



Festiwal Marketingu

16-17.09.2026 | EXPO XXI Warszawa

TRADE FAIR GUIDE

IMPORTANT!

Contact for graphic and technical matters

Wojtek Dziwuk, +48 530 200 492
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TERMS AND CONDITIONS OF THE FAIR

Exhibitors and visitors accept the trade **fair regulations** available [> HERE](#)

IMPORTANT !!! Please pay special attention to all who will want to offer you services, products, etc., and at the same time they are not an Exhibitors. Please report all such situations to organizer. There is a penalty for offer services & advertising when you are not an exhibitor in the amount of PLN 10,000 / net. You do not pay for the stands in order for someone who is not an Exhibitor to try to sell you something. Every year we have complaints from such Visitors.

IMPORTANT DATES!

Please respect the deadlines!

until June
30

- Provide entry (free) to the online fair catalog
- Update info on the list of exhibitors:
www.festiwalmarketingu.pl/wystawcy/
Contact with the account manager.

until July
31

- Submit your orders. After this date, all orders are paid + 100%** (the price of EXPO XXI and the company that builds stands):
- Stand construction, including graphic designs for the stands
 - Internet at the stand
 - Invitations for Visitors
 - Form: panel.festiwalmarketingu.pl

until August
19

Deadline for sending applications to the GOLD MEDAL competition

Fair exhibitors can submit innovative products and machines and software that will be presented during the event.



Inquiries and entries for the competition should be sent to address: katarzyna@oohmagazine.pl

until August
7

Deadline for submitting applications for the POS STARS competition

The competition for the best advertising displays - POS STARS has been held since 2008. During the Festival Professional jury selects the best POS in 18 categories: Drinks, Food, Alcohol & Tobacco, Cosmetics, Electronics, Cardboard displays, counter displays, Finance, Automotive, Digital POS, Design Of the Year, Industry, Pharmacy, POS EVENT, Kids, Entertainment, Security and PETS POS.



Inquiries and entries for the competition should be sent to address: magdalena@oohmagazine.pl

SUPER GIFT COMPETITION

until August
21

Deadline for submitting applications for the SUPER GIFT competition

The aim of the competition is to select a Super Gift (1st, 2nd and 3rd place) from the group of products from the industry of promotional items that will be characterized by their functionality and a modern concept in the price ranges: (up to PLN 5, PLN 20, PLN 50, PLN 100, above PLN 100, Super Business Gift - the best promotional item for a manager, GIFT BOXEX). The results will be made public after the fair and after all votes have been counted.



- **Each application is paid - the cost of a single application is PLN 200 / net.**
- **All applications must be ordered in the Exhibitor Panel** -> Additional orders.
- **Applications are accepted only through the fair system in the Exhibitor Panel.** After completing the complete application, you will receive an e-mail confirming the acceptance of the product into the competition. **Failure to receive such an email is tantamount to not submitting the product to the competition.**
- **Products must be delivered to the competition exhibition area** no later than **Tuesday, September 15, 2026, by 18:00.**
- **Products delivered on the day of the fair will not be displayed.** Failure to deliver products to the exhibition area at the fair on time does not exempt you from the application fee.
- **Product collection: on September 17, 2026 at 16:00-17:00.**
- **After the fair,** we will send 40 GIFT BOXES to people who voted in the competition (optional, for interested companies). This year's set > [CLICK](#).
- **Gadgets for GIFT BOXES:** please report what product you want to add to the GIFT BOX September 25, 2026, and **by October 2, 2026,** these products should be sent to the following address: OOH magazine Sp. z o.o., Al. Różdzieńskiego 86a/IIIc, 40-203 Katowice.

More information: Katarzyna Lipska-Konieczko | tel. +48 515 077 604 | katarzyna@oohmagazine.pl

VISITOR SCANNING SERVICE (INSTRUCTION)

Scan by your phone. Database available on your computer.

Technical contact: +48 882 091 993, scan4lead@exposupport.pl

1. Log in to the exhibitor's panel **on mobile phone:**
panel.festiwalmarketingu.pl

2. Select "Visitor Scan" option and allow the camera. Scan the attached fair IDs.

3. The scanner saves the data automatically.

You can add comments and notes - then use the "Save" option.

4. The database is exported to the exhibitor's main panel **on the computer.**

List of scanned IDs

Export XLS

Date	Name	Last name	Company	E-mail address	Phone no	Status	Note
08. 11:21:25	Monika	Opałka	SUPER GIFT	monika@oohmagazine.pl	515077605	Dostawca	Jadymy
08. 11:21:18	Magdalena	Wilczak	POS STARS	magdalena@oohmagazine.pl	884077607	Klient Końcowy	
08. 11:21:05	Katarzyna	Lipska Konieczko	ZŁOTY MEDAL	katarzyna@oohmagazine.pl	515077604	Reklama - Agencja Reklamowa	Zglosilem
08. 11:20:57	Michał	Piechniczek	OPIEKUN HALA 3	michal@oohmagazine.pl	515077605	Reklama - Drukarnia	
08. 11:20:44	Wojciech	Dziwuk	OPIEKUN HALA 1	grafik@oohmagazine.pl		Reklama - Producent reklam	

A TEST VERSION WILL BE AVAILABLE IN JUNE.

PARKING / FEES

PURCHASED PARKING PASS w FAIR SYSTEM

- ▶ Get your ticket at the entrance barrier to EXPO XXI area.
- ▶ Exchange it for a pass at the Reception.
- ▶ Exit and entry on the following days only with the exchanged pass.

Price: PLN 120 net (after July 31, PLN 200)

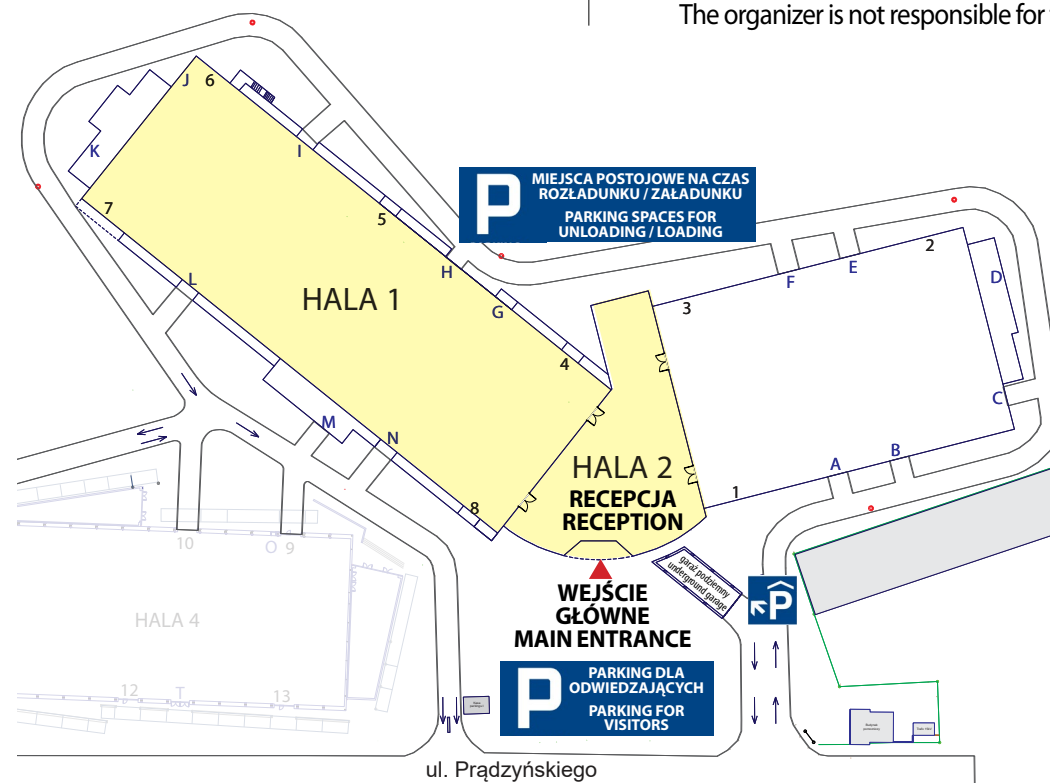
The organizer is not responsible for the lost pass.

FOR THOSE WHO DO NOT HAVE A PURCHASED PARKING PASS

Get your ticket at the entrance barrier to EXPO XXI area.
Exit EXPO XXI using your ticket (it must be paid at a parking machine before exit).

- Price per night: max. PLN 100 - payable at the ticket offices at the EXPO premises and on departure.
 - Tuesday: PLN 5 / hour
 - Wednesday, Thursday: first hour PLN 9 / next PLN 8.

The organizer is not responsible for the lost ticket.



EXHIBITION OPENING HOURS

Hall I & II, EXPO XXI, Prądzińskiego 12/14, Warsaw, Poland

- **Exhibitors** must have their badges printed in color - generated in the **FAIR SYSTEM**. At the reception desk of the Organizer (main hall) you can only collect a case for badge with a lanyard.

14th September, Monday, 10.00 - 22.00 Assembly of stands with individual construction. Technical day (without electricity on stands).

September
15

- **08:00 - 22:00** Assembly of stands with individual construction.
- **14.00 - 22.00** Assembly of stands with standard construction.

Each next hour costs: PLN 1000 net (EXPO XXI price list).

Tuesday

September
16

- **10.00 - 17.00** for Visitors
- **08.00 - 10.00** for Exhibitors

Wednesday

It is absolutely necessary to leave the halls at 17:30.
In relation with the fact that the exhibition will be secured, please be on time exit and planning of trade talks in advance securing all stands at the same time.

September
17

- **10.00 - 16.00** for Visitors
- **16.00 - 22.00** for Exhibitors / disassembly

Please organize it properly - it is not possible extension of hours in connection with the next event organized at EXPO XXI.

Thursday

- There may be a dozen or so stand construction companies in the halls. Please pay special attention to the received equipment, to protect the stand with e.g. stretch foil and not to leave any valuable items unattended.
- The electricity will be distributed at one point of the stand. Additional distribution of electricity at the stand requires additional fees according to individual valuations.
- Exhibitors are not allowed to connect electric energy receivers without the Organizer's consent to the electric network and exceed a stand building height of 3.5 m.
- Exhibitors are obliged to fully comply with the applicable sanitary, fire and administrative regulations under pain of full liability for breaking them..

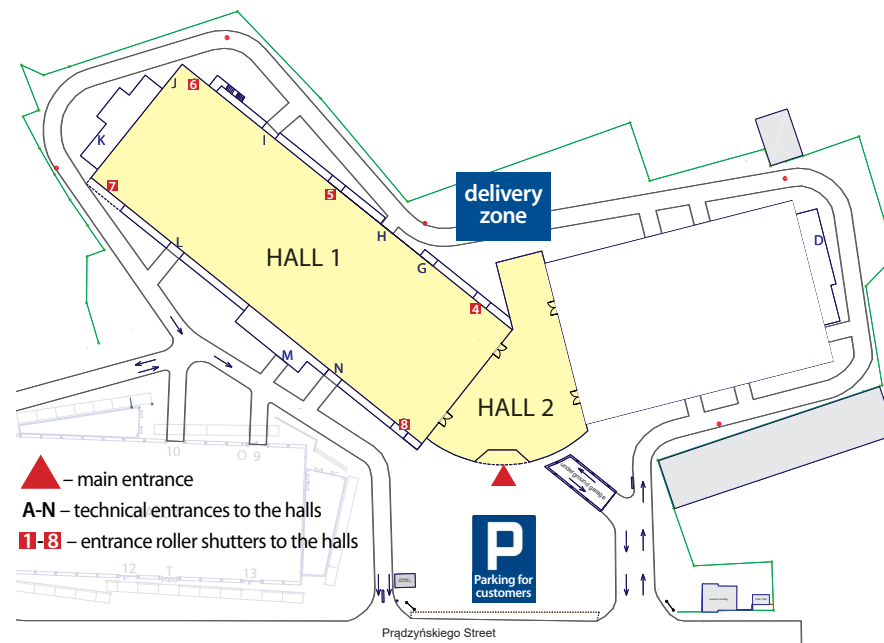
VISITORS

- Online registration is required for all visitors, which will start at the turn of May and June and will last until September 17 at www.festiwalmarketingu.pl
- Visitors will receive confirmation of registration after prior verification, along with an fair ID in an electronic PDF version. On the spot will be collected only case with lanyard.

IDENTIFICATION OF VISITORS

- Visitors will be divided in colors, as in previous years.
- They will use identifiers with barcodes.
- It is possibility to order an application for visitor ID codes

The organizer reserves the right to refuse entry to the fair without giving any reason, in particular from people not related to the advertising industry and marketing - in order to eliminate gadget collectors.



STANDS CONSTRUCTION / ADDITIONAL ORDERS

By 31 July additional orders not included in the contract must be submitted in the FAIR SYSTEM.

After this date all orders are payable +100% (the price of EXPO XXI and the company that builds stands).

Stand construction, including additional elements and the demand for electricity / **graphic designs for the stand** - according to the price list

Standard construction

The standard construction consists of:

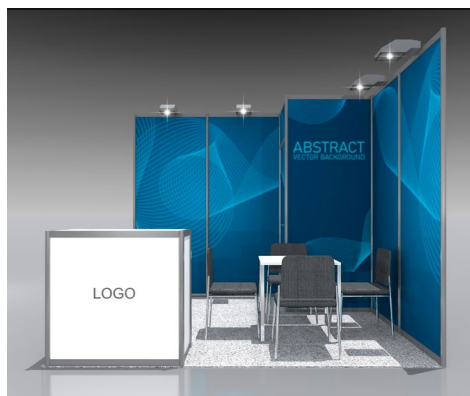
- **Octanorm walls** – depending on the size / contract,
- **Counter** (not a showcase) – 1 pc.,
- **Gray carpet** – depending on the size,
- **Table + 4 chairs**,
- **Backroom 1 m²** for stands above 9 m²,
- **1 LED light point for every 3 m²** (for stands above 9 m²),
- **One double electric socket**,
- **Clothes hanger, garbage can.**



Open stand, without a frieze.
Some stands require a crossbar to support the walls at the top of the stand.



A stand with a frieze with the Exhibitor's name (additional charge of PLN 40 net / meter of frieze).



Open stand, without a frieze, with graphics on the panels.
Some stands require a crossbar to support the walls at the top of the stand.

Own stand building

(bare booth / exhibition floor, without carpet, furniture, etc.)

- **The Exhibitor can** install his own stand building after sending the stand design and its approval by the Organizer.
The stand design should be sent by August 14 with the behavior all standards, including fire regulations.
- **License fee** for the external company PLN 14 / m².
- **Own build/furniture** on the stand cannot exceed 3.5 m in height.
- **Note:** a firefighter may require additional fire certificates.

IMPORTANT! GRAPHICS

It should be sent by August 14, 2026 at the latest

- The Exhibitor cannot disassemble the panels for individual graphics gluing - **refers of stands with construction.**
- The cost of removing the graphics pasted on by the Exhibitor: PLN 50 / m².
- Optionally, please use stickers that do not leave glue.
- All graphics are to be removed at the end of the fair and the panels cleaned of glue.

STAND CONSTRUCTION - ELEMENTS OF EQUIPMENT

All additional orders not included in the contract must be submitted to the **FAIR SYSTEM**.
We suggest that you do not delay submitting additional orders due to their limited number.

Cleaning the stand
on the second day
of the fair

PLN 5/m²



Advertising banner
above the stand
Max dimensions 3 x 5 m
Suspension price
(two suspension points):

PLN 900

The banner is provided
by the exhibitor

IMPORTANT! 7 cm tunnel at the
top and bottom of the banner



Chair

PLN 50



STAR "Gala White" Chair

PLN 50



STAR "Pave L" Chair

PLN 60



Hocker (to the counter)

PLN 100



STAR "Noir" Hocker
Black/White

PLN 100



STAR "Boston" Hocker
Black/White

PLN 100



Standard Table
(0,75 x 0,75 x 0,7 m)

PLN 60



STAR "Pave L" table
(0,8 x 0,73 m)

PLN 100



Standard Table + 4 Chairs

PLN 230



STAR "Business" Table + 4 Chairs

PLN 280



Additional
LED light point

PLN 70



STAND CONSTRUCTION

Dimensions (W x H x D)

Plate thickness: 3,2 - 3,4 mm

Net prices additionally ordered stand elements:

■ without wrapping ■ printing + wrapping

Display case - IKEA
(0,45 x 2,26 x 0,4 m)

PLN 250



Small bookcase
(0,5 x 2,48 x 0,5 m)

PLN 150



Large bookcase
(1 x 2,48 x 0,5 m)

PLN 200



Octanorm half wall panel
(0,5 x 2,48 m)

Overall Size 47 x 240 cm

Visible Size 45 x 238 cm

PLN 50 +**PLN 165**



Octanorm wall panel
(1 m x 2,48 m)

Overall Size 97 x 240 cm

Visible Size 95 x 238 cm

PLN 100 +**PLN 320**



Newspaper Shelf
(1 x 0,15 m)

PLN 30

Shelf on the wall
(1 x 0,28 m)

PLN 40

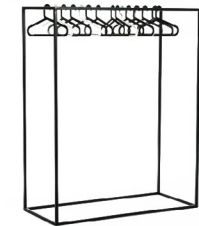
Glass shelf
(1 x 0,28 m)

PLN 70



STAR Standing hanger
(1 x 1,2 x 0,45 m)

PLN 200



Small counter (0,5 x 1 x 0,5 m)

PLN 120

① Front: +**PLN 110**

Overall Size 47 x 90 cm

Visible Size 45 x 88 cm



② Side: +**PLN 110**

Overall Size 47 x 90 cm

Visible Size 45 x 88 cm

Standard counter (1 x 1 x 0,5 m)

PLN 150

① Front: +**PLN 165**

Overall Size 97 x 90 cm

Visible Size 95 x 88 cm



② Side: +**PLN 110**

Overall Size 47 x 90 cm

Visible Size 45 x 88 cm

Corner counter (1,6 x 1 x 0,5 m)

PLN 200

① Front: +**PLN 220**

Overall Size 153 x 90 cm

Visible Size 151 x 88 cm



② Side: +**PLN 110**

Overall Size 47 x 90 cm

Visible Size 45 x 88 cm

STAR Premium counter (1 x 1 x 0,5 m)

PLN 500

① Front: +**PLN 180**

Vector logo

80 x 80 cm.

Printing on

a plotter foil,

wrapping and

removing

the application.



STAND CONSTRUCTION

Dimensions (W x H x D)

Plate thickness: 3,2 - 3,4 mm

Net prices additionally ordered stand elements:
■ without wrapping ■ printing + wrapping

Small podium (0,5 x 0,5 x 0,5 m)

PLN 100

1 Front: **+ PLN 80**

Overall Size 47 x 40 cm
Visible Size 45 x 38 cm

2 Side: **+ PLN 80**

Overall Size 47 x 40 cm
Visible Size 45 x 38 cm



Standard podium (1 x 0,5 x 1 m)

PLN 200

1 Front: **+ PLN 110**

Overall Size 97 x 40 cm
Visible Size 95 x 38 cm

2 Side: **+ PLN 110**

Overall Size 97 x 40 cm
Visible Size 95 x 38 cm



Small glass counter (0,5 x 1 x 0,5 m)

PLN 150

1 Front: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



Standard glass counter (1 x 1 x 0,5 m)

PLN 200

1 Front: **+ PLN 110**

Overall Size 97 x 60 cm
Visible Size 95 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



Glass corner counter (1,6 x 1 x 0,5 m)

PLN 250

1 Front: **+ PLN 165**

Overall Size 153 x 60 cm
Visible Size 151 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



STAR Plexi counter
(1 x 1,1 m)

PLN 300



Without printing

High display case (small)
(0,5 x 2,48 x 0,5 m)

PLN 300

1 Front: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



High display case (large)
(1 x 2,48 x 0,5 m)

PLN 350

1 Front: **+ PLN 110**

Overall Size 97 x 60 cm
Visible Size 95 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



Corner display case (large)
(1,6 x 2,48 x 0,5 m)

PLN 500

1 Front: **+ PLN 165**

Overall Size 153 x 60 cm
Visible Size 151 x 58 cm

2 Side: **+ PLN 80**

Overall Size 47 x 60 cm
Visible Size 45 x 58 cm



STAR Wooden box
(0,84 x 1,68 x 0,32 m)

PLN 200



Net prices

CARPETING

Color surcharge
(price per m²)

PLN 35

Lining material: Polypropylene

Roll width: 2 m

Roll length: 50 m

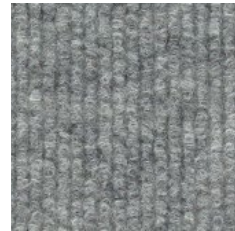
Thickness: 2.5 mm

Weight: 320 g / m²

Fire resistance: BFL-s1

*The given color values are illustrative,
they may differ from reality.*

STANDARD



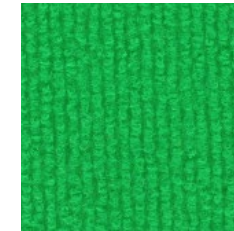
1209, Grey, Pantone 425C,
RAL 7036



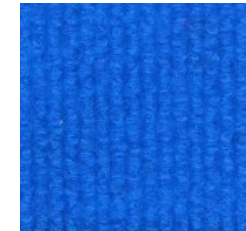
01, White



02, Yellow, Pantone 108C,
RAL 1018



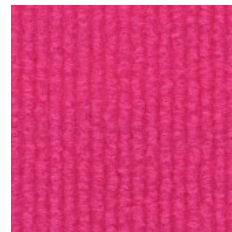
1667, Light green,
Pantone 355C, RAL 6018



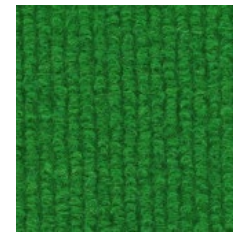
1311, Light blue,
Pantone 3005C, RAL 5015



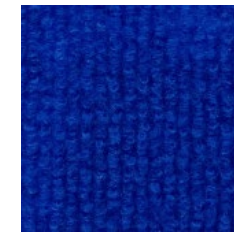
1124, Beige, Pantone
7502U, RAL 1001



1730, Pink,
Pantone 219C, RAL 4010



1668, Green,
Pantone 364C, RAL 6010



1338, Blue,
Pantone 287C, RAL 5002



1202, Light grey,
Pantone 429C, RAL 7040



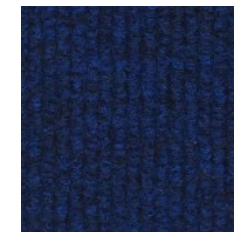
1127, Honey, Pantone
465C, RAL 1024



1511, Orange, Pantone
166C, RAL 2004



1650, Dark green,
Pantone 3308C, RAL 6005



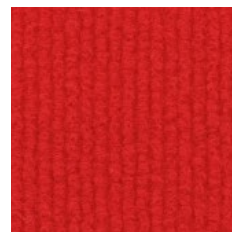
1365, Navy blue,
Pantone 2955C, RAL 5013



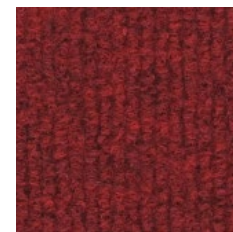
1205, Dark grey,
Pantone 445C, RAL 7016



1826, Brown,
Pantone 4975C, RAL 8017



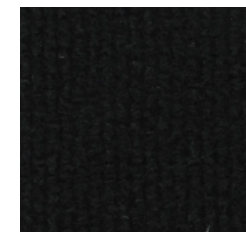
1718, Red,
Pantone 199C, RAL 3020



1785, Burgundy,
Pantone 188C, RAL 3032



1555, Violet,
Pantone 268C



1257, Black,
Pantone BlackC

ADVERTISING FLAGS (M1-M24 on the map)

Large advertising space: 4,5 x 1,5 m.
(cena za szt.)

Exposure: **500 zł** Print: **290 zł**

Your own flags must be delivered at least 2 weeks before the fair.



COFFERS ABOVE THE ENTRANCE TO HALL 1 (W1, W2 on the map)

Advertising with print, large advertising space,
illuminated banner: 4 x 1.
(price per piece)

1900 zł

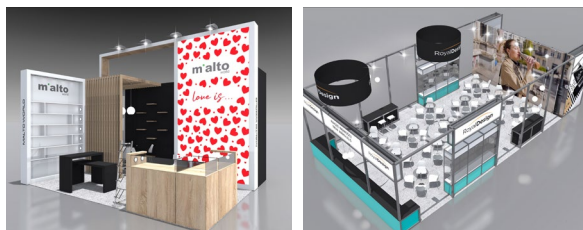


OWN STAND BUILDING

WE RECOMMEND:

CONSTRUCTION / FURNITURE:

Mikołaj Sokołowski
 EXPO STYL
 tel. +48 728 316 100
mikolaj.sokolowski@expostyl.com
www.expostyl.com



MODULAR CONSTRUCTION:

Katarzyna Michalak
 ADSYSTEM Expo Department
 tel. +48 535 848 702
km@adsystem.pl
expo@adsystem.pl
www.adsystem.pl



SHIPPING / UNLOADING

- Netlog Polska Sp. z o.o. (office at EXPO XXI), Prądzyńskiego 12/14, Warsaw
Katarzyna Andrzejczak, phone no. +48 784 022 615
katarzyna.andrzejczak@netlog.org.pl
- Pallet can be shipped for Monday before delivery fair to the address of Netlog - it will be delivered to your stand upon your arrival - paid service.
- The organizers do not mediate in ordering services and assume no responsibility for the services forwarding. Contact only with Netlog.
- It is forbidden to send parcels to the organizer's data without prior consultation. The organizer does not take any responsibility for the receipt of such parcels.

HOSTESSES

M-DUO Agencja Hostess
 tel. +48 602413077 / +48 692175709
p.szczek@m-duo.pl
m.bradacz@m-duo.pl
www.m-duo.pl
www.facebook.com/mduo.agency
www.instagram.com/mduo.agency

