

The 26th 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

**Exhibition
Sponsorship**

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The information provided in this document is for reference only
and may not be considered as a public offer as defined in paragraph
2 of article 437 of the Civil code of the Russian Federation

Securika Moscow 2019 Sponsorship opportunities

Securika Moscow is the largest exhibition of security and fire protection equipment and products in Russia. In 2019, over **396** companies from **21** different countries exhibited. More than **100** new participants, including **80** Russian, will present technologies and equipment at the exhibition for the first time. The total area of the exhibition is **25 160** square meters, which is **10%** more than in the previous year.

Securika Moscow is an effective tool for promoting modern security products and equipment in the Russian market. Developed by Securika Moscow team these sponsorship packages will allow your company to gain additional benefits from exhibiting, maximising the show's commercial potential.

The sponsorship packages will ensure additional attention to your company from 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.

By acquiring one of the Securika Moscow sponsorship packages, your company will get additional opportunities to promote your products and services in the Russian market of 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.

31 000 \$
27 500 €

General Partner

Sponsorship package includes:

During the exhibition

- General Partner's souvenir products distributed in the exhibition's VIP lounge* (exclusive to this package)
- General Partner's logo placed on all information boards at the exhibition
- Poster 2x2.9 placed in the registration area
- Light box 1,15x1,95 advertising on the front side in the registration area
- General Partner's promotional materials distribution from the information cubes
- Plastic bags with General Partner's logo (quantity 12 000)
- 5 posters on the exhibition territory
- 10 footprint floor stickers at the exhibition
- 2 VIP parking passes

Visitor registration

- General Partner's logo on Securika-Moscow invitations
- General Partner's logo on visitor badges
- General Partner's logo on visitor registration forms

Exhibition website

- General Partner's logo on all pages of the exhibition website (except for the visitor registration page)
- General Partner's logo in the lower part of Securika Moscow website (footer)

Exhibition guide

- General Partner's logo on the Thank You Page in the Exhibition guide

During the exhibition

- General Partner's logo on the Exhibition guide cover
- General Partner's logo on the floor plan in the Exhibition guide
- General Partner's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour advert module on the inside front cover of the Exhibition guide
- General Partner's logo in the footer of all pages in the guide

PR campaign

- General Partner mentioned throughout the PR campaign for the Exhibition (all news and press releases)
- 2 promoters' cards

Business Programme

- A welcome speech at the opening of the conference

* Advertising materials and souvenir products are presented by the General Partner

20 000 \$
18 000 €

Headline Sponsor

Sponsorship package includes:

Visitors registration

- Sponsor's logo on Securika-Moscow invitations
- Sponsor's logo on visitor badges

During the Exhibition

- Banner 1x2,9 placed in the registration area
- Sponsor's advertising material distributed at information cubes
- 2 posters on the exhibition territory

Exhibition Website

- Sponsor's logo on all pages of the exhibition website (except for the visitor registration page)
- Sponsor's logo in the lower part of Securika Moscow website (footer)

Exhibition guide

- Sponsor's logo on the Thank You Page in the Exhibition guide
- Full colour advert module in the Exhibition guide
- Sponsor's logo on the Exhibition guide cover
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

Other

- 2 Promoter's cards

* Advertising materials are provided by the Headline Sponsor

17 500 \$
15 500 €

Official Sponsor

Sponsorship package includes:

- | | |
|------------------------------|--|
| Visitors registration | <ul style="list-style-type: none">• Sponsor's logo on visitor badges |
| During the Exhibition | <ul style="list-style-type: none">• Sponsor's advertising material distributed at information cubes• Banner 1x2,9 placed in the registration area• Poster on the exhibition territory |
| Exhibition Website | <ul style="list-style-type: none">• Sponsor's logo on all pages of the exhibition website (except for the visitor registration page)• Sponsor's logo in the lower part of Securika Moscow website (footer) |
| Exhibition guide | <ul style="list-style-type: none">• Sponsor's logo on the Exhibition guide cover• Sponsor's logo on the Thank You Page in the Exhibition guide• Sponsor's logo on the floor plan in the Exhibition guide• Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide• Full colour advert module in the Exhibition guide |
| PR campaign | <ul style="list-style-type: none">• Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases) |
| Other | <ul style="list-style-type: none">• 1 Promoter's cards |

* Advertising materials are provided by the Official Sponsor

20 000 \$
18 000 €

Visitor Badge Lanyard Sponsor

Sponsorship package includes:

Exhibition Website

- Exclusive: sponsor's logo on visitor badge lanyards
- Sponsor's logo on all pages of the exhibition website (except for the visitor registration page)
- Sponsor's logo in the lower part of Securika Moscow website (footer)

Exhibition Guide

- Sponsor's logo on the Exhibition guide cover
- Sponsor's logo on the Thank You Page in the Exhibition guide
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour advert module in the Exhibition guide

Visitor Registration

- Sponsor's logo on Securika-Moscow Etickets

During the Exhibition

- 3 poster on the exhibition territory

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

Other

- 1 Promoter's cards

* Price shown for light-coloured lanyards with one colour logo or dark coloured lanyards with white logo. Colours to be discussed additionally.

16 500 \$
14 500 €

Branding Partner

Sponsorship package includes:

During the exhibition

- Distribution of cloth bags with Partner's logo from information cubes (total quantity - 3,000 bags)
- 1 poster on the exhibition territory

Exhibition website

- Banner on three internal pages of the exhibition website (Branding Partner to choose, with the exception of the visitor registration page)
- Partner's logo on the lower part of the website (footer)

Exhibition Guide

- Partner's logo on the Exhibition Guide cover
- Partner's logo on the Thank You Page in the Exhibition guide
- Partner's logo on the floor plan in the Exhibition guide
- Partner's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour advert module in the Exhibition guide

Visitor registration

- Partner's logo on Securika-Moscow Etickets

PR campaign

- Partner mentioned throughout the PR campaign for the exhibition (all news and press releases)

Other

- 1 Promoter's card

* Price shown is for a monochrome logo that is placed on a bag together with the exhibition logo. The colour of the bag and the logo will need to be discussed separately.

11 000 \$
10 000 €

Official Partner of the Exhibition Section

(covering one of the sections: Video Surveillance,
Access Control, Perimeter Security, Fire Protection, Alarms
and Warnings, Building Automation)

During the exhibition

- Banner 1x2,9 placed on the registration area
- 1 poster on the exhibition territory

Exhibition website

- Partner's logo on the lower part of the website (footer)
- Partner's logo on the Exhibition Section webpage

Exhibition guide

- Partner's logo on the Thank You Page in the Exhibition Guide
- Partner's logo on the Exhibition Guide cover
- Partner's logo on the floor plan in the Exhibition guide
- Partner's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour one page advert module in the Exhibition guide

PR campaign

- Partner mentioned throughout the PR campaign for the exhibition (all news and press releases)

8 500 \$
7 500 €

Online Visitor Registration Sponsor

Sponsorship package includes:

Visitor registration

- Sponsor's logo on Securika-Moscow Etickets

Exhibition website

- Sponsor's logo on the lower part of the website (footer)

Exhibition Guide

- Sponsor's logo on the Thank You Page in the Exhibition guide
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour one page advert module in the Exhibition guide

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

* Online Visitor Registration Sponsorship is available for up to three companies

9 000 \$
8 000 €

Visitor Registration Area Sponsor

Sponsorship package includes:

During the exhibition

- Sponsor's promotional products on the visitor registration stand
- 1 light box model placed on the front and back side in the registration area
- Banner 1x2,9 in the visitor registration area

Visitor registration

- Sponsor's logo on paper registration forms
- Sponsor's logo on Securika-Moscow invitations

Exhibition Guide

- Sponsor's logo on the Exhibition Guide cover
- Sponsor's logo on the Thank You Page in the Exhibition guide
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour one page advert module in the Exhibition guide

Exhibition website

- Sponsor's logo on visitor registration page
- Sponsor's logo on the lower part of the website (footer)

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

9 000 \$
8 000 €

Exhibition Guide Sponsor

Sponsorship package includes:

Exhibition Guide

- Full colour two page advertising spread in the guide
- Sponsor's logo on footer on all pages of the guide
- Sponsor's logo on the Exhibition guide cover
- Sponsor's logo on the sponsors page
- Sponsor's logo on the floor plan in the guide
- Sponsor's name highlighted in colour in the exhibitor list

Exhibition website

- Banner on all pages with a link to the interactive exhibition floor plan
- Sponsor's logo on the lower part of the website (footer)

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

During the exhibition

- Poster in the VIP lounge

Other

- 1 Promoter's card

6 500 \$
7 500 €

Exhibition Navigation Sponsor

Sponsorship package includes:

During the exhibition

- Sponsor's logo on all information boards
- Banner 1x2,9 placed in the entrance area
- 10 footprint floor stickers at the exhibition

Exhibition website

- Banner on the exhibition floor plan page of the website
- Sponsor's logo on the lower part of the website (footer)

Exhibition Guide

- Sponsor's logo on the Exhibition Guide cover
- Sponsor's logo on the Thank You Page in the Exhibition guide
- Sponsor's logo on the floor plan in the Exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide
- Full colour advert module in the Exhibition guide

PR campaign

- Sponsor mentioned throughout the PR campaign for the exhibition (all news and press releases)

8 500 \$
7 500 €

E-ticket sponsorship

Exclusive placement of an advertising block on a visitor's electronic ticket

Sponsorship package includes:

During the exhibition

- Placement of a stationary banner 1x2,9 in the registration area

Exhibition Guide

- Sponsor's logo on the Thank You Page in the Exhibition guide
- Sponsor's logo on floor plan in the Exhibition guide
- Sponsor's logo on the hall layout in the exhibition guide
- Sponsor's name highlighted in colour in the exhibitors list in the Exhibition guide

Other

- Promoter's card for distributing materials beyond the stand

9 000 \$
8 000 €

Strategic Partner of the Exhibition Business Programme

The sponsorship package includes:

Programme

- A welcome speech at the opening of 3 conferences
- An opportunity to influence the topics and direct the discussion at one of the conferences included in the business programme, to recommend issues and experts for the discussion, to take part in the panel discussion as a Moderator or Co-Moderator, as agreed with the organiser
- Opportunity to take part in the conference as a Moderator or Co-Moderator, if there are any vacancies, as agreed with the organiser

PR campaign

- Recognition in the introductory speech at 3 conferences
- Placement of partner's logo:
 - on the wall panels of 3 conference halls
 - on the banner in the panel zone in 3 conference halls
 - on the cover of the brochure of the event
 - in the brochure of the event
 - on the screen saver used for the event in 3 conference halls
 - on the web-site of the event
 - on the Thank-You page in the exhibition route-planner
- Placement of information and advertisement:
 - sponsor's logo merchandise on the panel's table in 3 conference halls
 - mobile banner (roll-up) in 3 conference halls
 - video on a plasma panel in the conference hall, before the event starts and during the breaks (not more than 5 times)
 - in the brochure of the event
 - in the exhibition route-planner,
 - at the web-site of the event
 - in the delegate's goody bag
 - web-banner at the web-site of the event
 - news at the web-site of the event,
- Reference in the official press releases on the event
- Reference in advertisement and news mail-outs on the event

13 000 \$
11 500 €

General Sponsor of the Conference

The sponsorship package includes:

Programme

- A welcome speech at the opening of a conference
- Opportunity to take part in the conference as a Moderator or Co-Moderator, if there are any vacancies, as agreed with the organiser

PR campaign

- Recognition in the introductory speech at the conference
- Placement of a logo:
 - on the banner in the panel discussion zone
 - on the cover of the brochure of the event
 - in the brochure of the event
 - on the screen saver used for the event in the conference hall
 - on the web-site of the event
 - on the Thank-You page in the exhibition route-planner
- Placement of information and advertisement:
 - Sponsor's logo merchandise on the panel's table in the conference hall
 - mobile banner (roll-up)
 - video on a plasma panel in the conference hall, before the event starts and during the breaks (not more than 5 times)
 - in the brochure of the event
 - in the exhibition route-planner,
 - on the web-site of the event
 - in the delegate's goody bag
 - web-banner on the web-site of the event
 - news on the web-site of the event
- Reference in the official press releases of the event
- Reference in advertisement and news mail-outs of the event

2 800 \$
2 500 €

Official Sponsor of the Conference

The sponsorship package includes:

PR campaign

- Placement of a logo:
 - on the banner in the panel discussion zone
 - in the brochure of the event
 - on the screen saver used for the event in the conference hall
 - on the web-site of the event
- Placement of information and advertisement:
 - in the brochure on the event
 - at the web-site of the event
 - in the delegate's goody bag
 - news on the web-site of the event
- Reference in the official press releases on the event
- Reference in advertisement and news mail-outs on the event