



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future



International Trade Fair of Environmental Protection

20-23 November 2012
Poznań, Poland



ALL DIMENSIONS OF ECOLOGY!

- water and sewage
- waste and recycling
- energy, renewable energy
- air, noise and vibrations
- land recultivation, revitalization
- municipal and power building industry
- control and measurement equipment
- risk detection and environmental protection system
- flood protection
- environmental organizations and consultancies
- environmental education



- **700** exhibitors and companies represented from **19** countries
- **20.000** professional visitors
- **30%** of foreign exhibitors

www.poleko.mtp.pl/en

Professional visitors of the POLEKO fairs :

self-governments, waste treatment, collection and processing plants, sewage treatment plants, water-sewerage enterprises, land improvement administrations, industrial plants, energy, power and heating enterprises, public utility enterprises, greenery maintenance enterprises, municipal greenery and road administrations, housing co-operatives, green space designers, managers of logistics centres, managers of commercial centres and municipal boards of public transport.

Our priority is the constant database updating to ensure that your offer reaches the appropriate group of customers. Since the last edition of the POLEKO fair we have expanded the bases by the next **10,500** new addresses.

POLEKO fair visitor profile:

- **over 40%** constitutes top management
- representatives **of all regions**
- **over 30%** of participants from **32 countries**
 - the most represented countries are: Austria, Belgium, the Czech Republic, Denmark, Finland, France, Germany, Great Britain, Italy, Lithuania, the Netherlands, Russia, Sweden, Ukraine.



We take care of your company's promotion:

We reach several dozen thousand people with the information about novelties and awarded products – promotion of new products and products awarded in the MTP Gold Medal contest takes place in trade media, in newsletters for professionals as well as on the Internet: on the Poleko fair website and on trade portals.

We create new special space enabling for product and technology distinction – this year there is an additional option to present your company at the „**ECOLOGICAL TOWN**” exhibition.

We invite groups of key visitors – the distribution of **62,000** invitations to visit as well as **VIP programme** (benefits package) are effective instruments of increasing the number of fair customers.

We organize trade debates allowing for international exchange of experiences.



We reach our visitors:

Directly through BTL activities: telemarketing, e-mailing and letters informing about fairs and inviting to visit them.

With the participation of the media – information on POLEKO, exhibitors and products presented at the fair systematically reach the readers of about 70 editorial offices: trade press, professional portals and nationwide media. We also promote the fair abroad. Through the most important for the trade titles of professional press we invert nearly 12,000 invitations.



Through major ecological chambers and associations from Poland - the "know how" of their participants, supports development of our event. Members of many institutions related to the widely understood ecology, creates this project with us and propagate our idea of POLEKO fair

With the support of universities and research institutes

The honorary patronage:



MINISTERSTWO
ŚRODOWISKA

Media Partners:

ARRESTAD
Komunalny

CZYSTA ENERGIA

RECYKLING

**WODOCIĄGI
KANALIZACJA**

**Zieloną
Miejską**

ecomanager
przemysł • biuro • środowisko

NTW
KOMUNALNY.pl
Centrum Informacji Komunalnej

zielonalekcja.pl
portal edukacji ekologicznej

WYDAWNICTWO
**Seidel
Przywecki**
Spółka z o.o.

EXPLOATATORA
forum

technologia wody

ELAMED
WYDAWNICTWO

laboratorium
PRACOWNIA BADAWCZA

**ENERGIA
DLA PRZEMYSŁU**

WYDAWNICTWO
SIGMA-NOT
PRASA FACHOWA

INSTAL
PRACOWNIA BADAWCZA

MM Magazyn
Przemysłowy

**EKOLOGIA
i RYNEK**

Dziennik
**Ochrona
środowiska
gospodarka komunalna**

**gigawat
energia**

GLOBEnergia
Odnawialne Źródła Energii

AGROENERGETYKA

**ENERGIA
i BUDYNEK**

**nowa
Energia**

wnp.pl

EkoNews.com.pl

srodowisko.pl
serwis branżowy xtech.pl

wodkaneko.pl
serwis branżowy xtech.pl

Portal
e-odpady.com

KLIMATYZACJA PL
branżowy portal informacyjny

OGRZEWNICTWO PL
branżowy portal informacyjny

woda-ścieki.com
portal branżowy

recykling.pl

Why is it worth to be here?

the broadest market offer - over 17 000 sq m of exhibition area

promotion of the fair in the most important industry media

programme of events reflecting modern trends

place to present novelties



The new formula of the Gold Medal

- results of the competition two months before the fair
- extensive promotion for the winners before, during and after the fair
- the winners presentation on exclusive stand – the Masters' Zone
- special contest - **"THE MPT GOLD MEDAL – CONSUMERS' CHOICE"**
- Rzeczpospolita - the media partner of the Gold Medal competition



Contact

Michał Hempowicz

Project Director
michal.hempowicz@mtp.pl
tel. +48 61 869 25 74

Urszula Chłystun

Project Vice Director
urszula.chlystun@mtp.pl
tel. +48 61 869 25 54

Marcin Sułek

marcin.sulek@mtp.pl
tel. +48 603 410 384

Przemysław Roszkowiak

przemyslaw.roszkowiak@mtp.pl
tel. +48 693 026 170

e-mail: poleko@mtp.pl

Poznań
International
Fair



Międzynarodowe
Targi
Poznańskie

Międzynarodowe Targi Poznańskie sp. z o.o.
Głogowska Street 14, 60-734 Poznań, Poland
tel. 61 869 2000, fax: 61 869 2999, e-mail: info@mtp.pl, www.mtp.pl