

# AUTUMN FOOD AND DRINK EXHIBITION

18+

## SPONSORSHIP OPTIONS



Book your stand  
**world-food.ru**

  
**662**  
EXHIBITORS

  
**16 430**  
VISITORS

  
**31**  
COUNTRIES

  
**69** REGIONS  
OF RUSSIA

  
**17 000** m<sup>2</sup>  
EXHIBITION AREA

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## About the exhibition

Autumn food and drink 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 decision makers 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.

# General sponsor of the exhibition

# 42 350 €

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

## Exclusive:

- General sponsor of the exhibition status
- Sponsors advertising page on the 4<sup>th</sup> cover of the exhibition guide

## Advertising and PR:

- Sponsor`s logo placed on all the exhibition advertising materials (brochure, OOH, etc.)
- Sponsor`s logo on the exhibition promotional page published in partner media
- Mention in the exhibition press and post-releases
- 4 promo badges (permission to hold promotional activities at the exhibition)
- Sponsor`s interview on the exhibition website

## Emailing:

- Sponsor`s logo placed in all the emails sent to our database
- Sponsor`s text block (300 characters) included in 3 emails sent to our database

## Website:

- 1466x80 banner on the main page of the exhibition website
- Sponsor`s logo on the support and sponsors page
- Sponsor`s news on the exhibition website

## Navigation:

- Sponsor`s logo on all the navigation banners
- Sponsor`s logo on the information desks

# General sponsor of the exhibition

(continued)

## Exhibition guide:

- Sponsor`s logo on the front cover
- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan

## Visitor registration:

- Sponsor`s logo on the printed registration form
- Sponsor`s logo on the e-ticket
- Sponsor`s logo on the visitors badges
- Spreading the sponsor`s promo materials in the registration areas

## On-site:

- Banners on the 2<sup>nd</sup> floor glass balcony over the hall entrances (2 stickers)
- Sponsor`s advertising on the lightboxes located in the registration areas (2 pcs)
- Branded column in the exhibition lobby (4 pcs)
- Video playback on the screens above the hall entrances (30 sec)
- Sponsor`s advertising on the lightboxes located in the passageway from the metro to the pavilion (3 pcs)
- 2x3 outdoor banner in front of the pavilion entrance (2 pcs)

## Partner country

28 200 €

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
- Branded phone chargers
- Sponsors advertising page on the 2<sup>th</sup> cover of the exhibition guide

### Advertising and PR

- Sponsor`s logo placed on all the exhibition advertising materials (brochure, OOH, etc.)
- Sponsor`s logo on the exhibition promotional page published in partner media
- Mention in the exhibition press and post-releases
- Interview with the company reps

### Emailing:

- Sponsor`s logo placed in 5 emails sent to our database

### Website:

- 435x80 banner on the main page of the exhibition website
- Sponsor`s logo on the support and sponsors page
- Sponsor`s news on the exhibition website

### Exhibition guide:

- Sponsor`s logo on the front cover
- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan

## Partner country

(continued)

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### Navigation:

- Sponsor`s logo on all the navigation banners
- Sponsor`s logo on the information desks

### Visitor registration:

- Sponsor`s logo on the printed registration form
- Sponsor`s logo on the e-ticket
- Sponsor`s logo on the visitors badges
- Spreading the sponsor`s promo materials in the registration areas

### On-site:

- Banners over the hall entrances (4 stickers)
- Sponsor`s advertising on the lightbox located in the passageway from the metro to the pavilion (2 pcs)
- Video playback on the screens above the hall entrances (10 sec)
- 2x3 outdoor banner in front of the pavilion entrance

# Sponsor of the exhibition sector

# 10 000 €

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

### Exclusive:

- Sponsor of the exhibition sector status
- Floor stickers leading to the sponsor`s stand (10 pcs)

### Advertising & PR:

- Sponsor`s logo on the exhibition promotional page published in partner media
- Mention in the exhibition press and post-releases

### Emailing:

- Sponsor`s logo placed in 3 emails sent to our database

### Website:

- 435x80 banner on the main page of the exhibition website
- Sponsor`s logo on the support and sponsors page
- Sponsor`s news on the exhibition website

### Exhibition guide:

- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan
- Advertising page



# Sponsor of the exhibition

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## Navigation:

- Sponsor`s logo on all the navigation banners
- Sponsor`s logo on the information desks

## On-site:

- Video advertising on the LED screens over the Halls entrance (10 sec)
- Sponsor`s logo placed on the navigation video playback on the screens above the hall entrance
- Sponsor`s advertising on the lightbox located in the passageway from the metro to the pavilion

# Sponsor of the visitors registration

## 17 000 €

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Sponsorship of the 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.

### Exclusive:

- Sponsor of the visitors registration status
- Branded clothing for the registration staff (provided by the sponsor)
- Banner on the registration page on the website
- Branding of the registration desks
- Branding of the of turnstiles at the entrance to exhibition halls

### Advertising and PR:

- Sponsor`s logo on the exhibition promotional page published in partner media
- Mention in the exhibition press and post-releases

### Emailing:

- Sponsor`s logo placed in all the emails sent to our database
- Text block in 5 emails sent to our database

### Website:

- 435x80 banner on the main page of the exhibition website
- Sponsor`s logo on the support and sponsors page

### Visitor registration:

- Sponsor`s logo on the printed registration form
- Sponsor`s logo on the e-ticket
- Sponsor`s logo on the visitors badges

# Sponsor of the visitors registration

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## Exhibition guide:

- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan
- Advertising page

## On-site:

- Sponsor`s advertising on the lightbox located in the passageway from the metro to the pavilion
- Video playback on the screens above the hall entrances (10 sec)
- 2x2,9 indoor banner in front of the hall entrance
- Branded wall panels above the registration desks (6 pcs)

# Sponsor of the exhibition guide

8 500 €

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The exhibition guide contains a full list of participants, pavilion plans, as well as a program of events. Integrate your brand into a guide that accompanies them during the exhibition and is a reference document after it!

## Exclusive:

- Sponsor of the exhibition guide status
- Sponsor`s logo on the footer of the exhibition guide
- Sponsors advertising page on the 3<sup>th</sup> cover of the exhibition guide
- Sponsor`s logo on the cube shelve for the exhibition guides

## Advertising and PR:

- Sponsor`s logo on the exhibition promotional page published in partner media
- Mention in the exhibition press and post-releases

## Website:

- Sponsor`s logo on the support and sponsors page
- Sponsor`s news on the exhibition website

## Exhibition guide:

- Sponsor`s logo on the front cover
- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan

## Sponsor of the visitors lanyards

18 500 €

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

### Exclusive:

- Sponsor of the visitors lanyards status
- Branded visitors lanyards

### Advertising and PR:

- Mention in the exhibition press and post-releases

### Website:

- Sponsor`s logo on the support and sponsors page
- Sponsor`s news on the exhibition website

### Exhibition guide:

- Sponsor`s logo on the gratitude page
- Sponsor`s logo with an arrow indicated the sponsor`s stand on the floorplan
- Highlighting the sponsor in the alphabetical list of the exhibitors
- Highlighting the sponsor`s stand on the floorplan