



**ADVERTISING AT THE
ITM EUROPE
INDUSTRY FAIR**

03-06.06.2025



We belong to the MTP Group, which equips us with vast experience in executing campaigns tailored to professionals across diverse industries.

We stand as the sole company orchestrating marketing campaigns for every event hosted by the Poznań International Fair. This distinction grants us access to exclusive remarketing, mailing, and telephone number lists, empowering us to deliver extensive promotion for the company during MTP events, including captivating outdoor advertising.



THE GOAL

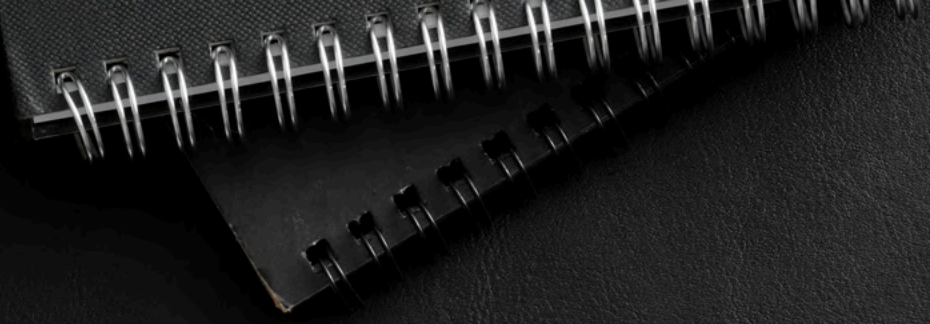
The purpose of the activities undertaken is to connect with customers from the broadly understood industrial sector represented at the ITM Industry Europe Fair.

We present a distinctive campaign that harnesses the immense potential of the ITM Industry Europe Fair, enabling you to connect with industry leaders attending the event, including the key decision-makers who hold the power to influence purchasing choices.

RECOMMENDED STEPS:

- Remarketing campaign
- Mailing campaign
- SMS text message campaign

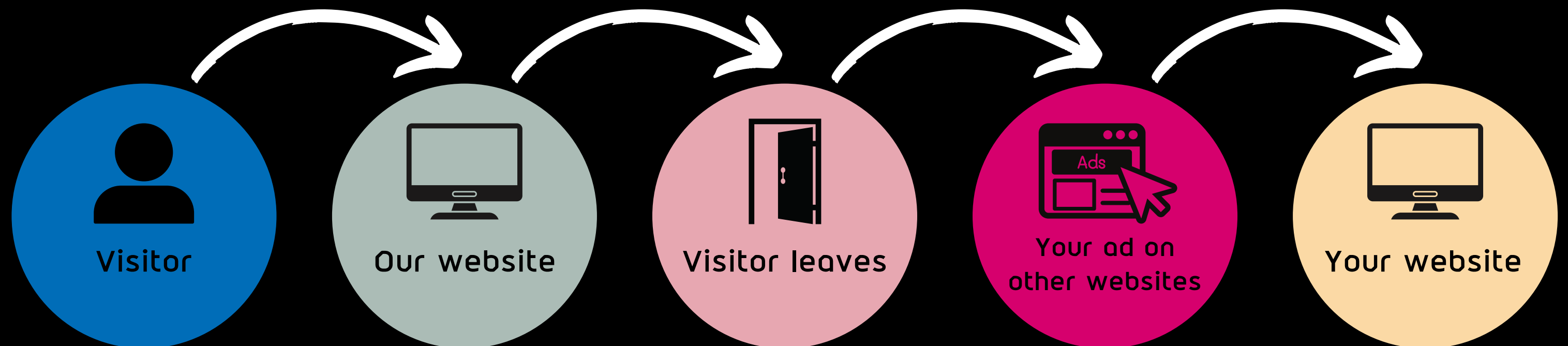




REMARKETING CAMPAIGN

HOW DOES REMARKETING WORK?

1. A user interested in products or services of exhibitors of e.g. the ITM Europe Industry 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

Executed using remarketing lists of users from the itm-europe.pl website.

META ADS CAMPAIGN

Implemented based on user remarketing lists of:

- itm-europe.pl website
- followers of ITM Industry Europe fanpage on Facebook
- users who viewed videos about the event



QUOTATION OF GOOGLE ADS AND FACEBOOK ADS CAMPAIGN

Service	Net price
Google Ads + Facebook Ads (monthly campaigns)	3,000 PLN (692€*) (including an advertising budget of 1,800 PLN and a service fee of 1,200 PLN)

*estimates based on currency exchange rate of 18.11.2024
the invoice will be issued on 03.06.2025 thus the price will be based on the currency rate of that day

A close-up photograph of a person's hands typing on a silver laptop keyboard. The background is dark and out of focus. A bright pink rectangular box is overlaid across the center of the image, containing the text "MAILING CAMPAIGN" in white, bold, uppercase letters.

MAILING CAMPAIGN

MAILING CAMPAIGN

We offer sending your offer to visitors who have registered at the ITM Industry Europe Trade Fair and given their marketing consent. We guarantee access to the database belonging to the MTP Group precisely.

Estimated number of visitors, who have given their marketing consent and to whom e-mails can be sent is

10.000 people.

It is also possible to send mailings to people who visited previous editions of the event.



QUOTATION OF MAILING CAMPAIGN

Rounds	Net price
1	7.000 zł (1.615€*)
2	13.000 zł (2.999€*)
3	18.000 zł (4.152€*)

Payment only for delivered emails.

We send mailings from the MTP Group account, which translates into a higher number of openings and a low level of rejections.

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A close-up photograph of a person's hands holding a smartphone. The person is wearing a light-colored, textured sweater. The background is dark and out of focus. A bright pink rectangular box is overlaid in the center of the image, containing the text 'SMS MESSAGE CAMPAIGN' in white, bold, uppercase letters.

SMS MESSAGE CAMPAIGN

SMS TEXT MESSAGE CAMPAIGN - THE MTP GROUP DATABASES

We offer sending your offer to visitors who have registered at the ITM Industry Europe Trade Fair and given their marketing consent. We guarantee access to the database belonging to the MTP Group precisely.

Estimated number of visitors, who have given their marketing consent and to whom SMS messages can be sent is

10.000 people.

It is also possible to send SMS messages to people who visited previous editions of the event.



QUOTATION OF SMS CAMPAIGN

Rounds	Net price
1	5.000 zł (1.154€*)
2	16.000 zł (3.691€*)
3	31.500 zł (7.266€*)

We send text messages from the MTP Group account, which translates into a higher number of openings and a low level of rejections.

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HOW WE OPERATE

- 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



Należy do



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