

Topics

- **Focus on Polska, Part II**
Chances & challenges
- **Schneider turns 75**
Pens with tradition

Products

- **Weatherproof**
- **Writing Instruments**
- **Body & Soul**

Into the Spotlight

Promotional Gift Award 2014





Intensive conversations: Jolanta Kempa (l) and her daughter Magdalena, both from Inspirion Polska, talking to Beata Betelejewska, Pro-Aktiv.



Robert Zalupski and Katarzyna Lipska, OOH Magazine, event organisers.



Satisfied overall: Senator Polska CEO Hein Noordenbos.

Marketing Festival/Print Festival, Warsaw

New Concept

The Marketing Festival/Print Festival took place in Warsaw from September 9-10, 2013 in Hall 4 of the Expo XXI exhibition complex.

"The event which was held for the fifth time used to be called the Gifts Exhibition Fair," explained Katarzyna Lipska from the organising Polish publishing company based in Kattowitz, which also publishes the marketing publication, OOH Magazine. "We have implemented a new concept and are now organising a joint exhibition for promotional products players, the suppliers of printing machines and printing accessories, digital signage, POS and packaging. This generates synergies and offers the visitors from the marketing sector an interesting mix. Around 140 exhibitors present their portfolios, including also innovative techniques such as 3D printers."

The precise official attendance figure was not available at the time of going to press, evidently the show was very well-frequented though at least on the second day.

The promotional products players were well-represented by both all-rounders and specialists, however they didn't actually dominate the overall appearance of the trade fair, which was also accompanied by a seminar programme and workshops as well as a "POS Stars" exhibition for the best display solutions.

Jolanta Kempa, Inspirion Polska: "The event offers an ideal platform for the year-end business and enables intensive dialogues with the visitors."

However, some of the exhibitors would have welcomed more visitors, particularly on the first

day. Hein Noordenbos, Senator Polska: "Unfortunately, there were less visitors on Monday than expected. Perhaps that was due to the roadshow that had toured round Polish cities shortly before the event. But on the whole we are satisfied."

Different coloured lanyards indicated whether the visitors were end customers, resellers from agencies/promotional products distributors or exhibitors.

Robert Zalupski, General Director of OOH magazine, who is responsible for the event, was very satisfied with the implementation of the new concept and the positive response from the visitors and exhibitors. ■ Sche

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