

Opening times:

Wednesday, 14 March 2012: 10:00 - 17:00
Thursday, 15 March 2012: 10:00 - 16:00

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SOME EXHIBITORS TESTIMONIALS

"We have positive feelings about the fair. As a company we hope that we will find here some good solutions and new customers. easyFairs show is the place where we can meet our customers, talk with them, bring our contacts. In one place you can hold dozen or even several dozen meetings with clients (...)".

Przemysław Murmillo – Sales Director, Natalii

"The organisers of easyFairs® PACKAGING INNOVATIONS Warsaw have made the grade again this year, not only through the excellent, streamlined organisation of the event itself, but even more importantly for us exhibitors, by enabling highly qualified meetings with a large number of potential new customers who wish to become acquainted with innovations on the packaging market. We would like to express our satisfaction for the easyFairs concept: we'll surely participate again!"

Mirosław Tobiasz – Seufert Poland.

"The trade show, just like last year's edition, in our opinion, is successful. People who are coming, are really interested in and know what they are looking for (...)".

Arkadiusz Jaśniewski – Sales Director, Intrex

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 30.11.2011	From 01.12.2011
9 sqm	4655 PLN	5155 PLN
12 sqm	5995 PLN	6155 PLN
15 sqm	7255 PLN	7655 PLN
18 sqm	8555 PLN	8955 PLN

*Extra charge for a corner stand is PLN 550

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 our data base of 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 950 PLN