



28TH INTERNATIONAL EXHIBITION
FOR TRANSPORT AND LOGISTICS
SERVICES, WAREHOUSE EQUIPMENT
AND TECHNOLOGIES



3RD SPECIAL EXPOSITION
FOR WAREHOUSE AND HANDLING
EQUIPMENT, AUTOMATION
SYSTEMS AND SOLUTIONS

19–21.03.2024

CROCUS EXPO, MOSCOW, RUSSIA



**ADVERTISING
OPPORTUNITIES**

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TransRussia – is the largest transport and logistics event in Russia and CIS countries. Every year TransRussia brings together thousands of professionals. It is exactly the place where new products are demonstrated, new services are presented, and important strategic agreements are signed.

TransRussia is held at the same venue as **SkladTech** – special exposition for warehouse equipment and technologies.

13 sections of TransRussia together with SkladTech cover the whole supply chain.

Take the maximum from the biggest event in the logistics industry, using additional promotional opportunities of the exhibition

Advertising at **TransRussia | SkladTech** can provide your company with an opportunity to:

- Present your services and products most effectively to the largest target audience in Russia and CIS;
- Increase the number of business contacts and boost sales;
- Improve your brand recognition and reinforce company image;
- Attract additional audience attention to your company and services.

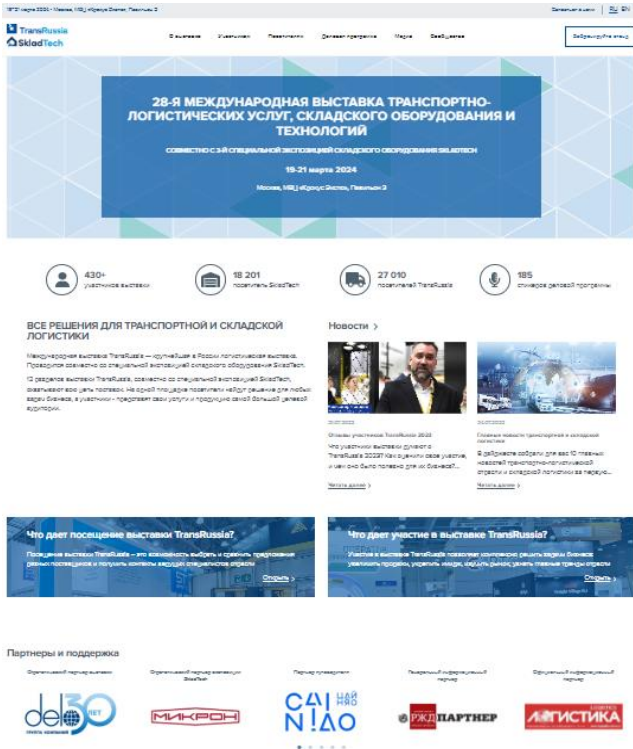
TransRussia | SkladTech 2023 statistics:

434 exhibitor from 22 country

27 010 visitors from 41 country and 76 Russian regions

14 726 specialists, who visited the show for the first time

FREE ADVERTISING OPTIONS



NEWS ON THE WEBSITE

TransRussia | SkladTech exhibitors can provide one piece of news to be published in NEWS section on transrussia.ru.

Technical requirements:

Format: Microsoft Word

Headline: 70 characters with spaces

Pre-header: 115 characters with spaces

Text: not less than 300 characters with spaces

Photos: 1-2 horizontal (1024 x 500 px)

Please note that all texts should be of informational (not advertising) contents – press-releases, news, news feed. The text may be edited by the organizer. The exhibition organizers reserve the right to refuse to post the news.

TRANSRUSSIA | SKLADTECH DIGEST

TransRussia | SkladTech digest – is an informational letter with news and most useful exhibition updates collected and sent via e-mail.

TransRussia | SkladTech informational digest is sent to all registered and potential visitors of the exhibition once in two weeks before the show.

TransRussia | SkladTech exhibitors may post one note in the digest.

The digest should contain:

- Company name
- Stand number
- 3-4 sentences about the services/products/latest achievements your company is going to present during the exhibition. What would arouse interest in the visitors and make them come to your stand?

Please send news and information for the digest to **Ms Alexandra KIRYANOVA**



[НАПРАВИТЬ ПРОМОКОД КОЛЛЕГАМ](#)

Добрый день, Александра Кирьянова

TransRussia 2023 — это самая крупная в России и СНГ выставка транспортно-логистических услуг, складского оборудования и технологий.

Не пропустите это важное отраслевое мероприятие, которое пройдет с 17 по 19 апреля 2023 года в Крокус Экспо.

[Пригласите коллег посетить выставку бесплатно по промокоду tr23mQQRf](#)

НОВОСТИ ВЫСТАВКИ



БОЛЕЕ 420 УЧАСТНИКОВ В 2023

В выставке 2023 года примет участие более 420 компаний, представляющих различные услуги в логистике и продукты в складской сфере. Приходите на выставку, чтобы познакомиться с ними, сравнить услуги, продукты и цены, найти партнеров всего за три дня!

НОВОСТИ УЧАСТНИКОВ TransRussia 2023

Комплексные логистические услуги и экспедирование грузов

ТЛК ВП Лоджистик (зал 1.3, стенд С3037)
ТЛК ВП Лоджистик, один из крупнейших экспедиторов Дальнего востока, член FIATA и АРЭ, поделится вариантами решения экспортных и импортных контейнерных отгрузок с Восточного полигона в условиях ограниченной железнодорожной инфраструктуры, а также найдет вам в сфере отгрузок наливных и сыпучих грузов в контейнерах и полуприцепах.
Своим настоящим и будущим клиентам компания презентует Личный кабинет клиента, который аккумулирует в себе информацию по заявкам, грузам и платежам.

ТГ Континент (зал 1.4, стенд D4093)
ООО ТГ «Континент» предлагает услуги по мультимодальным перевозкам всех видов грузов (железнодорожные, морские, авиа, контейнерные автоперевозки), а также эффективные транспортно-логистические схемы. Компания организует перевозку грузов с различными условиями поставок и предоставляет услуги контейнерного терминала в городе Новосибирске.

FREE ADVERTISING OPTIONS

INDIVIDUAL PROMOCODE

Your clients and partners will need a ticket to visit your stand. You can get and promote among your visitors your company's individual promocode to enable free admission.

The promocode enables visitors to get a free e-ticket [on the organizer's website](#). One promocode enables unlimited multiple registrations.

Use the promocode to promote your participation in e-mail campaigns, in e-mail signatures, advertising banners, news and social media.

To get the maximum results and return on time and investment, take advantage of free promotional materials TransRussia has developed specifically for you.

PROMOCODE DISTRIBUTION MATERIALS

On transrussia.ru website you can download materials that will help to distribute your company's individual promocode and invite your partners and clients. This will increase your participation efficiency. The materials will be available 3 months before the show.



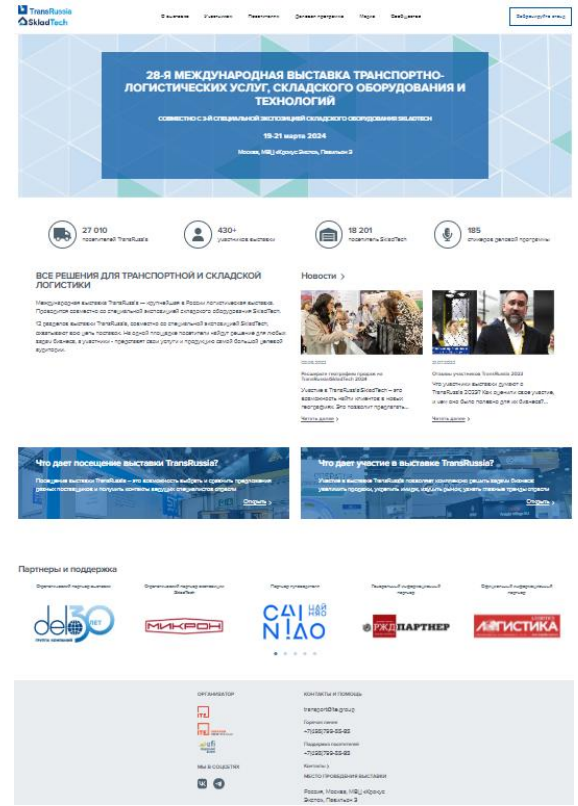
ADVERTISING ON TRANSRUSSIA WEBSITE

Placing a banner on transrussia.ru informs the target audience of your services, products and brand before and during the exhibition and attracts more visitors to your stand.

Thousands of your potential clients visit the website every day. **99% of visitors register through the website.**

Placing a banner on the website of Russia's most visited transport and logistics event is your opportunity to reach the maximum target audience and invite key visitors to your stand. Inform your potential clients about the services and products you are going to show at the exhibition by attracting attention on the web.

Web banners are placed on the main and all other pages of the website.



transrussia.ru website statistics*

- > **282 269** unique visitors from September 2022 till April, 2023
- > **43 252** unique visitors on the exhibition days (April 17-19, 2023)
- > **28 385** visitors were registered through the website

№	Banner size	Period	Price (EUR)
1.1	1366x114	30 days	1500 booked
1.2	435x80	30 days	970 booked

ADVERTISING IN THE OFFICIAL PRINTED EXHIBITION GUIDE

TransRussia | SkladTech Official Guide is distributed among the visitors and exhibitors. The guide includes business events schedule, detailed floorplan, and a full list of exhibitors. Advertising in the Official Guide is a perfect opportunity to differentiate your company from your competitors and attract more visitors to your stand.

Guide parameters: A4, full-colored **Language:** Russian and English.

Number of copies: 12 000

Distribution: at the exhibition – zone of visitor and exhibitor registration.

№	Service	Price (EUR)
2.1	Exhibitor entry	Included
2.2	Sub-exhibitor entry	1700
2.3	Branding pack 1: • Logo next to the company info in the alphabetical list	345
2.4	Branding pack 2: • Logo next to the company info and color highlighting in the alphabetical list • Logo and pointer to the stand on the plan in the guide and navigation shields	830
2.5	Branding pack 3: • Logo next to the company info and color highlighting in the alphabetical list • Logo and pointer to the stand on the plan in the guide and navigation shields • Advertising page A4 (1/1)	2150 booked
2.6	Advertising page A5 (1/2)	770
2.7	Advertising page A4 (1/1)	booked 1100
2.8	Advertising page A3 (2/1)	booked 2200

Technical requirements:

Files: EPS, AI, SVG, CDR, PDF in vector

Fonts: in curves or in separate files

Bit images: CMYK in TIFF format or EPS, at least 300 dpi

Advertising page size (W x H mm):

Page 1/1 - 210 x 297 mm, 5 mm bleed on each side

Page 1/2 - 210 x 148 mm, 5 mm bleed on each side

Page 2/1 - 420 x 297 mm, 5 mm bleed on each side

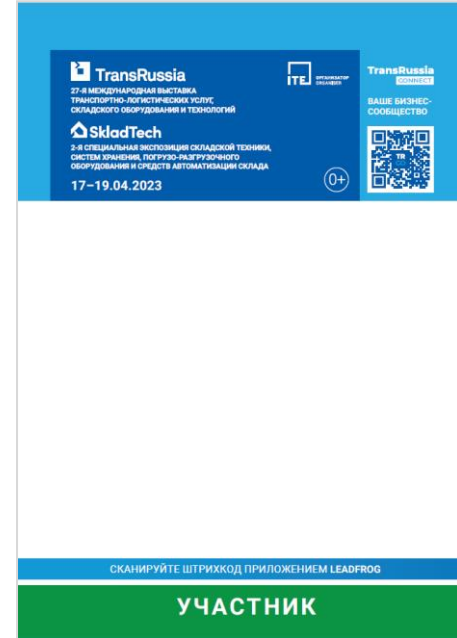
All materials for Official Printed Guide should be provided till
February 2, 2024



ADDITIONAL EXHIBITOR BADGES

Exhibitors' entry to the venue is permitted only with Exhibitor Badge. It is valid during the days of exhibition from 9 a.m to 8 p.m. including installing and dismantling.

1. Supply the information about your staff in your Personal Account by March 1, 2024 (all the badges are personalized)
2. Collect badges at the Registration zone during the exhibition on the last installation day.



ADVERTISING MATERIALS DISTRIBUTION

№	Service	Price (EUR)
3.3	Promoter's badge Distribution of materials in exhibition halls No materials may be distributed in the lobby in front of the cloakroom and in the hall of the registration area	490
3.4	Distribution of materials at the reception desk Advertising products at the reception desks in the registration area. Promo-materials are provided by the Exhibitor.	2200
3.5	Exhibitor's folder insert Promo-materials are provided by the Customer.	1900

Audience covered*
 434 exhibitors
 27 010 unique visitors in three days

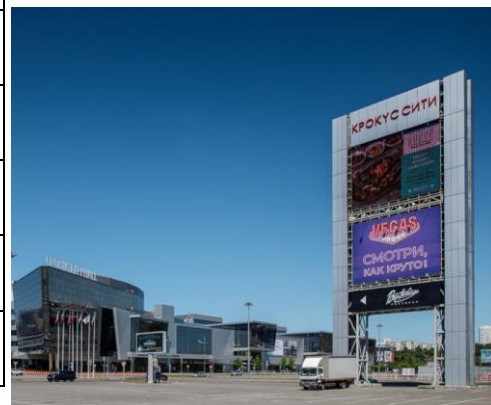
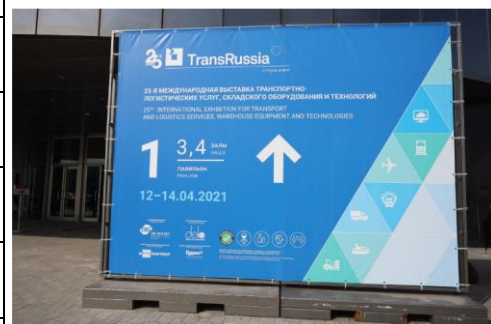


*TransRussia | SkladTech 2023 data

ADVERTISING OUTSIDE THE PAVILION

Put your company's advertisement along the visitors' route to the exhibition outside the pavilion and in public areas.

№	Service	Price (EUR)
4.1	Rent of an area on flagpoles (the height of a flagpole – 7 m, the flag is 1,35x0,9m) Full quantity - 34 flagpoles. Price per 34 units	On request
4.2	Advertising construction 2,0x3,0 m One-sided, banner	1000
4.3	Advertising construction 2,0x3,0 m Two-sided, banner	1900
4.4	Advertising construction 3,0x3,0 m One-sided, banner	1200
4.5	Advertising construction 3,0x3,0 m Two-sided, banner	2000
4.6	Advertising construction 4,0x3,0 m One-sided, banner	1700
4.7	Advertising construction 6,0x3,0 m One-sided, banner	2000
4.8	Advertising construction, triangular shaped at the bottom 2,0x3,0 m Three-sided, banner	2000
4.9	Advertising construction, rectangular shaped at the bottom 2,0x3,0 m Four-sided, banner	2200
4.10	Outdoor lightbox 1,23 x 2,50 m One-sided	650 ^{booked}
4.11	Advertising vehicle, including "mobile billboards"	On request
4.12	Fixed balloon, airship, inflatable pneumatic Structures, etc.	On request
4.13	Other advertising media / for 1 sq.m	150
4.14	Advertising video on outdoor stella between the pavilions, 10 seconds	1000
4.15	Advertising video on outdoor stella between the pavilions, 20 seconds	1500
4.16	Advertising video on outdoor stella between the pavilions, 30 seconds	2000



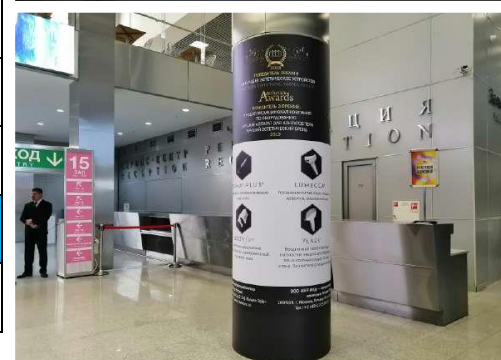
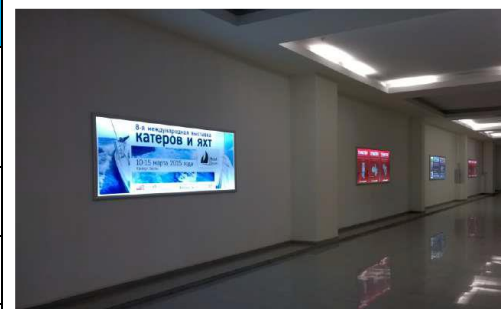
*Screen size 9,2x6,9 м, 288 shows a day on both sides (sides A and B), the price includes all three days of the show

The price includes rental of the necessary structure, installation and dismantling, print production (except for items 4.13–4.15).
All materials (layouts and video) are provided by the Exhibitor according to the technical brief from Organizer.

ADVERTISING INSIDE THE PAVILION

Put your company's advertisement along the visitors' route to the exhibition inside the pavilion to guide them to your stand.

№	Service	Price (EUR)
Portable advertising constructions in the hall of Pavilion 3		
5.1	Advertising construction 1,0x2,9 One-sided, banner	370
5.2	Advertising construction 2,0x2,9 One-sided, banner	540
Lightboxes		
5.3	Lightbox in front of each hall 1,17x1,97 m (front side)	1150
5.4	Lightbox in front of each hall 1,17x1,97 m (back side)	880 booked
5.5	Lightbox in the corridor from the metro to the hall 3 x1,2 m	650
Surfaces		
5.6	Advertising on the glass surfaces of the second floor above the entrance to the hall Price per 1 unit. 3 glasses available: 5,32 x 3,8 m / 5,56 x 3,8 m / 5,32 x 3,8 m	7400
5.7	Advertising on the glass surfaces above the entrances to halls 13, 14 and 15 (1 sided), per unit	1100
5.8	Advertising on the glass surfaces above the entrances to halls 13, 14 and 15 (2 sided), per unit	1500
5.9	Advertising on the column in front of the hall 3,17 x 3 m	1100
5.10	Turnstile branding, block of 6 pcs	2900
5.11	Floor sticker 1x1 m	250
Video inside Pavilion 3		
5.12	Video on screen above the hall entrance 17x1 m 30 seconds, 1 slot in 1 hall	2200



 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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