

easyFairs®

8 & 9 February 2011, **Gdańsk** – 1st edition - North  
11 & 12 May 2011, **Kraków** – 3rd edition - South

# easyFairs® FOOD-to-GO

Trade show for fast-food, catering and take away restaurants

Welcome to easyFairs® FOOD-to-GO Gdańsk and Kraków 2011. Last year's edition was a real success: surveys showed that both the format of the event and the subject matter were appealing to visitors. Now northern Poland has its own edition of easyFairs® FOOD-TO-GO.

easyFairs® FOOD-to-GO 2011 is Poland's only show tailored exclusively to the needs of small catering companies. As it turns out, Poland's dynamically growing fast food and takeaway food market really needs such a platform for trade professionals to meet manufacturers and distributors of the equipment, accessories, food products, beverages, containers, safety, hygiene, transport and distribution systems.

easyFairs® FOOD-to-GO ensures significant business results that can be achieved in just two days at very reasonable expense. We do our best to attract only competent professionals, which guarantees you make contact only with people interested in your offer and new trends. With people who have already thought about how to improve the effectiveness of their business and satisfy still-growing market demand.

Exhibitors to easyFairs® FOOD-to-GO will typically be manufacturers and distributors of the following types of products and services:

- Equipment for fast food bars, snack bars, lunch bars, grill bars, pizzerias
- Equipment for gastronomy, cafeterias, staff canteens, petrol stations
- Systems of distribution of snacks and drinks, snack and drink vending machines, drink dispensers
- Food-to-go packaging, sandwich and drink packaging, disposable packaging, cutlery, napkins, labels, packaging machinery
- Food products and half-finished products: baker's goods, meat, sausages, deep-frozen food
- Condiments: ketchup, mustard, mayonnaise, sauce, dressing, spices
- Drinks, Snacks and sandwiches
- IT, organizational solutions, consultancy
- Catering systems and solutions
- Hygiene service providers, cleaning systems and equipment

As well as the following types of franchising chains: (found in the Franchising Zone)

- Fast food bars
- Fast casual restaurants
- Take-away restaurants
- Pizzerias
- Cafeterias

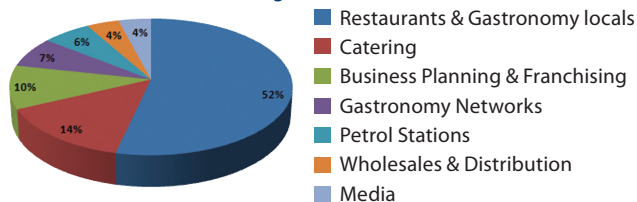


## WHO WILL VISIT?

Visitors to easyFairs<sup>®</sup> FOOD-to-GO are typically budget-holders and decision-makers for their companies. For example:

- Owners and concession holders of small catering establishments, pizza restaurants, takeaway restaurants, lunch bars, sandwich bars, salad bars, cafeterias and kebab bars
- Managing directors, purchasing agents of fast food chains, fast casual restaurants, pizza restaurants, cafeterias and salad bars
- Managing directors, purchasing agents of catering companies, companies providing catering services for mass events, and phone-in food chains
- Representatives of filling station chains with eating places, owners and concession holders of filling stations
- Representatives of catering distributors and wholesale outlets
- Vending operators, administrators of office complexes, universities, hospitals, hotels, hostels, stations, and airports
- People planning to start independent catering activities or activities as franchise holders

Structure of visitors according to branches:



## WHAT ARE "LEARNSHOPS™"?

learnShops™ are an integral part of each easyFairs trade show. These are short, independent, content-rich mini-seminars and expert lectures, designed to quickly convey information of keen interest to the trade professional. They take place right on the show floor -- not far away from the action in stuffy lecture rooms. This allows you to easily drop in and hear all the presentations you want to.

If you want to present your solutions, ideas and innovations, then the learnShops at easyFairs<sup>®</sup> FOOD-to-GO is the perfect opportunity. To obtain more detailed information, please contact our office.

## FRANCHISING ZONE

In recent years franchising has become a very popular business solution in Poland. The good news is that potential franchisees have about 100 catering networks to choose from. On the other hand, franchise providers are forced to search for different ways to make contact with new candidates. Participation in easyFairs<sup>®</sup> FOOD-to-GO is one of the most effective ways of establishing a lot of serious contacts.

### We invite the following franchising systems

#### To participate:

- Fast food bars and restaurants
- Fast casual restaurants
- Takeaway restaurants
- Pizza restaurants
- Salad, sandwich, kebab and sushi bars
- Cafés, cafeterias

Our offer is a perfect complement to the new Polish and foreign chains entering the market who wish to quickly make a lot of serious contacts with experienced people. The offer is also very profitable in financial terms: for the price of one or two ads in a trade journal, you can achieve measurable business results.

But we haven't forgotten about the established chains: easyFairs<sup>®</sup> FOOD-to-GO is the ideal opportunity to promote new concepts and rebranding establishments, or for starting franchising activities, even after years of operating independently.

## COMPREHENSIVE PACKAGE

### Stand module:

At easyFairs<sup>®</sup> FOOD-to-GO you can choose a stand to match your needs and budget. We offer you three sizes of fully equipped and signed stands: 9, 12 and 15 m<sup>2</sup>. You can book up to four stands (within the existing floor plan) in any configuration, e.g. four linked stands – a so called "island", two corner stands, etc.

### Furniture and fittings:

The fixed price includes all charges for the stand and remains unchanged until the end of the event. Stand module includes: stand build, fascia board with company name (up to 20 characters), navy-blue flooring, lighting and a 230V 2 kW power outlet, furniture (table, two chairs, two wall shelves, a waste bin), visitor invitations and exhibitor tags. Whichever stand size you choose, everything is ready when you arrive: Just turn up and do business!

### Visitor promotion:

easyFairs<sup>®</sup> gives you a complete programme of highly targeted promotional activities. We work in close cooperation with prominent trade magazines and user organisations. Plus, we give you at least 250 visitor invitations (if you need more, simply ask) and provide a variety of online and traditional communications tools to raise your visibility before, during and after the show.

Additional equipment can be purchased separately.

### Price list until 30.11.2010 (Gdańsk) 31.01.2011 (Kraków):

9 m<sup>2</sup> module: PLN 3650  
12m<sup>2</sup> module: PLN 4710  
15m<sup>2</sup> module: PLN 5900  
Two sides open: PLN 500 extra

### Price list after 30.11.2010 (Gdańsk) 31.01.2011 (Kraków):

9 m<sup>2</sup> module: PLN 3950  
12m<sup>2</sup> module: PLN 5150  
15m<sup>2</sup> module: PLN 6350  
Two sides open: PLN 500 extra

\*Extra charge for a corner stand is PLN 500  
All prices exclude VAT  
Maximum four stands per exhibitor  
Bank transfer costs must be paid by the exhibitor

## PRACTICAL INFO

### Venue:

Gdańsk:  
Hala Widowiskowo-Sportowa AWFIS  
Ul. K. Górskiego 1  
80-336 Gdańsk

Kraków:  
Hala Targi w Krakowie  
ul. Centralna 41a  
31-586 Kraków

### Opening times:

Gdańsk:  
Tuesday, February 8 2011: 10.00-17.00  
Wednesday, February 9 2011: 10.00-16.00

Kraków:  
Tuesday May 11 2011: 10:00 - 17:00  
Wednesday May 12 2011: 10:00 - 16:00

### Organisers:

easyFairs Poland Ltd.  
Aleja Pokoju 82  
31-564 Kraków, Poland

### Contact:

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