



**FOX**  
EVENTS

P R Z E D S T A W I A



# POT

Comprehensive organization and conducting of the event at the Polish Stand, promoting the pro-health services sector during fair events.



# SERVICE

Each of the activities and workshops will be supervised by a host who speaks fluent English. In addition, all the activities at the stand will be described by our announcer, who will encourage the guests to participate in contests and animations.

All events at the stand will be supervised by a coordinator, who will also be in charge of the efficient rearrangement of the necessary elements to make more attractions.

Staff attire will consist of red/black suits and white shirts for women and a black jacket, black / red pants, a red tie, and a pocket square for men.

DAY I – 3.03.2022r.



# AGENDA

- 09:00 The start of the fair
- 09:00 – 11:30 Wood engraving part I
- 11:30 – 11:45 Break between animations
- 11:45 – 14:15 Mindflex
- 14:15 – 14:30 Break between animations
- 14:30 - 17:00 Wood engraving part II
- 17:00 End of the first trade fair day





## WOOD ENGRAVING

Using a professional and fully mobile engraving tool, we will be able to personalize a gift for visitors to the stand in real time.

We suggest that the engraved element be birch discs with a diameter of 8-10 cm. A disc of this type will be suitable as a very elegant pad or as a decorative accessory.

Your logo, map of Poland, wishes and the name of the person receiving the gift can be marked on the disc.

This attraction will not only feature interesting real-time engraving technology, but also an eco-friendly approach, thanks to the wooden nature of the gadgets.

Activity form: presentation with real-time use

Issues Raised: Modern Western Technology.



## MINDFLEX

MindFlex is a game developed by Mattel that uses brain waves to control a ball that we have to guide through an obstacle course. The device uses an EEG receiver from NeuroSky, a leader in the production of BCI (brain-computer interface) solutions for the consumer market.

Depending on our state of concentration, the human brain produces appropriate waves, which are read by the headband placed on the head. If we are concentrated, we lift the ball with the help of the mounted fan; the higher our concentration, the higher the ball. To lower its level, we must relax. The objective of the game is to overcome the obstacle course as quickly as possible.

This attraction is not only a technological curiosity, but also great fun and concentration training.

The form of activity - the game

Issues Raised: Modern Western Technology.

DAY II – 4.03.2022r.



# AGENDA

09:00	The start of the fair
09:00 – 11:30	Oxygen bar
11:30 – 11:45	Break between animations
11:45 – 14:15	Arm and neck massage
14:15 – 14:30	Break between animations
14:30 - 17:00	Relaxation with light
17:00	End of the second trade fair day





## OXYGEN BAR

Lack of the proper amount of oxygen is the same for our body as a lack of gasoline for a car. Poland has started the fight for better air in the country and we will gladly present it at the fair as an oxygen therapy stand.

A visit to the oxygen bar is:

Increased physical and mental performance,

Increased metabolism,

A significant improvement in well-being,

More vital energy,

Improving the immunity of the body.

All of this happens during an oxygen inhalation session that is done through a disposable nasal cannula stored in sterilized packaging. This ensures the highest sanitary standards of attractions.

Activity form - treatment / treatment

Topics discussed - Natural treatment based on tradition.





## ARM AND NECK MASSAGE

Using a special device for neck and shoulder massage, we will give the visitors of the stand a great opportunity to relax. Due to the increased amount of seated work, these muscles are extremely tense, resulting in increased injury and pain.

During relaxation, visitors can read the prepared brochures and presentation on a wide range of physiotherapeutic procedures in Poland.

The selected massager relaxes tense muscles, has a calming effect, stimulates blood circulation, has a heating function, has 3 speeds and 8 ergonomic, rotating and bidirectional massage heads. It is perfect for massaging the neck, back and also the lumbar region.

Form of activity: relaxation session

The issues raised - Relax in the heart of Europe



## RELAXATION WITH LIGHT

All residents of Central and Northern Europe, and therefore the target groups of our fair, suffer from a lack of sunlight every year. Its result is the so-called seasonal depression and vitamin D3 deficiencies. At such times, we lack strength and motivation, and vitamin D3 deficiencies also have health effects.

Thanks to the special lamps, each of us can undergo phototherapy in the comfort of our own home. This type of therapy is also used in sanatoriums. To make this form of treatment known to event participants, we offer relaxation sessions with a phototherapy lamp designed to combat seasonal depression.

Not only will it help our guests to relax, but it will also reduce the negative impact of the lack of natural light when visiting the showroom. During the session, the participant can also enjoy relaxing music over the Polish sea.

**Activity form - treatment / treatment**

Topics covered: modern western technologies, relaxation in the heart of Europe.



DAY III – 5.03.2022r.

# AGENDA

- 09:00 The start of the fair
- 09:00 – 11:30 3D printing workshops
- 11:30 – 11:45 Break between animations
- 11:45 – 14:15 Fermented products tasting
- 14:15 – 14:30 Break between animations
- 14:30 - 17:00 3D printing workshops
- 17:00 End of the fthird trade fair day





## 3D PRINTING WORKSHOPS

Polish medicine uses more and more elements of 3D printing, for example in terms of prosthetics. It is one of the newest technologies used in world medicine. To familiarize visitors with this fact, we want to allow them to have direct contact with 3D printing machines. These machines will come in the form of 3D printer pens.

The animator and announcer will not only familiarize those who wish to use the pens, but will also present the applications of 3D printing in the field of medicine and the Polish achievements within the category.

We will also prepare a special application that will serve as a template for creating 3D elements.

Activity form - workshops

Topics covered: modern western technologies, western quality treatment at affordable prices.





## FERMENTED PRODUCTS TASTING

Fermented products have been known for generations to be healthy and resilient. In our culture, we have large amounts of great recipes and we ferment all kinds of vegetables. Cucumbers and cabbage, of course, but also radishes, beans, cauliflower, beets and carrots are among the pickled products that our guests can try.

The fermented treats will be displayed in aesthetic white ceramic bowls. Each diner will receive a white paper bowl and a wooden knife and fork, thanks to which they can have a tasting.

In addition, the announcer and the hostess participating in the tasting will talk about the healthy properties of a specific product. There will also be aesthetic descriptions of all the properties and active substances therein.

The form of activity: tasting

Questions raised - Natural treatment based on tradition, For the health of Poland.



DAY IV – 6.03.2022r.

# AGENDA

- |               |   |
|---------------|---|
| 09:00         | The start of the fair                               |
| 09:00 – 11:30 | Juice tasting                                       |
| 11:30 – 11:45 | Break between animations                            |
| 11:45 – 14:15 | Pine and peat cosmetics                             |
| 14:15 – 14:30 | Break between animations                            |
| 14:30 - 17:00 | Test - in which polish city would<br>you rest best? |
| 17:00         | End of the fourth trade fair day                    |





## JUICE TASTING

As part of familiarizing event participants with natural Polish products and flavors, we offer tasting of 100% natural juices produced in Poland from raw Polish materials. The juices include flavors such as: wild rose, elderberry, sea buckthorn, and chokeberry.

The juices will be served in paper cups. Water in a pitcher will also be made available to participants to dilute the juice or to help remove the flavor from the palate before trying the next juice.

Furthermore, all juices, their properties and applications will be described on aesthetic stands.

The form of activity: tasting

Questions raised - Natural treatment based on tradition, For the health of Poland





## PINE AND PEAT COSMETICS

When it comes to therapeutic deposits, peat is a real treasure of Poland. In addition, the elements of pine are also used in cosmetics, and this plant is undoubtedly part of the Polish ecosystem. As part of the proposed workshops, visitors to the stand will be able to make a selected cosmetic:

Body peeling based on peloid salt with the addition of pine buds.

Or

Pine massage oil.

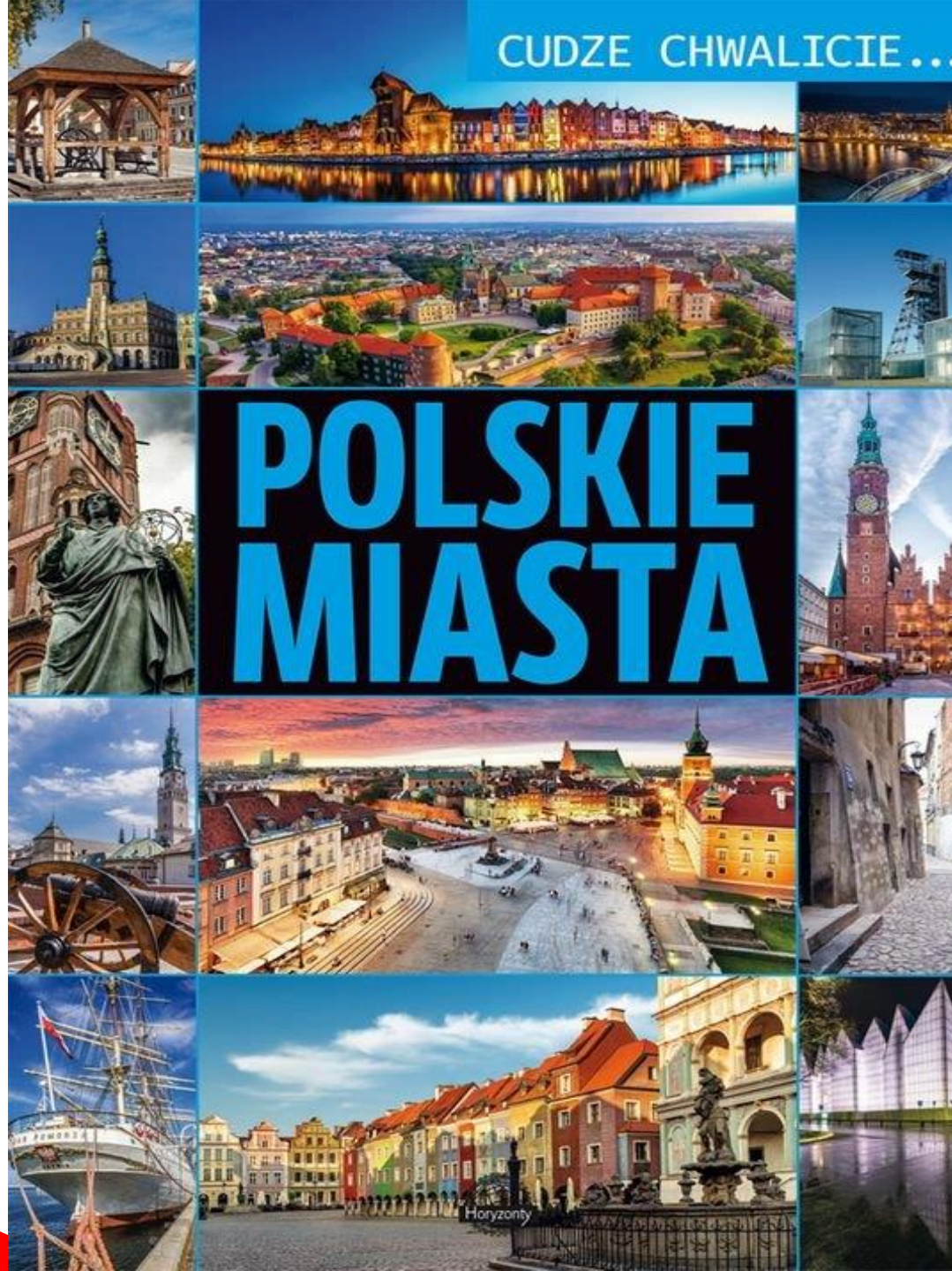
The additional elements that we will use to prepare the cosmetics will be Polish oils (sunflower, rapeseed or evening primrose) and various essential oils.

The peeling carried out will be presented to the visitor in an aesthetic plastic box with a screw cap. In addition, the host and hostess participating in the workshop will discuss the health properties of certain raw materials. There will also be aesthetic descriptions of all the active ingredients in the resulting peel.

Activity form - workshop

Topics discussed - Natural treatment based on tradition, curing unique natural deposits worldwide.





## TEST - IN WHICH POLISH CITY WOULD YOU REST BEST?

To encourage visitors to the stand to come to Poland, we will prepare a special test that will show them the destinations in our country that best suit their preferences. The questions will refer to how they like to spend their free time, what kinds of attractions interest them, are they passionate about certain sports or art forms, and what kind of relaxation they prefer in general.

The indicated cities and their surroundings will only be an initial incentive for the participant. No specific sanatoriums and hotels will be indicated, only a voivodeship, region or city.

Activity form - test

The problems posed: relaxation in the center of Europe

# CONTINUOUS ACTIVITIES

THEY WILL TAKE PLACE EVERY DAY, FROM 9:00 AM to 5:00 PM





## MULTIMEDIA SHOWS

To take full advantage of the booth's potential, we suggest creating dedicated multimedia presentations. They will be displayed on a small LED screen built into the exhibition furniture and, if it corresponds to the main concept of the stand, also on the "50" film presentation screen on the main wall.

Proposed presentation topics:

The successes of Polish medicine,

Medical universities in Poland: successes and potential,

Treatments in sanatoriums possible in certain provinces,

Historical information about the spas, showing their great history and experience.

Type of activity - presentation

Topics discussed: 1000 years of tradition in spa treatments. For health to Poland, modern western technology, world-class doctors

## CLEANING OF DISINFECTION STATIONS

In reference to recent world events and the prevailing pandemic, we would like to offer booth visitors an additional opportunity to use the following devices:

**Samsung UV Sterilizer with Wireless Charging:** Two of the devices will be placed on the bleachers of the meeting space. They allow simultaneous sterilization and charging of the phone. In addition, they can be used to sterilize everyday items: keys, pens, headphones, etc.

**Ultrasonic Cleaner -** Utilizing ultra sounds, this device enables the most precise level of cleaning eyewear and jewelry. At the same time, it does not cause any damage to materials and cleans in a short time of 5-10 minutes. By adding a special liquid, you also disinfect clean items.

**Activity type:** presentation with real-time use

**Issues Raised:** Modern Western Technology.





# INCENTIVE ELEMENTS

The incentive elements will be distributed among the participants of the event by drawing lots. Each visitor to the stand, after taking advantage of the attractions, will take part in the prize draw.



## SPA WEEKEND VOUCHER

Due to many years of experience, the high level of hotels and services and, in addition, the great reputation of Dr Irena Eris hotels & SPA, we offer a weekend voucher to guarantee a stay in these one of these centers.

50 PLN

bon wartościowy podarujspa.pl

Data ważności Bonu: 2017-XX-XX - 2018-XX-XX

Numer Bonu: OL12345678

Kod Produktu: BWX

Bon na okaziciela



50 PLN

podarujspa.pl

50 PLN



Data ważności: 2017-XX-XX - 2018-XX-XX

Numer Bonu: OL12345678

Bon na okaziciela

50 PLN

## VOUCHER FOR SPA TREATMENTS

The voucher offered by the Podarjspa.pl portal allows you to choose SPA treatments from 77 salons in association with the portal.

We propose that, as one of the incentive elements, the visitors to the stand can obtain 5 vouchers to be used in the aforementioned portal.

Coupons will be worth PLN 200.

The voucher is valid for 12 months.





## POLISH GOLD PROMOTION

As an additional way to encourage visitors, we propose articles related to amber, AKA; Polish gold. It is a unique material that arouses great interest among foreign visitors. It takes millions of years for amber to form and its ancient status is said to be a symbol of the wisdom of the Earth.

Our suggestions are:

- An elegant marker with amber elements.
- A gift set from Jantar cosmetics, a traditional Polish company that uses amber as a key ingredient in cosmetics.



**FOX**  
EVENTS

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i zapraszamy do kontaktu

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