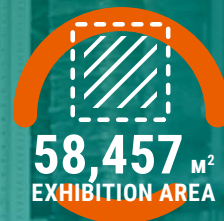


# RUSSIA'S LEADING FOOD AND DRINK EXHIBITION

28<sup>th</sup> International Food Exhibition

Sponsorship  
opportunities



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### Reach world food industry leaders

**1560**  
exhibitors

**12**  
sectors

**30 710**  
visitors

**98**  
countries

### Creating the platform for dialogue

**25**  
business  
events

**180**  
speakers

**2 223**  
delegates

### Reach your target audience

**296 939**  
annual  
website visitors

**271 295**  
mailing list  
subscribers

**7 450 000**  
Points of contact  
with a target audience  
through our strategic  
advertising campaign

**35 000**  
copies printed  
of official  
exhibition guide

## > About exhibition

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The International food exhibition WorldFood Moscow is an effective tool for increasing sales, promoting products and attracting new clients through direct contact with a large number of senior decisionmakers from retail chains and wholesalers interested in expanding their range of food products.

The effectiveness of your time at the exhibition relies on the number and standard of visitors to your stand. Promoting your participation and using the opportunities to stand out enables your company to maximise its participation.

Sponsorship packages offer the opportunity to use WorldFood Moscow's commercial potential to the max. Additional promotional tools enable you to reach and influence a large number of professionals from wholesale, retail, and food service businesses.

## > Event sponsor

37 200 €

A high impact opportunity. Top-level event status for maximum multi-channel strategic branding and exposure.

### Exclusive:

- Event sponsor status
- Participation of a member of your C-level manager at the official opening ceremony
- Sponsor's advert on the 4<sup>th</sup> cover of the exhibition guide

### Advertising and PR:

- Sponsor's logo placed on all exhibition advertising materials (brochures, OOH etc)
- Sponsor's logo on exhibition promotions published in press
- Mention of the Sponsor in press and post-releases
- Opportunity to hold promotional activities at the exhibition (promoter provided by the Sponsor)
- Sponsor's interview content piece on the website
- Speech by sponsor's representative on the relevant issue as a part of the Event business program. Topic and content to be coordinated with the Content team of the event

### Emailing:

- Sponsor's logo placed in emails about the exhibition sent to our database
- Sponsor's info (300 characters) included in 3 emails sent to visitor database

### Website

- Sponsor's banner on main page
- Sponsor's logo on Sponsor page
- Sponsor's news on website

### Exhibition guide:

- Sponsor's logo on front cover
- Sponsor's logo on sponsor's page
- Sponsor's logo marking their stand on the floorplan

## > Event sponsor

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### Visitor registration:

- Sponsor's logo on printed visitor registration form
- Sponsor's logo on e-tickets
- Sponsor's logo on badges
- Sponsor's marketing materials in registration areas

### Signage:

- Sponsor's logo on all signage
- Sponsor's logo on info desks
- Sponsor's logo on exhibition guide holder

### On-site:

- Sponsor's advert above hall entrances (stickers)
- Sponsor's advert on lightboxes in registration areas (one side)
- Branded columns in exhibition centre lobby (6 items)
- Video playback on screens above hall entrances (10 sec slot, from 9.00 a.m. to 6.00 p.m.)
- Sponsor's advert on lightbox in tunnel from metro station Myakinino to pavilion
- Sponsor's outdoor banner in front of pavilion entrance (2x3 m)

## > Partner country

22 300 €

The status of the Partner-Country makes it possible to present the collective stand at the exhibition and have an exclusive advertising campaign in the Russian food market within the framework of WorldFood Moscow.

### Exclusive:

- Partner-Country status
- Participation of Partner-Country representative in the official opening ceremony (speech 3 min)
- Branded custom-build photo zone in the exhibition area
- Branded charging stations

### Advertising and PR:

- Sponsor's logo placed on all exhibition advertising materials (brochures, OOH etc)
- Sponsor's logo on exhibition promotions published in press
- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Emailing:

- Sponsor's logo placed on emails about the exhibition to our database

### Website:

- Sponsor's banner on main page
- Sponsor's logo on Sponsor page

### Exhibition guide:

- Sponsor's logo on front cover
- Sponsor's logo on sponsor page
- Sponsor's logo marking stand location on the floorplan
- Sponsor's advert on the 3<sup>rd</sup> cover of the exhibition guide

### Visitor registration:

- Sponsor's logo on printed visitor registration form
- Sponsor's logo on e-ticket
- Sponsor's logo on badges
- Sponsor's marketing materials in registration areas

## > Partner country

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(continue)

### Signage:

- Sponsor's logo on all signage
- Sponsor's logo on info desks
- Sponsor's logo on exhibition guide holder

### On-site:

- Sponsor's advert above hall entrances (stickers)
- Sponsor's advert on lightbox in tunnel from metro station Myakinino to pavilion
- Video playback on screens above hall entrances (10 sec slot, 10 times per day)
- Sponsor's outdoor banner in front of pavilion entrance (2x3 m)

## > Exhibition sector sponsor

6 200 €

If the marketing strategy is aimed at attracting specialists of a target segment, the official sponsorship of the section provides an excellent opportunity to highlight your company and get the greatest effect from branding and advertising in your section.

### Exhibition sectors:

Confectionery; Grocery; Meat&Poultry; Tea&Coffee; Frozen&convenience foods, Ready-prepared dishes; Oils, fats&sauces; Canned foods; Dairy products; Fruits&Vegetables; Fish&Seafood; Drinks; Health&Organic food.

### Exclusive:

- Exhibition sector sponsor status
- Sponsor's floor advert in the exhibition hall (where the sector is located) (set of 10 pieces)
- Sponsor's banner in front of hall, where sponsored sector is located
- Branded columns in front of hall where sponsored sector is located

### Advertising & PR:

- Sponsor's logo placed on all exhibition advertising materials (brochures, OOH etc)
- Sponsor's logo on exhibition promotion published in press
- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Emailing:

- Sponsor's logo placed in emails about the exhibition sent to our database

### Website:

- Sponsor's banner on main page
- Sponsor's logo on Sponsor page



## > Exhibition sector sponsor (continue)

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### Exhibition guide:

- Sponsor's logo on front cover
- Sponsor's logo on sponsor's page
- Sponsor's logo marking stand location on the floorplan
- Sponsor's advert (one page) in the exhibition guide

### Visitor registration:

- Sponsor's logo on printed visitor registration form
- Sponsor's logo on e-ticket
- Sponsor's logo on badges

### Signage:

- Sponsor's logo on all signage
- Sponsor's logo on info desks
- Sponsor's logo on exhibition guide holder

### On-site:

- Sponsor's advert above halls entrances
- Sponsor's stella in front of hall, where sponsored sector is located

## > Visitor registration sponsor 18 600 €

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Sponsorship of registration is a great opportunity for your company to gain access to our buyers before the opening of the exhibition as well as during its days. Registration is mandatory for all visitors of WorldFood Moscow.

Be an integral part of the visitor's first interaction with the exhibition, having received the status of registration Sponsor.

### Exclusive:

- Visitor registration sponsor status
- Branded clothing for registration staff provided by the Sponsor (sweatshirts, scarfs, T-shirts, etc)
- Registration desk branding (at each desk in each exhibition hall)

### Advertising and PR:

- Sponsor's logo placed on all exhibition advertising materials (brochures, OOH etc)
- Sponsor's logo on exhibition promotion published in press
- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Emailing:

- Sponsor's logo placed in emails about the exhibition sent to our database

### Website:

- Sponsor's banner on main page
- Sponsor's logo on Sponsor page
- Sponsor's logo on visitor registration page

### Exhibition guide:

- Sponsor's logo on front cover
- Sponsor's logo on sponsor's page
- Sponsor's logo marking stand location on the floorplan
- Sponsor's advert (one page) in the exhibition guide

## > Visitor registration sponsor (continue)

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### Visitor registration:

- Sponsor's logo on printed visitor registration form
- Sponsor's logo on e-ticket
- Sponsor's logo on badges
- Sponsor's logo on registration desks

### Signage:

- Sponsor's logo on all signage
- Sponsor's logo on info desks

### On-site:

- Sponsor's advert on lightboxes in registration areas (one side)
- Sponsor's advert above halls entrances (stickers)
- Sponsor's advert on lightbox in tunnel from metro station Myakinino to pavilion

## > Exhibition guide sponsor

12 400 €

The exhibition guide is distributed to all visitors of the exhibition. The publication contains a full list of participants, pavilion plans, as well as a program of events.

Integrate your brand into a guide seen by all visitors that accompanies them during the exhibition and is a reference document after it!

Sponsorship of the guide is a unique opportunity to enable your company to stand out amongst WorldFood Moscow exhibitors and attract more visitors to your company's stand.

### Exclusive:

- Exhibition guide sponsor status
- Sponsor's logo on footers of the exhibition guide
- Sponsor's entry highlighted within alphabetical list of exhibitors in exhibition guide

### Advertising and PR:

- Sponsor's logo placed on all exhibition advertising materials (brochures, OOH etc)
- Sponsor's logo on exhibition promotions published in press
- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Emailing:

- Sponsor's logo placed in emails about the exhibition sent to our database

### Website:

- Sponsor's banner on main page
- Sponsor's logo on Sponsor page

### Exhibition guide:

- Sponsor's logo on sponsor's page
- Sponsor's logo marking stand location on the floorplan
- Sponsor's logo on front cover

### Signage:

- Sponsor's logo on all signage
- Sponsor's logo on info desks

## > Exhibition hall bags sponsor

18 600 €

Advertising on the exhibition hall bags will allow you to achieve the greatest coverage of food market specialists at the WorldFood Moscow exhibition.

Visitors will become carriers of your brand advertising not only during the exhibition, but also after it.

### Exclusive:

- Sponsor's advert on one side of the visitor's bags
- One-page corporate collateral in each bag (provided by sponsor)

### Advertising & PR:

- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Website:

- Sponsor's logo on Sponsor page

### Exhibition guide:

- Sponsor's logo on sponsor's page
- Sponsor's logo marking stand location on the floorplan

### Signage:

- Sponsor's logo on all signage

## > Lanyards sponsor

21 100 €

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Take advantage of this opportunity to see every attendee at the event wearing your brand.

### Exclusive:

- Branded visitor lanyards

### Advertising & PR:

- Mention of the Sponsor in press and post-releases, news
- Partner's news on the website

### Website:

- Sponsor's logo on Sponsor page

### Exhibition guide:

- Sponsor's logo on sponsor's page

### Signage:

- Sponsor's logo on all signage

> We are ready to discuss any special projects that will meet your company's needs, budget and strategy.

If you need any further information about advertising options, sponsorship or any other promotional opportunities, please, contact us by email [fm@ite-exhibitions.com](mailto:fm@ite-exhibitions.com)