

23<sup>rd</sup> International Exhibition  
of Laboratory Equipment  
and Chemical Reagents

**23-25 April 2025**

Moscow, Crocus Expo, Pavilion 3

MARKETING  
OPPORTUNITIES



ОРГАНІЗАТОР  
ORGANISER



# TO OUR VALUED EXHIBITORS

Thank you for choosing Analytica Expo!

To make your company's participation effective, we suggest you take advantage of the **basic participant's advertising package** which offers:

- Inclusion of information about the company in the electronic list of exhibitors on the website
- Inclusion of company information in the list of exhibitors in the printed exhibition guide
- Publication of one news item about the company on the exhibition website
- Inclusion of information about the company's products or services in one exhibition news digest sent to the visitor base



## Do you want to maximise your results?

Take advantage of the advertising options available at the exhibition. You can familiarise yourself with them in this document.

# ADVERTISEMENT EXHIBITION CHANNELS

**79 400+**

visitors to the site  
from November  
2023  
to April 2024

**9 000+**

website visitors  
during the  
exhibition

**28 000+**

contacts in the  
visitor database

**5 000**

circulation of  
the guidebook

## WEB-BANNER

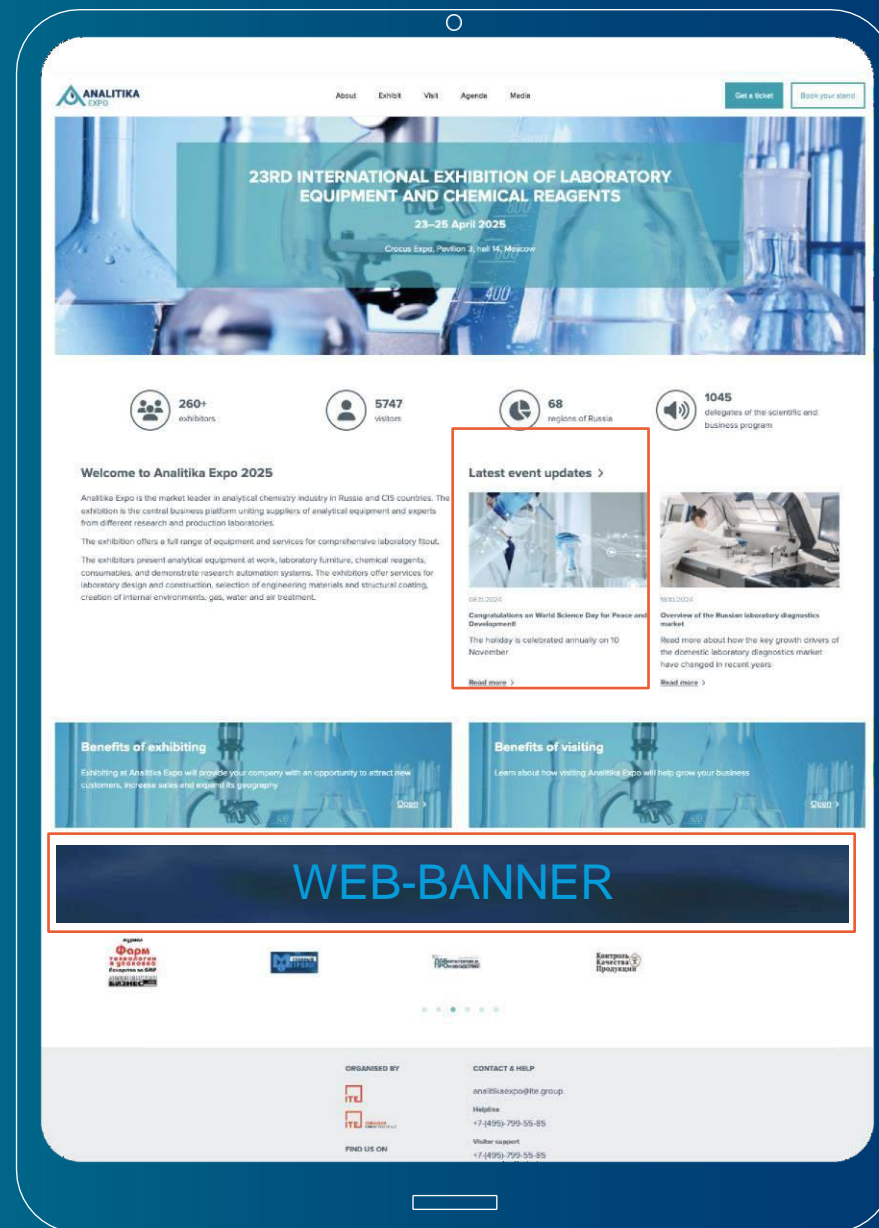
- Web banners are placed **on the home page** and **internal pages of the website** in the lower block.
- Advertising banners are accepted in **gif** or **jpeg** formats, no more than 150-200 kb in size.
- The banner layout should be labelled with the following inscription: { **"advertisement". LLC Company Name. TIN XXXXXXXXXXXXX.** }

## WEBSITE NEWS

Each participant is entitled to **one free news publication** on the website. All subsequent postings are made on a paid basis.

The news requirements for the website are set out in [Appendix 1](#).

PUBLISHING ON THE WEBSITE		EURO
1.1	Web-banner 435x80 / 1 month	411
1.2	Web-banner 1366x115 / 1 month	821
1.3	Participant's news on the website (second and subsequent postings), with a 7-day fixation on the home page	91



# 2

## EXHIBITION MAILINGS

The logo in the mailings to your visitor base will allow you to reach the maximum number of representatives of your target audience and influence them well in advance, prior to the event.

MAILING LIST ADVERTISING		EURO
2.1	Logo placement in one newsletter	301
2.2	Logo placement in all mailings on visitors to the exhibition (more than 30 mailings)	1 022

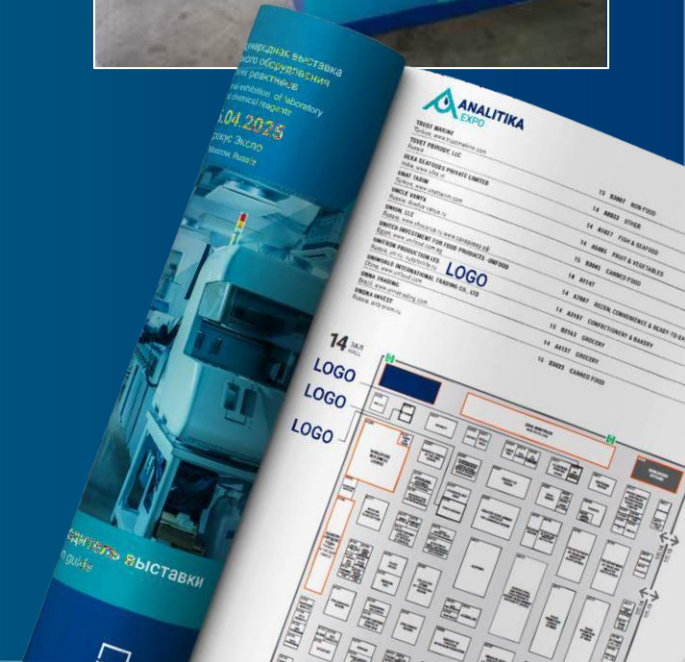
# 3

## PRINTED EXHIBITION GUIDE

The printed guide is distributed on the days of the exhibition and serves to the main reference material for visitors, including after the event. Advertising in the guide is an additional opportunity to attract visitors to your company's stand.

The requirements for advertising layouts are set out in [Appendix 2](#).

INTEGRATION INTO THE PRINTED EXHIBITION GUIDE		EURO
3.1	Logo and sign to the stand on the hall plan	151
3.2	Logo in the list of participants	45
3.3	Header logo (top/bottom)	539
3.5	A4 advertising page inside the guidebook	639
3.7	Advertising on the 2nd or 3rd cover	776
3.8	The ad on the 4th cover	986







# ADVERTISING AT CROCUS EXPO SURFACES

**5 700+**  
exhibition visitors



## STREET ADVERTISING: THE AREA IN FRONT OF THE PAVILION

Advertising on outdoor structures provides an opportunity to attract the attention of visitors and increase brand awareness.

Placement period: during the days of the exhibition

STREET FURNITURE		EURO
4.1	Facade banner 18x9	5 932
4.2	Branding of the entrance group	4 563
4.3	Advertising construction 2x3	639
4.5	Advertising construction 4x3	867
4.6	Advertising structure 6x3	1 004
4.7	Triangle construction 2x3	1 095
4.8	Cube construction 2x3	1 278
4.9	Lightbox 1,23x2,5, one side	274
4.10	Advertising vehicle	On request
4.11	Commercial on the screen on the stele between pavilions 2 and 3 10 sec., 5 days	821
4.12	Commercial on the screen on the stele between pavilions 2 and 3 20 sec., 5 days	1 095
4.13	Commercial on the screen on the stele between pavilions 2 and 3 30 sec., 5 days	1 369
4.14	Billboard along the Moscow Ring Road	On request





## ADVERTISING STRUCTURES IN THE FOYER

Your company's advertising in the foyer will allow you to reach 100% of the exhibition audience, as all visitors enter the exhibition halls through the foyer and registration area.

Placement period: during the days of the exhibition

LOBBY STRUCTURES		EURO
5.1	Lightbox 1,17x1,97, front side	548
5.2	Lightbox 1,17x1,97, back side	411
5.3	Lightbox by wardrobe 1,14x2,44	456
5.4	Branding of the reception desk 2.96x1.54	639
5.5	Wall panel behind the reception desk 2.98x1.2	319
5.6	Column in the registration area 3.17x3	730
5.7	Branding of turnstiles, block of 6 pcs.	1 232
5.8	Advertising construction Octanorm 1x2.9	319
5.9	Advertising construction Octanorm 2x2.9	411
5.10	Double-sided sticker over the entrance to the hall, 2.8x1.5	730
5.11	Food court glass sticker 16.2x3.8. Three turnkey surfaces	5 932
5.12	Banner ceiling suspension 8x12	4 563
5.13	Video on a 17x1 screen above the halls, (1 screen)	548
5.14	Sticker on the floor in the foyer / 1 sq.m.	164
5.15	Floor sticker in the hall / 1 sq.m.	132





## PROMO-BADGE

- Promo badge gives the right to employ promoters, conduct mass surveys, distribute advertising and promotional products at the exhibition.
- One badge is designed to be used by one person during all days of the exhibition. The promotional staff is obliged to carry the promotional badge with them at all times during the work.
- The badges are unnamed, so they can be used by different representatives of the client company.
- The badges are given to the company representative at the reception desk at the organiser's office at the exhibition from the last day of installation

	PROMO-BADGE	EURO
6.1	Promotional badge for use in showrooms only	210
6.2	Promotional badge for use in the exhibition halls and foyer in the registration area	365



## INFORMATION REQUIREMENTS FOR NEWS ON THE WEBSITE

- Unique, not previously published texts up to 6,000 characters are accepted as news for the exhibition website.
- The topic of the news should be related to the company's participation in the exhibition (announcement of exhibited products or services, special offers for visitors, announcement of activities at the exhibition, etc.).
- The text of the news should be presented in 3rd person
- News text is accepted strictly in Word format
- The news should be accompanied by 2-3 photos not less than a dimension of 1280x720 with 16:9 aspect ratio in .jpeg or .png format. No text should be applied to the photo.
- 70 characters (with spaces) limit for headings – 200 characters limit for subheadings (with spaces)

**IMPORTANT:** The text for the first (free) publication should be written in an informative, not promotional style. If you want to publish more than 1 news on the site, it is important that each publication has different information. The first publication may include general company info while the second one could be about the novelties or achievements of your company during the last year.

\*All texts and press releases are subject to editing. The Organiser reserves the right to refuse publication if the submitted material does not meet the requirements.

## REQUIREMENTS FOR THE LAYOUT IN THE GUIDEBOOK

The cropped format of the guide is 210mm (width) x 297mm (height)

### 1. A4 format - 1 advertising page

When printing a module "off-set": 210 mm (width) x 297 mm (height) - vertical, + "offsets" 5 mm on each side. Significant elements (logos, text) should be placed at least 5 mm inward of the borders of the cropped format. The use of frames is undesirable.

Provided in vector file (.EPS, .PDF.) - fonts must be converted to curves, or in raster file (.TIFF (without layers) - with resolution should not be less than 300 dpi.

### 2. LOGOTYPE (minimum dimensions - 20 mm x 10 mm (horizontal)).

Provided in vector file (.EPS, .AI, .CDR) - fonts must be converted to curves, or in raster file (.TIFF (without layers), .JPG) - with resolution should not be less than 300 dpi.

## HONOURED PARTICIPANTS,

We are always ready to find advertising options that will suit your company and make your advertising stand out. In addition to individual advertising options, we can offer ready-made sponsorship packages, as well as customised offers to suit your needs.

For advertising and sponsorship enquiries, please contact your manager or the marketing department.

**BURCU YILGÖR**  
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Exhibition Marketer

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The more care you take in organising and planning your upcoming exhibition, the more effective your participation will be.

We wish you a successful exhibition!