



27th International Exhibition
for Transport and Logistics Services,
Warehouse Equipment
and Technologies



2nd Special Exposition
for Warehouse and Handling Equipment,
Automation Systems and Solutions

17–19.04.2023

Crocus Expo, Moscow, Russia

transrussia.ru

**SPONSORSHIP
OPTIONS**



ОРГАНИЗАТОР
ORGANISER

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How to get the most out of participating?

The partnership options of TransRussia exhibition and SkladTech special exposition are an opportunity not only to attract the attention of the widest possible audience to the services and equipment of your company, but, above all, an additional status that emphasizes the importance of the company.

The advertising options included in each package are selected to provide maximum audience coverage and most effectively announce the company's participation in the exhibition across all channels.

The partnership opportunities offered in this guide reflect all aspects of the exhibition. But, if for one reason or another, none of the proposed packages suits you, we will be happy to discuss individual options with you.

For more information, please contact the brand manager

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General partner of the exhibition

70,000 €

Possibility of the strongest impact on the target audience. The highest level status with maximum multi-channel strategic branding and exposure.

Exclusive options:

- General partner of the exhibition partner
- Placement of an advertising spread (2/1) on the central position of the guide

PR and promotion:

- Placement of the logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Mention in official press release and post-release
- Provision of 5 promo badges (permission to distribute promotional materials)
- Distribution of promotional products of the partner in the registration areas at the exhibition

E-mailings:

- Placing a logo with status in 10 newsletters by visitors
- Placement of a text block (no more than 300 characters) about the company in 5 mailings for visitors
- Placement of a logo with status in 6 news digests of the exhibition
- Placement of a logo with status in the post-show mailing
- Placement of the information block of the partner in 2 digests of the exhibition
- Placement of an advertising block in 1 mailing by visitors to the exhibition

Web-site:

- Banner 1366x114 on the main page of the exhibition site with a hyperlink to the partner's website
- Cross-cut banner 1366x80 on the exhibition website with a hyperlink to the partner's website
- Placement of the company logo with status on the main page of the site in the "Support and Sponsors" section
- Placement of company news on the exhibition website

General partner of the exhibition

(continued)

Navigation:

- Placement of the company logo with status on all navigational structures of the exhibition
- Placement of the company logo with status on the banner with the exhibition plan
- Placement of the company logo with status on the cubes with the exhibition guide
- Placement of the company logo with status on the information desks

Printed guide:

- Placement of the company logo on the 1st cover of the exhibition guide
- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of the company logo with an arrow pointer to the stand on the floor plan in the exhibition guide
- Placement of the logo and text information about the partner in the footer of the guide (on each page)
- Highlighting the company in the alphabetical list of participants in the exhibition guide

Visitors` registration:

- Placement of the company logo on the electronic ticket of visitors
- Placement of the company logo on the badges of visitors to the exhibition
- Branding ribbons for visitor badges

Onsite advertising:

- Placement of an advertising layout on the glass balconies of the second floor (2 pcs.)
- Broadcast of the commercial on the LED screen on the facade of the pavilion (30 sec.)
- Broadcast of the commercial on the LED screen in the visitor registration area
- Placement of advertising on a lightbox in the registration area (front side)
- Placement of an advertising banner 4x3m on the street area in front of the entrance to the pavilion
- Placement of an advertising banner 3x2.9 m inside the pavilion in the visitor registration area

Strategic partner of the exhibition

BOOKED

The status of a Strategic Partner allows the company to announce its participation long before the start of the exhibition. The main emphasis in the promotion is placed on the placement of materials on the website and PR materials of the exhibition, as well as on the site itself.

Exclusive options:

- Strategic partner of the exhibition status

PR and promotion:

- Placement of the logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Mention in official press release and post-release
- Distribution of promotional products of the partner in the registration areas at the exhibition

E-mailings:

- Placing a logo with status in 10 newsletters by visitors
- Placement of a logo with status in 6 news digests of the exhibition
- Placement of the information block of the partner in 6 digests of the exhibition

Web-site:

- Placement of the company logo with status on the main page of the site in the "Support and Sponsors" section

Navigation:

- Placement of the company logo with status on all navigational structures of the exhibition
- Placement of the company logo with status on the banner with the exhibition plan
- Placement of the company logo with status on the cubes with the exhibition guide
- Placement of the company logo with status on the information desks

Strategic partner of the exhibition

(continued)

Printed guide:

- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of the company logo with an arrow pointer to the stand on the floor plan in the exhibition guide
- Highlighting the company in the alphabetical list of participants in the exhibition guide

Onsite advertising:

- Placement of advertising on a lightbox on the street in front of the entrance to the pavilion (2 pcs)
- Broadcast of the commercial on LED screens on the facade of the pavilion (30 sec)
- Broadcast of the commercial on the LED screen in the visitor registration area
- Placement of advertising on a lightbox in the registration area (front side), 3 pcs.
- Branding of the entrance group of turnstiles in front of halls 3 and 4

SkladTech special exposition partner

30,000 €

SkladTech special exposition partner is a comprehensive advertising offer with maximum coverage of your target audience before, during and after the exhibition.

Exclusive options:

- SkladTech special exposition partner status
- Advertising layout A4 on the 2nd cover of the official guide of the exhibition
- Banner 435x80 on the SkladTech exposition page on the exhibition website
- Attachment of flyers to folders of TransRussia exhibitors (logistics and transport companies)

PR and promotion:

- Placement of the logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Placement of the logo and information block about the partner in official press releases and post-releases
- Provision of 5 promo badges (permission to distribute promotional materials)
- Distribution of promotional products of the partner in the registration areas at the exhibition
- Mentioning a partner in articles posted in partner media

E-mailings:

- Placing a logo with status in 5 newsletters by visitors
- Placement of a text block about a partner in 3 newsletters by visitors of the SkladTech exposition and 2 mailing lists by visitors of the TransRussia exhibition
- Placement of information about the partner in 2 news digests of the exhibition

Web-site:

- Partner logo with status on the main page of the exhibition website
- Partner logo with status on the exhibition website in the Sponsors and Partners section
- Placement of 5 news on the exhibition website in the News section
- Posting an interview with a partner on the exhibition website

SkladTech special exposition partner

(continued)

Navigation:

- Placement of the company logo with status on all navigational structures of the exhibition
- Placement of the company logo with status on the banner with the exhibition plan
- Placement of the company logo with status on the cubes with the exhibition guide
- Placement of the company logo with status on the information desks

Printed guide:

- Placement of the company logo on the 1st cover of the exhibition guide
- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of the company logo with an arrow pointer to the stand on the floor plan in the exhibition guide
- Highlighting the company in the alphabetical list of participants in the exhibition guide

Visitors` registration:

- Placing a logo or banner on the visitor registration page
- Placement of the company logo on the electronic ticket of visitors
- Placement of the company logo on the badges of visitors to the exhibition
- Placement of the partner's logo on printed registration forms of the exhibition

Onsite advertising:

- Broadcast of the commercial on LED screens on the facade of the pavilion (30 sec)
- Advertising banner 2x2 on the way from the subway to the pavilion
- Broadcast of the commercial on the LED screen in the visitor registration area
- Placement of an advertising banner 1x2.9m inside the pavilion in the visitor registration area
- Branding of the entrance group of turnstiles in front of Hall 3
- Placement of 2 floor stickers in the exhibition hall

Registration partner

20,000 €

A registration partner is a great opportunity for your company to get a wide coverage of a professional audience both long before the opening of the exhibition and during its days. Registration is mandatory for all visitors without exception.

More than 96% of visitors register for the exhibition in advance.

Exclusive options:

- Visitors` registration partner status
- Branding of check-in counters
- Uniform branding (provided by the partner) of registrars at the exhibition

PR and promotion:

- Mention in promotional materials of the exhibition (news, articles, press releases)
- Posting news on the exhibition website in the News section
- Provision of 2 promo badges (permission to distribute promotional materials)
- Distribution of promotional products of the partner in the registration areas at the exhibition

E-mailings:

- Placing a logo with status in all mailings by visitors
- Placement of a text block in five mailings by visitors

Web-site:

- Banner 435x80 on the main page of the exhibition website with a hyperlink to the partner`s website
- Placement of the company logo on the exhibition website with the status in the "Support and Sponsors" section

Registration

partner

(continued)

Printed guide:

- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo with an arrow-pointer to the stand on the floor plan in the exhibition guide
- Advertising module (1 page) in the exhibition guide on the 3rd cover
- Partner's logo in the alphabetical list of participants
- Highlighting a company by color in the alphabetical list of participants in the exhibition guide

Visitors` registration:

- Placement of the logo on electronic tickets of visitors
- Placement of the logo on printed visitor registration forms
- Placement of the logo on badges of visitors
- Placement of the logo on printed invitation cards

Onsite advertising:

- Placement of advertising on lightboxes in the registration area of the exhibition (rear side), 4 pcs.
- Placing an advertising video on the screens in the registration area

Exhibition guide partner

12,000 €

The guide contains a complete list of participants, hall plans, as well as a program of events. Integrate your brand into a guide that accompanies visitors during the show and serves as a reference document afterward.

Exclusive options:

- Exhibition guide partner status
- Placement of the partner's logo on the headers in the exhibition guide (all pages)
- Placement of the partner's advertising layout on the 4th cover of the exhibition guide

PR and promotion:

- Mention of the partner in promotional materials of the exhibition (news, articles, press releases)
- Posting partner's news on the exhibition website in the News section

Web-site:

- Placement of the company logo on the exhibition website with the status in the "Support and Sponsors" section

Printed guide:

- Placement of the company logo on the 1st cover of the exhibition guide
- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of the company logo with an arrow pointer to the stand on the floor plan in the exhibition guide
- Highlighting the company in the alphabetical list of participants in the exhibition guide

Official insurance company

26,000 €

The «Official insurance company» package is an effective option for participants whose advertising strategy is aimed at attracting a certain segment of the target audience.

Exclusive options:

- Official insurance company status

PR and promotion:

- Partner references in official press releases and exhibition post-releases
- Provision of one promoter badge (permission to distribute promotional materials inside the exhibition halls)

E-mailings:

- Placement of the company logo with status in segmented mailings for visitors
- Placement of a text block about the company in 3 segmented mailings for visitors
- Placement of the logo in 2 news digests of the exhibitors
- Placement of the text block of the company in 1 news digest of the exhibitors

Web-site:

- Company banner 435x80 on the main page of the site
- Placement of the company logo with the status on the main page of the site in the "Sponsors" section
- Placement of company news on the exhibition website

Printed guide:

- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo with an arrow pointing to the stand on the floor plan in the exhibition guide
- Highlighting a company by color in the alphabetical list in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of A4 advertising layout in the guidebook

Navigation:

- Placement of the company logo indicating the status on the navigation structure with the exposure plan

Official customs broker

26,000 €

The «Official customs broker» package is an effective option for participants whose advertising strategy is aimed at attracting a certain segment of the target audience.

Exclusive options:

- Official insurance company status

PR and promotion:

- Partner references in official press releases and exhibition post-releases
- Provision of one promoter badge (permission to distribute promotional materials inside the exhibition halls)

E-mailings:

- Placement of the company logo with status in segmented mailings for visitors
- Placement of a text block about the company in 3 segmented mailings for visitors
- Placement of the logo in 2 news digests of the exhibitors
- Placement of the text block of the company in 1 news digest of the exhibitors

Web-site:

- Company banner 435x80 on the main page of the site
- Placement of the company logo with the status on the main page of the site in the "Sponsors" section
- Placement of company news on the exhibition website

Printed guide:

- Placement of the company logo on the thank you page in the exhibition guide
- Placement of the company logo with an arrow pointing to the stand on the floor plan in the exhibition guide
- Highlighting a company by color in the alphabetical list in the exhibition guide
- Placement of the company logo in the alphabetical list of participants
- Placement of A4 advertising layout in the guidebook

Navigation:

- Placement of the company logo indicating the status on the navigation structure with the exposure plan