



a Hyve event

Russia's only trade exhibition  
of laboratory equipment  
and chemical reagents

**19-22.04.2022**

Crocus Expo IEC, Moscow



[analitikaexpo.com](http://analitikaexpo.com)

**MARKETING  
MANUAL**

## Content

By using the sponsorship and advertising opportunities of Analitika Expo, your company gets a great opportunity to attract a wide audience of professionals to your products and brands, both during and long before the Exhibition.

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## How can you increase the efficiency of your Analitika Expo participation?

Additional promotional instruments provide a great coverage and exposure to a huge number of your potential clients, thus enabling you to attract the maximum number of visitors at your company's booth and increasing your brand awareness, thus increasing the number of your potential partners and customers: employees of companies working in the spheres of scientific studies and designs, laboratory equipment supply, chemical and pharmaceutical manufacturing, as well as representatives of laboratories dealing with various kinds of studies.

### Audience outreach:

**504,434** unique newsletter contacts

**44,331** unique website visitors

**10,541** registered visitors

**6,020** exhibition visitors

\*All statistic are based on the figures of Analitika Expo 2019

## 1. Printed guide advertisements

**Audience outreach**  
**6,020** unique visitors

**Contact period:**  
Exhibition days  
and afterwards

Advertising in the printed guide is an additional opportunity to attract customers to your company's booth on the Analitika Expo days, as well as to promote your brand and products until the next year's Exhibition.

Application item no.	Advertising format	EUR
1.1	Logo + booth marker on the map	277
1.2	Company logo with description	70
1.3	Logo in header and footer	825
1.4	Advertisement page (1/2)	366
1.5	Advertisement page (1/1)	605
1.6	Advertisement page (1/1) 2nd, 3rd cover	1,190
1.7	Advertisement page (1/1) 2nd, 3rd cover	2,016



## 2. Promoter badges

**Audience outreach**  
**6,020** unique visitors

**Contact period:**  
Exhibition days

**Available for 1 person on the Exhibition day**

A promoter badge authorizes one to carry out advertising activities enabling you to expose your advertisements to the whole Exhibition audience, as well as reach potential clients outside your company's booth.

Application item no.	Advertising format	EUR
2.1	Exhibition hall product distribution permit	316
2.2	Exhibition territory product distribution permit	550



### 3. Exhibition visitor newsletter advertisements

Our new unique option of exhibition visitor database newsletter logo placement will enable you to reach your maximum target audience even outside of the Exhibition, as well as promote your company long before the event is held

**Audience outreach**  
**6,020** unique visitors  
**555,600** unique newsletter contacts

Application item no.	Advertising format	EUR
3.1	One-time Exhibition visitor database newsletter logo placement	<b>458</b>
3.2	All-time Exhibition visitor database newsletter logo placement (35 emails)	<b>1,558</b>

### 4. Floor sticker markers

**Audience outreach**  
**6,020** unique visitors

Application item no.	Advertising format	EUR
4.1	Lobby floor sticker / 1 sq.m.	<b>192</b>
4.2	Hall floor sticker / 1 sq.m.	<b>156</b>

### 5. Exhibitor badges



Application item no.	Advertising format	EUR
5.1	Additional exhibitor badges	<b>25</b>

Participants may get access to the territory of the exhibition complex during the installation, dismantling and operation of the exhibition only if they have badges. A company receives free participant badges according to the stand area: each 3 sq.m = 1 pass\*

\*Stands with an area of 4 and 6 sq.m give a right to 2 badges

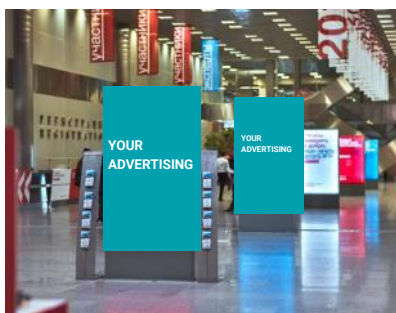
You are required to fill in name information for the badges in your personal exhibitor account, otherwise you will have to go through the necessary procedures required to receive a badge by yourself during the construction period. If you have not received login and password for personal account access, please request them from

## 6. Advertising structures in the lobby

**Audience outreach**  
**6,020** unique visitors

**Contact period:**  
Exhibition days

Your company's advertisements on the structures in the lobby will enable your company to reach 100% of the Exhibition audience, since all visitors access the exhibition halls via this territory. The lobby also has mandatory visitor registration stands, which enable to prolong the target audience exposure of your company's advertisements.



Application item no.	Advertising format	EUR
6.1	Ad placement over the hall entrances (two-side sticker) 2.8x1.5 m (1 item)	<b>733</b>
6.2	Ad placement over the hall entrances (two-side sticker) 2.8x1.5 m (6 items)	<b>1,980</b>
6.3	Octanorm advertising construction 1x2.9 m	<b>275</b>
6.4	Octanorm advertising construction 2x2.9 m	<b>470</b>
6.5	Octanorm advertising construction 3x2.9 m	<b>577</b>



## 7. Outdoor advertising structures in front of the pavilion

**Audience outreach**  
**6,020** unique visitors

**Contact period:**  
Exhibition days  
and afterwards

Outdoor structure advertisements provide an opportunity to attract the visitors' attention and increase brand awareness.

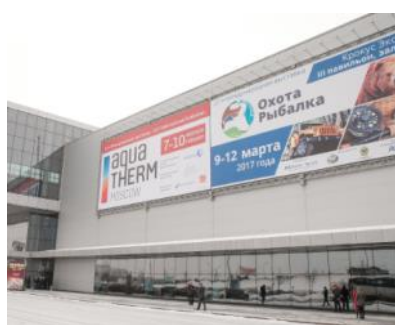
Applica- tion item no.	Advertising format	EUR
7.1	Exhibition pavilion façade advertisement	<b>11,916</b>
7.2	Advertisement placement on a flag in front of the pavilion	<b>339</b>
7.3	Advertising construction 2x3 m	<b>770</b>
7.4	Advertising construction 4x3 m	<b>1,045</b>
7.5	Advertising construction 6x3 m	<b>1,925</b>
7.6	Advertisement in the underpass connecting the metro station to the pavilion 3x1.2 m	<b>614</b>



## 8. Renting advertising structure space

Original advertisement structures will draw attention directly to your product, among the wide array of similar goods, and lead visitors to your company's booth.

Applica- tion	Advertising format	EUR
8.1	Advertising placement inside	<b>201</b>
8.2	Advertising placement outside, 1 sq. m.	<b>201</b>



## 9. Advertising on the analitikaexpo.com website

### Website advertising statistics:

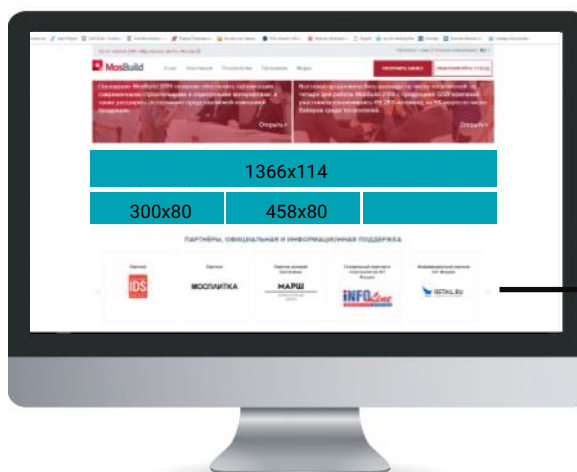
**6,331** visitors from September 1 to December 30

**70,494** webpage views from September 1 to December 30

**34,888** website visitors from January 1 to May 26 (including the Exhibition days)

**616,190** webpage views from January 1 to May (including the Exhibition days)

Application item no.	Advertising format	Placement period	EUR
9.1	1366x144 (home page)	1 month from September 1 to December 30	1,559
9.2	435X114 (site wide banner)	1 month from September 1 to December 30	679
9.3	1366x144 (home page)	1 month from January 1 to May 26	2,291
9.4	435X114 (site wide banner)	1 month from January 1 to May 26	1,284



**YOUR ADVERTISING**



## Business Programme



The Exhibition Organiser publishes information about all the events and presentations in the official brochure and on the Exhibition's website. More over, after the conference is over, the Organiser publishes the presentations made by the speakers on the Exhibition's official website [analitikaexpo.com](http://analitikaexpo.com) in the Business Programme section. The text may also be edited or published in a shortened version

We suggest that you take part in the Business Programme events and hold your seminar.



Applica- tion item no.	Advertising format	EUR
10.1	Rental of an equipped conference area / 1 hour	<b>990</b>
10.2	Rental of an equipped conference area / 30 min.	<b>550</b>
10.3	Rental of an equipped conference area / 15 min.	<b>375</b>



To order our services, please fill in the attached application form and send it to the Organiser's email indicated on the application form.

The filled in form will serve as the basis for issuing an invoice for the marketing services.