

The largest exhibition for transport
and logistics services and Intralogistics
technologies in Russia

Marketing manual

transrussia.ru

BreakBulk



Road
transportation



Shipping



Air
transportation



Rail
transportation



IT solutions



25–27 August 2020

Crocus Expo IEC
Moscow, Russia

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How to improve the efficiency of participation at TransRussia 2020 exhibition?

Sponsorship and advertising opportunities offered by TransRussia 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 specialists from manufacturing, wholesale, retail, transport and logistics companies. 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.

**For more detailed information about advertising options, please, contact us,
translogsupport@hyve.group**

1. Exhibitor badges, tickets to the Gala Event



1.1 Exhibitor badges

35 €

Exhibitors may get access to the territory of the exhibition complex during the installation, dismantling and operation of the exhibition (08:00-20:00) only if they have badges.

A company entitled to receive free exhibitor badges according to the stand size: each 3 sq.m = 1 pass*

*Stands with an area of 4 and 6 sq.m have a right for 2 badges

ATTENTION! Provided badges will be already filled in. So you must by all means complete the form in the personal onkine exhibitor account. If you have not received login and password for your personal account, please, request them from the coordinator: translogsupport@hyve.group



1.2 Tickets to the Gala Event

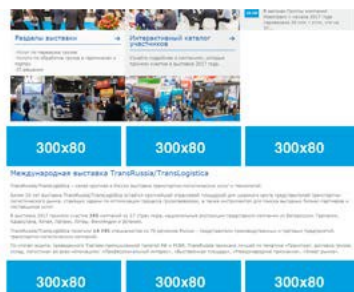
110 €

The invitation is valid for 1 person.

The gala reception will be attended by representatives of the leading transport and logistics companies.

The festive but at the same time business-friendly audience creates an excellent opportunity for networking.

2. ADVERTISING ON THE EXHIBITION WEBSITE



2.1 2.1 Banner on the official website transrussia.ru

A banner displayed on the official transrussia.ru website will inform the targeted audience about your products 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	Price
2.1.1.	1160X80 (home page)	1 month	945
2.1.2.	435X80 (home page)	1 month	860

2.2 News and announcements on the official transrussia.ru website

Exhibitors of the TransRussia 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 translogsupport@hyve.group

3. ADVERTISING IN THE ROUTE PLANNER AND CATALOGUE

Advertising in the route planner and catalogue is another chance to attract visitors to the stand of your company 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 July 15, 2020.



	Advertisement format	Price
3.1	Exhibitor entry	FREE OF CHARGE
3.2	Sub-exhibitor entry	1 397
3.3	Logo in the general alphabetical list	290
3.4	Logo with an arrow indicating the stand in the pavilion plan in the guide and navigation boards	700
3.5	Advertisement page (1/2), 4 colours	710
3.6	Advertisement page (1/1), 4 colours	1 045
3.7	Advertisement spread (2/1), 4 colours	1 985

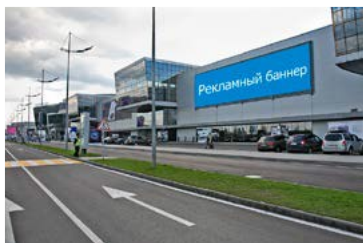
Technical specifications:

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

4. OUTDOOR ADVERTISING DURING THE EXHIBITION

4.1 Advertising banner on the façade of Pavilion 1 (rear side)



The price is for 1 size, including the cost of the medium production and installation.

	Advertisement format	Price
4.1.	10,5x5,0	4 290



4.2 Two-sided board rent

The price is for 1 size, including the cost of production and installation.

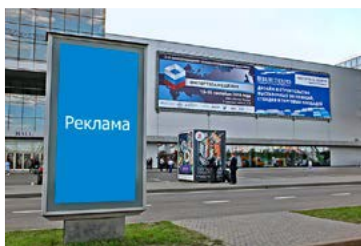
	Advertisement format	Price
4.2.	One side	Price on request



4.3 Advertising on the portable outdoor structures

The price is for 1 size, including the cost of the production and installation.

	Advertisement format	Price
4.3.1	Advertising construction on 2x3 concrete blocks	820
4.3.2	Advertising construction on 3x3 concrete blocks	1 110
4.3.3	Advertising construction on 4x3 concrete blocks	1 400
4.3.4	Advertising construction on 6x3 concrete blocks	2 090
4.3.5	Construction with a delta-shaped base, side – 2x3	1 525
4.3.6	Construction with a rectangular-shaped base, side – 2x3	1 850
4.3.7	Construction of a nonstandard size from 6.0 sq. m/for 1 sq. m	Agreed price



4.4 Light boxes advertisement (outdoor)

Size of one side – 1.23x2.5. The price is for 1 side, including the production and installation.

	Advertisement format	Price
4.4.	Advertising on a light box, 1 side of 1.23x2.5 m	350



4.5 Outdoor flagpoles rent

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

	Advertisement format	Price
4.5.	1 flagpole	255



4.6 Right to display your own advertising construction

The price does not include the production and installation.

	Advertisement format	Price
4.6.1	advertising vehicle, including "mobile billboards"	2 180
4.6.2	fixed balloon, airship, inflatable pneumatic structures and so on	Agreed price
4.6.3	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



4.7 Advertising on outdoor LED screens

Screen size – 24x9 m. The prices are for 3 days of the exhibition (288 displays a day)

	Advertisement format	Price
4.7.1	10 seconds	995
4.7.2	20 seconds	2 000
4.7.3	30 seconds	2 580



5. ADVERTISING INSIDE THE PAVILION

5.1 Advertising on portable advertising structures

Mobile advertising structures are not placed in the registration area of the Pavilion 1. The price is for 1 size, including the cost of production and installation.

	Advertising on portable structures OCTANORM	Price
5.1.1	1x2,9	310
5.1.2	2x2,9	490
5.1.3	3x2,9	610
5.1.4	4x2,8	750
5.1.5	6x2,8	1 050



5.2 Light boxes advertisement (indoor)

The price is for 1 side, including the production and installation. Number of media in Pavilion: 4 two-sided constructions.

Attention: These options are available only for booking. They will be available to purchase in the end of February 2019.

	Advertisement format	Price
5.2.1	Light box in the pavilion 1.15x1.95 (front side)	690
5.2.2	Light box in the pavilion 1.15x1.95 (rear side)	500



5.3 Advertising on a two-sided banner of 18x6 m on ceiling girders of the Pavilion 1

The price does not include the installation of mounting brackets, they must be paid separately.

	Advertisement format	Price
5.3	Two-sided banner of 18x6 m on ceiling girders	8 490



5.4 Advertising on the glass surfaces of the second floor balcony

The price includes the cost of the production and installation.

Size of the second floor balcony: the front part of 5.68x0.9, the side of 10.5x0.9 m

	Advertisement format	Price
5.4	Advertising on glass surfaces of the second floor balcony (front side)	680
5.5	Advertising on glass surfaces of the second floor balcony (side part)	1 250



5.5 Floor stickers

Stickers are placed only on passage carpets in the exhibition halls

	Advertisement format	Price
5.3	Placement and printing of one 1x1 m sticker	220

6. DISTRIBUTION OF THE ADVERTISING MATERIALS DURING THE EXHIBITION

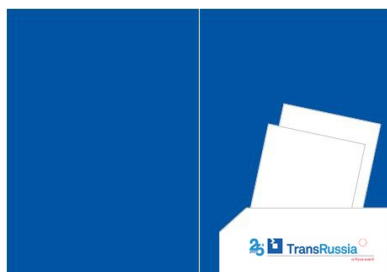


6.1 Promo badges (permit for distributing advertising materials)*

*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.

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

	Advertisement format	Price
6.1.1	Distribution of materials in exhibition halls	450
6.1.2	Distribution of materials in the adjoining part of the street	655



6.2 Distribution of the advertising materials

	Advertisement format	Price
6.2.1	Distribution of materials at the reception desk	2 000
6.2.2	Exhibitor's folder insert	1 800
6.2.3	Distribution of materials with the exhibition guide (desks in the registration area)	1 800

7. CONFERENCE HALLS RENT AND EQUIPMENT

7.1 Event announcement

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.

FREE

7.2-7.6 Conference halls rent

A conference hall may be rented only according to the rate of "1/2 of a conference day" or "1 conference day". The "1 hour" rate is applied only if the room is used for a period of time exceeding "1/2 of a conference day" or "1 conference day"

For renting the hall / room please ask the Organizers if it is possible to hold an event in

7.2	Conference hall B (70 attendees)	Price
7.2.1	for 1 hour*	235
7.2.2	for 1/2 of a conference day (4 hours)	680
7.2.3	for 1 conference day (from 10:00 to 18:00)	1 100
7.3	Conference hall D (100 attendees)	Price
7.3.1	for 1 hour*	270
7.3.2	for 1/2 of a conference day (4 hours)	700
7.3.3	for 1 conference day (from 10:00 to 18:00)	1 300
7.4	Conference hall E (150 attendees)	Price
7.4.1	for 1 hour*	350
7.4.2	for 1/2 of a conference day (4 hours)	1 000
7.4.3	for 1 conference day (from 10:00 to 18:00)	1 700
7.5	Conference hall F (300 attendees)	Price
7.5.1	for 1 hour*	425
7.5.2	for 1/2 of a conference day (4 hours)	1 480
7.5.3	for 1 conference day (from 10:00 to 18:00)	2 450
7.6	Conference hall G (300 attendees)	Price
7.6.1	for 1 hour*	425
7.6.2	for 1/2 of a conference day (4 hours)	1 480
7.6.3	for 1 conference day (from 10:00 to 18:00)	2 450
7.7	Meeting room (10 attendees)	Price
7.7.1	for 1/2 of a conference day (4 hours)	345
7.7.2	for 1 conference day (from 10:00 to 18:00)	470

7.7 EXTRA EQUIPMENT AND SERVICES RENT

	Service, equipment (for 1 piece, for 1 day)	Price
7.7.1	Assistance of the technical specialist during the event (for 1 hour)	30
7.7.2	Radio-equipped speaker's stand	115
7.7.3	Multimedia video projector (luminous flux of 6000 Lum)	530
7.7.4	Plasma display, screen size of 50 (without support or base)	240
7.7.5	Laptop	60
7.7.6	Wireless microphone	38
7.7.7	Wired microphone	20
7.7.8	Sound amplification of 2000 W	370
7.7.9	3x2.2 m screen	175
7.7.10	Rent of a conference chair	23
7.7.11	Rent of a desk for registration	57
7.7.12	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!