



# EXPO ELECTRONICA

26<sup>TH</sup> INTERNATIONAL  
EXHIBITION OF ELECTRONICS

16–18 APRIL 2024  
CROCUS EXPO, MOSCOW



ELECTRONIC COMPONENTS,  
MODULES AND SUBSYSTEMS



TECHNOLOGIES, EQUIPMENT AND MATERIALS  
FOR ELECTRONIC MANUFACTURING



EMBEDDED SYSTEMS



NEW

ROBOTICS



NEW

IT & DIGITAL  
SOLUTIONS



ОРГАНИЗАТОР  
ORGANISER

## MARKETING MANUAL

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For ordering marketing options please contact your manager.

## HOW TO INCREASE THE EFFICIENCY OF PARTICIPATION IN THE EXHIBITION?

Sponsorship and advertising opportunities allow exhibitors to make themselves known to a wide audience of specialists both during the exhibition and before it is held.

Additional promotional tools provide comprehensive coverage and impact on a large number of professionals in manufacturing enterprises and wholesale and retail trade organizations.

In this catalog, we offer you advertising opportunities as an additional tool to draw attention to your company, brand, and products. Advertising options will help you attract more potential partners and customers to your stand and focus them on your offers and new products.

**21 063**  
unique visits



**23**  
countries



**74**  
Regions of  
Russia

# 1. PROMOTIONAL CODES

FOR FREE

## 1.1 PROMOTIONAL CODES

Please note that there is a promotional code system at the exhibition.

**For free admission to the exhibition, provide your guests with the promotional code.**

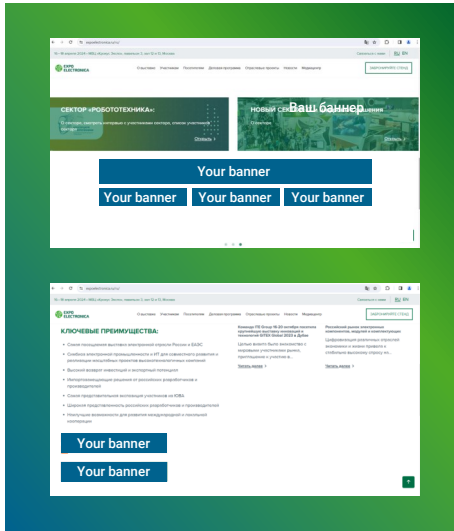
After receiving the special promotional code, your guests will be able to register in advance on the exhibition website and receive an electronic ticket for free.

An electronic ticket gives the right to visit the exhibition during all days of its operation.

If you have not received a promotional code, please request it from the organizers of the exhibition:

[khadija.mubarik@ite.group](mailto:khadija.mubarik@ite.group)

## 2. ADVERTISING ON THE EXHIBITION WEBSITE



### PLACING A BANNER ON EXPOELECTRONICA.RU

\* Quantity is limited

Placing a banner on the websites will allow you to inform the target audience about your products and brands before and during the exhibition, as well as attract more visitors to your company's stand.

### Audience reach:

141 000 + website visitors during the year

376 000 + website views during the year

105 000 + website visitors during the period of active preparation to the exhibition (January-April)

302 000 + website views during the period of active preparation to the exhibition (January-April)

*Statistics 2024*

	Option	Price €
2.1	Banner 1 366x114 for 3 months	750

### 3. NEWS AND ANNOUNCEMENTS PLACEMENT ON EXPOELECTRONICA.RU

**FOR FREE**

ExpoElectronica exhibitors can send news about their company's participation and new products to be posted on the exhibition website completely free of charge.

News and announcements for posting are accepted in Word format. The length of the title should not exceed 70 characters. Attach 2-3 high quality photos to the news in jpg or png format.

Please note that the organizer reserves the right to edit the provided material.

**Kindly send news and announcements on  
Julia.Leontieva@ite.group**

### 4. INFORMATION IN ELECTRONIC CATALOGUE

Electronic catalog of the exhibition is posted on the exhibition website and contains a list of all exhibitors with their contact information and description of their activities with the possibility to filter by activities and countries.

You can also add information about your partners, who will be present at your stand, to the exhibition catalog (paid service). Information for the electronic catalog of the exhibition is provided in the exhibitor's personal account on the exhibition website.

	Option	Price €
4.1	Sub-exhibitor entry (contacts, business description, product categories, brands, logos)	880
4.2	Exhibitor entry (contacts, business description, product categories, brands, logos)	FOR FREE

**If you have not yet received a login and password to access your personal exhibitor's account, please contact your manager.**

## 5. ADVERTISING IN THE PRINTED EXHIBITION CATALOGUE

Advertising in the guide is an additional opportunity to attract visitors to your company's stand during the exhibition, as well as to promote the brand and company services.

If you have already ordered advertising in the application for participation in the exhibition, please provide the layout to the organizers. Advertising layouts for the catalog are accepted no later than **March 1, 2024**.



5.7.



5.3.



5.4., 5.5.

	Option	Price €
5.1	Exhibitor entry	FOR FREE
5.2	Sub-exhibitor entry	880
5.3	Logo in general alphabetical list in the exhibition catalogue	60
5.4	The logo—pointer to the stand on the plan in the exhibition catalogue	260
5.5	Branding package 1: The logo next to the description of the company in the exhibition catalogue + the logo - pointer to the stand on the plan in the exhibition catalogue + on navigation boards	600
5.6	Advertising spread (2/1), 4 colors	1400
5.7	Advertising page (1/1), 4 colors	850
5.8	Advertising page (1/2), 4 colors	550

**Technical requirements:**

Files: Quark XPress format, Adobe Illustrator, CorelDraw in vector form, fonts - in curves or in separate files, output resolution 2540 dpi, bitmaps - CMYK; in TIFF or EPS format, at least 300 dpi. Module dimensions: (W x H mm) strip 1/1 - 210x 297 mm

## 6. OUTDOOR ADVERTISING DURING THE EXHIBITION

### 6.1 ADVERTISING ON STATIONARY OUTDOOR CONSTRUCTIONS

The price is indicated for 1 construction, including the cost of production and installation.



6.1.1, 6.1.2

	Option	Price €
6.1.1	Billboard along the Moscow ring road 5.6x2.7 m, 1 side «A»	1350
6.1.2	Double-sided billboard 5.6x2.7 m - 1 side "B", central alley	1350

**Please note:**

For moving / re-installing an advertising structure, a fee of 50% of the construction cost will be charged.



## 7. VIDEO ADVERTISING

### 7.1 VIDEO ADVERTISING ON OUTDOOR LED SCREENS

Screen size - 9.2x6.9 m. The price is indicated for 3 days of broadcast, 288 impressions per day on one screen (sides A and B) during the exhibition.



7.1

	Option	Price €
7.1.1	10 seconds video	850
7.1.2	20 seconds video	1600
7.1.3	30 seconds video	2000

### 7.2 VIDEO ADVERTISING ON SCREENS IN THE FOYER ABOVE THE EXHIBITION HALL



7.2

	Option	Price €
7.2	Video broadcast inside pavilion 3 above the entrance to exhibition hall 13	1300

Screen size 17x1 m  
Broadcast time from 9.00-19.00 during the event  
Duration of the video - 25 or 30 seconds

\* Production of video clips is not included in the price.  
The video clip is provided by the customer in accordance with the technical requirements of Crocus Expo, which will be sent to the email address after an order is placed.

## 8. ADVERTISING INSIDE THE PAVILION

### 8.1 ADVERTISING ON PORTABLE ADVERTISING CONSTRUCTIONS

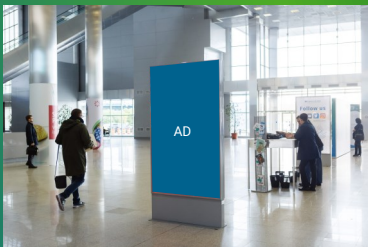
Mobile advertising structures are placed in the foyer and the registration area.

The price is indicated for 1 construction, including the cost of production carrier and installation.



8.1.2

	Option	Price €
	Advertising on portable structures "OCTANORM"	
8.1.1	Construction 1x2,9 m	350
8.1.2	Construction 2x2,9 m	500



8.2.

### 8.2 ADVERTISING ON LIGHTBOXES

The price is indicated for 1 lightbox, including the cost of production carrier and installation. The quantity is limited.

	Option	Price €
8.2.	Lightbox in the registration area 1.17x1.97 m (backside) * 1 lightboxe left	610

### 8.3. ADVERTISING ON METAL SURFACES INSIDE THE PAVILION

The price includes the cost of manufacturing and installation.



	Option	Price €
8.3.	Column branding 3.17 * 3 m (in the registration area) The cost is indicated for 1 column	1100

8.3.

### 9.4 ADVERTISING ON GLASS SURFACES INSIDE THE PAVILION

The price includes the cost of manufacturing and installation.



8.4.1., 8.4.2

	Option	Price €
8.4.1	Banner 2.8x1.5 m above the entrance to the exhibition hall	800
8.4.2	Banner 2.8x1.5 m (double-sided) above the entrance to the exhibition hall	1100

### 8.5 FLOOR STICKERS



8.5

	Option	Price €
8.5	Printing and placing of 1 sticker 1x1 m on the floor in the aisles, excluding the hall and the registration area	200

### 8.6 SUSPENSION BANNERS



8.6

	Option	Price €
8.6	Suspension banner in the foyer 8 * 12 m	6600

## 9. DISTRIBUTION OF ADVERTISING MATERIALS



9.2, 9.4

	Option	Price €
9.1	Promo badge (the right to distribute advertising materials on the territory of the exhibition) *	460
9.2	Distribution of materials from the registration desk	1600
9.3	Inclusion of the materials in the exhibitor's	1600
9.4	Distribution of materials in cubes in the registration area and exhibition hall	1600

\* Excluding foyer and reception area.  
Badge for 1 person, for all days of the exhibition.  
The price includes only the promoter's badge.  
The staff is hired additionally.

**IMPORTANT:** any promotional activity outside the exhibitor's booth without the appropriate permission is strictly **FORBIDDEN!**

## 10. MEETING ROOM RENTAL NEXT TO THE HALL



	Аренда зала	Price €
13.1	MEETING ROOM 80 sq.m for 14 persons	330 per hour

### What is included:

- Rent of a meeting room between halls 12 and 13
- Furniture rental in the meeting room: large table, 14 chairs, 2 arm-chairs
- Equipment rental: plasma panel, laptop, cooler.

\*Technician services are included for equipment maintenance

## 11. BANNERS IN THE EXHIBITION TERRITORY

Place your advertisement at the beginning of the exhibition.  
Location: Inside the hall.

The price includes the cost of manufacturing the media and installation work.



	Option	Price €
11.1	Banner 3*2,5 m	550
11.2	Poster 1*2,5 m	200