

EXHIBITION No.1 IN RUSSIA\*



# PROD EXPO

10-14  
February 2020



27th International  
Exhibition for Food,  
Beverages and Food  
Raw Materials



## SPONSORSHIP PACKAGES

18+

Organised 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](http://www.prod-expo.ru/en)

**Time-tested recipes  
for successful business**



\* Source: Russian National Exhibition Rating. See more at [www.exporating.ru/en](http://www.exporating.ru/en)

# Dear exhibitors of Prodexpo 2020,



We would like to offer you an opportunity to use our sponsorship packages which have been designed to help our exhibitors to address their marketing needs.



These sponsorship and partnership options will help you to promote your participation and your company long before the show starts. Your products will attract more attention during the event, which will no doubt increase efficiency and success of your company's promotion in the market.



You can choose the type of sponsorship or partnership that suits your business purposes and needs the most. We will also be happy to discuss any special sponsorship projects related to the Prodexpo exhibition.



Types of sponsorship/partnership	Cost, € (VAT excl.)
General Sponsor*	30000
Sponsor of Registration*	20000
Official Sponsor*	20000
Sponsor of Gala Event*	12000
Sponsor of Exhibition Section	12000
Sponsor of Navigation*	12000
Exhibition Partner	10000
Sponsor of Exhibition Guide*	14000
Partner of Supporting Programme*	8,000
Partner Country* (Option 1)	14000
Partner Country* (Option 2)	16000
* Exclusive	

# GENERAL SPONSOR

30000 €

VAT excl.

EXCLUSIVE

## Status

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

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's three advertising news on the exhibition website
- Sponsor's banner on the homepage of the exhibition website
- Sponsor's banner in a newsletter to visitors about the exhibition (two newsletters)

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue
- Sponsor's full-colour ad on the back cover of the official catalogue<sup>1</sup>
- Sponsor's full-colour ad – one page in the official guide
- Sponsor's logo on the pavilion layout in the official guide and banner
- Sponsor's name highlighted in the list of exhibitors

## Electronic ticket

- Sponsor's ad on the e-ticket to the exhibition<sup>2</sup>

## Outdoor advertising

- Sponsor's logo (specifying the sponsorship status) on exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Sponsor's portable advertising board (4x2 m)
- Production and placement of Sponsor's ad in a light box in Hall 5 of Pavilion No.8
- Sponsor's name highlighted in the list of exhibitors and Sponsor's logo on the layout on the direction board near the pavilion

## Video

- 50 advertising broadcasts a day on all plasma panels in the exhibition pavilions

## Other

- Permissions for four promoters to work in the exhibition area
- Six invitations to the opening gala event
- Four parking passes to Expocentre Fairgrounds
- Placement of Sponsor's print advertising materials on visitor registration counters<sup>3</sup>

<sup>1</sup> The option can be sold out at the moment the sponsorship contract is signed. The possibility to use this option has to be coordinated.

<sup>2-3</sup> The option is possible only if registration sponsorship is not sold.

# SPONSOR OF REGISTRATION

20000 €

VAT excl.

**EXCLUSIVE**

## Status

- Exclusive status of Sponsor of Registration
- Right to use the exhibition logo in Sponsor's advertising campaign

## Official press release

- Information of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's banner on the homepage of the exhibition website
- Sponsor's banner on the visitor registration page
- Sponsor's ad on the e-ticket to the exhibition<sup>1</sup>

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Sponsor's full-colour ad – one page in the official catalogue

## Outdoor advertising

- Sponsor's advertising in light boxes in registration zones (production and placement):  
West Entrance – three light boxes  
South Entrance – three light boxes  
North Entrance – three light boxes
- Advertising on a portable board (1x2 m) near entrances to registration zones of North, South and West Entrances

## Registration area

- Sponsor's logo on the print visitor questionnaire
- Sponsor's logo on visitor badges
- Sponsor's logo on visitor badge lanyards (lanyards are supplied by Sponsor)
- Sponsor's logo on registration staff uniforms (t-shirts, scarves, sweatshirts). Uniforms are supplied by Sponsor
- Distribution of Sponsor's advertising materials at visitor registration counters

## Other

- Four invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

<sup>1</sup> The size of the advertising has to be agreed on additionally. The ad layout is Sponsor supplied according to specifications of Expocentre AO. The option can be sold out at the moment the sponsorship contract is signed. The possibility to use this option has to be coordinated.

# OFFICIAL SPONSOR

20000 €

VAT excl.

**EXCLUSIVE**

## Status

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

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's two advertising news on the exhibition website
- Sponsor's banner on the homepage of the exhibition website
- Sponsor's banner in a newsletter to visitors about the exhibition

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue (up to 300 symbols including punctuation marks and spaces)
- Sponsor's full-colour ad – one page in the official catalogue and guide
- Sponsor's logo on the pavilion layout in the official guide
- Sponsor's name highlighted in the list of exhibitors

## Outdoor advertising

- Sponsor's logo (specifying the sponsorship status) on exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Sponsor's portable advertising board (4x2 m)
- Production and placement of Sponsor's ad in a light box in Hall 5 of Pavilion No.8
- Sponsor's name highlighted in the list of exhibitors and Sponsor's logo on the information and direction board near the pavilion

## Other

- Permissions for two promoters to work in the exhibition area
- Four invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

# SPONSOR OF GALA EVENT

12000 €

VAT excl.

EXCLUSIVE

## Status

- Exclusive status of Sponsor of Gala Event
- Right to use the exhibition logo in Sponsor's advertising campaign
- Welcome address of Sponsor's representative at the opening gala event (up to three minutes long)
- Sponsor's logo on the invitation to the opening gala event

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's banner on the homepage of the exhibition website

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Sponsor's full-colour ad – half page in the official catalogue

## Outdoor advertising

- Production and placement of Sponsor's ad on a portable board (2x2 m) at the entrance to the gala event hall
- Production and placement of Sponsor's ad in a light box in Hall 5 of Pavilion No.8
- Permission to place Sponsor's two roll up banners

## Other

- Permissions for two promoters to work in the exhibition area
- Ten invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

# SPONSOR OF EXHIBITION SECTION

12000 €

VAT excl.

## Status

- Status of Sponsor of Exhibition Section
- Right to use the exhibition logo in Sponsor's advertising campaign

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's banner on the homepage of the exhibition website

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Sponsor's full-colour ad – half page in the official catalogue and guide
- Sponsor's logo on the pavilion layout in the official guide and banner
- Sponsor's name highlighted in the list of exhibitors

## Other

- Permissions for two promoters to work in the exhibition area
- Two invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

# SPONSOR OF NAVIGATION

12000 €

VAT excl.

**EXCLUSIVE**

## Status

- Exclusive status of Sponsor of Navigation
- Right to use the exhibition logo in Sponsor's advertising campaign

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's banner on the homepage of the exhibition website

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Sponsor's full-colour ad – one page in the official guide
- Sponsor's logo on the pavilion layout in the official guide and banner
- Sponsor's name highlighted in the list of exhibitors

## Outdoor advertising

- Sponsor's logo (specifying the sponsorship status) on all exhibition information and direction boards at Expocentre Fairgrounds during the exhibition

## Other

- Two invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds



## Status

- Status of Exhibition Partner
- Right to use the exhibition logo in Partner's advertising campaign

## Official press release

- Mention of company partnership in the exhibition official press release

## Online advertising

- Partner's banner on the homepage of the exhibition website

## Official catalogue and guide

- Partner's logo in the official catalogue and guide (specifying the partnership status)
- Additional text information about Partner and Partner's logo in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Partner's full-colour ad – half page in the official catalogue
- Partner's logo on the pavilion layout in the official guide and banner
- Partner's name highlighted in the list of exhibitors

## Outdoor advertising

- Partner's name highlighted in the list of exhibitors and Sponsor's logo on the pavilion layout board
- Partner's logo (specifying the partnership) on all exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Partner's portable advertising board (3x2 m)

## Other

- Permissions for two promoters to work in the exhibition area
- Two invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

# SPONSOR OF EXHIBITION GUIDE

14000 €

VAT excl.

EXCLUSIVE

## Status

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

## Official press release

- Mention of company sponsorship in the exhibition official press release

## Online advertising

- Sponsor's banner on the homepage of the exhibition website
- Sponsor's logo on the pavilion layout in the interactive guide

## Official catalogue and guide

- Sponsor's logo in the official catalogue and guide (specifying the sponsorship status)
- Additional text information about Sponsor and Sponsor's logo in the official catalogue (up to 200 symbols including punctuation marks and spaces)
- Sponsor's full-colour one-page ad on the back cover of the official guide<sup>1</sup>
- Sponsor's name highlighted in the list of exhibitors and Sponsor's logo on the pavilion layout in the official guide

## Outdoor advertising

- Sponsor's logo (specifying the sponsorship status) on exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Sponsor's portable advertising board (4x2 m)
- Production and placement of Sponsor's ad in a light box in Hall 5 of Pavilion No.8
- Sponsor's name highlighted in the list of exhibitors and Sponsor's logo on the information and direction board near the pavilion

## Other

- Permissions for two promoters to work in the exhibition area
- Two invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

<sup>1</sup> The option can be sold out at the moment the sponsorship contract is signed. The possibility to use this option has to be coordinated.

# PARTNER OF SUPPORTING PROGRAMME

8000 €

VAT excl.

EXCLUSIVE

## Status

- Exclusive status of Partner of Supporting Programme
- Right to use the exhibition logo in Partner's advertising campaign

## Official press release

- Mention of company partnership in the exhibition official press release

## Online advertising

- Partner's banner on the homepage of the exhibition website

## Official catalogue and guide

- Partner's logo in the official catalogue and guide (specifying the partnership status)
- Information about Partner's event in the official event schedule (one page maximum)

## Outdoor advertising

- Partner's logo (specifying the partnership status) on supporting programme boards at Expocentre Fairgrounds during the exhibition

## Other

- Providing a hall to hold a presentation, panel or workshop<sup>1</sup>
- Announcement of Partner's event in exhibition pavilions (up to three times on the day of event)
- Permission to place one roll up banner of Partner
- Permissions for two promoters to work in the exhibition area
- Two invitations to the opening gala event
- Two parking passes to Expocentre Fairgrounds

<sup>1</sup> The hall is provided for one day upon agreement with Expocentre's Conventions Department and if technically possible. Additional equipment (furniture, presentation equipment) which is not part of the hall's facilities shall be paid for additionally.

# PARTNER COUNTRY

14000 €

VAT excl.

**EXCLUSIVE**

## Option 1

### Status

- Exclusive status of Partner Country
- Right to use the exhibition logo in Partner's advertising campaign

### Official press release

- Mention of the country's partnership in the exhibition official press release

### Online advertising

- Partner's three advertising news on the exhibition website
- Partner's banner on the homepage of the exhibition website
- Partner's logo in a newsletter to visitors about the exhibition (two newsletters)

### Official catalogue and guide

- Logo in the official catalogue and guide (specifying the partnership status)
- Full-colour ad of the Partner Country – one page in the official catalogue and guide
- Partner's logo (or the country flag) on the pavilion layout in the official guide and banner

### Outdoor advertising

- Partner's logo (specifying the sponsorship status) on exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Partner's portable advertising board (2x2 m)
- Production and placement of Partner's ad in a light box in Hall 5 of Pavilion No.8

### Other

- Permissions for two promoters to work in the exhibition area
- Four parking passes to Expocentre Fairgrounds

## Option 2

### Status

- Exclusive status of Partner Country
- Right to use the exhibition logo in Partner's advertising campaign

### Official press release

- Mention of the partner country in the exhibition official press release

### Online advertising

- Partner's banner on the homepage of the exhibition website
- Partner's logo in a newsletter to visitors about the exhibition (two newsletters)

### Official catalogue and guide

- Logo in the official catalogue and guide (specifying the partnership status)
- Full-colour ad of the Partner Country – one page in the official catalogue and guide
- Partner's logo (or the country flag) on the pavilion layout in the official guide and banner

### Outdoor advertising

- Partner's logo (specifying the sponsorship status) on exhibition information and direction boards at Expocentre Fairgrounds during the exhibition
- Production and placement of Partner's portable advertising board (2x2 m)
- Production and placement of Partner's ad in a light box in Hall 5 of Pavilion No.8

### Other

- Permission to place Partner's ad on one side of the visitor bag and further distribution in the registration area (bags are supplied by Partner)
- Permissions for four promoters to work in the exhibition area
- Four parking passes to Expocentre Fairgrounds