



22nd International Exhibition  
of Laboratory Equipment  
and Chemical Reagents

**16–18.04.2024**

Crocus Expo, Moscow, Russia



**MARKETING MANUAL**

## Content

By using the sponsorship and advertising opportunities of Analitika Expo, your company gets a great opportunity to attract a wide audience of professionals to your products and brands, both during and long before the Exhibition.

How can you increase the efficiency of your Analitika Expo participation? .....	3
Printed guide advertisements; Promoter badges.....	4
Exhibition visitor newsletter advertisements Floor sticker markers.....	5
Advertising structures in the lobby .....	6
Outdoor advertising structures in front of the pavilion.....	7
Advertising on the analitikaexpo.com website .....	8
Business Programme.....	9

## How can you increase the efficiency of your Analitika Expo participation?

Additional promotional instruments provide a great coverage and exposure to a huge number of your potential clients, thus enabling you to attract the maximum number of visitors at your company's booth and increasing your brand awareness, thus increasing the number of your potential partners and customers: employees of companies working in the spheres of scientific studies and designs, laboratory equipment supply, chemical and pharmaceutical manufacturing, as well as representatives of laboratories dealing with various kinds of studies.

### Audience outreach:

103 843 unique website visitors

70 493 unique newsletter contacts

10 344 registered visitors

6 716 exhibition visitors

\*All statistic are based on the figures of Analitika Expo 2023

## Printed guide advertisements

Advertising in the printed guide is an additional opportunity to attract customers to your company's booth on the Analitika Expo days, as well as to promote your brand and products until the next year's Exhibition.

Audience outreach:

6 716 exhibition visitors

Contact period:

Exhibition days and afterwards



Application item no.	Advertising format	EUR
1.1	Logo + booth marker on the map	310
1.2	Company logo with description	79
1.3	Logo in header or footer	604
1.4	Advertisement page (1/1)	443
1.5	Advertisement page (1/1) 2nd, 3rd cover	872
1.6	Advertisement page (1/1) 4th cover	1,476

Audience outreach:

6 716 exhibition visitors

Contact period:

Exhibition days and afterwards



## Promoter badges

**Available for** 1 person on the Exhibition day

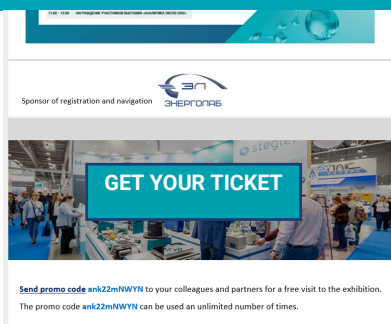
A promoter badge authorizes one to carry out advertising activities enabling you to expose your advertisements to the whole Exhibition audience, as well as reach potential clients outside your company's booth.

Application item no.	Advertising format	EUR
2.1	Exhibition hall product distribution permit	231
2.2	Exhibition territory product distribution permit	402

Audience outreach:  
6 716 exhibition visitors

70 493 unique newsletter contacts

10 344 registered visitors



## Exhibition visitor newsletter advertisements

Our new unique option of exhibition visitor database newsletter logo placement will enable you to reach your maximum target audience even outside of the Exhibition, as well as promote your company long before the event is held.

Application item no.	Advertising format	EUR
3.1	One-time Exhibition visitor database newsletter logo placement	335
3.2	All-time Exhibition visitor database newsletter logo placement (35 emails)	1,140

Audience outreach:  
6 716 exhibition visitors

Contact period:  
Exhibition days and afterwards



## Floor sticker markers

Application item no.	Advertising format	EUR
4.1	Lobby floor sticker / 1 sq.m.	141
4.2	Hall floor sticker / 1 sq.m.	116

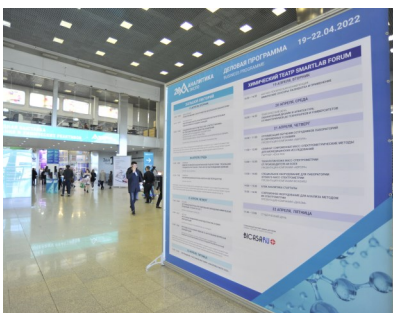
## Advertising structures in the lobby

Audience outreach:  
6 716 exhibition visitors

Contact period:  
Exhibition days

Your company's advertisements on the structures in the lobby will enable your company to reach 100% of the Exhibition audience, since all visitors access the exhibition halls via this territory.

The lobby also has mandatory visitor registration stands, which enable to prolong the target audience exposure of your company's advertisements.



Application item no.	Advertising format	EUR
5.1	Lightbox 1.17x1.97 (front side)	732
5.2	Lightbox 1.17x1.97 (rear side)	549
5.3	Lightbox in the metro subway 3x1.2	427
5.4	Lightbox at the cloakroom 1.14x2.44	488
5.5	Registration desk 2.96x1.54	854
5.6	Wall panel behind the registration desk 2.98x1.2	305
5.7	Column in front of the hall, 3.17x3	976
5.8	Turnstile branding, block of 6 pcs	1,646
5.9	Advertising element Octanorm 1x2.9	305
5.10	Advertising element Octanorm 2x2.9	427
5.11	Sticker above the hall entrance, 2.8x1.5 (1 side)	732
5.12	Sticker above the hall entrance, 2.8x1.5 (2 sides)	976
5.13	Sticker on a food court glass 5.32x3.8 (medium)	3,049
5.14	Sticker on a food court glass 5.56x3.8 (outermost)	3,049
5.15	Double-sided banner 8x12 on ceiling girders	6,097
5.16	Video on a screen above halls 13–15, 17x1 (per screen)	1,220

## Outdoor advertising structures in front of the pavilion

Audience outreach:

6 716 exhibition visitors

Contact period:

Exhibition days and afterwards

Outdoor structure advertisements provide an opportunity to attract the visitors' attention and increase brand awareness.



Application item no.	Advertising format	EUR
6.1	Facade banner 18x9	4,545
6.2	Billboard along the Moscow Ring Road	1,219
6.3	Advertising element 2x3	854
6.4	Advertising element 4x3	1,463
6.5	Advertising element 6x3	1,829
6.6	Four-sided banner 2x3	1,829
6.7	Outdoor lightbox 1.23x2.5, one side	366
6.8	Advertising vehicle	1,536
6.9	Advertising video on a stele screen between pavilions, 10 sec., 5 days	793
6.10	Advertising video on a stele screen between pavilions, 20 sec., 5 days	1,427
6.11	Advertising video on a stele screen between pavilions, 30 sec., 5 days	1,829
6.12	Decoration of the entrance group to pavilion 3, hall 14	5,454

## Advertising on the analitikaexpo.com

Website advertising statistics:

103 843 website visitors

159 825 webpage views

Application item no.	Advertising format	EUR
7.1	Web-banner 435 x 80 / 1 month	488
7.2	Web-баннер 1366 x 114 / 1 month	976

News on exhibition websites

Be closer to your potential clients!

Send your company's news and we will place it on exhibition websites for free. Tell us about the upcoming event and what you are preparing for visitors at your stand: equipment and novelties, special offers and events for visitors, news about changes in your business.

Send news and photos as well as your company logo for the site analitikaexpo.com





## Business Programme

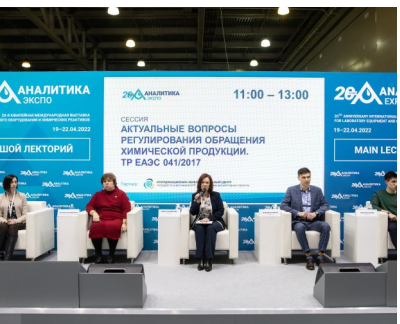


We invite you to take part in the business program events and hold your own seminar.

The Organiser posts information about all events on the exhibition website, in the official catalogue of the exhibition, on a printed element in the lobby of the exhibition pavilion. After the exhibition is over, the Organiser publishes presentations of the speakers on the official website of the exhibition in the “Business Program” section and also mails out a notification of the material publication. Presentations are published only with the permission of the speakers themselves, the text of the speech can be edited together with the speaker and published in a brief version.



Application item no.	Advertising format	EUR
8.1	Lease of an equipped conference hall, 1 hour	854
8.2	Lease of an equipped conference hall, ½ hour	488



The topic of the speech must be agreed with the producer of the business programs Tatyana.Sharakha@ite.group

**Application form Analitika Expo 2024**

Venue: Russia, Moscow, Crocus Expo IEC

Time: 16-18 April 2024

Company name

## Contact information

Contact person		Phone number:		E-mail	
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8.2.	Lease of an equipped conference hall, ½ hour	488		

Total cost

analitikaexpo.com, analitikaexpo@ite.group

Date \_\_\_\_\_ Name \_\_\_\_\_  
Signature \_\_\_\_\_ Stamp \_\_\_\_\_