

CONTACTS DO CONTRACTS

2000 EVENTS FROM AROUND THE WORLD

www.veletrhavy.cz



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progres partners
advertising s.r.o.

Portal www.veletrhyavystavy.cz, is the largest database of domestic and foreign fairs on the Czech internet. Simple orientation and well arranged graphics makes him a helper in orientation in an increasingly dense jungle of information on the net. Summary based on fair Annex, the operator pages - Progres Partners Advertising Agency prepares every fall for *Hospodářské noviny*.

veletrhy a výstavy v roce 2006

www.veletrhyavystavy.cz PRÁHA NOVINY **HOSPODÁŘSKÉ NOVINY** 28. listopadu 2005

Shora vpravo: veletržní areál včelčinou střípek. Rozřehy jsou psaní: až ve čtvrtek, křesťanskouhle z něčeho a jít v přírodně kortikálu. Sák vaskulárníly z výtvození, tak i vlastním vstavítím. Veletrhy brněnské slují včelčinou psou to, šlapat se i v areál čtí jako v Business EPiK. Kabinová to může posouit: sice má 12 300 čtverečků a přes milion návštěvníků z 88 zemí.

www.bvv.cz

Partner for Business BVV Veletrhy Brno

PRÁHA VELETRŽNÍ A MOŽNÁ OLYMPIJSKÁ

Z OBSAHU

Obchodní úroveň veletržní a výstavní v sílně	2
Národní výstavní střediska	4
Nové veletržní komplexy BVV CZ	6
Samostatná oddělení v organizaci veletržní veletržní	6
Výstavby v oblasti výstavby a výstavby veletržní	8-10
Výstavby v oblasti výstavby a výstavby veletržní	12-14






Vážení čtenáři,

Obchodní úroveň veletržní a výstavní v sílně je v roce 2006... (text continues)

PROGRES PARTNERS

Server, kde najdete vše veletržní, než si registruje, že existuje www.veletrhyavystavy.cz



-  The pages are periodically supplemented and updated
-  Their structure is designed to be maximally effective help for search
-  Events can be searched chronologically, alphabetically, according to the organizers, the field or with the requirement for a specific trade fair
-  Specific fairs and exhibitions can be easily and quickly find also on the basis only partial information that is available to the user
-  Texts are Czech and Slovak events are available in English and German

Why it pays to advertise on the portal



The portal is the largest source of information about the fairs on the Czech internet



Monthly visits him 25,000 unique visitors, who, according to the portal planning to what fairs during the year visits



Seznam.cz, Centrum.cz and Google are displayed after entering the password „fair“ portal long term on the first page



The portal is intensively supported by on the Internet, outdoor advertising (billboard on the highway D1), advertisements in trade fair Hospodářské noviny (expense 90,000 copies) and in catalogs published by the Agency Progres Partners Advertising for trade fairs, which organizes the



The portal is a an ideal communication channel both for organizers and fairs for individual exhibitors who wish to draw potential customers for their participation in a specific ebeny



We will create a timetable for Campaign

Tell about your participation in a particular fair potential visitors well in advance. Communication ads you with the approaching date of the event still more specific - which will be placed in your stand, what news on the action imagine so.

We will make a specific banner

We provide you with targeted advertising. Creative Department agency Progres Partners Advertising to you create flash banners to the specific action.

We have discounts for a valued advertisers

If advertising in the trade fair Hospodářské noviny you for publishing Economia Inc. creates on a turnkey basis agency Progres Partners Advertising, we provide you a 20% discount.

You know what you get for your money

If it was not within that time period for a guaranteed number of views, will remain your banner ad on the server until it than meets the guaranteed or you will be refunded adequate amount of expenses incurred



The screenshot shows the homepage of the website **veletrhyavystavy.cz**. At the top, there is a navigation bar with links for 'Aktuální akce', 'Podle oborů', 'Pořadatelé', 'Najít akci', 'Přidat akci', 'Reklama na serveru', and 'Kontakt'. A search bar is also present. Below the navigation, there is a large banner for 'LAAD DEFENCE & SECURITY 2015' with the text 'Realizátor společné účasti České republiky je Progres Partners Advertising, s.r.o. Blíže informace na adam@ppa.cz'. The main content area is titled 'Aktuální akce' and lists several exhibitions with their dates and locations. A sidebar on the right features a 'tzbinfo' banner for 'Přehledy trhu výrobků' with categories like 'atopná tělesa', 'kotle', 'trby', 'tepelná čerpadla', 'sluneční kolektory', 'větrání a klimatizace', and 'stavební materiály a hmoty'. At the bottom, there is another banner for 'LAAD DEFENCE & SECURITY 2015' with the dates '14. - 17.4.2015, Rio de Janeiro, Brazílie' and the text 'Mezinárodní výstava obrany a bezpečnosti'. A copyright notice at the very bottom reads 'Copyright © 2000-2007, Progres Partners Advertising s.r.o.'.

Banner - home page
Price per month 10 000 CZK
Guarantee views: 23,300
GIF / flash, max. 30kB

Banner - home page
side position +25%

Banner - home page
lower positions -30%



Overview prices banners

Position	Price for 1 week/€	Guarantee for 1 week/ no. of views	Price for 1 month/€	Guarantee for 1 month/ no. of views	Price for 6 months/€	Guarantee for 6 months/ no. of views
Homepage	91,-	5 800	363,-	23 300	1 812,-	140 000
Fair detail	55,-	4 100	218,-	16 600	1087,-	100 000
Organizer detail	22,-	1 600	87,-	6 600	435,-	40 000
Find fair	33,-	2 000	131,-	8 300	653,-	50 000
Brach overview	15,-	1 000	58,-	4 000	290,-	24 000
Braches	48,-	2 900	189,-	11 600	943,-	70 000
Organizers			8,-		37,-	
Přidat akci	This position is reserved for banner booked for 6 months and longer for free for the whole period of the campaign		This position is reserved for banner booked for 6 months and longer for free for the whole period of the campaign		This position is reserved for banner booked for 6 months and longer for free for the whole period of the campaign	

**The prices shown are without VAT
It is necessary to pay the amount
before the start of the campaign.**

Flash banner creation: 55 €

In case of the guaranteed number of views is not completed within agreed period of time, your banner will remain on server until the guaranteed number is completed

For bottom position we can offer the discount for 30 %

**For advertisers in fairs & exhibitions supplement
Hospodarske noviny we can offer the discount for 20 %**



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