

SPONSORSHIP PACKAGES

EXHIBITION No.1 IN RUSSIA*



PROD EXPO

**6–10
February 2017**



**24th International
Exhibition for Food,
Beverages and Food
Raw Materials**

Organized by



Supported by

Ministry of Agriculture of the Russian Federation

Under auspices of

Chamber of Commerce and Industry of the Russian Federation

Expocentre Fairgrounds, Moscow, Russia

www.prod-expo.ru/en



* Source: Russian National Exhibition Rating. See more at www.exporating.ru/en

Dear participants in the PRODEXPO'2017 exhibition

Advertising and sponsorship opportunities will allow to make your company known to the target audience long before the beginning of the exhibition and showcase your products during the event. That will undoubtedly improve the efficiency of your company's promotion in the market.

We offer you integrated promotion opportunities i.e. sponsorship packages developed for various marketing aims of participating companies.

We kindly offer you to choose sponsorship or partnership participation that is in line with your aims and tasks. We are also ready to discuss special sponsorship projects with the Prodexpo'2017 exhibition.



Type of sponsorship / partnership	Cost, EUR (VAT excl.)
General sponsor*	17,000
Sponsor of registration*	12, 000
Official sponsor*	10,000
Sponsor of gala event*	9,000
Sponsor of exhibition section	7,500
Sponsor of navigation*	5,500
Partner of exhibition	3,500
Sponsor of press-conference*	1,500
*Exclusive	

Status

- Exclusive status “**General Sponsor of the Exhibition**”
- Right to use the exhibition logo in Sponsor’s advertising campaign

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website
- Company banner ad in Expocentre e-newsletters about the exhibition sent to the email database
- Company news on the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a sponsor
- Company profile in the exhibition catalogue
- Company ad on the back cover of the exhibition catalogue
- A full-page company ad in the exhibition guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a sponsor
- Company banner ad on the pavilion¹
- Company ad on 2 light boxes in Pavilion No.8, Hall 5
- Company banner ad on the portable advertising structure (4 x 2 m)
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

Associated events

- Hall to hold a presentation, a round-table discussion or a seminar²

Video advertising

- 50 ad videos per day on all plasma panels in the exhibition pavilions

Other services

- 4 passes for promoters on the exhibition area
- 6 invitations to the gala event devoted to the exhibition opening
- 3 parking passes to Expocentre Fairgrounds

¹Ad spot is provided if technically possible. Expocentre reserves the right to change the banner to a portable advertising structure (4 x2 m) near entry to the pavilion

²Hall is provided for one day as agreed with the Exhibition Management and if technically possible

EXCLUSIVE

VAT excl.

Status

- Exclusive status “**Sponsor of the Exhibition Registration**”
- Right to use the exhibition logo in Sponsor’s advertising campaign

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

Outdoor advertising

- Company ad on light boxes in Registration Zones:
 - 1 light box – Pavilion No. 8, Hall 5;
 - 2 light boxes – West Entrance;
 - 2 light boxes – South Entrance;
 - 2 light boxes – North Entrance
- Company banner ad (1 x 2 m) on the portable advertising structure near entry to the North, South and West Registration Zones

Registration zone

- Uniform with company logo for registration staff (T-shirts, scarves, sweat-shirts). The uniform is Sponsor supplied.
- Company promotion material on the visitor registration desks
- Company logo on a visitor badge lanyard (lanyards are Sponsor supplied)

Other services

- 4 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

Status

- Exclusive status “**Official Sponsor of the Exhibition**”
- Right to use the exhibition logo in Sponsor’s advertising campaign

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website
- Company news on the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue and guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company ad on the light box in Pavilion No.8, Hall 5
- Company banner ad on the portable advertising structure (3 x 2 m)
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

Associated events

- Hall to hold a presentation, a round-table discussion or a seminar¹

Other services

- 2 passes for promoters on the exhibition area
- 4 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

¹ Hall is provided for one day as agreed with the Exhibition Management and if technically possible

SPONSOR OF GALA EVENT

9 000 €

EXCLUSIVE

VAT excl.

Status

- Exclusive status “**Sponsor of the Gala Event**”
- Right to use the exhibition logo in Sponsor’s advertising campaign
- Welcome speech at the gala event devoted to the exhibition opening
- Company logo on the invitation to the gala event devoted to the exhibition opening

On-line advertising

- Company banner ad on the homepage of the exhibition website
- Exhibition catalogue and guide
- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue and guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Outdoor advertising

- Company ad on two light boxes in Pavilion No.8, Hall 5
- Permission to set a roll up or pop up banner
- Company ad banner (1 x 2 m) near entry to the gala event hall

Other services

- 2 passes for promoters on the exhibition area
- 10 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

SPONSOR OF EXHIBITION SECTION

7 500 €

VAT excl.

Status

- Status “**Sponsor of the Exhibition Section**”
- Right to use the exhibition logo in Sponsor’s advertising campaign

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company banner ad (3 x 2 m)

Other services

- 2 passes for promoters on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

EXCLUSIVE

VAT excl.

Status

- Exclusive status “**Sponsor of the Exhibition Navigation**”
- Right to use the exhibition logo in Sponsor’s advertising campaign

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page ad in the exhibition guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

Other services

- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

Status

- Status “**Partner of the Exhibition**”
- Right to use the exhibition logo in Partner’s advertising campaign

Exhibition press release

- Announcement of company partnership in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Partner
- Company profile in the exhibition catalogue

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Partner

Other services

- 1 pass for a promoter on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

SPONSOR OF PRESS CONFERENCE

EXCLUSIVE

1 500 €

VAT excl.

Status

- Exclusive status "Sponsor of the Exhibition Press Conference"
- Right to use the exhibition logo in Sponsor's advertising campaign

Exhibition press release

- Announcement of company Sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor

Other services

- Permission to set a roll up near the entry to the press conference hall
- Insert of Sponsor's promotional material into bags/folders of press conference attendees (bags/folders are Sponsor supplied)
- 1 pass for a promoter on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds