





22ND INTERNATIONAL EXHIBITION OF EQUIPMENT FOR MILK AND DAIRY PRODUCTION

24-26.01.2024

CROCUS EXPO, MOSCOW DAIRYTECH-EXPO.RU

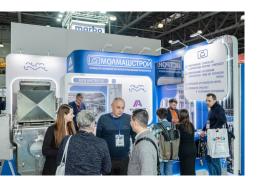
MARKETING & ADVERTISING OPTIONS















#### Dear DairyTech 2024 exhibitors!

- The exhibition team expresses gratitude to you and your company for taking part in DairyTech 2024 and offers you to use marketing and advertising options as an effective tool for your product promotion.
- Stand out from competitors and attract even more visitors to your stand at the event!
- The more attention is paid to the preparation before the event the more effective it will be!
- We are always there to hep with any questions and enquiries and are ready to offer you individual marketing and sponsorship packages, that will fit your company demands and will meet your budget!

#### We wish you a fruitful and successful event!

Natalia Levina — Brand Manager Natalia.levina@ite.group +7 495 799 55 85

Julia Markova — Event Director Julia.Markova@ite.group +7 495 799 55 85











## FREE MARKETING OPTIONS FOR EXHIBITORS

To increase the number of visitors to the company's stand and increase the commercial effectiveness of participation in the exhibition, you can use free marketing options that we have developed specifically for you.



#### Promocode for visitors and guests

There is a fee to visit the DairyTech exhibition. We have prepared a unique promocode for your company, which you can share with customers and partners so that they can attend the exhibition for free.

You can request a promocode from your exhibition manager, coordinator or brand manager.



#### **Email invitations with promocodes**

Send an invitation to your company's stand to your customers and partners. Place it on the company letterhead, adding the following information: company name, stand number, pavilion number, promocode.

A letter template can be requested from the brand manager or downloaded <u>from the exhibition website.</u>



Banner and announcement of your participation on your company's website

Place a banner and announcement of your participation in the exhibition on your company's website to attract even more visitors to your stand. Actively announce participation in the exhibition on your website. News templates and banners can be requested from the brand manager or downloaded from the exhibition website. You can request your booth number from your manager, coordinator or brand manager.



#### News of your company on the exhibition website

Send your company news to be posted on the exhibition website. News may contain information about innovative developments, new directions/services, and important events in your organization. Send news to the brand manager in a text file, 300-800 characters with spaces and 1-2 horizontal photos (1024 x 500 pixel). The text style is informative, not advertising.\*

\*The exhibition organizer reserves the right to edit the material.



#### Invitation in email signature

Place the exhibition logo, your booth number and your unique promocode with a link to the exhibition ticket receipt page.

The exhibition logo can be requested from the brand manager or <u>downloaded</u> from the exhibition website.



#### Posts on social networks

<u>Download announcement templates</u> for social networks from the exhibition website. Don't forget to indicate your promocode in the text.

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**202 000+** unique website visitors in December-January

**20 117** active users during exhibition days

5 913 e-tickets



#### Example of the filled in exhibitors list



WWW.ALFALSERVICE RU

## ADVERTISING ON THE OFFICIAL EXHIBITION WEBSITE

#### Interactive list of exhibitors

An interactive list of exhibitors is available on the exhibition website. The list contains contact information and a brief description of the activities of the participating company in the exhibition in Russian and English.

The information is filled out in the personal account of the exhibition participant.

Order Item	Order Item	Price, € (excl. VAT)
1.1	Exhibitor information	Free-of-charge
1.2	Sub-exhibitor information including contacts, description of company profile, product categories	496

#### Banners on the website

Placing a banner on the dairytech-expo.ru website allows you to inform your target audience about your products and brand throughout the entire period - before, during and after the exhibition, as well as attract more visitors to your stand during the event days.

#### 98% of DairyTech visitors register and receive their tickets via the website.

Take advantage of the opportunity to reach the maximum number of target audiences to inform about your participation in DairyTech and invite potential customers to your stand.

Order Item	Order Item	Price, € (excl. VAT)
1.3	Banner 1366x144*	805
1.4	Banner 435x80*	659

\*The price is indicated for placement for 30 calendar days.

The number of banner spaces is limited.

Banners are subject to mandatory marking on the part of the Organizer; the advertiser will be required to sign Certificates on a monthly basis (for the period the banner is placed).

Technical requirements for banners are available upon request.









Example of 1/1 ad

# ADVERTISING IN THE OFFICIAL EXHIBITION GUIDE

The exhibition guide is a publication that presents the exhibition plan, list of participants, schedule of business program events and advertising of participants and partners of the exhibition.

Advertising in the guide is an additional opportunity to attract visitors to your stand during the exhibition days, as well as promote your product and services and increase brand awareness.

Edition parameters:

Format: A4, full color printing Language: Russian and English

Circulation: 3000+ copies Distribution: in the registration area for visitors and

participants.

Order Item	Order Item	Price, € (excl. VAT)
2.1	Logo on the plan	439
2.2	Logo in the list of exhibitors	220
2.3	Advertisement page (1\2)	512
2.4	Advertisement page (1\1)	805
2.5	Double page spread (2\1)	1,390
2.6	Inside cover advertisement (second cover page)	1,024
2.7	Inside back cover advertisement (third cover page)	1,024
2.8	Back cover advertisement	1,244

<sup>\*</sup>Technical requirements for ads are available upon request.







## **OUTDOOR ADVERTISING**

Advertising on the exhibition territory will allow you to reach 100% of the audience, because advertising constructions are located in areas with the highest concentration of exhibition visitors.

#### Advertising on the outdoor constructions

Order Item	Order Item	Price, € (excl. VAT)
3.1	Advertising construction, triangular shape at the base, side format is 2x3m	1,405
3.2	Advertising construction, rectangular shape in the base, the side is 2x3m	1,639
3.3	Outdoor portable advertising structures on the exhibition complex territory 2x3 m	951
3.4	Outdoor portable advertising structures on the exhibition complex territory 3x3 m	1,244
3.5	Outdoor portable advertising structures on the exhibition complex territory 4x3 m	1,390
3.6	Outdoor portable advertising structures on the exhibition complex territory 6x3 m	1,976

#### **Lightboxes next to Pavilion 1**

Order Item	Order Item	Price, € (excl. VAT)
3.7	Advertisement on a light box, 1 side of 1.23-2.5m	659

#### Advertising on façade of Pavilion 1

Order Item	Order Item	Price, € (excl. VAT)
3.8	Advertising banner on the facade of the Pavilion 1 (rear side), 10,5x5m	5,415

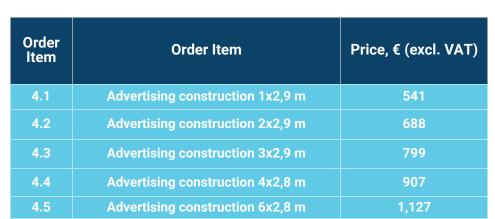


## **INDOOR ADVERTISING (PAVILION 1)**

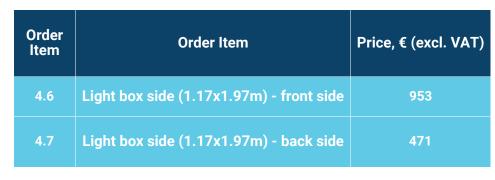
Portable advertising constructions in he foyer of the Pavilion 1



Example of construction (3x2,9 m)



#### Advertising on lightboxes in foyer of the Pavilion 1





# .8

4.6

#### Adverting on hangers

Order Item	Order Item	Price, € (excl. VAT)
4.8	Advertising on a two-sided banner of 18x6m on ceiling girders in the foyer of the Pavilion 1	5,122

#### Floor stickers

Order Item	Order Item	Price, € (excl. VAT)
4.9	Floor sticker, placement and printing of one 1x1m sticker	220



dairytech-expo.ru 7







#### **Turnstiles branding**

Order Item	Order Item	Price, € (excl. VAT)
5.10	6 turnstiles, Hall 4	1,390





Order Item	Order Item	Price, € (excl. VAT)
5.11	Advertising on the glass surfaces of the second floor (cafe area, double- sided pasting)	7,610

#### Branding of the balcony in Pavilion 1



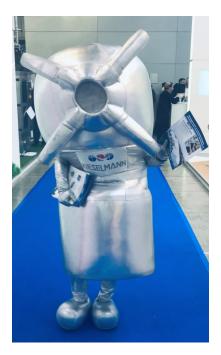
Order Item	Order Item	Price, € (excl. VAT)
5.12	Advertising on the glass surfaces of the second floor balcony (front side 5.68x0.9m side part 10.5x0.9m)	659





# ADVERTISING MATERIALS DISTRIBUTION

Order Item	Order Item	Price, € (excl. VAT)
6.1	Promoter's badge	556
6.2	Distributing materials from the registration desks	951
6.3	Distributing promotional materials together with the official guide (cubes in the registration area)	1,127



#### Terms of use:

- 1. Distribution is permitted across the entire exhibition area except visitor registration areas
- 2. The promoter may distribute materials only if they have a Promoter ID card
- 3. The promoter is not permitted to use sound amplifying devices or other technical devices
- 4. The Organizer doesn't provide promoter hiring services









## CONFERENCE HALLS AND MEETING ROOMS RENTAL

Conference halls & meeting rooms are available at Crocus Expo during the exhibition days to host your own event outside your stand. There are 4 conference halls of various capacities and sets of equipment available for renting as well as 3 meeting rooms at Pavilion 1.

Event topics must be coordinated with the Organizer.

Topics similar to events held by the Organizer are not permitted.

The Organizer reserves the right to change the event schedule at its discretion and notify all parties involved.

Please contact the Organizer for the latest information on the type of seating, seating options, equipment and number of seats.

You can also contact your manager to complete an extra order form.



### SPONSORSHIP OPPORTUNITIES

By becoming a sponsor of the exhibition, you will be able to make maximum use of the commercial potential of the exhibition to attract the attention of the entire target audience to the products of your company. Ready-made offers and development of turnkey packages will provide ample advertising opportunities to promote your company.

Basic sponsorship packages:

**General Sponsor** 

**Official Sponsor** 

**Badges Lanyards Sponsor** 

**Exhibition Guide Sponsor** 

Digital packages are also available

The content of any sponsorship package can be tailored to suit your company's budget, marketing goals and objectives.

If you are planning your advertising campaign and are interested in the above Sponsorship Packages or individual advertising options, please do not hesitate to contact your manager or exhibition manager.