



FOR REGISTERED BY

17.10.2011

special price:

120 PLN/m² *

**indoors, ground floor, without a booth*

ADDITIONAL PROMOTION OF YOUR BRAND AND COMPANY

- booth design and construction
- advertisement in the exhibitors' catalogue
- ancillary personnel
- conference room rental
- outdoor and indoor advertisement during the trade fair (large format banners, advertising structures, people stoppers, etc.)
- advertising in the Agricultural Fairs News

CONTACT:

polagra@mtp.pl

Jakub Patelka

phone +48 61 869 24 22, jakub.patelka@mtp.pl

Paweł Różański

phone +48 61 869 24 62, pawel.rozanski@mtp.pl

Łukasz Rachubiński

phone +48 61 869 25 73, lukasz.rachubinski@mtp.pl

www.polagra-premiery.pl

Under the auspices of:



Industry Partner:

Federacja Związków
Pracodawców-Osierzców
i Właścicieli Rolnych



Media Partner:



Międzynarodowe Targi Poznańskie Sp. z o.o.

ul. Głogowska 14, 60-734 Poznań

phone +48 61 869 20 00, fax +48 61 869 29 99, e-mail: info@mtp.pl, www.mtp.pl

MTP is a member of:



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future

International Trade Fair of Agricultural Mechanisation

polagra 2012
PREMIERY

TRACTORS • MACHINES • SEEDS • CHEMICALS FOR AGRICULTURAL APPLICATIONS

Polish premieres of international brands!



16-19.02.2012, Poznań, Poland

WWW.POLAGRA-PREMIERY.PL

Polagra-Premiery International Fair of Agricultural Mechanization will open a series of agricultural exhibitions in 2012. During the trade fair, foreign new products for the agricultural sector for the upcoming season will be showcased for the very first time in Poland. This is the largest indoor show of this industry in Poland.



Join us at the trade fair!

INNOVATIVE AND COMPREHENSIVE

- agricultural machines and equipment
- means of transport
- spare parts
- accessories
- control and measurement equipment
- chemicals for agricultural applications
- seeds
- services and funding

GOOD OFFER LIKE A GOOD BRAND

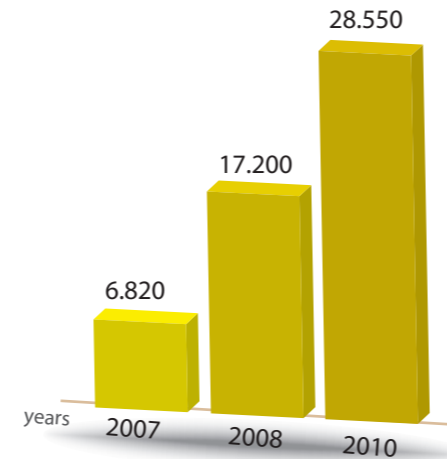
nearly **300** exhibitors and represented companies from Poland and Europe
 nearly **2.000** models of machines and equipment
 over **200** genuine market debuts*

* data from 2010 edition

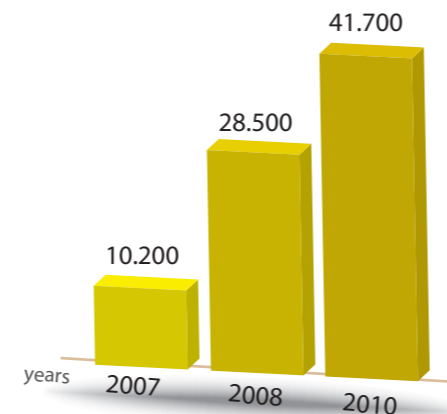
WE REACH YOUR CUSTOMERS EFFECTIVELY

- we closely cooperate with industry associations
- we have annually updated database of farmers
- we cooperate with industry media and daily press
- we reach 150,000 farmers benefiting from EU subsidies
- we welcome distributors of agricultural equipment and farmers from abroad (eg. Russia, Ukraine, Belarus and others)

TRADE FAIR'S AREA



NUMBER OF VISITORS



GREAT RECOMMENDATIONS FROM EXHIBITORS

Mariusz Pracki, Marketing Director at KRUKOWIAK
 Kujawska Fabryka Maszyn Rolniczych

"If we were to name a trade show that is perfectly organised and boasts the best atmosphere, Polagra-Premiery is the first to come to mind without any hesitation. Many years of MTP's experience are reflected in wonderful organisation, and farmers are used to being successful at the Poznań-based trade show. Each and every trade show proves it is worthwhile to participate in Polagra-Premiery. A trade show professionally prepared by professionals and for professionals. No other such event in Poland is awaited so impatiently by both farmers and exhibitors."

Paweł Bawolski, representing Korbanek Sp. z o.o.

"The direction that was chosen when preparing Polagra-Premiery in 2010 has brought unexpected effects in the large number of visitors and – what is most important for us – we were visited by customers who became partners to tangible talks, many of which resulted in genuine transactions. All the changes we requested along with a range of MTP own ideas have really boosted the reputation of Polagra-Premiery, and the following exhibition event can be planned very optimistically together with the Polagra-Premiery 2012 team."

Piotr Dziamski, Marketing Director at John Deere Polska Sp. z o.o.

"Międzynarodowe Targi Poznańskie is one of the most experienced organisers of exhibition events in Poland. The promotion offer they put forward always involves cutting-edge communication tools, which means exhibitors can promote themselves even more effectively. Owing to the exceptional organisational flexibility and a wide range of all kinds of side events at each trade show, and Polagra-Premiery is no different in this respect, exhibitors reach a wide target group. The wonderful infrastructure ensures splendid logistic conditions and hassle-free preparation of an exhibition stand."

