

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

Sponsorship opportunities

transrussia.ru

BreakBulk



Road transportation



Shipping



Air transportation



Rail transportation



IT solutions



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Crocus Expo IEC

Moscow, Russia



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How to improve the efficiency of participation in TransRussia?

Sponsorship options of TransRussia exhibition are an opportunity not only to attract the attention of the widest audience to the services and products of your company, but, above all, an additional status that emphasizes the position of the company.

Advertising options included in each package are chosen to ensure maximum coverage of the audience and the most effective way to announce the company's participation in the exhibition through all channels.

The sponsorship opportunities offered in this guide reflect all aspects of the exhibition. But if none of the proposed packages do not suit you, we will be happy to discuss with you the individual options.

For more information, please contact the Brand Manager of the exhibition, Simonov Evgeny:

Evgeny.simonov@hyve.group

General Sponsor (Sold) of the exhibition

The general sponsorship of the exhibition is an exclusive offer that gives the widest advertising opportunity of being noticed by the entire target audience of TransRussia and attracting attention to your company's products both during and long before the exhibition.

This offer is the largest by its coverage and duration of its reach to the target audience.

Information about the General Sponsor is displayed in all promotional and informational materials of the exhibition.

Exclusively:

- A speech at the opening ceremony of the exhibition
- (the layout is to be agreed with the Organizer)
- A 1366x114 banner of the home page of the website
- An advertisement page on the third cover of the guide and catalogue

Invitation cards:

- 3 tickets to the Gala Event

Promotional and PR materials:

- The company logo displayed in all promotional materials of the exhibition (the booklet, outdoor advertising, etc.)
- The company logo displayed on the exhibition module published in the printed media
- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in all newsletters sent to the visitors
- A text block about company incorporated in 5 newsletters sent to the visitors

Website www.transrussia.ru:

- A 435x80 banner on the all interior pages of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- on the first position
- Publication of company news on the exhibition website

General Sponsor (continuation) of the exhibition

The exhibition guide and catalogue:

- Display of the logo on the first cover of the guide and catalogue
- Display of the logo on the “Exhibition Sponsors” page on the first position
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Registration of the visitors:

- Display of the company logo on the printed invitation cards for the exhibition
- Display of the company logo in the printed registration form for visitors
- Display of the company logo on e-ticket of the exhibition
- Display of the company logo on the visitor badge

Navigation:

- Display of the logo on all navigation constructions of the exhibition
- Display of the logo on the navigation constructions with the plan of the exhibition
- Display of the logo on the information stands
- Display of the logo on the cubes with the printed guide and catalogue
- Display of the logo on the facade banner (in case if it is included in navigation)

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- Distribution of advertising materials in registration area
- Distribution of advertising materials in the business hall for participants
- 2 promoter badges

Outdoor advertising:

- Display of video (10, 20 or 30 seconds) on the LED screen on the facade of Pavilion 1
- An advertising structure on concrete blocks outside the Pavilion

Advertising inside the Pavilion:

- Lightbox 1,15x1,95 advertising on the front side in the registration area
- 5 posters on the exhibition territory

Official Sponsor of the exhibition

20 000 €

The Official Sponsor status gives you a chance to announce your participation long before the exhibition takes place.

Promotion is focused on publications of the Sponsor's materials on the website and in PR materials of the exhibition, as well as on advertising media in the exhibition area.

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The company logo displayed in all promotional materials of the exhibition (the booklet, outdoor advertising, etc.)
- The company logo displayed on the exhibition module published in the printed media
- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in 5 newsletters sent to the visitors
- A text block about company incorporated in 2 newsletters sent to the visitors

Website www.transrussia.ru:

- A 435x80 banner on the all interior pages of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors" on the second position
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- An advertisement page in the guide and catalogue of the exhibition
- Display of the logo on the first cover of the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page on the second position
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Official Sponsor (continuation) of the exhibition

Registration of the visitors:

- Display of the company logo on the printed invitation cards for the exhibition

Navigation:

- Display of the logo on all navigation constructions of the exhibition
- Display of the logo on the navigation constructions with the plan of the exhibition
- Display of the logo on the information stands
- Display of the logo on the cubes with the printed guide and catalogue
- Display of the logo on the facade banner (in case if it is included in navigation)

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- Distribution of advertising materials in the business hall for participants
- 1 promoter badge

Outdoor advertising:

- Display of video (10, 20 or 30 seconds) on the LED screen on the facade of Pavilion 1
- An advertising structure on concrete blocks outside the Pavilion

Advertising inside the Pavilion:

- Lightbox 1,15x1,95 advertising on the front side in the registration area
- 3 posters on the exhibition territory

Sponsor of the registration and e-tickets of the exhibition

(Sold)

Registration is mandatory for all TransRussia visitors without any exception. After the registration visitors will get an electronic ticket bearing the Sponsor's advertisement with which they can proceed to the exhibition.

During the period of TransRussia exhibition visitors will be admitted to the territory of the exhibition complex only via the registration area.

Exclusively:

- Branding of the uniform of the registrators

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in 10 newsletters sent to the visitors
- A text block about company incorporated in 5 newsletters sent to the visitors

Website www.transrussia.ru:

- A 435x80 banner on the registration page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the first cover of the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Sponsor of the registration and e-tickets of the exhibition (continuation)

Navigation:

- Display of the logo on the navigation constructions with the plan of the exhibition

Registration of the visitors:

- Display of the company logo in the printed registration form for visitors
- Display of the company logo on e-ticket of the exhibition
- Display of the company logo on the visitor badge

The exhibition guide and catalogue:

- An advertisement page in the guide and catalogue of the exhibition
- Display of the logo on the “Exhibition Sponsors” page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Advertising materials distribution:

- Distribution of advertising materials in registration area
- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- 1 promoter badge

Advertising inside the Pavilion:

- Lightbox 1,15x1,95 advertising on the front and back side in the registration area

Sponsor of the official exhibition guide and catalogue

(Sold)

The exhibition guide and catalogue is a unique exhibition product. The guide and catalogue lists exhibitors with their contact data and features exhibition plans and the business programme.

The guide and catalogue is distributed among visitors in the exhibition registration area and is handed out to all exhibitors.

Exclusively:

- One sentence about the company in the footer of the guide and catalogue
- An advertisement page on the fourth cover of the guide and catalogue
- An advertising 2/1 in the guide and catalogue
- Distribution of advertising materials in cubes with the printed guide and catalogue in the registration area

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

Website www.transrussia.ru:

- A 435x80 banner on the home page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the first cover of the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on the navigation constructions with the plan of the exhibition
- Display of the logo on the cubes with the printed guide and catalogue

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- 1 promoter badge

Advertising inside the Pavilion:

- Lightbox 1,15x1,95 advertising on the front side in the registration area

Sponsor of Wi-Fi at the exhibition

11 400 €

The Wi-Fi sponsorship promotes your visual presence at the exhibition and recognisability among other exhibitors, and attracts visitors to your stand. A Wi-Fi connection is available to all exhibition visitors and exhibitors.

Exclusively:

- The network name - the company name
- Branding of the page, on which a visitor enters his mobile phone number when getting registered
- Branding of the page, on which a visitor enters an SMS password
- The home page - the Sponsor's webpage, where a visitor is re-directed after entering the password
- Mounting of a navigation structure - pointer with the name and logo of the WI-FI Sponsor

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in 2 newsletters sent to the visitors
- A text block about company incorporated in 2 newsletters sent to the visitors

Website www.transrussia.ru:

- A 300x80 banner on the main page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Advertising page in the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on the navigation constructions with the plan of the exhibition

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials in the business hall for participants
- 1 promoter badge

Sponsor of the exhibition navigation

8 180 €

The exhibition navigation sponsorship helps you to cover the entire audience of TransRussia by displaying the logo of your company on information and navigation structures. The sponsor's logo displayed on all navigation structures attracts visitors' attention

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

Website www.transrussia.ru:

- A 300x80 banner on the home page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Advertising page in the guide and catalogue
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on all navigation constructions of the exhibition
- Display of the logo on the navigation constructions with the plan of the exhibition
- Display of the logo on the information stands
- Display of the logo on the cubes with the printed guide and catalogue
- Display of the logo on the facade banner (in case if it is included in navigation)

Advertising materials distribution:

- Distribution of advertising materials in the cubes with printed guide
- and catalogue in registration area

Outdoor advertising:

- 2 advertising structure on concrete blocks outside the Pavilion

Sponsor of the exhibition invitation cards

4 000 €

Placing the logo on the invitation cards will allow your company to reach a large audience of potential clients and influence them long before the exhibition.

In order to attract the target audience, more than 30 000 invitation cards are printed annually, which are distributed through participants, media and business partners, at thematic events

Exclusively:

- Display of the company logo on the printed invitation cards for the exhibition
- Display of the company logo in the printed registration form for visitors
- Display of the company logo on e-ticket of the exhibition

Website www.transrussia.ru:

- A 300x80 banner on the registration page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors

Sponsor of visitor bags

8 180 €

The visitor bags sponsorship increases your brand awareness, contributes to your recognizability among other exhibitors and attracts thousands of visitors of TransRussia to your stand.

Ads on bags work for a long time - you promote your brand within and outside the exhibition complex area.

Bags are available to all visitors in registration area.

Exclusively:

- Display of colour advertising on one side of the bag
- An advertising insert in each visitor's bag

Website www.transrussia.ru:

- A 300x80 banner on the Exhibitor page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors

Sponsor of the exhibition section

5450 €

The section sponsorship is a unique effective option for exhibitors whose advertising strategy is aimed at a certain segment of the target audience.

The section sponsorship option allows you to reach a certain segment of the target audience of the exhibition by using various advertising media: the website transrussia.ru, printed materials, and outdoor advertising in the exhibition area

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in segmented newsletters sent to the visitors
- A text block about company incorporated in one segmented newsletter sent to the visitors

Website www.transrussia.ru:

- A 300x80 banner on the inner page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website
- Logo of the sponsor on the page of the section on the website
- A text block about sponsor on the page of the section on the website

The exhibition guide and catalogue:

- Advertising page in the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on the table with the number of the stand
- Display of the logo on the navigation constructions with the plan of the exhibition

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- 1 promoter badge

Official insurance company

Sold

The Official Insurance Company package is an effective option for exhibitors whose advertising strategy is aimed at a certain segment of the target audience.

This package allows you to reach a selected segment of the audience by using the advertising media of the exhibition: the website transrussia.ru, printed materials, the official guide catalogue, and others.

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in segmented newsletters sent to the visitors
- A text block about company incorporated in one segmented newsletter
- sent to the visitors

Website www.transrussia.ru:

- A 300x80 banner on the inner page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Advertising page in the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on the navigation constructions with the plan of the exhibition

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- 1 promoter badge

Official customs broker

5450€

The Official Customs Broker of the Exhibition package is an effective option for exhibitors whose advertising strategy is aimed at a certain segment of the target audience.

This package allows you to reach a selected segment of the audience by using the advertising media of the exhibition: the website transrussia.ru, printed materials, the official guide / catalogue, and others.

Invitation cards:

- 2 tickets to the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

E-mailing:

- A company logo incorporated in segmented newsletters sent to the visitors
- A text block about company incorporated in one segmented newsletter sent to the visitors

Website www.transrussia.ru:

- A 300x80 banner on the inner page of the website
- Logo of the sponsor on the home page of the website in the section "Sponsors"
- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Advertising page in the guide and catalogue
- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors
- Highlighting of the company name in the alphabetical list of the exhibitors
- Display of the logo on the hall plan with the arrow indicating the stand
- Highlighting of the stand on the hall plan

Navigation:

- Display of the logo on the navigation constructions with the plan of the exhibition

Advertising materials distribution:

- Distribution of advertising materials in media zone
- Distribution of advertising materials on information stands
- 1 promoter badge

Sponsor of the business hall for the participants and the Internet cafe

4300 €

The business hall sponsorship is an opportunity to present your services and the company's brand to more than 390 exhibitors. The exhibition sponsorship allows branding Internet cafe zones and areas where exhibitors hold negotiations.

In the business hall exhibitors hold meetings with their potential clients (exhibition visitors), business partners and negotiate with government officers.

Exclusively:

- 5 posters in the business hall for the participants
- Advertising materials distribution in the business hall for the participants
- Roll-up placement in the business hall for the participants
- Advertising materials insert in the participants welcome folder

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

Website www.transrussia.ru:

- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors

Advertising materials distribution:

- 1 promoter badge

Sponsor of TransRussia bar

5 450 €

TransRussia bar sponsorship is an opportunity to exclusively design the area where the exhibition visitors and exhibitors gather

Exclusively:

- Advertising materials distribution in TransRussia bar area
- Branding of the bar back wall

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

Website www.transrussia.ru:

- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors

Advertising materials distribution:

- 1 promoter badge

Sponsor of the Gala Event

9500 €

The Gala Event sponsorship is a possibility to benefit from making your company noticed among other exhibitors.

The Gala Event will be attended by representatives of the leading transport and logistics companies.

Exclusively:

- Display of sponsor logo on the screen in the hall of the Gala Event
- Display of sponsor logo on the press wall in the hall of the Gala Event
- Roll up placement in the hall of the Gala Event
- Branding of the table in the hall of the Gala Event
- (materials are provided by the sponsor)
- Sponsor mention in the welcome speech on the opening ceremony of the Gala Event

Promotional and PR materials:

- The sponsor mention in PR materials (press releases, post releases)

Website www.transrussia.ru:

- Publication of company news on the exhibition website

The exhibition guide and catalogue:

- Display of the logo on the "Exhibition Sponsors" page
- Display of the logo in the alphabetical list of the exhibitors

Outdoor advertising:

- Display of video (10, 20 or 30 seconds) on the LED screen on the facade of Pavilion 1

The content of the sponsorship packages can be customized to meet your marketing goals, targets and business interests.

We are willing to discuss creating individual and original sponsorship and advertising packages for TransRussia

In case of any questions about sponsorship and advertising opportunities offered by TransRussia, please contact:

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