

1-4.10.2018

TAROPAK

INTERNATIONAL TRADE FAIR
OF PACKAGING TECHNOLOGY
AND LABELLING

31
EDITION

Poznań
International
Fair



Międzynarodowe
Targi
Poznańskie



24.500 m²

GROSS
EXHIBITION AREA

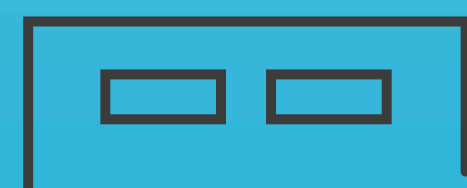


450
NEW
PRODUCTS



500
EXHIBITORS

5



EXHIBITION HALLS

TAROPAK



63.000
PROFESSIONALS*



16%
FOREIGN
VISITORS



130
FOREIGN
DELEGATIONS

(data regarding the block of TAROPAK/POLAGRA (26-28.09.2016))

VISITORS

TAROPAK

31
EDITION



63.000

**PROFESSIONAL
VISITORS**



16%

**FOREIGN
VISITORS**



130

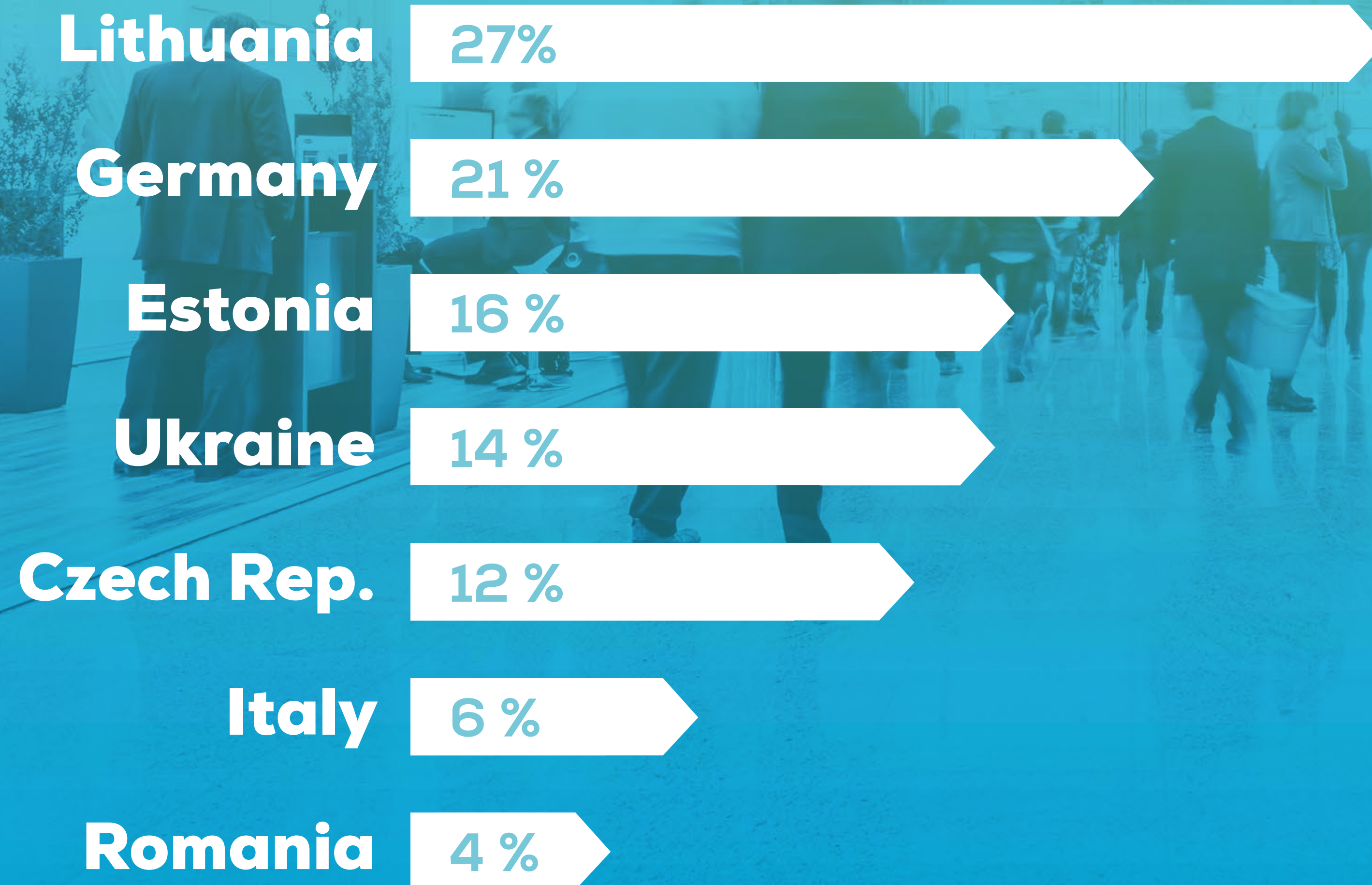
**FOREIGN
DELEGATIONS**



VISITORS

TAROPAK

31
EDITION



More than **63,000**
visitors, including **16%**
from abroad



VISITORS PER FIELD OF ACTIVITY

Trade

27%

Production

52%

Services

19%

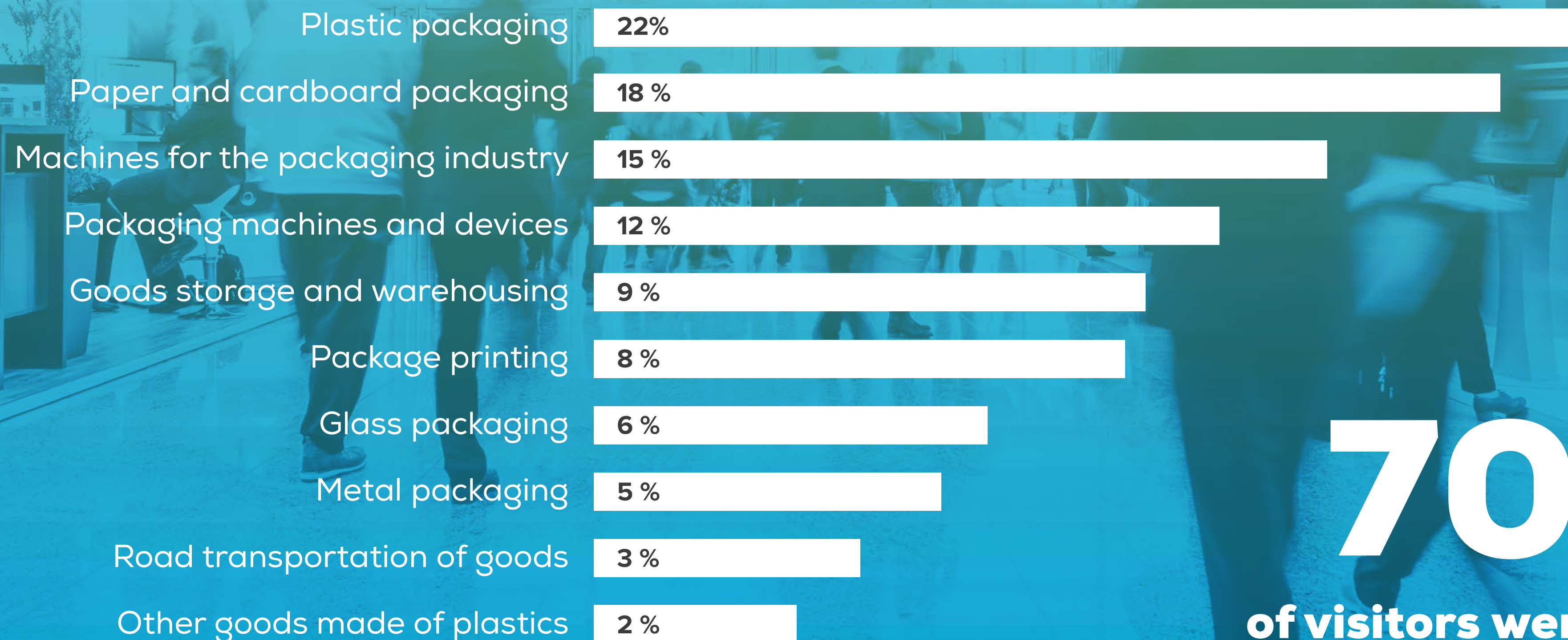


VISITORS – MARKETING RESEARCH

TAROPAK

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What are they looking for at Taropak?



70%

**of visitors were pleased
with the fair and would
recommend it to the friends**

VISITORS AT TAROPAK 2016

TAROPAK


31
EDITION



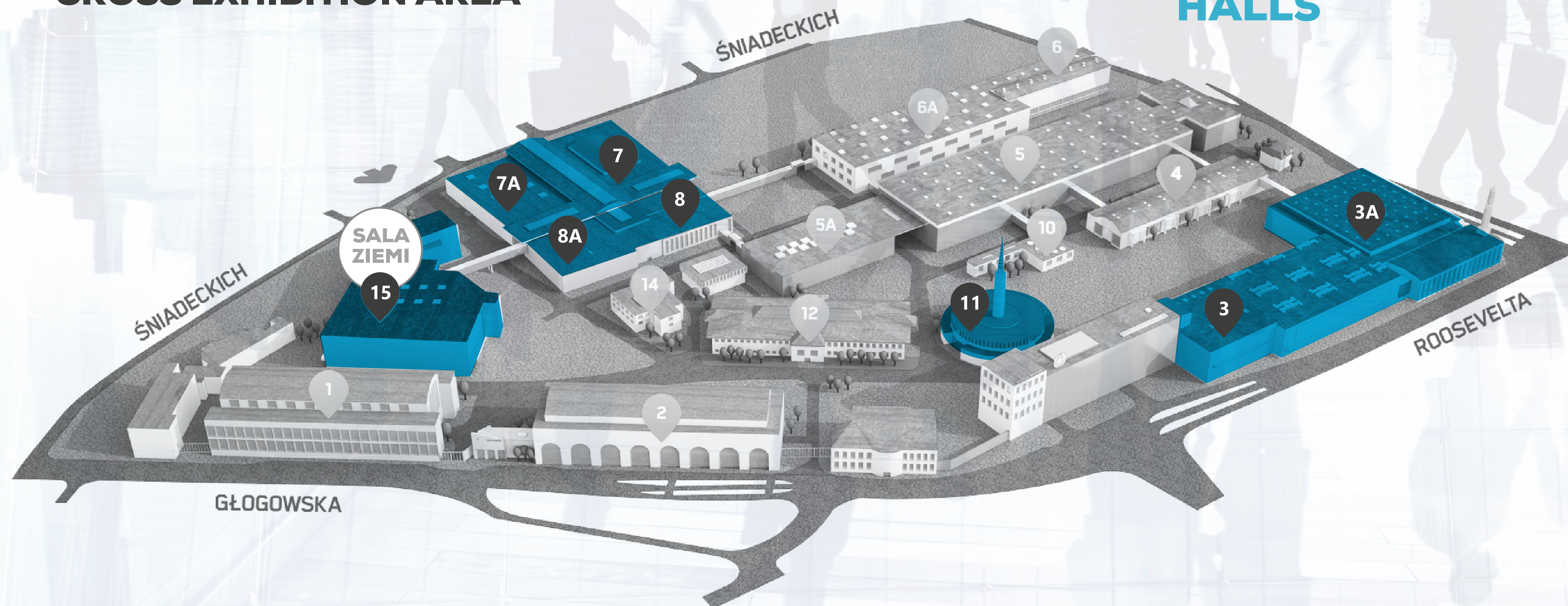


TAROPAK 2018

EXHIBITION AREA

 **24.500 m²**
GROSS EXHIBITION AREA

6 
EXHIBITION
HALLS



NEW LOCATION



HALLS 7 / 7A / 8 / 8A 7 / 7A / 8 / 8A

AT THE SAME TIME

TAROPAK **31**
EDITION

 **POLIMER TECH**

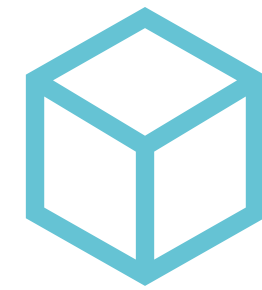
4 PRINT WEEK
3D | DIGITAL | INDUSTRY | OFFSET

KONGRES
ART
OF
COLOR

THEMATIC SCOPE



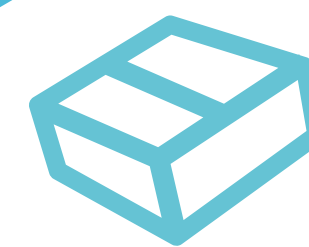
**PAPER
PACKAGING**



**METAL
PACKAGING**



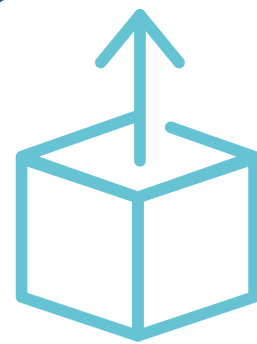
**GLASS
PACKAGING**



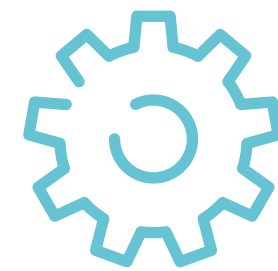
**PLASTIC
PACKAGING**



**PACKAGING
IN LOGISTICS**



CO-PACKAGING



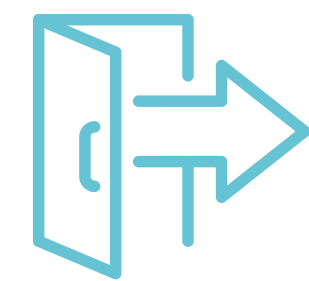
MACHINES



SERVICES



LABELLING



WAREHOUSING

EVENTS AT TAROPAK

TAROPAK

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- ➔ **4TH POLISH PACKAGING INDUSTRY CONGRESS**
(ORGANIZERS: MTP & PIO)
- ➔ **2ND ART OF COLOR CONGRESS**
- ➔ **ART OF PACKAGING – EXHIBITION OF DESIGN WORKS BY STUDENTS OF ARTS UNIVERSITIES AND DESIGNERS** (IN COOPERATION WITH PACKAGING POLAND)
- ➔ **DESIGN OF FUNCTIONAL FORMS – EXHIBITION OF PACKAGING – DESIGN & PRACTICALITY**
- ➔ **PAKSTAR EXHIBITION, COBRO CONTEST – PACKAGING RESEARCH INSTITUTE**
- ➔ **FOOD PACKAGING WORKSHOP**

PROMOTING THE FAIR



Telemarketing



Direct Mailing



Advertisements



Direct invitations



Fair Magazine



Envelope stickers



E-invites



VIP PROGRAM

- ✓ Communication
- ✓ Invitations
- ✓ Fairs
- ✓ Accommodation
- ✓ VIP zone
- ✓ Business Night



PREMIERE CLUB

Brand new market premiers
presented at the trade show
in Poland for the first time!

The Premiere Club means:

- ➔ More interest in a product during the fair
- ➔ More interest of the media
- ➔ Extraordinary product presentations





Online platform for exhibitors

The MTP platform created for trade show customers to allow them to order extra services through www.strefawystawcy.pl and get ready for the fair. There is also a unique product catalogue available in mobile and traditional versions to support fair marketing activities.

Additionally, the platform allows the customers to review the placed and accepted orders, including a preview of invoices ordered.

MTP GOLD MEDAL

The formula of the **MTP Gold Medal** competition allows effective promotion before, during and after the fair

- ✓ The competition is settled a month prior to the fair
- ✓ Laureates are widely promoted
- ✓ Winners are displayed at exclusive stands – Champions' Zones
- ✓ A special competition "Gold Medal – Consumers' Choice"

The MTP Gold Medal is one of the most recognizable awards in on the Polish market, given to high-quality innovative products following thorough expert assessment.



MTP GOLD MEDAL – LAUREATES 2016

TAROPAK

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ARKOCH®

SUDPAK



Radpak
FABRYKA MASZYN PAKUJĄCYCH



PROTIM
END-OF-LINE SYSTEMS

blu**log**

sartorius | POLSKA

SUWARY® S.A.

Winterwarm
więcej niż technologia

cassoli Polska
AUTOMATYCZNE SYSTEMY TRANSPORTOWE

TECCON
TECHNOLOGY CONCEPT

SUPERTAPE®
POLSKA



BUSINESS PARTNERS



MEDIA PARTNERS



MORE OPPORTUNITIES

TAROPAK

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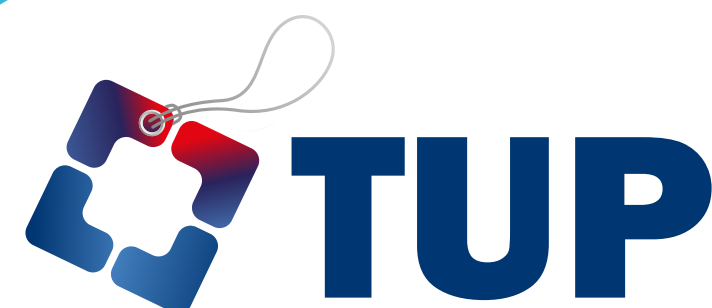
You can entrust us with stand construction. Every year we build more than 6 thousand stands. We always take into consideration the needs of exhibitors, their business objectives and budget.

www.ideaexpo.pl

MORE OPPORTUNITIES

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TARGOWE USŁUGI PROMOCYJNE

Get yourself the best noticeability at the fair! There are many possible ways of promotion through which we can reach up to 600 thousand people every year.



www.tup.mtp.pl

FIVE DESIGNER RESTAURANTS IN HALL 15

Each interior has been designed in a different style, being a subtle reference to nature:

- ➞ Fire
- ➞ Air
- ➞ Crystal
- ➞ Sand
- ➞ Water



Thank you for your attention

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