

17th International Trade Fair of Advertising Services, Marketing and Media
 17th International Trade Fair of Polygraphy, Paper and Packing Technology

Reklama POLYGRAF



23. – 25. 3. 2010

**TOUR PACKAGE FOR
 INTERNATIONAL
 VISITORS**



www.reklama-fair.cz

BASIC STATISTICAL DATA

Subtitle: 17th International Trade Fair of Advertising Services, Marketing and Media
17th International Trade Fair of Polygraphy, Paper and Packing Technology

Term of Fair: 23. – 25. 3. 2010

Venue: Prague Exhibition Grounds – Holešovice, Czech Republic

Organizer: M.I.P. Group, a.s., Hollarovo nám. 11, 130 00 Praha 3, Czech Republic

Contact: Tel.: +420 267 31 55 85-8, Fax: +420 267 31 55 89, e-mail: picmausova@mip.cz, www.reklama-fair.cz

Fair Director: Monika Hrubalová

The trade fair REKLAMA, POLYGRAF was the biggest comparing to last 16 shows. According to organizer this is a result of long term effort in Czech, Slovak and other neighbouring regions. This year many new companies decided to participate and companies which did not exhibit for a long time. Organizer prepared accompanying program and 6 contests where is organizer was a partner or co-organizer.

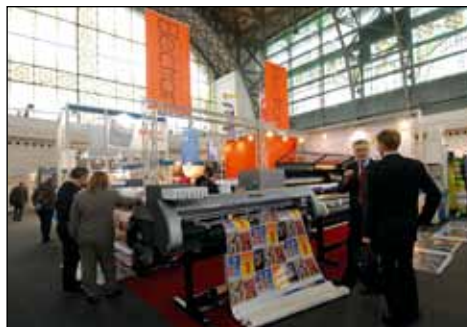
REKLAMA, POLYGRAF represents the only trade fair in Czech Republic focused on marketing communications that was able to overcome all storms, to stand up to all competitive projects and to attract exhibitors from the Central European Region. It is held regularly and continuously since 1993, when it was introduced for the first time. To achieve such success it was necessary to monitor the market development with care, to listen to companies of the subject field and even to bring forward wide range of interesting actions for visitors.

The REKLAMA, POLYGRAF Trade Fair has been building the proper market position for many years and we may say today that by the exposition area, number of exhibitors as well as by the supplementary programme attraction it is on top of such similar exhibitions in Europe. The Reklama, Polygraf is the only Czech forum where the producers and importers of advertisement requisites and services are presented. The trade fair introduces wide range of specialisations as signmaking, illuminated advertisement, producers and importers of advert materials, machines and equipment for advert production and printing, large scale printers, prepress, graphics and advert software and hardware offer, advert and gift articles, marketing and advertisement services, POP and POS, or specialised media.

Basic nomenclature of the Trade Fair:

Signmaking | Large-format printing and outdoor advertising | Advertising and gift articles | Sales promotion | Other advertising services | Pre-press | Printing machines and services | Devices and materials | Printed and electronic media | Office appliances | Devices and accessories in the photography industry | Presentation technology.

Gross Exhibition area (sqm)	10 840	Net Exhibition area (sqm)	5 542	
Number of exhibitors	291	Foreign exhibitors	32	
			from	9 countries



PRAGUE / TOUR PACKAGE

Prague is the capital of the Czech Republic, located at crossroads of central Europe between Germany, Poland, Slovakia and Austria. Since 1992 the historical city center (more than 860 ha) is included in the UNESCO World Cultural and Natural Heritage List.

For the last few years several international reports place Prague as one as the most attractive city for meeting, congress and incentive planners. It is true that the capital of the Czech Republic offers a wide range of sights and venues, including hotels, conference centers and restaurants, suitable for any kind of event.

TOUR PACKAGE

Schedule	Date	Program
Day 1	March 22 nd	Transfer arrivals from Prague airport to hotel William Check-in the hotel Free for the rest of the day
Day 2	March 23 rd	Buffet breakfast at the hotel Free shuttle to the exhibition Full day visit Reklama, Polygraf 2010 Free shuttle to the hotel
Day 3	March 24 th	Buffet breakfast at the hotel Free shuttle to the exhibition Half day visit Reklama, Polygraf 2010 Grand City Tour of Prague with the guide
Day 4	March 25 th	Trip to Karlstejn Castle with lunch Free for the rest of the day
Day 5	March 26 th	Buffet breakfast at the hotel Check-out and departure Transfer to Prague airport

Tour Package: **550 EUR** (excluded 19% VAT)

Accommodation / Hotel William

The recently reconstructed hotel William is located in the historical part of Prague, in the nice green area of the Lesser Town. This hotel has a certain fairy-tail atmosphere which suits the romantic spirit of the area. The customers appreciate also the closeness to the Prague Castle, Charles Bridge, to the Nation Theatre or the Petrin Tower.

More information on webside: www.euroagentur.com/en/ea-hotel-william

Grand City Tour Of Prague

Popular sight-seeing tour through Prague - a classic tour of both, the historic and modern quarters of Prague. You will visit the Old Town and the Lesser Town including a detailed 60 minute guided excursion of Prague Castle and St. Vitus Cathedral. The second part of the trip focuses on visiting the romantic surroundings of Prague Castle. We will also visit the ancient Jewish Quarter Josefov, Museum of Czech Glass where you can admire the Czech glass production and the tour ends in the Old Town Square right in the heart of the city.

Karlstejn Castle With Lunch

Visit a famous Czech castle built by the most significant ruler of the Bohemian Kingdom. During this tour we will take you to a majestic gothic castle built 650 years ago by Charles IV, Roman Emperor and Bohemian King, on a picturesque site in the middle of dense forests. The castle served him for rest and meditations. It has well preserved its beauty and one of the most precious decorations is the series of mural decorations by Master Theodorik, Gothic painter, in the Golden Chapel.





REKLAMA, POLYGRAF 2010 | Prague, Czech Republic | March 23rd – 25th

TOUR PACKAGE REQUEST FORM

Please complete the form, mail or fax it back, no later than February 28th 2010.

Tour Package Reservation:

I reserve the business tour package organized by M.I.P. Group, a.s. – organizer of trade fair Reklama, Polygraf 2010.

First name	Surname	Country	Check-in	Check-out
_____	_____	_____	_____	_____

Visitor's Contact Information:

Company name: _____ Phone: _____

Contact person: _____ Email: _____

Position: _____ Website: _____

Address: _____

Signature:

Price of the tour package is **EUR 550** per person.
Please transfer money to the following account:

(excluded 19% VAT)

BANK: UniCredit Bank
Account Nr.: 1425010006
IBAN: CZ2227000000001425010006
SWIFT: BACX CZ PP

For more information please contact Ms. Natálie Picmausová, Phone +420 267 315 585, picmausova@mip.cz