

The 26<sup>th</sup> International exhibition  
of security and fire protection  
equipment and products



**securika**  
Moscow



Moscow, Russia

**13–16  
April  
2020**

Crocus Expo



Video  
surveillance



Access  
control



Perimeter  
security



Fire  
protection



Alarm  
and warning



Building  
automation

Organised by



[securika-moscow.ru](http://securika-moscow.ru)

**MARKETING  
MANUAL**

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These options are basic, but we are always ready to discuss special projects that will meet Your budget, needs and goals.

## ABOUT EXHIBITION

Securika Moscow is the largest exhibition of security and fire protection equipment and products in Russia and CIS.

### 2019 HIGHLIGHTS

**396** exhibitors from **21** countries

**20,709** visitors from

**80** Russian regions and

**58** countries represented

**93%** influence on purchasing decisions at their companies

**78%** of visitors will purchase as a result of the exhibition

**59%** found new customers and business partners

\*Securika Moscow 2019 survey report

## HOW TO INCREASE THE PERFORMANCE OF PARTICIPATION IN SECURIKA MOSCOW 2020?

Thank you for join Securika Moscow!

The Exhibitor Marketing Manual contains important information that will help making your participation in the exhibition more effective. Sponsorship and advertising opportunities offered by Securika Moscow will give your company an excellent chance to be noticed by a wide professional community and attract the attention to your services and products.

Additional promotional options offer a wide coverage of a great number of retailers and wholesale distributors, security systems and equipment operating engineers, end users.

The sponsorship and advertising opportunities featured in this booklet will help you attract more visitors to your stand and promote the brand awareness, increasing the number of potential partners and customers.

Include the advertising possibilities of Securika into your yearly advertising plan and you will appreciate the price and efficiency advantages compared with traditional advertising methods in print and Internet media.

For more details please contact  
event coordinator,  
Business Development Manager,  
Pietro Dedola  
Tel: +44 (0) 203 545 9742  
E-mail: [pietro.dedola@ite-exhibitions.com](mailto:pietro.dedola@ite-exhibitions.com)

## EXHIBITORS BADGES

32 €

Exhibitors may get access to the territory of the exhibition complex during the installation, dismantling and operation of exhibition only if they have badges.

A company entitled to receive free exhibitor badges according the stand size: each 6 sq. m. = 1 pass\*

\*Stands with 4 and 9 sq. m. have a right for 2 badges

If the free exhibitor badges provided are not enough for the employees working at your stand

(including interpreters, excluding booth builders) you can order additional badges.



### ATTENTION!

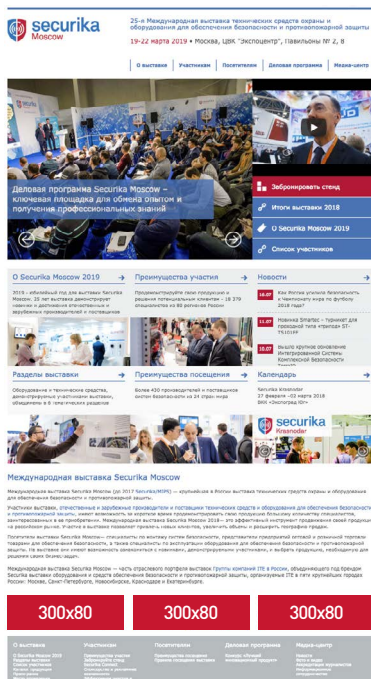
Provided badges will be already filled in.  
So you must by all means complete the form  
in the personal online exhibitor account.

If you have not received login and password for your personal account, please, request them from the event coordinator,  
Arina Rakova: [hello@ite-exhibitions.com](mailto:hello@ite-exhibitions.com)

## BANNER ON THE OFFICIAL WEBSITE SECURIKA-MOSCOW.RU

A banner displayed on the official securika-moscow.ru website will inform the targeted audience about your products and services and will attract more visitors to your stand.

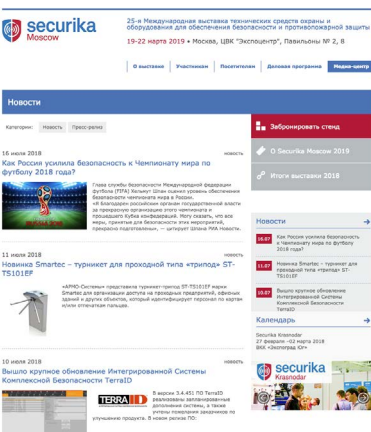
Thousands of potential clients visit the exhibition website every day. Advertising banners are displayed on the home page and inner pages of the website.



	BANNER	PERIOD	COST €
2.1.	957X80 (home page)	1 month	450
2.2.	300X80 (home page)	1 month	360
2.3.	300X80 (inner page)	1 month	310

## NEWS AND ANNOUNCEMENTS ON THE OFFICIAL SECURIKA-MOSCOW.RU WEBSITE

FREE



Exhibitors of the Securika Moscow 2020 exhibition may send news about their company and new products to be posted on the exhibition website absolutely free of charge.

News and announcements for posting must be only in the Word format. The header length may not exceed 90 characters.

As an option the letter may include 1-2 photos in high resolution.

Please note that the text of the news may be edited. The exhibition organizers reserve the right to refuse to post the news.

Please note, that we don't publish advertising materials, other site links, contacts, as well as news, containing not relevant information.

**Please send news and announcements to be posted to marketing manager, Karina Vorontsova.**

**Karina.Vorontsova@ite-exhibitions.com**

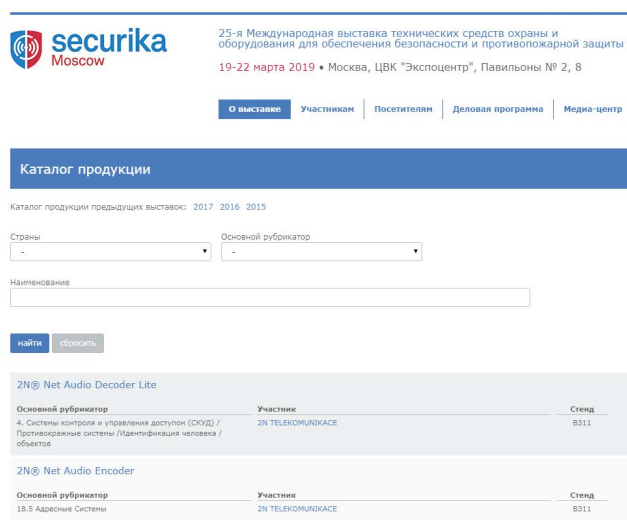
## OFFICIAL EXHIBITION E-CATALOGUE

	YOUR E-CATALOGUE ENTRY	COST €
2.4.	Sub-exhibitor entry	610
2.5.	Exhibitor entry	FREE OF CHARGE

The Exhibition E-Catalogue containing a list of all exhibitors and description of their activities is a unique reference edition used by experts throughout the year. Exhibition E-Catalogue in electronic format with search function is placed on Securika website.

Description of the Company activities shall be entered in the Exhibitor Personal Account <http://www.exhibitor.ite-expo.ru/en-GB>.

Login and password shall be sent to you via email. Company description shall be entered in Russian and English (maximum 1000 symbols for each language for E-Catalogue) on the Exhibition official website.



The screenshot shows the Securika Moscow website for the 25th International Exhibition of Security and Protection Equipment. The main navigation bar includes links for 'О выставке' (About the exhibition), 'Участникам' (For exhibitors), 'Посетителям' (For visitors), 'Деловая программа' (Business program), and 'Медиа-центр' (Media center). Below this is a 'Каталог продукции' (Product catalog) section with filters for 'Страны' (Countries) and 'Основной рубрикатор' (Main classifier). A search bar for 'Наименование' (Name) is also present. The results show two items: '2N® Net Audio Decoder Lite' and '2N® Net Audio Encoder', both listed by '2N TELEKOMUNIKACE' at stand 'B311'.

If you have not received login and password for your personal account, please, request them from the event coordinator, Arina Rakova: [hello@ite-exhibitions.com](mailto:hello@ite-exhibitions.com)

## ADVERTISING IN THE ROUTE PLANNER AND CATALOGUE PRINTED VERSION

Advertising in the route planner and catalogue is another chance to attract visitors to your company's booth during the exhibition and to promote the company's brand and services.



**Notes: The advertisement layouts for the route planner and catalogue must be provided not later than March 1, 2020.**

**Outreach\*:**

**20,709 visitors and 396 exhibitors.**

**\* Securika Moscow 2019 survey report**



	ADVERTISEMENT FORMAT	COST €
3.1.	Logo with an arrow indicating the booth in the pavilion plan in the guide and navigation boards	350
3.2.	Advertisement page (1/2), 4 colours	450
3.3.	Advertisement page (1/1), 4 colours	800
3.4.	Advertisement page (1/1), 3rd cover page	1,300
3.5.	Advertisement spread (2/1), 4 colours	1,400
3.6.	Advertisement page (1/1), 4th cover page	1,500
3.7.	Company name highlighted in the exhibitor list	200
3.8.	Exhibitor Entry	FREE OF CHARGE

### Technical specifications:

Files: Quark XPress, Adobe Illustrator, CorelDraw in curves, fonts - in curves or in separate files, printing resolution of 2540 dpi, bit images - CMYK in the TIFF or EPS format, no less than 300 dpi.

Module size: (W x H mm) column 1/1 – 210x 297 mm (bleed-size), 190 x 275 mm (type column); column 1/2 – 210 x 148 mm



## SECURIKA CONNECT SERVICE

**460 €**  
per 4 days  
**380 €**  
per 3 days



This service is exclusive to Securika Moscow. It is a new, modern interactive service designed to streamline exhibitors' commercial activities. The tool helps exhibitors to instantly identify the business profiles of visitors to their stands, build databases, and provides them with plenty of valuable customer information. It also allows exhibitors to take visitor surveys, as well as providing metrics to assess stand managers' KPIs.

### How does Securika Connect Work?

Digital badge scanning terminals are installed at participating exhibitors' stands. Visitor badges are scannable, and contain all of their registration details. Once the badge has been scanned, this customer information becomes available to exhibitors, including: full name, company name, job role, exhibition products of interest. This allows for immediate identification of target visitors and a quick and easy way to identify their needs. With the data obtained at the show, exhibitors can quickly and easily begin to tailor their postshow communications and keep dialogues started at the show going.



### How does Securika Connect help boost exhibitor's commercial prospects?

By enabling exhibitors to review each stand visitors' profile and interests directly at the first point of contact. This means exhibitors are well informed of their potential partners' needs straight away, speeding up and streamlining communications.

A ready database of visitor info is available to all Securika Connect users. Securika Connect is for the forward thinking, tech-savvy exhibitor; a businessperson focused on achieving commercial success using modern digital technologies, lead generation, and customer engagement methods.

By using Securika-Connect, you can obtain unbiased information from the target audience about the competitiveness of your offers: the service provides a large set of tools for marketing surveys of your stand visitors

### How to book Securika Connect?

The Securika Connect terminal rental fee is €460 for four exhibition days, €380 for three exhibition days.

The service cost covers: rental of one terminal, terminal installation, maintenance, and dismantling, technical support, storage of materials and information collected during the event on your personal Securika Moscow website account

To become a Securika Connect user, please send a filled in application form by email: [Olga.Tkachenko@ite-exhibitions.com](mailto:Olga.Tkachenko@ite-exhibitions.com)



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## «THE BEST INNOVATIVE PRODUCT» COMPETITION

300 €



The Best Innovative Product competition has been taking place as part of Securika annually since 1996.

The purpose of the competition: demonstrate and promote the latest achievements in the protection and security industry.

### Contest Nominations:

- Security alarm systems
- Access control and management systems
- Closed-circuit television and surveillance systems
- Integrated security systems
- Fire alarm and warning systems
- Fire-extinguishing equipment and systems
- Fire-extinguishing and fire-retardant agents and materials

### Assessment Criteria of the product:

- Uniqueness and novelty of the product
- Production status, place of production
- High quality – enhancement of characteristics in comparison to analogue products
- Filling a free niche in the Russian market

### Terms and Conditions of Participation:

- 1) A request for participation in the Competition shall be sent to the Exhibition Organizing Committee on or before March 1, 2020. (point 5.1. request form) \*
- 2) An additional Report Form (Template will be send later ) for the each nominated product shall be sent via e-mail: Natalia.Vinogradova@ite-russia.ru. by March 15, 2020 \*\*.
- 3) A payment for participation in the Competition in the amount of 300 euro per each request shall be made.

\* We are accepting 2 Contest Nominations maximum for the each exhibitor and with 1 Assessment

Criteria of each products. Please choose for the each product ( max 2 per exhibitor) 1 Contest

Nomination and 1 Assessment Criteria.

\*\*Requests and video materials sent later than the specified time will not be accepted.

Time and place of the announcement of the Competition winners will be specified later on.



## OUTDOOR ADVERTISING DURING THE EXHIBITION



6.1	ADVERTISING BANNER ON THE FACADE OF PAVILLION 2	€
6.1.1	18,0 x 9,0	10 700
6.1.2	9,0 x 9,0	7 200



6.2	TWO-SIDED BOARD RENT	€
6.2.1	One side	Price per request



6.3	OUTDOOR ADVERTISING CONSTRUCTIONS	€
6.3.1	Advertising construction on 2x3 concrete blocks	770
6.3.2	Advertising construction on 3x3 concrete blocks	1 120
6.3.3	Advertising construction on 4x3 concrete blocks	1 420
6.3.4	Advertising construction on 6x3 concrete blocks	1 980
6.3.5	Construction with a delta-shaped base, side – 2x3	1 530
6.3.6	Construction with a rectangular-shaped base, side – 2x3	1 860
6.3.7	Construction of a nonstandard size from 6.0 sq.	Agreed price

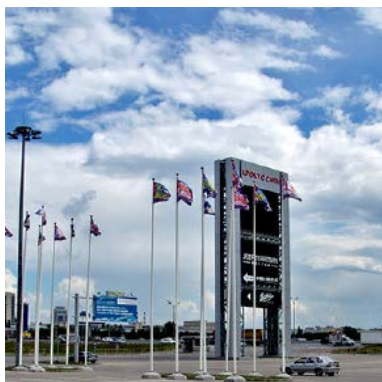




#### 6.4 Light boxes advertisement (outdoor)

Size of one side – 1.23x2.5. The price is for 1 side.

	ADVERTISEMENT FORMAT	€
6.4.	Advertising on a light box, 1 side of 1.23x2.5 m	350



#### 6.5. Outdoor flagpoles rent

The height of a flagpole – 7 m, the number of constructions in front of Pavilion 1 – 34 pcs.

	ADVERTISEMENT FORMAT	€
6.5.	Rent of an area on flagpoles, 1 construction	255



#### 6.6 Right to display your own advertising construction

	ADVERTISEMENT FORMAT	€
6.6.1	Advertising vehicle, including "mobile billboards"	1 940
6.6.2	Fixed balloon, airship, inflatable pneumatic structures etc	Agreed price
6.6.3	3 other advertising media / for 1 sq. m	130

Note: the displacement/reinstallation of the advertising construction will be charged an additional 50% of the construction cost

## 7 ADVERTISING INSIDE THE PAVILION



Advertising inside the pavilion of the exhibition will cover 100% of the audience, as it is located directly on the territory of the exhibition in places with the highest concentration of visitors.

### 7.1. Advertising on portable advertising structures

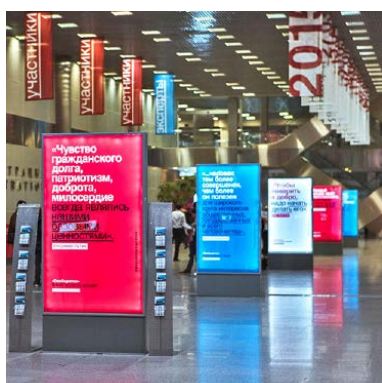


	Advertising on portable structures OCTANORM	€
7.1.1	1x2,9	420
7.1.2	2x2,9	550
7.1.3	3x2,9	690
7.1.4	4x2,8	840
7.1.5	6x2,8	1 200

Price includes production of the advert, set-up, dismantling and rent during the exhibition. Advertisement locations must be agreed by both the exhibitor and organizer.

Technical requirements will be by event coordinator,  
Arina Rakova: [hello@ite-exhibitions.com](mailto:hello@ite-exhibitions.com).

### 7.2 Light boxes advertisement (indoor)



	ADVERTISEMENT FORMAT	€
7.2.1	Light box in the pavilion 1.15x1.95 (front side)	780
7.2.2	Light box in the pavilion 1.15x1.95 (rear side)	535

#### ATTENTION:

These options are available only for booking. They will be available to purchase in the end of February 2020.

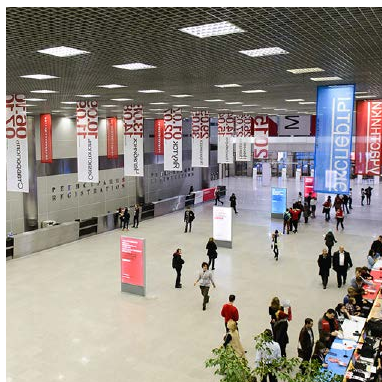


### 7.3 Suspended banners in registration area of Pavillion 2



	ADVERTISEMENT FORMAT	€
7.3.1	Onesided banner 20*10 m on ceiling girders	10 090
7.3.2	Suspended banners (1 x 3 m), 1 pcs	470

### 7.4. Stickers above exhibition hall's entrances, Pavillion 2



	ADVERTISEMENT FORMAT	€
7.4.1	Sticker 3,95*1,5 м, per 1 pcs (hall 5,6,7)	650
7.4.2	Sticker (two-sides) 3,95*1,5, 1 pcs, (hall 8)	930

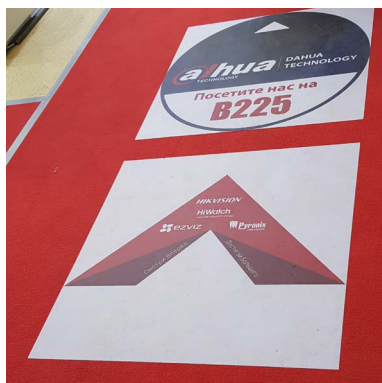
### 7.5. Floor stickers

Stickers are placed only on passage carpets in the exhibition halls



	ADVERTISEMENT FORMAT	€
7.5	Floor graphics, 1 pcs	160

Order of minimum 10 stickers. Price for placing stickers no larger than 1x1m in one pavilion. When placing stickers in more than one pavilion, a ratio of 1.5 per pavilion is used. Stickers are placed only on passage carpets in the exhibition halls.



## DISTRIBUTION OF THE ADVERTISING MATERIALS DURING THE EXHIBITION



### 8.1 Promo badges (permit for distributing advertising materials)\*

\*It gives the right to distribute advertising materials in Pavilion 1 exhibition halls or the adjoining part of the street depending on the selected option. No materials may be distributed in the lobby in front of the cloakroom and in the hall of the registration area.

	ADVERTISEMENT FORMAT	€
8.1.1	Distribution of materials in exhibition halls	450
8.1.2	Distribution of materials in the adjoining part of the street	600

#### ATTENTION:

Any promotional activities outside the participant's stand without a corresponding permit are strictly **PROHIBITED!**



### 8.2 Distribution of the advertising materials

	ADVERTISEMENT FORMAT	€
8.2.1	Distribution of materials at the reception desk	1 650
8.2.2	Distribution of materials with the exhibition guide (desks in the registration area)	1 570

## CONFERENCE HALLS RENT AND EQUIPMENT

### EVENT ANNOUNCEMENT

FREE OF CHARGE

If a conference hall is rented for events related to the exhibition, the Organizers are ready to display the information about such events in the exhibition Business Programme. To have such information displayed please provide all data required for this purpose. However, the exhibition Organizers must decide whether this information will be displayed. The text may also be edited or printed in a shorter variant.



### 9.1.-9.8. CONFERENCE HALLS RENT

During the exhibition you may hire a seminar hall for your presentation, seminar or workshop within Expocentre Fairgrounds. This will allow you to expose your company profile and your products/services to potential buyers in the region.

#### Pay for hour:

	Rent of conference A (286 sq. m, 300 attendees)	€
9.1.1	For 1 hour	430
9.1.2	For 4 hours	1 470
9.1.3	For 1 conference day (from 10:00 to 18:00), 8 hours	2 450

#### Acceptable applications not less than 1/2 conference day:

	Rent of conference B (97 sq. m, 80 attendees)	€
9.2.1	For 1 hour (over the period of 4 hours)	350
9.2.2	For 4 hours	1 470
9.2.3	For 8 hours	2 460

	Rent of conference C (127,6 sq. m, 120 attendees)	€
9.3.1	For 1 hour (over the period of 4 hours)	270
9.3.2	For 4 hours	880
9.3.3	For 8 hours	1 470



	Rent of conference B (67,3 sq. m, 70 attendees)	€
<b>9.4.1</b>	For 1 hour (over the period of 4 hours)	<b>150</b>
<b>9.4.2</b>	For 4 hours	<b>500</b>
<b>9.4.3</b>	For 8 hours	<b>870</b>

	Rent of conference F (54 sq.m, 50 attendees)	€
<b>9.5.1</b>	For 1 hour (over the period of 4 hours)	<b>126</b>
<b>9.5.2</b>	For 4 hours	<b>402</b>
<b>9.5.3</b>	For 8 hours	<b>870</b>

	Rent of conference G (94 sq.m, 90 attendees)	€
<b>9.6.1</b>	For 1 hour (over the period of 4 hours)	<b>230</b>
<b>9.6.2</b>	For 4 hours	<b>690</b>
<b>9.6.3</b>	For 8 hours	<b>1 150</b>

	Rent of the meeting room («round-table» seating, 10 attendees)	€
<b>9.7.1</b>	For 1 hour (over the period of 4 hours)	<b>103</b>
<b>9.7.2</b>	For 4 hours	<b>356</b>
<b>9.7.3</b>	For 8 hours	<b>620</b>

	Rent of the meeting room («round-table» seating, 16 attendees)	€
<b>9.8.1</b>	For 1 hour (over the period of 4 hours)	<b>150</b>
<b>9.8.2</b>	For 4 hours	<b>490</b>
<b>9.8.3</b>	For 8 hours	<b>870</b>

## EXTRA EQUIPMENT AND SERVICES RENT

	Service, equipment (for 1 piece, for 1 day)	€
9.9.1	Assistance of the technical specialist during the event (for 1 hour)	25
9.9.2	Radio-equipped speaker's stand	112
9.9.3	Multimedia video projector (luminous flux of 6000 Lum)	532
9.9.4	Plasma display, screen size of 50 (without support or base)	242
9.9.5	Laptop	58
9.9.6	Wireless microphone	37
9.9.7	Wired microphone	20
9.9.8	Sound amplification of 2000 W	367
9.9.9.	3x2.2 m screen	160
9.9.10	Rent of a conference chair	23
9.9.11	Rent of a desk for registration	58
9.9.12	Change in the furniture arrangement of a special room during the Common Period of the event	50% of the cost of the special room

### ATTENTION!


The rules of Crocus Expo International Exhibition Centre FORBID any use of your own equipment (except personal computers) and staff, as well as any engagement of third-party organizations for the provision of similar services!

## SPONSORSHIPS

We suggest that you should make the most of the commercial potential of Securika Moscow 2019 exhibition and create a memorable image of a strong brand among specialists in security systems installation, representatives of wholesale and retail businesses dealing in security goods, and specialists responsible for operating security and fire safety equipment.

The Securika Moscow team is ready to tailor the contents of the sponsorship packages in line with your company's aims or prepare individual offers on request.

	SPONSORSHIP FORMAT	€
10.1.1.	General Partner	28 000
10.1.2	Headline Sponsor	18 000
10.1.3	Official Sponsor	15 500
10.1.4	Visitor Badge Lanyard Sponsor	<b>SOLD</b>
10.1.5	Official Partner of the Exhibition Section	10 000
10.1.6	Branding Partner	14 500
10.1.7	Online Visitor Registration Sponsor	7 500
10.1.8	Visitor Registration Area Sponsor	8 000
10.1.9	Exhibition Guide Sponsor	8 000
10.1.10	Exhibition Navigation Sponsor	7 500
10.1.11	E-ticket sponsorship	7 500

Application form for Marketing & Sponsorship services					
Venue: Russia, Moscow, Crocus Expo					
Dates: 13-16 April 2020					
<b>1. THE EXHIBITOR</b>					
Name of the company					
<b>2. CONTACTS</b>					
Contact person			Tel:		
			e-mail		
<b>3. SERVICES DESCRIPTION AND PRICES</b>					
Send till:			Price, euro	Quantity	Total
<b>1. Exhibitor badges</b>					
1.1	February 15, 2020	Additional exhibitor badges	32		
<b>2. Advertising at the official website www.securika-moscow.ru</b>					
2.1	February 15, 2020	Banner 957x80 (main page)/1 month	450		
2.2		Banner 300x80 (main page)/1 month	360		
2.3		Banner 300x80 (main page)/1 month	310		
<b>Official exhibition e-catalogue</b>					
2.4	February 15, 2020	Note about the sub exhibitor	610		
<b>3. Advertising in the Route planner and Catalogue</b>					
3.1.	February 15, 2020	Logo with the arrow-pointer to the booth in the pavilion plan in the guide and navigaton boards	350		
3.2.		Advertising (1/2), 4 colors	450		
3.3.		Advertising (1/1), 4 colors	800		
3.4.		Advertising (1/1), 3rd cover page	1 300		
3.5.		Advertising (2/1), 4 colours	1 400		
3.4.		Advertising (1/1), 4th cover page	1500		
3.5.		Company name highlighted in the exhibitor list	200		
<b>4. Securika Connect Service</b>					
4.1.	April 1, 2020	Securika Connect service, 4 days	460		
4.2.		Securika Connect service, 3 days	380		
<b>5. "The Best Innovative product competition"</b>					
5.1.	March 1, 2020	Request for participation in the competition	300		
<b>6. Outdoor asertising during the exhibition</b>					
<b>6.1. Advertising banner on the façade of pavillion 2</b>					
6.1.1.	March 15, 2020	18,0 x 9,0	10700		
6.1.2.		9,0 x 9,0	7200		
<b>6.2. Two-sided board rent</b>					
6.1.2.	March 15, 2020	One side 3*6 m	price per request		
<b>6.3. Outdoor asertising</b>					
6.3.1.	March 15, 2020	Advertising construction on 2x3 concrete blocks	770		
6.3.2.		Advertising construction on 3x3 concrete blocks	1120		
6.3.3.		Advertising construction on 4x3 concrete blocks	1420		
6.3.4.		Advertising construction on 6x3 concrete blocks	1980		
6.3.5.		Construction with a delta-shaped base, side – 2x3	1530		
6.3.6.		Construction with a rectangular-shaped base, side – 2x3	1860		
6.3.7.		Construction of a nonstandard size from 6.0 sq. m/for 1 sq. m	agreed price		
6.4.		Advertising on a light box, 1 side of 1.23x2.5 m	350		
6.5.		Rent of an area on flagpoles, 1 construction	255		
<b>6.6. Display own advertising construction</b>					
6.6.1.	March 15, 2020	Advertising vehicle, including "mobile billboards"	1940		
6.6.2.		Fixed balloon, airship, inflatable pneumatic structures etc	agreed price		
6.6.3.		3 other advertising media / for 1 sq. m	130		
<b>7. Advertising inside the pavilion</b>					
<b>7.1. Advertising on portable advertising structures</b>					
7.3.1.	March 15, 2020	1,0x2,9	420		
7.3.2.		2,0x2,9	590		
7.3.3.		3,0x2,9	690		
7.3.4.		4,0x2,8	840		
7.3.5.		6,0x2,8	1200		
<b>7.2. Light boxes advertisement (indoor)</b>					
7.2.1.	March 15, 2020	Light box in the pavilion 1.15x1.95 (front side)	870		
7.2.2.		Light box in the pavilion 1.15x1.95 (rear side)	535		
<b>7.3. Suspended banners</b>					
7.3.1.	March 15, 2020	Onesided banner 20*10 m on ceiling girders	10090		
7.3.2.		Suspended banners (1 x 3 m), 1 pcs	470		
<b>7.4. Stickers above exhibition hall's entrances, Pavillion 2</b>					
7.4.1.	March 15, 2020	Sticker 3,95*1,5 m, per 1 pcs (hall 5,6,7)	650		
7.4.1.		Sticker (two-sides) 3,95*1,5, 1 pcs, (hall 8)	930		
7.5.		Floor graphics	160		
<b>8. Distribution of the advertising materials during the exhibition</b>					
8.1.1.	March 15, 2020	Distribution of materials in exhibition halls	450		
8.1.2.		Distribution of materials in the adjoining part of the street	600		
<b>8.2. Distribution of the advertising materials</b>					
8.2.1.	March 15, 2020	Distribution of materials at the reception desk	1650		
8.2.2.		Distribution of materials with the exhibition guide (desks in the registration area)	100 000		

<b>9. Conference halls rent</b>					
<b>Pay for Hour</b>					
9.1.	Rent of conference A (286 sq. m, 300 attendees)				
9.1.1.	March 1, 2020	For 1 hour	430		
9.1.2.		For 1/2 of a conference day (4 hours)	1470		
9.1.3.		For 1 conference day (from 10:00 to 18:00)	2450		
<b>Acceptable applications not less than 1/2 conference day</b>					
9.2.	Rent of conference B (97 sq. m, 80 attendees)				
9.2.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	350		
9.2.2.		For 1/2 of a conference day (4 hours)	1470		
9.2.3.		For 1 conference day (from 10:00 to 18:00)	2460		
9.3.	Rent of conference C (127,6 sq. m, 120 attendees)				
9.3.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	270		
9.3.2.		For 1/2 of a conference day (4 hours)	880		
9.3.3.		For 1 conference day (from 10:00 to 18:00)	1470		
9.4.	Rent of conference D (67,3 sq. m, 70 attendees)				
9.4.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	126		
9.4.2.		For 1/2 of a conference day (4 hours)	402		
9.4.3.		For 1 conference day (from 10:00 to 18:00)	870		
9.5.	Rent of conference F (54 sq.m, 50 attendees)				
9.5.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	126		
9.5.2.		For 1/2 of a conference day (4 hours)	402		
9.5.3.		For 1 conference day (from 10:00 to 18:00)	870		
9.6.	Rent of conference G (94 sq.m, 90 attendees)				
9.6.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	230		
9.6.2.		For 1/2 of a conference day (4 hours)	690		
9.6.3.		For 1 conference day (from 10:00 to 18:00)	1150		
9.7.	(«round-table» seating, 10 attendees)				
9.7.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	103		
9.7.2.		For 1/2 of a conference day (4 hours)	356		
9.7.3.		For 1 conference day (from 10:00 to 18:00)	620		
9.8.	Rent of the meeting room («round-table» seating, 16 attendees)				
9.8.1.	March 1, 2020	For 1 hour (over the period of 1/2 of a conference day)	150		
9.8.2.		For 1/2 of a conference day (4 hours)	490		
9.8.3.		For 1 conference day (from 10:00 to 18:00)	870		
<b>9. Service, equipment (for 1 piece, for 1 day)</b>					
9.9.1.	March 1, 2020	Assistance of the technical specialist during the event (for 1 hour)	25		
9.9.2.		Radio-equipped speaker's stand	112		
9.9.3.		Multimedia video projector (luminous flux of 6000 Lum)	532		
9.9.4.		Plasma display, screen size of 50 (without support or base)	242		
9.9.5.		Laptop	58		
9.9.6.		Wireless microphone	37		
9.9.7.		Wired microphone	20		
9.9.8.		Sound amplification of 2000 W	367		
9.9.9.		3x2.2 m screen	160		
9.9.10.		Rent of a conference chair	23		
9.9.11.		Rent of a desk for registration	58		
9.9.12.		Change in the furniture arrangement of a special room during the Common Period of the event	50% of the cost of the special room		
<b>10. Sponsorship</b>					
10.1.1.	March 1, 2020	General Partner	28 000		
10.1.2.		Headline Sponsor	18 000		
10.1.3.		Official Sponsor	15 500		
10.1.4.		Visitor Badge Sponsor	SOLD		
10.1.5.		Official Partner of the Exhibition Section	10 000		
10.1.6.		Branding partner	14 500		
10.1.7.		Online Visitor Registration Sponsor	7500		
10.1.8.		Visitor registration Area Sponsor	8 000		
10.1.9.		Exhibition Guide Sponsor	8 000		
10.1.10.		Exhibition Navigation Sponsor	7 500		
10.1.11.		E-ticket sponsorship	7 500		
<b>4. TOTAL COST</b>					
<b>5. SIGN, SCAN AND RETURN THIS FORM BY e-mail: Regina.Sayfetdinova@ite-exhibitions.com</b>					
The filled form will be the basis for the invoice for marketing services					
www.securika-moscow.ru, security@ite-russia.ru					
<b>6. SIGN OF THE EXHIBITOR</b>					
Date _____ Authorized signature _____					