



ADVERTISING AT THE MEBLE POLSKA FAIR

25-28.02.2025



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 undertaken activities is to connect with customers from the furniture industry and the broadly understood interior design sector represented at the Meble Polska Fair.

We present a distinctive campaign that harnesses the immense potential of the Meble Polska 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





REMARKETING CAMPAIGN

HOW DOES REMARKETING WORK?

1. A user interested in products or services of exhibitors of e.g. the Meble Polska 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 meblepolska.pl website.

META ADS CAMPAIGN

Implemented based on user remarketing lists of:

- meblepolska.pl website
- followers of Meble Polska Fair fanpage on Facebook
- users who viewed videos about the event



A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The hands are positioned in the foreground and midground, with the fingers pressing down on the keys. The background is dark and out of focus. A bright pink rectangular overlay is centered horizontally across the middle 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 Meble Polska 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

11.000 people.

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



QUOTATION

Service	Net price
Google Ads + Facebook Ads (monthly campaigns)	3,000 PLN (696€*) (including an advertising budget of 1,800 PLN and a service fee of 1,200 PLN)
Mailing campaign	7,150 PLN (1.649€*) (preparation of the database, creation of coded graphics, and generating reports included)

*estimates based on currency exchange rate of 26.11.2024
the invoice will be issued on 25.02.2025 thus the price will be based on the currency rate of that day



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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