



The *OOH magazine* representatives (f.t.l.): Katarzyna Lipska-Konieczko (Editor); CEO, Robert Zatupski and Chairman of the Board, Beata Jankowska.

Marketing Festival/Print Festival, Warsaw Strong Growth

PL – The Marketing Festival/Print Festival took place in the EXPO XXI event centre, in the Polish capital, Warsaw, on September 7-8, 2016. The event that brings together the different forms of marketing, printing and customising, packaging and digital signage was organised and staged by the Katowice-based publishing company, *OOH magazine*, which issues diverse publications on these disciplines.

“We have 30% more exhibitors at this year’s event compared to last year,” confirmed Robert Zatupski, the CEO of *OOH*, “In total 240 suppliers of haptic advertising, marketing and POS specialists as well as printing shops and customisers are exhibiting their range of services.” Furthermore, the spectrum of offers was expanded.

Katarzyna Lipska-Konieczko of *OOH Magazine* reported: “This year we have included a new exhibition segment, the Event Area. The exhibitors

are accommodated in Hall 1 together with the suppliers of haptic advertising and POS marketing, the customisers and printing companies are in Hall 2/3. We have additionally organised a conference on every day of the event, which presents the lectures of first-class experts on a specific theme. The theme of the first conference day was ‘Event Mix’, the theme on the second day was ‘Marketing Mix’. We received numerous registrations for the conference programme and for the two-day Festival event. 340 participants actually attended the conferences. 220 event managers attended the ‘Event Mix’, 120 participants were registered at the ‘Marketing Mix’ conference.”

The official attendance figure – the visitors included advertising agencies, users, marketing specialists, printing professionals etc. – was 4,800 visitors in total, which corresponds to a 20% increase compared to the previous year.

The suppliers from the haptic advertising sector – international, famous full-range stockists, including also the market leaders in Poland, flew their flags as well as national and international specialists – were located in the front section of Hall 1. They certainly couldn’t complain about a lack of visitors and the majority were very satisfied with the event. In addition to the fee-based conference programme, the trade fair was also accompanied by a free seminar and lecture programme held on various stages. Furthermore, prizes for outstanding haptic promotional products were conferred, among others the “Super Gift 2016.” ■ *Sche*

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