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CROCUS EXPO, MOSCOW,
RUSSIA

PARTNERSHIP OPTIONS

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How to increase participation efficiency?

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.

If you need any additional information or have questions, please feel free to contact Brand Manager Ms. Alexandra KIRYANOVA
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General Partner

72 000 €

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

Exclusive options:

- Status of the General Partner
- Advertising banner on the main page of the website
- Branding of all entrances to the Pavilion in co-branding with TransRussia | SkladTech

Advertising and PR:

- Logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Interview with Partner representative on the website (text)
- Mentioning in official press release and post-release
- 5 promo badges (permission to distribute promotional materials in expo halls)
- Distribution of promotional products of the partner in the registration areas at the exhibition
- Distribution of promotional materials of the partner in the Sales Lounge Zone at the exhibition
- Social Media mentioning
- Materials about the company in TransRussia Connect

E-mailing:

- Logo in all e-mails to visitors during registration
- Text block about the Partner in 5 e-mails to visitors during registration
- Logo and status in exhibition informational digests
- Logo and status in final e-mailing

Exhibition website:

- Partner's logo on the online-registration page
- Partner's logo and status on the page "Partners"
- Partner's logo in the first place on the main page in Partners section
- Partner's news in NEWS section

General Partner (continuation)

Exhibition navigation:

- Partner's logo on all navigation surfaces
- Partner's logo on the exhibition plan in the hall

Printed exhibition guide:

- Partner's logo on the catalogue cover
- Advertising spread (2 pages) in the middle of the catalogue
- Partner's logo on the partners' page
- Partner's logo and coloring on the alphabetical list of participants
- Partner's logo and pointer on the exhibition plan
- Partner's logo and one sentence about the company in the footer of the catalogue (on each page of the catalog)

Visitor registration:

- Partner's logo on the printed registration form
- Partner's logo on visitor e-tickets and printed badges

Indoor advertising:

- Advertising two-sided banner in registration hall (8x12 m)
- Video in registration area in front of the hall (30 seconds)
- 2 lightbox 1,17x1,97 advertising on the front side in the registration area in front of the exhibition hall
- Turnstile branding (1 block, 6 pieces)
- Advertising on the glass above the hall entrance (2 central blocks, 1 sided)
- Advertising stickers on the floor in exhibition halls
- Advertising on 1 column in registration area
- Indoor advertising banner (3x1,2 m) on route from the metro (3)

Outdoor advertising:

- Video on outdoor two-sided stella (30 seconds; broadcast 288 times a day)
- Outdoor advertising banner on route from the metro

TransRussia Strategic Partner (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:

- Status of TransRussia Strategic Partner

Advertising and PR:

- Logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Mentioning in official press release and post-release
- Distribution of promotional products of the partner in the registration areas at the exhibition
- Social Media mentioning
- Materials about the company in TransRussia Connect

E-mailing:

- Logo in 10 e-mails to visitors during registration
- Logo and status in exhibition informational digests

Exhibition website:

- Partner's logo on the online-registration page
- Partner's logo and status on the page "Partners"
- Partner's logo in place on the main page in Partners section
- Partner's news in NEWS section

Exhibition navigation:

- Partner's logo on all navigation surfaces
- Partner's logo on the exhibition plan in the hall

TransRussia Strategic Partner (continuation)

Printed exhibition guide:

- Partner's logo on the catalogue cover
- Advertising page a4 (4th cover)
- Partner's logo on the partners' page
- Partner's logo and coloring on the alphabetical list of participants
- Partner's logo and pointer on the exhibition plan

Indoor advertising:

- Advertising two-sided banner in registration hall (8x12 m)
- Video in registration area in front of the hall (30 seconds)
- 2 lightbox 1,17x1,97 advertising on the front side in the registration area in front of the exhibition hall
- Turnstile branding (1 block, 6 pieces)
- Advertising on the glass above the hall entrance (2 central blocks, 1 sided)
- Advertising stickers on the floor in exhibition halls
- Advertising on 1 column in registration area
- Indoor advertising banner (3x1,2 m) on route from the metro (2)

Outdoor advertising:

- Video on outdoor two-sided stella (30 seconds; broadcast 288 times a day)
- Outdoor advertising lightboxes in front of the pavilion

SkladTech Strategic Partner 17 800 €

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

Exclusive options:

- Status of SkladTech Strategic Partner
- 435x80 banner on the main page
- Exhibitor's folder insert (for TransRussia exhibitors – transport and logistic companies)

Advertising and PR:

- Logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Mentioning in official press release and post-release
- 2 promo badges (permission to distribute promotional materials in expo halls)

E-mailing:

- Logo in 5 e-mails to visitors during registration
- Text block about the Partner in 5 e-mails to visitors during registration
- Logo and status in exhibition informational digests

Exhibition website:

- Partner's logo and status on the page "Partners"
- Partner's logo in place on the main page in Partners section
- Partner's news in NEWS section

SkladTech Strategic Partner (continuation)

Exhibition navigation:

- Partner's logo on all navigation surfaces
- Partner's logo on the exhibition plan in the hall

Printed exhibition guide:

- Partner's logo on the catalogue cover
- Advertising page A4 format inside the catalogue
- Partner's logo on the partners' page
- Partner's logo and coloring on the alphabetical list of participants
- Partner's logo and pointer on the exhibition plan

Indoor advertising:

- Video in registration area in front of the hall (30 seconds)
- 2 lightbox 1,17x1,97 advertising on the front side in the registration area in front of the exhibition hall
- Turnstile branding (1 block, 6 pieces)
- Advertising on the glass above the hall entrance (2 central blocks, 1 sided)
- Advertising stickers on the floor in exhibition halls (2)
- Indoor advertising banner (3x1,2 m) on route from the metro (2)

Outdoor advertising:

- Video on outdoor two-sided stella (30 seconds; broadcast 288 times a day)
- Outdoor advertising banner on the way from the metro (1)

Visitor registration Partner 53 000 € (with laces)

Registration partnership 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 with no exception.

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

Exclusive options:

- Status of the Registration Partner
- Co-branding of the registration counters
- Logo on the visitor laces (25 000 pc)

Advertising and PR:

- Company name in advertising materials (news, articles, press-releases)
- Company news on the official website in NEWS section
- 2 promo badges (permission to distribute promotional materials in expo halls)
- Distribution of promotional products of the partner in the registration areas at the exhibition

E-mailing:

- Logo in all e-mails to visitors during registration
- Text block about the Partner in 5 e-mails to visitors during registration
- Partner's information in exhibition news digests (e-mails and news from the exhibitors and organizers delivered to the visitors by e-mails)

Website:

- Partner's logo on the online-registration page
- Partner's logo and status on the page "Partners"

Visitor registration Partner (continuation)

Exhibition official guide:

- Partner's logo on the page with partners and support
- Partner's logo and pointer to the stand on the plan in the guide and navigation shields
- Advertising A4 format
- Logo next to the company info and color highlighting in the alphabetical list

Registration:

- Partner's logo on visitor e-tickets and printed badges
- Partner's logo on the printed registration form

Advertising at the show:

Video in registration area in front of the hall (30 seconds)

Printed exhibition guide partner 12 000 €

The guide (catalogue) 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:

- Status of the Guide Partner
- Partners logo in the header of the catalogue (on each page of the catalog)
- Advertising page A4 format (2nd cover)

Advertising and PR:

- Logo on all advertising materials of the exhibition (advertising brochures, outdoor advertising, etc.)
- Partner's news in NEWS section on the website

Website:

- Partner's logo and status on the page "Partners"

Exhibition official guide:

- Partner's logo and status on the cover
- Partner's logo on the page with partners and support
- Partner's logo and pointer to the stand on the plan in the guide and navigation shields
- Advertising A4 format
- Logo next to the company info and color highlighting in the alphabetical list

 **TransRussia** **SkladTech**

We will be glad to help with advertising options and other Partnership options. We can also provide You with a Partnership package according to Your company's participation purposes and marketing strategy.

Should you have any questions, please contact us:

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