

Press release

Poznań International Fair



Euro-Reklama OUTDOOR EXPO – Poland’s first specialist trade show for the market of out-of-home media coming soon!

A true festival of visual communication awaits the Polish advertising sector this coming spring. Euro-Reklama OUTDOOR EXPO that will be held in Poznań on 27-30 March 2007 is an excellent place to present the latest out-of-home solutions, i.e. outdoor advertising systems, transit advertising (e.g. on buses) and original visual communication forms, such as ambient media, illuminated advertisements, signs (sign and visual identification systems) or urban furniture (stops, armchairs, etc.).

As always, the organisers of Euro-Reklama OUTDOOR EXPO have invited companies that deal with large-format printing and printing of advertisements, producers, importers and distributors of materials and equipment for the production of advertisements, and the POS sector that will present point of sale promotion opportunities.

The winners of SUPERSTAR Poland, a prestigious competition organised by Display International for the POS sector will be announced at the fair.

An interesting programme of events will accompany the show. It will lead to the exchange of know-how among market experts and will include presentations of the latest solutions.

Euro-Reklama OUTDOOR EXPO addresses the need to create a specialist event for a dynamically developing market of out-of-home advertising. The event will become an important venue for presenting the latest outdoor and indoor applications and for exchanging knowledge and experience among experts. More details will be published by the organisers at: www.reklama.mtp.pl.

Euro-Reklama OUTDOOR EXPO (27-30 March 2007) will be held simultaneously with POLIGRAFIA, which guarantees a synergy effect.

EURO-REKLAMA 2006 in figures:

- **over 250 exhibitors from 10 countries**
- **total exposition area: 10,000 m²**
- **over 20,000 attendees**
- **250 journalists from Poland and abroad**

Dates:

Euro-Reklama OUTDOOR EXPO 27-30 March 2007

Organisers: Poznań International Fair