



International exhibition of equipment,  
raw materials and technologies  
for pharmaceutical production

# Advertising and Sponsorship Opportunities

19–22.11.2019

Crocus Expo IEC  
Moscow, Russia

[pharmtech-expo.ru](http://pharmtech-expo.ru)



Organised by  
+7 (499) 750-08-28  
[pharmtech@ite-expo.ru](mailto:pharmtech@ite-expo.ru)

## CONTENTS

Organizer greeting and contact information .....	3
How to enhance the effectiveness of participation in Pharmtech & Ingredients 2019 .....	4
Exhibitor badge.....	5
Visitor badge. ....	6
Information in the electronic and printed catalogues.....	7
Advertising in the printed catalogue-guidebook.....	8
Placement of advertising at the exhibition territory: Outdoor advertising and advertising inside the pavilion .....	9
Advertising on the exhibition website .....	10
Video advertising - new promotion opportunities .....	11
Sponsorship opportunities at the exhibition and forum .....	12
Printed Invitations .....	13
Rental of halls and equipment for your own events. Conditions and application.....	14
Free marketing opportunities .....	15
Pharmtech & Ingredients Application form for ordering services .....	17

## Dear participants of the Pharmtech & Ingredients 2019!

We're grateful that your company has decided to participate in Pharmtech & Ingredients 2019, and we're glad to welcome you as the exhibitor. ITE company and the Pharmtech & Ingredients team are sparing no effort to ensure that your participation is as effective as possible. We will be happy to answer any questions you might have while preparing for the exhibition, and we will also provide you with any necessary information. The marketing manual is designed to make your participation in the exhibition as effective and comfortable as possible.

Research shows that the more attention you pay to the organization and planning for an upcoming exhibition, the more effective your participation will be.

If any questions arise, please contact Pharmtech & Ingredients organizers team:

Moscow, Russia, 107140  
Verkhnyaya Krasnoselskaya Street, House 3, Building 2  
Business Center "Krasnoselskiy"  
Tel.: +7 (499) 750-08-28  
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## We wish you a successful exhibition!

## How to enhance the effectiveness of participation in Pharmtech & Ingredients 2019

The effectiveness of participation in the exhibition depends on the quantity and quality of visitors to your stand. Additional promotion of your participation in the exhibition, as well as the opportunity to stand out from competitors will allow you to strengthen the marketing effect of participation in Pharmtech & Ingredients.

Additional promotional tools provide wide audience coverage and an influence on a large number of your potential clients

This will allow you to attract the maximum number of visitors to your stand and increase brand awareness, thereby increasing your number of partners and customers.

### The unique professional audience of Pharmtech & Ingredients\*

**448** companies from **32** countries

**8,069** unique visitors during **4** days of the exhibition

**31%** of visitors are managers and owners of companies

**61%** of visitors intend to purchase products as a result of visiting the exhibition

More than **68,000** unique visitors to the website each year

More than **4,500** unique visitors to the website on peak days

\*Statistics of Pharmtech & Ingredients 2018

## Exhibitor badges

Entrance to the territory of the exhibition for exhibitors is carried out via expo exhibitors badges. The exhibitor badge is valid during the entire period of the exhibition, including days of the installation and dismantling.

During the days of the installation and dismantling of the exhibition entrance via exhibitor badges is from 8 a.m. until 7 p.m.

During the first day of the exhibition, from 8 a.m. until 7 p.m., and from 9 a.m. until 7 p.m. on the remaining days of the exhibition.

Point in the application form	Format	Price in euro
	1 badge per 3 sq. meters + 2 additional badges	Included in the contract
1.1.	Additional badge	10

The number of free badges is limited by the size of your stand - 1 badge per 3 sq. meters of space.

Employee information must be submitted in your account by November 6, 2019

### The procedure for processing badges:

- Enter employee information in your account at [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) no later than November 6, 2019 (The badges include names)  
In the form, enter the full name of all employees who will be working at your stand, including interpreters and assistants (not including workers who only helped install and deconstruct the stand).
- You will receive the badges at the reception desk in the reception of the second pavilion of Crocus Expo on the days when the exhibition is being constructed.

## Visitor badge

Visitors will be admitted to the exhibition if they have a visitor badge. Visitor badges are valid during the entire period of the exhibition during working hours:

Tue-Thu - from 10 a.m. until 6 p.m.,  
Fri- from 10 a.m. until 4 p.m.

Exhibitors will receive a PROMO CODE to receive FREE visitor badges for your clients and partners. There is no limit on the amount of badges that can be received using one promo code.

\* Without a promo code, entrance to the Pharmtech & Ingredients 2019 exhibition costs:  
when paying on the website - 500 rubles,  
when paying on site - 1000 rubles

**If you have not received your company's promo code, please, contact us at [Karina.Vorontsova@ite-exhibitions.com](mailto:Karina.Vorontsova@ite-exhibitions.com)**



## Information in Pharmtech & Ingredients electronic and printed catalogues

Point in the application form	Format	Price in euro
	Information about the company - exhibitor: Contacts Description of the company's activities (in Russian and in English languages) Product category Product catalogue Logo	Included in the contract
2.1.	Information about the sub-exhibiting company: Contacts Description of the company's activities (in Russian and in English languages) Product category Product catalogue Logo	440

The exhibition electronic catalogue is located at [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) and includes a list of all exhibitors with contact information and descriptions of their operations, as well as the option to choose to view by type of operation and by country.

To submit information about your partners-sub-exhibitors who will be represented at your stand, in the exhibition electronic and printed catalogue, you must pay an additional fee of 440 euro.

Attention: No more than 1 sub-exhibitor is permitted for every 9 sq. meters of space

The exhibition printed catalog will be distributed for free among visitors and exhibitors.

Publication parameters: A5 format, full-color

Language: Russian and English

### IMPORTANT:

- Please enter the description of your company's operations in Russian and English in your personal exhibitor account - 500 symbols in each language maximum.
- Please upload the logo of your company to your account for placement in the printed and electronic catalogues.
- Please indicate your company's 5 main areas of operation in your personal exhibitor account.



## Advertising in the exhibition printed catalogue

Advertising in the catalogue is the additional opportunity to attract visitors to your company stand during the 4 days of Pharmtech & Ingredients 2019 and promotion of the company brand, products/services up to the opening of the next year's exhibition.



Point in the application form	Advertising	Price Euro
3.1	1/1 Colorful advertising page A5	990
3.2	1/2 Colorful advertising page A5	580
3.3	Company logo on the exhibition plan with the arrow to the stand	280
3.4	Color bookmark in the catalogue	2 100

The exhibition printed catalogue will be distributed for free among visitors and exhibitors of Pharmtech & Ingredients 2019.

\* Visitors: **8,069**  
Exhibitors: **448**

Statistics from Pharmtech & Ingredients 2018

Publication parameters: A5 format, full-color  
Language: Russian and English

Technical requirements for advertising modules available upon request.



**YOUR**  
logo



## Placement of advertising at the exhibition territory: Outdoor advertising and advertising inside the pavilion



**Outdoor advertising** gives the opportunity to cover the maximum number of exhibition visitors, send visitors to your stand and stand out from the competitors.

Point in the application form	Advertising structure in meters (W*H)	Price in euro
4.1.	Outdoor construction 2*3	616
4.2.	Outdoor construction 3*3	869
4.3.	Outdoor construction 4*3	1 122



**Mobile and static advertising construction inside the pavilion** are an effective way to attract the attention of your target audience, send visitors to your company's stand, and increase brand recognition.

Point in the application form	Advertising structure in meters (W*H)	Price in euro
4.4.	Lightbox - front side 1.15 * 1.95	660
4.5.	Lightbox - back side 1.15 * 1.95	410
4.6.	Octanorm 1 * 2.9	230
4.7.	Octanorm 2 * 2.9	400
4.8.	Octanorm 3 * 2.9	490
4.9.	Octanorm 4 * 2.8	620
4.10.	Octanorm 6 * 2.8	850
4.11. (NEW option)	Suspension on the ceiling of the registration hall (1*3), per 1pc	390

Lightbox - a static, light construction inside the pavilion

Octanorm - a mobile construction inside the pavilion



- The price includes the manufacture, installation, and removal of the advertisement, as well as the rent for the necessary structure during the period of its display
- The advertisements will be displayed in the exhibition most-visited places. Per agreement with the organizer. The layout of advertising structures and technical requirements are available upon request at  
Karina.Vorontsova@ite-exhibitions.com  
Karina Vorontsova, Marketing Manager

96% of visitors come to the exhibition by e-ticket, received on the website of the exhibition

> 47 000 unique visitors 3 months before the exhibition

> 4 500 unique visitors in peak days\*

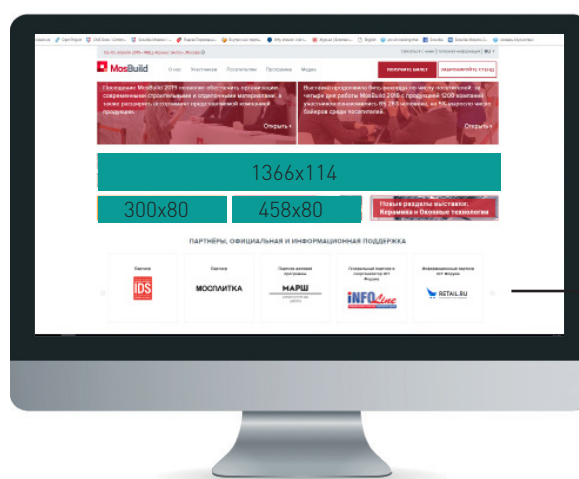
\* Statistics of 2018

## Advertising on the exhibition website pharmtech-expo.ru

Placing banner on the website **pharmtech-expo.ru** allows you to inform the target audience about your products and brands before and during the exhibition, also to attract more visitors to your company stand. Thousands of potential customers visit the exhibition website.

- Banners on the main page - 1366\*1142 & 435\*80
- Banners will be published on Russian and English versions of **pharmtech-expo.ru**

Point in the application form	Size of banner, placement location, rotation	1 month Euro	2 months Euro	3 months Euro
5.1.	Banner 435*80 main page 100% rotation	910	1 100	1 280
5.2.	Banner 1366*114 main page 100% rotation	1 900	2 060	2 260



**YOUR  
advert**

### Technical requirements

- Banner file size - no more than 100-120 KB
- Banner format- PNG, JPG, GIF
- You will need to provide an alternative text that will appear when the mouse is hovered over the banner in case an image does not load
- If possible, we request that you send banners in Russian and in English

## Video advertisement



**YOUR  
advert**



We're glad to offer **new advertising opportunities** - the placement of video advertisements about your company's products, services and participation in the exhibition.

Placement:

- On TV panels on the exhibition territory
- On TV panels at Pharmtech Bar (café)

Point in the application form	Video format	30 sec	20 sec	10 sec
6.1	video on TV panels onsite - 4 day translation	1170 €	890 €	660 €
6.2	video on TV panel on site at the café - 4 day translation	1260 €	1000 €	800 €
6.3	video on TV panel on site at the café - 4 day translation	370 €	270 €	200 €
6.4	video on TV panel on site at the café - 4 day translation	430 €	320 €	240 €

\* should be chosen

### Requirements to the video:

Video should be about your company, products/services and exhibiting at Pharmtech & Ingredients

The organizer reserves the right not to post videos not conforming to the format of Pharmtech & Ingredients.

### Important:

- Video in the cafe Pharmtech Bar will be aired during the entire 4 days without breaks.
- In the presentation zone, videos will be shown only in between business events.



## Sponsorship opportunities at the exhibition and forum

In order to make the maximum use of the commercial potential of the Pharmtech & Ingredients exhibition and Pharmtechprom Forum and to attract your target audience's attention to your products, we suggest becoming a Sponsor of the Pharmtech & Ingredients.

The Sponsorship option presents a wide range of advertising possibilities for your company. We offer you to choose the type of sponsorship that is most compatible with your company's goals and objectives.

**To clarify the cost of a Sponsorship, please ask at [Karina.Vorontsova@ite-exhibitions.com](mailto:Karina.Vorontsova@ite-exhibitions.com)  
Sponsorship applications will be accepted until September 23, 2019.**

## Sponsorship options at Pharmtech & Ingredients 2019

Contents of the advertising and sponsorship packages can be adjusted according to marketing goals, objectives, and the individual requirements of your company. We are also ready to discuss special sponsorship projects within the sponsorship of Pharmtech & Ingredients 2018.

- General Sponsor
- Official Sponsor
- Special Sponsor
- Sponsor of exhibition registration area
- Sponsor of official catalogue
- Lanyard Sponsor of Pharmtech Tutor
- Sponsor of online exhibition registration
- Sponsor of gala reception
- General Sponsor of the Pharmtechprom forum
- Sponsor of bags for forum participants
- Sponsor of the first day of the forum
- Sponsor of the first session
- Sponsor of coffee break during registration for the forum
- Sponsor of coffee/tea breaks
- Sponsor of business lunch
- Sponsor of the second day of the forum
- Sponsor of morning coffee break
- Sponsor of coffee/tea breaks
- Sponsor of business lunch
- Sponsor of VIP cocktail reception.

## Printed Invitations

Entrance to the exhibition is possible only via visitor badges.

How to provide guests, partners and clients with free tickets for the exhibition.



- Send them printed invitations with the promo code for receiving a free ticket at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)
- Send them the link [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) for online registration on the exhibition website and your company's unique promo code

### IMPORTANT:

**The organizer will send you a PROMO CODE for receiving FREE visitor badges for all of your clients and partners at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)**

There are no restrictions on the amount of tickets that can be redeemed using one promo code.

How to receive printed invitations

Point in the application form	Means of receiving	Price in rubles
7.1.	In the ITE office until November 1, 2019	Free
7.2.	Via mail until October 25, 2019	Free

Maximum amount of tickets - 50

If your company needs more tickets, please contact the organizer [Lyudmila.Savilova@ite-exhibitions.com](mailto:Lyudmila.Savilova@ite-exhibitions.com)

Address of the ITE office: Verkhnyaya Krasnoselskaya Street, House 3, Building 2, Business Center "Krasnoselskiy", 4 th floor (metro station Krasnoselskaya), Moscow

Working hours of the ITE office: Monday - Friday 9.00 - 19.00

## Rental of halls and equipment for your own events. Conditions and application

### Please send this form to ITE:

Anna Smirnova

Anna.Smirnova@ite-exhibitions.com

+ 7 (499) 750 0828 ext. 4245

### Company

### Person

### Tel



### Presentation Zone rent

If your Company is planning to organize a presentation during the exhibition, you can order time in the presentation zone, which is situated in the middle of the display. Microphones, sound amplification and TV screen are included in the price. 2 hours – max, 1 hour – min.

Presentation Zone A (Hall 7, the presentation zone is for 120 seats)

\_\_\_\_\_ hour (s) X 690 EURO\* per hour = \_\_\_\_\_

Presentation Zone B (Hall 8, the presentation zone is for 70 seats)

\_\_\_\_\_ hour (s) X 645 EURO\* per hour = \_\_\_\_\_

### Please fill in the form:

#### 1. Title

#### 2. Date

**TOTAL**      **EURO**

### Sign

### Date



\*Price does not include VAT



## Free marketing opportunities

To increase the number of visitors to your company's stand and improve the commercial performance of your participation in the exhibition, we recommend using the free advertising tools we have prepared for you.

Full details about free marketing opportunities can be found at the exhibition website **[www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)** in the Exhibitor section on the **"Promote your stand"** page.

### • **Promo code**

The registration for the exhibition is paid. You should send your company unique promo code to clients and partners so they can receive free electronic tickets to the exhibition. You can receive the promo code from the organizer.

### • **Distributing tickets with promo codes to your partners**

Send invitations to your company's stand to your clients and partners. It is advised to send the invitation on your company's letterhead, having previously added your company's information: company name, stand number, pavilion, promo code etc.

### • **Placing a banner and news about your participation in the exhibition on your company's website**

Place a banner and news about your participation in Pharmtech & Ingredients on your company's website to attract even more visitors to your stand. Actively announce your participation in the exhibition on your website.

Download the template and fill it out with the number of your stand, unique promo code, and information about your products and place it on your company's website.

The banner with your company's unique promo code will be sent by the organizer.



- **Distributing print invitations**

Send printed invitations to your partners and clients. You can receive information about printed invitations from coordinator.

- **Invitation to the exhibition as part of your electronic signature**

Place an invitation to your company's stand in your email signature.

Copy the image and place it in your email signature.

- **Placing of news about your company on the Pharmtech & Ingredients website**

We offer you to send news about your company for placement on the exhibition website.

Pharmtech & Ingredients. News can include information about innovations, new products/services, and important developments of your company. This will contribute additional interest in your company from a professional audience.

Please send news, photos, illustrations, and the logo of your company for placement on the website to:  
[Karina.Vorontsova@ite-exhibitions.com](mailto:Karina.Vorontsova@ite-exhibitions.com)

Templates of letters to partners, news, exhibition banners, images for electronic signatures, and the exhibition logo can be found on the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) in the Exhibitor section on the "Promote your stand" page.

## **PROMOTE YOUR STAND!**

## Pharmtech & Ingredients Application form for ordering services

Venue: Crocus Expo IEC, pavilion 2, Moscow, Russia

Dates: 19 – 22 November, 2019

### 1. EXHIBITOR

Company: \_\_\_\_\_

### 2. CONTACT INFORMATION

Name \_\_\_\_\_ Telephone \_\_\_\_\_ e-mail \_\_\_\_\_

### 3. DESCRIPTION AND COST OF MARKETING SERVICES

Point	Accepted until	Description of marketing service	Price in euro	Amount	Total
1.1.	November 6, 2019	Additional badges	10		
2.1.	September 13, 2019	Information about sub-exhibitors in the electronic and printed catalogues	440		
3.1.	September 13, 2019	1/1 Colorful advertising page A5 in catalogue	990		
3.2.	September 13, 2019	1/2 Colorful advertising page A5 in catalogue	580		
3.3.	September 13, 2019	Company logo on the plan with an arrow to the stand	280		
3.4.	September 13, 2019	Colored bookmark in the catalogue	2 100		
4.1.	September 27, 2019	Outdoor construction 2*3	616		
4.2.	September 27, 2019	Outdoor construction 3*3	869		
4.3.	September 27, 2019	Outdoor construction 4*3	1 122		
4.4.	September 27, 2019	Lightbox - front side 1.15 * 1.95	660		
4.5.	September 27, 2019	Lightbox - back side 1.15 * 1.95	410		
4.6.	September 27, 2019	Octanorm 1*2.9	230		
4.7.	September 27, 2019	Octanorm 2*2.9	400		
4.8.	September 27, 2019	Octanorm 3*2.9	490		
4.9.	September 27, 2019	Octanorm 4*2.8	620		
4.10.	September 27, 2019	Octanorm 6*2.8	850		
4.11.	September 27, 2019	Suspension on the ceiling of the registration hall 1*3, per 1 pc	390		
<b>1 MONTH BANNERS</b>					
5.1.	October 4, 2019	Banner 435*80 main 100%	910		
5.2.	October 4, 2019	Banner 1 366*114 main 100%	1 900		

## 2 MONTH BANNERS

5.1.	September 13, 2019	Banner 435*80 main 100%	1 100		
5.2.	September 13, 2019	Banner 1 366*114 main 100%	2 060		

## 3 MONTH BANNERS

5.3.1.	August 15, 2019	Banner 435*80 main 100%	1 280		
5.3.2.	August 15, 2019	Banner 1 366*114 main 100%	2 260		

## VIDEO ADVERTISING

6.1.	September 25, 2019	Video on TV panels onsite , 4 days translation, 30 sec	1 170		
6.1.1.	September 25, 2019	Video on TV panels onsite , 4 days translation, 20 sec	890		
6.1.2.	September 25, 2019	Video on TV panels onsite , 4 days translation, 10 sec	660		
6.2.	September 25, 2019	Video on TV panels onsite at the cafe , 4 days translation, 30 sec	1 260		
6.2.2.	September 25, 2019	Video on TV panels onsite at the cafe , 4 days translation, 20 sec	1000		
6.2.3.	September 25, 2019	Video on TV panels onsite at the cafe , 4 days translation, 10 sec	800		
6.3.	September 25, 2019	Video on TV panels onsite , 1 day translation, 30 sec	370		
6.3.1.	September 25, 2019	Video on TV panels onsite , 1 day translation, 20 sec	270		
6.3.2.	September 25, 2019	Video on TV panels onsite , 1 day translation, 10 sec	200		
6.4.	September 25, 2019	Video on TV panels onsite at the cafe , 1 day translation, 30 sec	430		
6.4.1.	September 25, 2019	Video on TV panels onsite at the cafe , 1 day translation, 20 sec	320		
6.4.2.	September 25, 2019	Video on TV panels onsite at the cafe , 1 day translation, 10 sec	240		
7.1.	November 1, 2019	Printed invitations in the ITE office	0		
7.2.	October 25, 2019	Printed invitations via post	0		

## 4. TOTAL COST OF ORDER (without VAT)

\*all prices in the application without VAT

## 5. CONTACTS FOR SENDING THE APPLICATION

For service orders, please fill out the application form and send it to coordinator Lyudmila Savilova Lyudmila.Savilova@ite-exhibitions.com, +7 (499) 750-08-28 ext. 4226  
The filled-out form will be the basis for invoice.

## 6. EXHIBITOR SIGNATURE

Date \_\_\_\_\_ 2019

Full name \_\_\_\_\_

Signature \_\_\_\_\_