



ADVERTISING AT THE MODERNLOG FAIR

3-5.06.2025



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 warehouse industry and the broadly understood logistical sector represented at the Modernlog Fair.

We present a distinctive campaign that harnesses the immense potential of the Modernlog 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

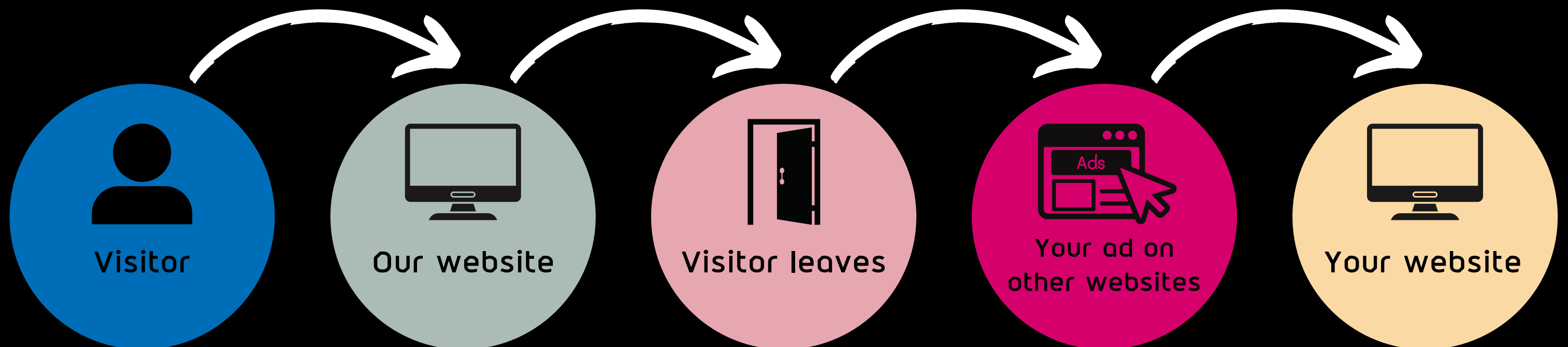




REMARKETING CAMPAIGN

HOW DOES REMARKETING WORK?

1. A user interested in products or services of exhibitors of e.g. the Modernlog 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 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.



KAMPANIA GOOGLE ADS

Executed using remarketing lists of users from the modernlog.pl website

We precisely reach those looking for inspiration and new solutions in their industry. Thanks to "cookies" we can follow them on the web and show them your advertising.

Net price

2.400 PLN (553€*)

(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 Modernlog 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

4.000 people.

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



MAILING CAMPAIGN QUOTATION

Rounds	Net price
1	2.600 zł (600€*)
2	5.200 zł (1.200€*)
3	7.800 zł (1.799€*)

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.

*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



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



Agnieszka Jakubik
Key Account Specialist
Mobile: +48 539 777 544
Email: agnieszka.jakubik@grupamtp.pl

Maja Lewandowicz
Sales Specialist
Mobile: +48 880 759 988
Email: maja.lewandowicz@grupamtp.pl

www.r360.pl

facebook.com/AgencjaR360