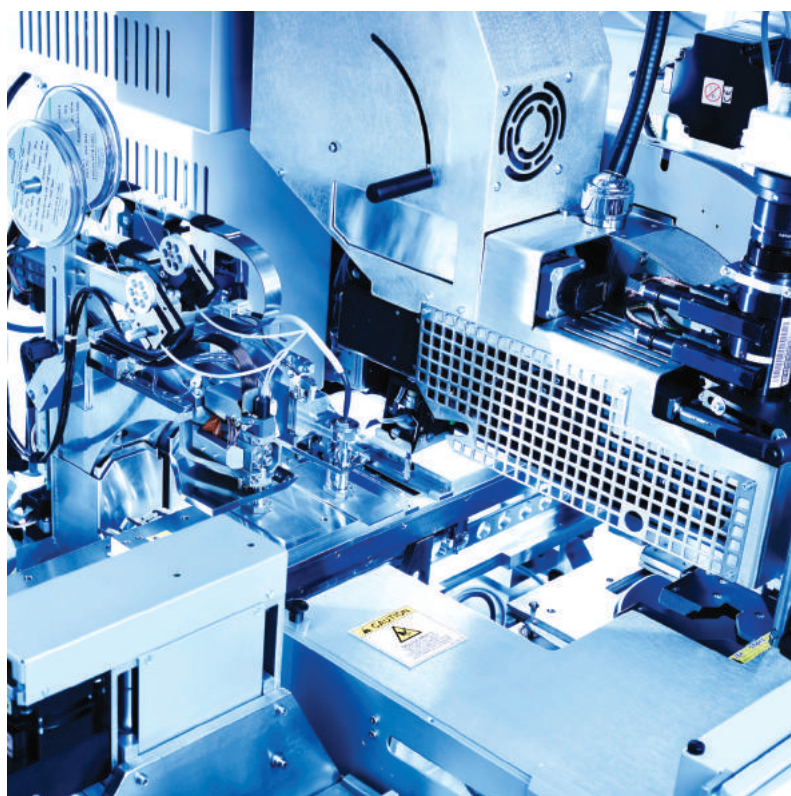


The exhibitions cover the entire production cycle of electronic devices –
from chips to finished items

14–16 April
2020

Moscow
Crocus Expo IEC



11,674*

unique attendees
from 36 countries

*facts 2019

MARKETING GUIDE



Organised by
ITE Group
+7 (499) 750-08-28
electron@ite-expo.ru

expoelectronica.ru

electrontechexpo.ru

TABLE OF CONTENTS

How to improve the efficiency of participation?	3
Extra passes, invitations	4
Advertising on the official website	5
Advertising in printed exhibition guide	7
Outdoor advertisement	8
Video advertising	10
Indoor advertising	11
Distribution of materials during exhibition	13
Conference halls and equipment rent, Announcement	14
Sponsorship	15

HOW TO MAKE YOUR PARTICIPATION EFFECTIVE?

Sponsorship and advertising opportunities allow exhibitors to attract the widest audience of specialists both during and before the exhibition.

Additional promotion tools provide a wide coverage and impact on a large number of professional, manufacturers, wholesalers and retailers.

In this brochure, we offer you advertising opportunities as an additional tool to attract attention to your organization. Advertising options will help you attract more potential partners and customers to the stand, as well as increase brand awareness.

IMPORTANT NOTE: Prices in the guide do not include VAT and other taxes applied in RF.



11,674
unique visitors



36
countries



19,307
web
registrations



61
Russian
regions

1. EXTRA PASSES, INVITATIONS



1.1 ADDITIONAL EXHIBITOR BADGES

32 €

During set-up, dismantling and working hours of exhibition (8 a.m. - 8 p.m.), exhibitors may enter the premises of exhibition complex only by passes.

Exhibiting company receive free exhibitor passes based on the stand area - each 3 sq.m = one pass*

*4 and 6 sq.m stands entitle you to two passes

IMPORTANT!

As passes will be issued completed, you have to fill in the form in the exhibitor online account

If you have not received login and password for your personal account, please, request them from brand manager Anna Krasnova:

Anna.Krasnova@ite-exhibitions.com



1.2 GALA RECEPTION TICKETS

35 €

Representatives of leading companies in the industry will be among the guests. The evening reception is a great opportunity to meet business partners in informal atmosphere.

NOTE: Each exhibiting company will receive two free invitation cards.



1.3 INVITATION TICKETS FOR ATTANDEES

FREE

Provide your guests with invitation cards with promo codes to allow them a free entry

After receiving an invitation ticket with a special promo code on it, your guests can register early on the exhibition website and receive a free e-ticket. The e-ticket entitles to attend the exhibition during all its active days. The number of invitation tickets is limited.

Send your request for invitation tickets to a brand-manager:

Anna.Krasnova@ite-exhibitions.com

2. ADVERTISING ON THE OFFICIAL WEBSITE



2.1
2.2

PLACING BANNER ON EXPOELECTRONICA.RU ELECTRONTECHEXPO.RU*

* Number is limited.

A banner listing on the website allows you to inform target audience about your company's products and brands before, during and after the exhibition, driving more visitors to your company's stand. Thousands of potential customers surf the official website daily. Advertisement banners can be placed on the main page and internal webpages.

Audience:

67,531

unique website visitors during a pre-exhibition period (January – April)

586,770

website pageviews during a pre-exhibition period (January – April)

	Banner	Period	Price
2.1	1366x114 (main page)	1 month	630 €
2.2	435x80 (main page)		580 €
2.3	435x80 (inner pages)		500 €

PUBLISHING NEWS AND ADVERTS ON EXPOELECTRONICA.RU & ELECTRONTECHEXPO.RU WEBSITES

FREE

Exhibitors can send news about their company, latest products to be published free on the official website.

News and adverts to be posted on the website should be sent only in Microsoft Word format. The header length should not exceed 100 symbols. A good-quality picture in .jpg or .png format can be attached to the letter. Please note, that Organiser reserves the right to edit your material.

Please, send news and photos to the brand manager of the exhibition
Mrs. Anna Krasnova:
Anna.Krasnova@ite-exhibitions.com



ELECTRONICA CONNECT

450 €

Electronica Connect includes terminal rent, settings, technical support during exhibition, storage of information in your personal account. Cost for 3 days of the exhibition.

3. ADVERTISING IN PRINTED EXHIBITION GUIDE



ADVERT

3.7

Advertisement in the guide is another opportunity to draw visitors to your company's stand during the exhibition and promote your brand and services.

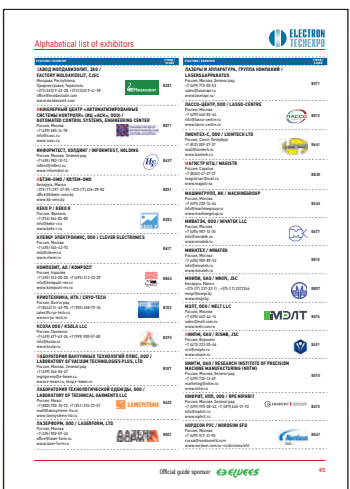
Note:

If you have already ordered an advertisement in your application to exhibit at the exhibition, you should not order again using this form. The advertisement layout for the printed guide should be provided as files no later than 1 March 2020.



3.4

	Advertisement format	Price
3.1	Note about the exhibitor	FREE
3.2	Note about the sub exhibitor	700 €
3.3	Logo in listing	60 €
3.4	Logo in listing + Logo pointer to the stand on the pavilion plan in the Exhibitor Guide	700 €
3.5	3rd cover	1,000 €
3.6	Advertising (2/1), 4 colors	1,200 €
3.7	Advertising (1/1), 4 colours	800 €
3.8	Advertising (1/2), 4 colours	500 €



3.3

Specifications:

Files: format Quark XPress, Adobe Illustrator, CorelDraw vector, font – vector fonts or in separate files, output resolution 2540 dpi, raster images - CMYK in TIFF or EPS formats, no less than 300 dpi. Insert size: (W x H mm) 1/1 page – 210 x 297 mm (with bleed), 190 x 275 mm (type page); 1/2 page – 210 x 148 mm

4. OUTDOOR ADVERTISEMENT DURING EXHIBITION



4.1.2

4.1 ADVERTISEMENT BANNERS ON PAVILION 3 FACADE

Price per one structure includes production and assembly.

	Advertisement format	Price
4.1.1	18x9	7,000 €
4.1.2	36x9	13,000 €



4.2.2

4.2 ADVERTISING ON STATIONARY OUTDOOR CONSTRUCTIONS

Price per one structure includes production and assembly.

	Advertisement format	Price
4.2.1	Advertisement on double sided shield 5.6x2.7 - Side A, along MKAD	On request
4.2.2	Advertisement on double sided shield 5.6x2.7 - Side B, central walkway	On request
4.2.3	Advertisement on lightbox constructions 1.23x2.5, one side	250 €



4.2.3

NOTE:

Moving/reassembly charge is 50% of structure price



4.3.3



4.3.6



4.3.5

4.3 ADVERTISEMENT ON PORTABLE OUTDOOR CONSTRUCTIONS

Price per one constructions includes production and assembly.

	Advertisement format	Price
4.3.1	Construction on concrete blocks 2x3	400 €
4.3.2	Construction on concrete blocks 3x3	500 €
4.3.3	Construction on concrete blocks 4x3	800 €
4.3.4	Construction on concrete blocks 6x3	1,150 €
4.3.5	Construction with triangle-shaped base, side – 2x3	800 €
4.3.6	Construction with rectangular base, side – 2x3	1,000 €

5. VIDEO ADVERTISING



5.1

5.1 OUTDOOR LED-SCREEN ADVERTISING

Outdoor LED-screen advertising 9.2x6.9 on the 30m stela between Pavilion 2 and 3, both sides, 288 impressions per day during 3 days

	Advertisement format	Price
5.1.1	10 seconds	350 €
5.1.2	20 seconds	600 €
5.1.3	30 seconds	800 €

5.2 INDOOR LED-SCREEN ADVERTISING IN THE REGISTRATION AREAS NEAR THE ENTRANCES TO THE HALLS



5.2.1

	Advertisement format	Price
5.2.1	Video on the 17x1 screen over the hall entrance (10 or 20 seconds length, max 9 video), from 9 AM to 7 PM	400 €

6. INDOOR ADVERTISING

6.1 ADVERTISEMENT ON PORTABLE CONSTRUCTIONS

Portable advertising constructions can be placed in the lobby and registration area.

Price per one construction includes production and assembly.



6.1.1

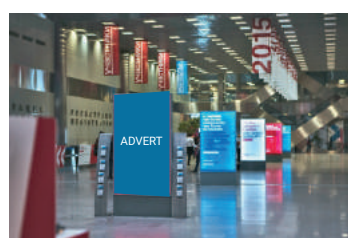


6.1.2

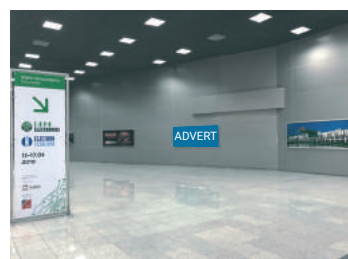
	Advertisement format	Price
	Advertisement on portable constructions Octanorm	
6.1.1	1x2,9	400 €
6.1.2	2x2,9	600 €
6.1.3	3x2,9	650 €

6.2 ADVERTISEMENT ON STATIONARY LIGHT CONSTRUCTIONS

Price per one construction includes production and assembly. The number is limited.



6.2.1



6.2.3

	Advertisement format	Цена
6.2.1	Lightbox 1.15x1.95 (front side)	800 €
6.2.2	Lightbox 1.15x1.95 (back side)	450 €
6.2.3	Light construction 3x1.2 in passageway from metro to Pavilion 3; only 6 structures available	350 €



6.3.1



6.3.2

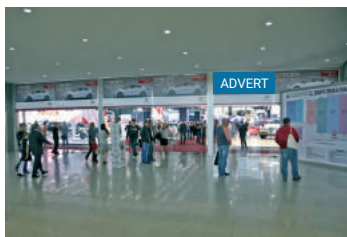


6.3.3

6.3. ADVERTISEMENT ON METALLIC SURFACES INSIDE PAVILION

	Advertisement format	Price
6.3.1	Advertisement on wall panels of Pavilion 3*	*This option is reserved only for Registration Sponsor
6.3.2	The registration desks branding (1 desk 2.96x1.54)	515 €
6.3.3	The column branding in the registration area (1 column 3.17x3)	1,115 €

6.4. ADVERTISEMENT ON GLASS SURFACE INSIDE PAVILION



6.4.1



6.4.3

	Advertisement format	Price
6.4.1	1 sticker above exhibition halls entrances, 2.8x1.5	700 €
6.4.2	1 sticker above exhibition halls entrances, 2.8x1.5 (both sides)	1,200 €
6.4.3	Sticker on the balcony of the 2nd floor (1 sticker 5.32 x 3.8 or 5.56 x 3.8)	3,170 €

6.5 STICKER ON THE FLOOR



6.5.1

	Advertisement format	Price
6.5.1	Placing and printing one sticker 1 x 1 on carpets in passages excluding hall and registration area	180 €

Please note: the number of stickers is limited.
Sticker location should be agreed with the Organiser



6.6.2

6.6 ADVERTISEMENT BANNER ON CEILING

6.6.1	Advertising on a two-sided banner on ceiling girders at the exhibition hall	700 €
6.6.2	Advertising on a two-sided banner of 8x12 m on ceiling girders at the registration area	On request

7. DISTRIBUTION OF MATERIALS DURING EXHIBITION



7.4

7.1	Distribution of materials at the exhibition halls (Promo badge)*	400 €
7.2	Distribution of materials from the registration desk	1,500 €
7.3	The attachment in the folder of participants	1,500 €
7.4	Distribution of materials in the cubes in registration area and in the exhibition halls	1,500 €

* Excluding hall and registration area.

NOTE: any promotional activity outside exhibitor's stand without a special permission is FORBIDDEN

8. CONFERENCE HALLS AND EQUIPMENT RENT

Every year an eventful business programme runs alongside the exhibitions ExpoElectronica & ElectronTechExpo as a part of exhibiting space. Business programme includes open discussions, workshops, and presentations.

	Conference Hall	Capacity	Equipment	Unit	Price
8.1	Hall 2	90 seats	Tribune, three tables	50 min	285 €
8.2	Hall 3	70 seats			265 €
8.3	Equipment for Hall 2, 3	—	Plasma panel 84" – 2 Laptop – 1 Clicker – 2 Radio microphone – 6 Loud speakers – 2 Technician	50 min	720 €

Rent a hall for more than 2 hours – get a 50 min. rent for free.

ANNOUNCEMENT*

FREE

* If you book a conference hall to hold exposition-related events, the Organisers are ready to inform about them in the Exhibition Business Programme. To enable this option, you should provide all required information. However, placing such information is at the discretion of the Organiser. Your text may be edited or published in condensed form.

9. SPONSORSHIP

Sponsorship options of exhibitions are the opportunity to attract the widest audience to the services and products of your company, as well as to confirm an additional status that emphasizes the position of the company, both during the exhibition and long before it.

	Sponsorship package	Price
9.1	GENERAL SPONSOR OF THE EXHIBITION	15,000 €
9.2	OFFICIAL PARTNER OF THE EXHIBITION	10,000 €
9.3	SECTOR SPONSOR	5,000 €
9.4	ONLINE REGISTRATION SPONSOR	5,800 €
9.5	REGISTRATION AREA SPONSOR	5,000 €
9.6	SPONSOR OF VISITORS' RIBBONS FOR BADGES	on request
9.7	BRANDED BAG SPONSOR	4,500 €
9.8	OFFICIAL GUIDE SPONSOR	3,800 €
9.9	GALA EVENT SPONSOR	3,200 €
9.10	WI-FI SPONSOR	6,500 €
9.11	VISITOR LOUNGE ZONE SPONSOR	5,000 €
9.12	EXHIBITOR LOUNGE ZONE SPONSOR	5,000 €
9.13	PREMIUM EXHIBITION LOGISTICS PARTNER	on request
9.14	EXHIBITION LOGISTICS PARTNER	on request

	Business programme sponsorship	Price
10.1	GENERAL BUSINESS PROGRAMME PARTNER	on request
10.2	BUSINESS PROGRAMME PARTNER	4,200 €
10.3	TECHNICAL PROGRAMME PARTNER	4,200 €
10.4	IPC PRACTICE DAY SPONSOR	1,300 €

We are pleased to offer you a customized package of services that will suit your promotion goals and budget.

For more information please contact:

Mrs. Anna Krasnova
Brand manager

E-mail: Anna.Krasnova@ite-exhibitions.com