



**OFFER FOR THE COUNTRY OF THE YEAR  
of the 10<sup>th</sup> International Fair of Organic and Natural Food NATURA FOOD  
Lodz, Poland,  
October, 13-15 2017**

**Commitments of the Lodz International Fair**

**Special offer for the participation in the Fair:**

- Preferential price for unconstructed and non-equipped exhibition area:
  - 40,80 euro net for 1 square meter for the order of over 100 square meters (regular price is 51 euro net per square meter - discount 20%)
  - the exemption from the additional payment for the type of stand (according to the price-list +15% net per square meter)
  - the other services included in the contract will be settled in accordance with the valid price list included in the application documents
- Ensuring the conference room for a press conference / workshop (equipment: screen, sound system, projector, flipchart)
- The possibility of booking accommodation at preferential terms

The amount of the payment will be according to the order.

**Promotional package:**

- Participation in the opening ceremony:
  - Greeting to the representative of the Region by the person conducting the ceremony
  - Speech of the representative of the Region
- Promotion of the Region as a part of promotional events - the inclusion of the information about partnership and logo in:
  - outdoor advertising campaign - citylights, posters
  - campaign in trade magazines such as: Biokurier, Ekodostawcy, Poradnik Handlowca, Poradnik Restauratora, Mistrz Branży in the opinion weekly newspapers and local newspapers (Gazeta Wyborcza)
  - campaign on the business websites (BioKurier.pl; EKOdostawcy, Slow Life Food&Garden) and everyday newspapers
  - newsletters
  - website [www.naturafood.pl](http://www.naturafood.pl):
    - dedicated subpage on the [www.naturafood.pl](http://www.naturafood.pl) - Polish and English version
    - the inclusion of 921x237 pixels slider, scales to 50kB on [www.naturafood.pl](http://www.naturafood.pl)
  - the possibility of on-site event branding / roll ups, stands /



- Presentation of the partner country at the banquet for exhibitors
    - thanks for cooperation given by the host of the evening
    - speech of the representative of Country of the year
    - the inclusion of the logo of country of the year on the invitations
    - the exhibition stand / roll-up usage at the banquet
    - 10 invitations for the banquet
    - a national program of art (the preparation is on the side of country of the year)
  - 100 invitations to visit the fair
  - 3 additional parking cards for the duration of the event
- Promotional package price is 6000 euro net.

#### **Commitments of the Partner Country**

- Lease a minimum 100 square meters of undeveloped area of the exhibition and arrange it (20% discount)
- Organization of a press conference with catering
- Preparation of national art program at the solemn evening for the exhibitors
- Presentation of organic, traditional and regional food
- Organization of culinary demonstrations during the exhibition - in option
- Promoting the 10<sup>th</sup> International Organic and Natural Food Fair NATURA FOOD in the Region.