

pharmtech & ingredients

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



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

Advertising and Sponsorship opportunities allow making a name both during the Exhibition and long before its holding and they are designated to enhance the marketing effect of participation and to gain additional opportunities for promoting your trademark at the market. We offer you to use the commercial potential of Pharmtech & Ingredients exhibition to the maximum and to create a recognizable image of a strong trademark as well as to attract maximum number of experts to your stand.

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Advertising and Sponsorship Opportunities at Pharmtech & Ingredients 2019

Unique professional audience of Pharmtech & Ingredients

448 companies from 32 countries

8 069 unique visitors during the 4 days of the exhibition

30% visitors – Top managers, CEOs

> 62 000 unique website visitors during the year

> 4 500 unique website visitors in the peak days*

- New opportunities - video advertising
- Advertising on the exhibition website
- Advertising in the exhibition printed catalogue
- Advertisement in the territory of the exhibition
- Advertisement inside exhibition pavilion
- Sponsorship opportunities
- Contact information

To receive the information on advertising and sponsorship opportunities please contact Karina Vorontsova, Marketing manager Karina.Vorontsova@ite-exhibitions.com phone: +7 (499) 750-08-28, ext. 4184

For ordering advertising services or sponsorship please fill in the request form in the Marketing manual and send it to Coordinator Ludmila Savilova Lyudmila.Savilova@ite-exhibitions.com tel: +7 (499) 750-08-28 ext. 4226.

* Statistics of 2018

Only the Pharmtech & Ingredients exhibitors can order the advertising services and sponsorship.



Please note:

All the prices in this document do not include VAT tax and any similar Russian taxes.

Video advertisement



**YOUR
advert**



	30 sec	20 sec	10 sec
video on TV panels onsite - 4 day translation	1170 €	890 €	660 €
video on TV panel on site at the café - 4 day translation	1260 €	1000 €	800 €
video on TV panels onsite - 1 day translation	370 €	270 €	200 €
video on TV panel on site at the café - 1 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.

Advertising on the exhibition website pharmtech-expo.ru

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

> 42 000 unique visitors 3 months before the exhibition

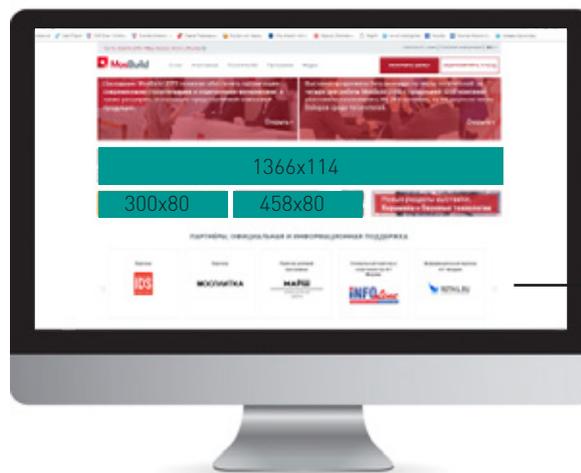
> 4 500 unique visitors in peak days*

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
- Banners on the internal pages - 435*80
- Banners will be published on Russian and English versions of **pharmtech-expo.ru**

	1 month Euro	2 months Euro	3 months Euro
Banner 435*80 main page 100% rotation	910	1 100	1 280
Banner 1366*114 main page 100% rotation	1 900	2 060	2 260

* Statistics of 2018



**YOUR
advert**

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.



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



**YOUR
logo**

Advertisement in the territory of the exhibition



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

Advertising construction in meters (W*H)	Price Euro
Outdoor 2 * 3	616
Outdoor 3 * 3	869
Outdoor 4 * 3	1 122

Advertisement inside exhibition pavilion



Mobile and static advertising constructions is an effective way to attract the attention of the target audience, send visitors to your stand and increase brand awareness. Location upon an agreement on the territory of the exhibition in the most visited places (pavilion entrance, halls entrance, registration area etc.).

Advertising construction in meters (W* H)	Price Euro
Lightbox inside front side 1.15 * 1.95	660
Lightbox inside backside 1.15 X*1.95	410
Octanorm 1 * 2.9	230
Octanorm 2 * 2.9	400
Octanorm 3 * 2.9	490
Octanorm 4 * 2.8	620
Octanorm 6 * 2.8	850
Suspension on the ceiling of the registration hall (1*3), per 1 pc	390



* Lightbox – static light construction in the middle of the exhibition

** Octanorm – mobile construction inside the exhibition pavilion

Sponsorship opportunities at Pharmtech & Ingredients 2019



We propose to make maximum use of the commercial potential of the exhibition Pharmtech & Ingredients and Forum Pharmtechprom to attract more attention of the target audience to your company's products by becoming the Pharmtech & Ingredients Sponsor.

Sponsor Packages provide extensive advertising opportunities for your company.

We suggest you to choose the kind of sponsor participation that best meets the goals and objectives of your company.

Type of Sponsorship



- General Sponsor
- Official Sponsor
- Special Sponsor
- Sponsor of exhibition registration area
- Sponsor of official catalogue
- Special 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 break
- Sponsor of business lunch
- Sponsor of the second day of the forum
- Sponsor of morning coffee break
- Sponsor of coffee break
- Sponsor of business lunch
- Sponsor of VIP cocktail reception

Contact information

The content of advertising services and sponsor packages can be adjusted in accordance with the marketing goals, objectives and individual needs of your company. We are also ready to discuss special projects within the sponsorship of the exhibition Pharmtech & Ingredients 2019.

For more information about the content of sponsorship packages and advertising opportunities please contact
Karina Vorontsova, Marketing manager
phone. +7 (499) 750 -08-28 ext. 4184,
Karina.Vorontsova@ite-exhibitions.com

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