

## THE POLISH CHAMBER OF EXHIBITION INDUSTRY MONTHLY NEWSLETTER

### Expo Marketing: how to succeed at exhibitions in times of new customer expectations

03.04.2019 This year's, fourth edition of the Expo Marketing event, under the honorary patronage of Polish Chamber of Exhibition Industry, will be held in Warsaw on June 5, 2019, on the date of the celebration of the Global Exhibitions Day 2019. The exhibitions industry will meet at the Warsaw Koneser Centre in Praga district to learn how to apply the knowledge of new customer needs to acquire them through the latest tools of exhibition marketing and sales.



The aim of Expo Marketing is to create a platform for the exchange of information and contacts for optimal utilisation of exhibitions as an effective business tool and to present the latest achievements of exhibition marketing in order to win customers on international markets. The event promotes best practices and presents the latest trends in exhibition business, where trade fairs and exhibitions are becoming not only an arena for presenting new technologies, but above all an event, a place for new experiences, emotions and meetings which develop relationships. The organizer, Promedia Jerzy Osika company, focuses on the exhibition and educational character of the event, which also aims to integrate the industry.

Expo Marketing is visited mainly by managers of companies which want to increase the effectiveness of their participation in exhibitions or are intending to take part in exhibitions and want to gain the necessary knowledge and contacts. It is also an ideal place for those who are looking for interesting ideas and places to organize exhibitions and other events. Interesting knowledge can be acquired by participating in lectures and discussion panels conducted by Jerzy Osika, an expert in exhibition marketing, and guests invited by him - outstanding specialists and practitioners in their fields, starting from online marketing to subsidies for export activities. It will also be possible to take advantage of individual advice from exhibitors. The presentation of exhibiting practices will be most beneficial for exhibitions organisers, companies offering professional exhibition construction services, suppliers of modern technological solutions and marketing services.

**Date: June 5, 2019 Location: Warsaw, Koneser Centre in Praga district - Butelkownia**

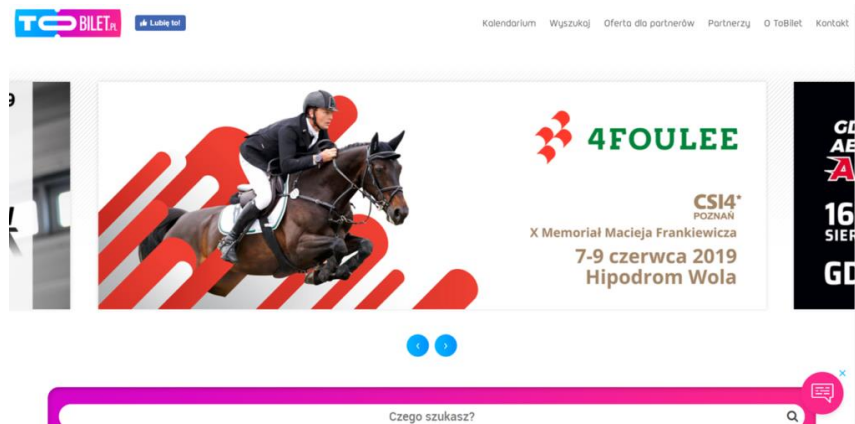
Main Partner: Koneser Centre in Praga district, Honorary Patrons: Polish Chamber of Exhibition Industry, Targi Dają Więcej, Związek Przedsiębiorców Przemysłu Mody Lewiatan, PIOT – Związek Pracodawców Przemysłu Odzieżowego i Tekstylnego

<http://www.expomarketing.com.pl/>



## ToBilet.pl: The MTP Group with its own ticketing service

**04.04.2019** The MTP Group, the largest organizer of exhibitions and mega-events in Poland, has launched its own ticketing service - ToBilet.pl - and thus launched - besides stationary distribution - online ticket sales.



ToBilet.pl is a platform with comprehensive services for organizers and participants of events. It can be used to purchase tickets for all events of the MTP Group (except trade fairs), including mega-events, congresses and exhibitions for enthusiasts. The platform offers, among others, tickets for the biggest motor show in Poland - Poznań Motor Show, gaming event - Poznań Game Arena, Retro Motor Show and Cavaliada equestrian competition.

*- ToBilet.pl platform will allow you to buy tickets to the theatre, cinema, sports events and concerts. We want it to be an inspiration for enthusiasts who want to share their interests with others during festivals and conventions, as well as a treasure trove of ideas for everyone who plans an active weekend - says Tomasz Kobierski, Vice-Chairman of the Board of the MTP Group. - ToBilet.pl will be a commercial platform, which means that you will be able to find tickets of other organizers in the offer. We offer our partners the possibility of selling tickets via the platform and comprehensive promotion of their events. Thanks to e-marketing tools and the mailing database we have been building up over the years, we can select very precise tools to reach the group really interested in the purchase - adds Tomasz Kobierski.*

ToBilet.pl is the next step taken by the MTP Group towards expansion of operations. The company changed its name from Poznań International Fair to emphasize the comprehensive the approach to the organization of events, starting from technical service, space arrangement, stand construction, catering services to market analysis, consulting and marketing services.

## Mysterious GED postcard on sale at Polish Chamber of Exhibition Industry





**08.04.2019** There is not much time left before **June 5, 2019**, when we will celebrate **the Global Exhibitions Day**. That is why you are invited to join us in this year's GED celebrations some time in advance.

One of the actions proposed by PCEI in the **Catalogue of GED initiatives**, which is available at <https://polfair.pl/global-exhibition-day-2019/> is to send to customers, partners and friends a **Mysterious Postcard** with a visualization of the 5 senses (through which we experience exhibitions) on one side and the logos of GED19, TDW and PCEI on the other.

#### Why buy and send postcards?

- Sending the postcards by PCEI members will be an expression of a cohesive promotional campaign carried out by the Chamber.
- By sending the postcard 1-2 weeks before the Global Exhibitions Day (**June 5, 2019**), we are building the awareness of the celebration of our industry - by involving our members in this activity, we believe that the postcard will reach different groups of recipients (because each of them has a different customer base).
- Sending the postcard is a non-standard action, in line with the current marketing trends - offline activities are evaluated very positively.
- The postcard has been designed so that you can add one or two sentences written by hand, which can form a message from the company (PCEI member) to the recipient.
- In the section reserved for text, you can also attach the logo of the company, a PCEI member, in the form of a sticker, which will personalize the postcard.
- The costs of the promotional campaign are not high.
- The voice of the industry is stronger (and much better received) if many entities operating in the same market are involved in the activities - we are building the awareness of the industry but also of the entities which form it.

## Advocacy for a modern definition of exhibitions and recognition of Exhibition Priority

**09.04.2019** EU Design legislation will undergo a review during 2019. In preparation for this, the European Commission holds a public consultation to identify the most important issues to be looked at. The EEIA has produced a position paper concerning the recognition of Exhibition Priority Certificates by the EUIPO (European Union Intellectual Property Office) for the registration of designs. The current legislation only admits Exhibition Priority Certificates to register designs at national level but not for all EU countries at the EUIPO. EEIA would like to use the occasion of this legislation review to introduce a modern definition of B2B trade fairs – the globally accepted UFI definition for international exhibitions – into the legislation. This would recognise the valuable contribution that modern professional exhibitions make to the economy, and enable companies, especially SMEs, to benefit from Exhibition Priorities, also for the EU-wide registration. We all on you to support our lobbying by filling in the public consultation survey and uploading the (adapted) position paper, or simply by sending in the position paper. Please also encourage other stakeholders, such as exhibitors or law firms who actively work on IPR protection, to respond to the consultation questionnaire and support our advocacy. Here is the link to the public consultation (all languages available – registration and log-in necessary) *Source: [www.ufi.org](http://www.ufi.org)*

## Copyright Directive text adopted by European Parliament

**09.04.2019** Copyright Directive text adopted by European Parliament After fierce debates and polarising public protests across Europe, the European Parliament has come to a compromise with the new Copyright Directive. The text had previously been negotiated in the trilogue between the Commission, the Council and the Parliament, and the final version reflects a compromise between the many interests of content creators and users. It shall receive final approval by the Council on 9 April 2019 and then be transposed into national legislation within two years.

The aim was to bring the existing legislation in line with technological changes and the internet, ensuring that the internet is a space that benefits everyone and not just a few powerful giant platforms.

The Directive will enhance rights holders' chances to negotiate better remuneration for the use of their works on internet platforms. It also strives to ensure that the internet remains a space for freedom of expression.

One of the main changes is that internet platforms will be directly liable in future for content that users upload. This can be done by way of licensing and/or technical measures, such as the much disputed upload filters. Other key amends are that some uploaded material, such as memes or GIFs, are now specifically excluded from the Directive, while hyperlinks to news articles, accompanied



by “individual words or very short extracts”, can be shared freely. Companies younger than three years, with less than five million users and less than ten million euros in annual revenue will be exempt.

UFI recommends watching the national legislation process closely as there is still room for manoeuvre and specific national provisions may go further than the Directive proposes. Implications for the exhibition industry will have to be assessed country by country over the course of the next two years. Source: [www.ufi.org](http://www.ufi.org)

## Polish GED 2019 celebration under the patronage of Minister **Andżelika Możdżanowska** and the Polish Chamber of **Commerce**



**12.04.2019** The patronage over the Polish celebration of the Global Exhibitions Day 2019, coordinated by Polish Chamber of Exhibition Industry, was assumed by Ms Andżelika Możdżanowska, Secretary of State, Government Plenipotentiary for Small and Medium-sized Enterprises in the Ministry of Investment and Economic Development. Patronage was also granted by the Polish Chamber of Commerce.



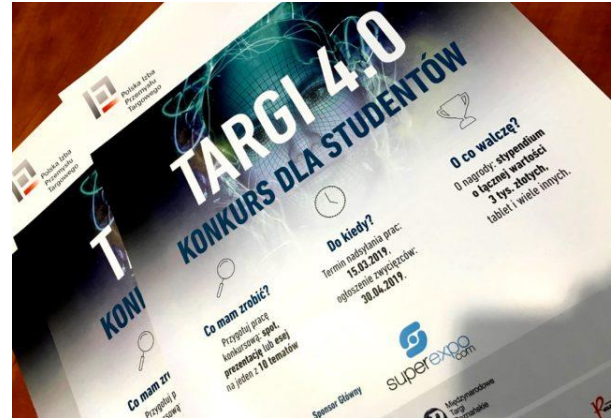
KRAJOWA IZBA GOSPODARCZA

## Nationwide contest Exhibitions 4.0. - The Jury has **deliberated, we know the winners!**

**12.04.2019** The jury of the Exhibitions 4.0 contest deliberated on April 11. Małgorzata Legiędź-Gałuszka, PhD. - formerly connected with Lodz International Fair, and currently the Rector for Development at the State Higher Vocational School in Włocławek, together with Lena Bretes, Chairperson of the World Trade Center Poznań, and representatives of Polish Chamber of Exhibition Industry evaluated the works submitted by the students.

The nationwide “Exhibitions 4.0” contest is another element of the “Exhibitions Offer More” campaign and it is organized in connection with the celebration of the Global Exhibitions Day 2019. Students of Polish universities were invited to take part in the contest. Their task was to prepare an essay, a multimedia presentation or a spot on one of the ten topics. We received 18 works that met the conditions set out in the contest regulations. An essay, promotional spot or multimedia presentation dedicated to the exhibition industry. This was a task which Polish Chamber of Exhibition Industry set for the participants of the “Exhibitions 4.0” contest.

“Exhibitions 4.0” contest for students of Polish universities is one of the elements of the “Exhibitions Offer More” campaign. Students of management and marketing departments were invited to take part in the contest. Their task was to prepare an essay, a multimedia presentation or a spot on one of the ten topics devoted to the exhibition industry, its future, as well as tools which exhibition organizers can use to promote their events. There were attractive prizes to be won, including a scholarship worth PLN 3,000, tablets and other in-kind prizes.



The jury appointed by Polish Chamber of Exhibition Industry, which included **Małgorzata Legiędź-Galuszka, PhD.**, Rector of the State Higher Vocational School in Włocławek and **Lena Bretes**, a former journalist and presenter of Polish TVP channel and the founder of TVP-INFO, and currently the Chairperson of the World Trade Center in Poznań, evaluated the submitted works. *The participants of the contest did their homework well, although we missed a bit of extravaganza in the contest works. I am convinced that it was a valuable and interesting experience for students - says Małgorzata Legiędź-Galuszka, PhD. The very concept of organizing the contest should be continued in the future to convince young people that exhibitions is a place for them - also in the context of their future career or simply the possibility of pursuing various passions - she adds.*

And the winner is ...

In the promotional spot category, the jury awarded a scholarship of PLN 3,000 net to **Martyna Maier** for her work entitled "Exhibitions Offer More - Benefits of Participating in Exhibitions". The third place was awarded ex aequo to: **Joanna Dobosz** and **Izabela Skrzyniarz**. No second place was awarded. In the essay category, the jury decided not to award the main prize. Second place for a written work "Exhibitions Offer More" was awarded to: **Arleta Bieniek** and **Gabriela Golanowska** and the third place went to Dorota Orlińska for her essay "New Media in the Service of Exhibitions". No winner was also selected in the multimedia presentation category. The second prize went to the duo: **Marlena Kapusta** and **Paweł Płaza**. There was no award for third place in this category either.

The prize-giving ceremony will be held in Warsaw at the Warsaw Koneser Centre in Praga district during the celebration of the Global Exhibitions Day 2019 - GED19, which is scheduled for June 5. During the Gala, the winners will have the opportunity to present their awarded works.

This year's GED19 celebrations will be held under their patronage of: **Minister Ms Andżelika Możdżanowska, Secretary of State, Government Plenipotentiary for Small and Medium-sized Enterprises in the Ministry of Investment and Economic Development**



PEŁNOMOCNIK RZĄDU  
DO SPRAW MAŁYCH I ŚREDNICH  
PRZEDSIĘBIORSTW

and the Polish Chamber of Commerce.



KRAJOWA IZBA GOSPODARCZA



### **About Polish Chamber of Exhibition Industry**

*Polish Chamber of Exhibition Industry, established in 1993, is the only national organization - an economic chamber which associates companies which conduct economic activities in the exhibition sector. Members of Polish Chamber of Exhibition Industry represent all the participants of the exhibition market. They are above all: exhibition organizers, trade fair and conference venue operators, companies which offer services of design, construction and furnishing of exhibition stands, exhibition transport and forwarding companies, organizers of participation of Polish companies in exhibitions abroad and representatives of foreign exhibitions in Poland. The Chamber also associates companies from the field of advertising and marketing, the media, catering and hospitality. In 2018 Polish Chamber of Exhibition Industry celebrates its 25th anniversary. It is also the 25th anniversary of the self-government of entrepreneurs in the exhibition industry in Poland.*

*Four basic areas covered by the program of Polish Chamber of Exhibition Industry operations are: lobbying, actions for the integration of the exhibition environment, promotion of exhibitions - widely understood - including publishing operations, education in trade fair marketing and promoting ethical business actions in the sector, as well as actions aimed at sustainable development.*

*The mission of Polish Chamber of Exhibition Industry is to: serve as a multifunctional platform of cooperation for all participants of the exhibition industry, develop effective structure of lobbying actions for the benefit of the Polish exhibition sector, promote participation in trade fairs and exhibitions as an effective element of marketing and communication strategy of businesses, act for the benefit of increasing standards of trade fair services offered its members, including for the benefit of reliable, transparent exhibition statistics, offer the participants of the exhibition market opportunities of exhibition education and business, act for the benefit of integration of its members and their identification with the environment, and work out the motivation to act together and such a culture of cooperation which multiplies and protects the economic interests of the members of the Chamber.*

*Polish Chamber of Exhibition Industry is a member of the Polish Chamber of Commerce. PCEI is an active member of UFI - the Global Association of the Exhibition Industry - and cooperates intensively with CENTREX, the International Exhibition Statistics Union, which associates the largest exhibition organizers of Central and Eastern Europe, as well as with AUMA, the German Association of the Trade Fair Industry, and with many other foreign organizations of the exhibition Industry.*

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