

MosBuild

29th International Building
and Interiors Trade Show

2–5 April 2024
Crocus Expo, Moscow, Russia

Book your stand on
mosbuild.com



Marketing & Sponsorship Manual



Promotional opportunities at MosBuild 2024



MosBuild is the biggest in Russia building and interiors trade show.

Every year MosBuild becomes the meeting place for the leaders of the construction market. It is here that the new products are displayed, deals are made, and important strategic agreements are reached.

Advertising opportunities at MosBuild provide the companies with an opportunity to **put themselves forward** during the trade show and well before it starts, to enhance the marketing effect from the participation.

Achieve high results by making the most of the commercial potential of the trade show!

MosBuild Facts & Figures

80 696 attendees
from **84** regions of Russia
and **48** countries
71 304 buyers

41 726 new attendees
32 016 CEOs



Increase effectiveness of exhibiting:

- **Draw more leads** to your stand
- **Get everybody's attention** to new products
- **Boost brand visibility**
- **Deliver information** to specific visitor segments
- **Make your own events** at the show

Outdoor advertising



Video on the LED pylon

In the application form	Specs	Price €
4.4	10 sec	1 000
4.5	20 sec	1 500
4.6	30 sec	2 000

Two screens (sides A and B) are placed close to the Moscow Ring Road (MKAD) on the 30-metre high LED pylon sign on the Crocus Expo grounds. Ad videos are clearly seen from the inner and outer sides of the highway. Screening is organized simultaneously on both screens in rotation with ads of other organizers.



Specs	Value
Screen size (width x height)	9,2 x 6,9 m
Resolution	576 x 432 px
Display period	24 hours, 4 show days
Frequency per day	288
Duration	10 / 20 / 30 sec



Facade video, Pavilion 1

Video on the facade of Pavilion 1

In the application form	Ad format	Price €
4.1	10 sec	1 800
4.2	20 sec	2 100
4.3	30 sec	2 500

Two LED-screens on the facade of Pavilion 1.

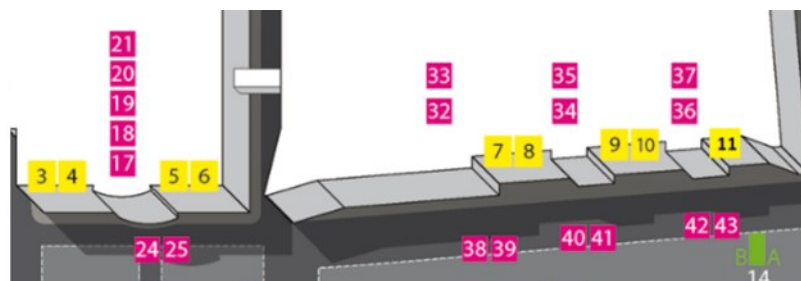
Characteristics	Value
Screen measurements (width x height):	24,9 x 9 m
Resolution	1008 x 384 pix
Screening time	24 hours
Frequency	288
Video length	10 / 20 / 30 sec
Duration of screenings	Days of the trade show



Facade banner, Pavilions 2 & 3

Facade banners, Pavilions 2 & 3

In the application	Ad format	Price €
4.15	Banner on Pavilion 1, 10,5 x 5 m	4 000
4.16	Facade banners on Pavilion 2 and 3, 18 x 9 m	9 000



Placing of banners:

- 3-6 – opposite Pavilion 2
- 7-11 – opposite Pavilion 3

Banners are one-sided



Outdoor lightbox

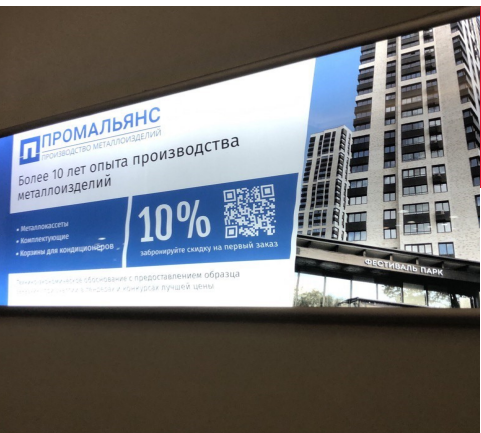
Outdoor lightboxes

390 €



Placing of outdoor lightboxes

- 2 pcs – in front of Pavilion 1
- 2 pcs – in front of Pavilion 2
- 6 pcs – in front of Pavilion 3
- Size (width x height): 1.23 x 2.5 m
- Format: front and/or back side
- Front side is facing Crocus, back side is facing parking



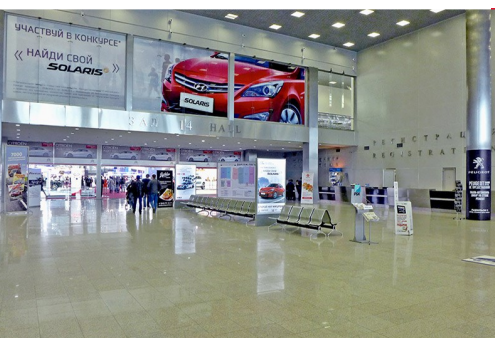
Lightbox in the hallway

Lightboxes in the passage to Pavilion 2 & 3

390 €

- Lightboxes in the passage are one-sided
- Size (width x height): 3 x 1.2 m

Indoor advertising



Branding of glass surfaces in visitor registration area

Glass surfaces' branding in registration area

In the application form	Pavilion	Size (w x h)	Format	Price €
5.7.1	Pavilion 1, balcony of the 2nd level, front part	5,68 x 0,9 m	Glass surface	850
5.7.4	Escalator sticker in Pavilion 2	2,65 x 1,45 m	Glass surface	395
5.7.5	Glass display above the entrance to the exhibition hall – 13, 14 or 15	5,32 x 3,8 m / 5,56 x 3,8 m / 5,32 x 3,8 m	Glass surface	8 100



Hanging banners in registration area

In the application form	Pavilion	Size (w x h)	Format	Price €
5.1.1	№1	18x6 m	double-sided	6 800
5.1.2	№2	20x10 m	single-sided	9 500
5.1.3	№3	8x12 m	double-sided	8 200

Hanging banners in registration area



Video in visitor registration area

2 700 €
1 700 €

Characteristics	Pavilion 1 (registration hall)	Pavilion 2 (registration hall)	Pavilion 3 (above entrance to halls 13, 14, 15)
Size (w x h)	96x1 m	87x1 m	17x1 m
Resolution	5056x768 pix	4480x768 pix	3392x192 pix
Screening time	09:00—19:00	09:00—19:00	09:00—19:00
Frequency per day	120	120	120
Video length	20 / 30 sec	20 / 30 sec	25 / 30 sec
Time of placement	Event period	Event period	Event period

Video in registration area



Floor sticker

Floor stickers

210 €

- Size (width x height): 1 x 1 m
- Placing: on the floor inside the exhibition hall



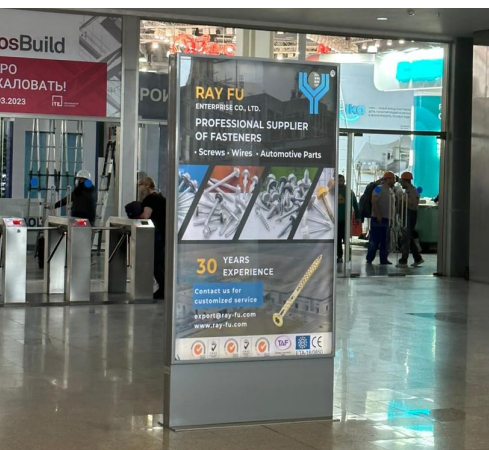
Pasting over banners on a pillar

1 100 €

- Size of 1 pillar (width x height): 3,17 x 3 m

Column arrangement:

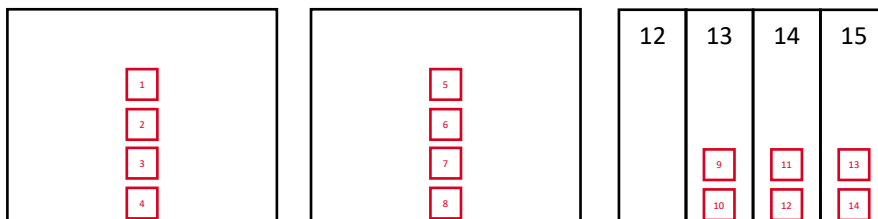
- 3 pcs. – hall 13, Pavilion 3
- 4 pcs. – hall 14, Pavilion 3
- 4 pcs. – hall 15, Pavilion 3



Lightbox in the registration area

Lightboxes in registration area

1 150 € front side
720 € back side



1Pav

2Pav

3Pav

- Measurements (width x height) 1,17 x 1,97 m
- Format: front and/or back side

Placing:

- 4 pcs – pre-function of Pavilion № 1
- 5 pcs – pre-function of Pavilion № 2
- 6 pcs – pre-function of Pavilion № 3

Issued for the duration
of the trade show

Promoter badge

390 €

- Allows a promoter (1 person) the right to work inside the exhibition halls

Promotional activities in the registration area are not allowed.



Stickers above the halls' entrance

Stickers above the halls' entrance

In the application form	Size	Price € per 1 side
5.7.2	1	700
5.7.3	2	900



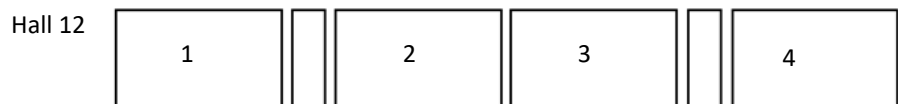
Stickers above the halls' entrance

Sticker scheme

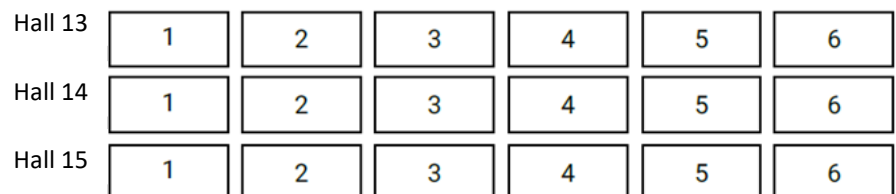
Pavilion 2 | Size 3.95 x 1.5 m



Pavilion 3 | Size 3,708 x1,73 m / 3,745 x1,73 m / 3,745 x1,73 / 3,708 x1,73 m



Pavilion 3 / Size 2.8 x 1.5 m



Others

Place your banners on the MosBuild website for your target audience reach.

**Banner
on www.mosbuild.com**

**4 100 €
2 100 €**

**MosBuild website
statistics:**

30 000+ new visitors
per month*

* Avg. figures

1366 x 114 (big) - 4 100 €
435 x 144 (small) - 2 100 €

Terms of placement: September–April (Active period)



Advertisement in printed guidebook

In the application form	Format of the ad	Price €
3.1	Logo in the A to Z list Logo with an arrow-head guiding to the stand. Placing: plan of pavilion in the guidebook, navigation signs.	1 200
3.2	A5 advertisement page	1 200
3.3	A4 advertisement page	1 750



Conference hall and equipment rental

Hold your own event on the Crocus Expo grounds on the days of the MosBuild trade show.

If you require room for holding your own event outside of your stand, you can rent a conference room, conference hall and necessary equipment.

- The rent of a conference room, conference hall and equipment is available only for the MosBuild exhibitors
- The theme of the event is to be agreed upon with the organizers of the exhibition
- The organizer reserves the right to change the schedule of the event programme at their own and sole discretion with informing all parties in advance

All advertising opportunities and sponsor packages mentioned above can be customized according to the goals of your company.

Thank you!





Increase product awareness within the target audience

Draw attention to the brand during the trade show, and well before it starts.

Audience reach

400 000
newsletter subscribers

103 000
e-tickets issued

80 696
attendees at the trade show

Important: the package is available until **October 10, 2023**. In case of booking the package later, some of the options can be replaced.

General Partner

52 000 €

Sponsorship opportunities:

Exclusive options:

- General Partner status
- Facade banner
- Banner 1366x114px on Home page
- 1/1 ad page on the 4th cover of the show guide
- Hanging banner in the registration area foyer
- Co-branding of the show ads in media
- Logo on the front page of the show guide

Advertising and promotional materials

- Mentioning in press releases
- Video interview at the show
- Interview on the event website

Outdoor advertising

- Video ad on the stele between Pavilions 2 and 3
- Ad banners at the entrances to the Pavilions, 2 pcs

Indoor advertising

- Lightbox in the metro passageway, 2 pcs
- Lightbox advertising in registration area, Pavilion 2
- Lightbox advertising in registration area, Pavilion 3 (3 pcs)
- Video ad on LED screens in registration area, Pavilion 2
- Video ad on LED screens in registration area, Pavilion 3, 3 pcs
- Ad stickers above the hall entrances

Navigation

- Logo on the show's façade banners
- Logo on the banners with the show plans
- Logo on all the navigation banners

E-mailings

- Text block in 3 e-mailings
- Logo in all visitor promotion e-mailings



**General Partner
(continued)**

52 000 €

Sponsorship opportunities:

Show Guide

- Logo on the Sponsors page
- Logo in the exhibitor A–Z list
- Logo on the exhibition plan

Visitor registration

- Logo on the printed registration form
- Logo on visitor registration page on the website

Promo activities

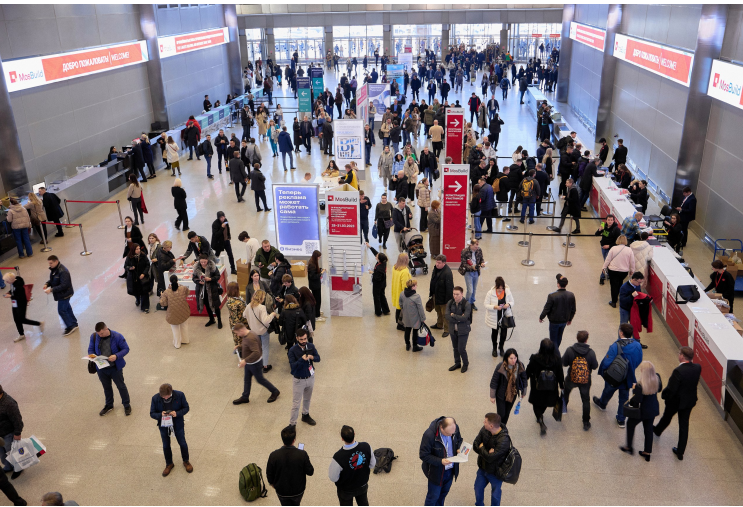
- 3 promoter badges
- Ad collaterals' distribution in visitor registration area

www.mosbuild.com

- Logo on the Home page
- 5 company news
- Product news in 2 news digests

Social media

- 3 posts about company products
- 3 stories about company during the event



Attract visitor attention to on your brand by placing logo on e-tickets.

Registration General Partner

48 000 €

Online registration is obligatory for the MosBuild attendees. E-ticket with sponsor's logo is sent out to attendee after registration and is used to enter the trade show through the ticket gate.

Audience reach

400 000
newsletter recipients

103 000
e-tickets issued

80 696
visitors of the trade show

Sponsorship opportunities:

Exclusive options

- Co-branding of visitor badge lanyards, 60 000 pcs.
- Logo on printed visitor registration forms
- Logo on visitor e-tickets
- Logo on visitor printed badges
- Pasting over banners on registration desks
- Video ad in registration area, Pavilions 2 and 3

Advertising

- Logo with the status in the "Partners" section on the website
- Logo on the banner with the event plan
- Video interview at the show
- Text block in 2 e-mailings to visitor database
- Mentioning in press releases
- 2 news on the website
- 2 promoter badges

Show Guide

- Logo with the status in the "Partners" section
- Logo in the A-Z list
- Logo on the show plan
- 1/1 Ad page



Boost your product visibility within the target audience.

Draw attention to your brand during the trade show, and well before its start.

Official Partner

32 500 €

Audience reach

400 000
newsletter subscribers

103 000
e-tickets issued

80 696
attendees onsite

Important: the package is available until **October 10, 2023**. In case of booking the package later, some of the options can be replaced.

Sponsorship opportunities:

Exclusive options:

- Status of Official partner
- Co-branding of the show ad pages in media
- Logo on the front page of the printed guide
- Ad page on the 3rd cover of the printed guide
- Banners on the facades of Pavilion
- Ad banner 2x3m next to the Pavilion entrance

Indoor advertising

- Lightbox in the metro passageway, 1 pcs
- Lightbox in visitor registration area, 1 pcs
- Video ad on LED screens in registration area, Pavilion 2
- Video ad on LED screens in registration area, Pavilion 3, 3 pcs
- 2 ad stickers above the hall entrance

Navigation

- Logo on the show's façade banners
- Logo on banners with the halls' plans
- Logo on all the navigation banners

Advertising and promotional materials

- Mentioning of the sponsor in the press releases
- Video interview onsite at the show
- Interview on the website

Website mosbuild.com

- Logo on the Home page
- Banner 435x80px on the Home page
- 3 company news
- Company products in 2 news digests

E-mailings

- Text block in 3 e-mailings
- Logo in all visitor promotion e-mailings



**Official Partner
(continued)**

32 500 €

Sponsorship opportunities:

Guidebook

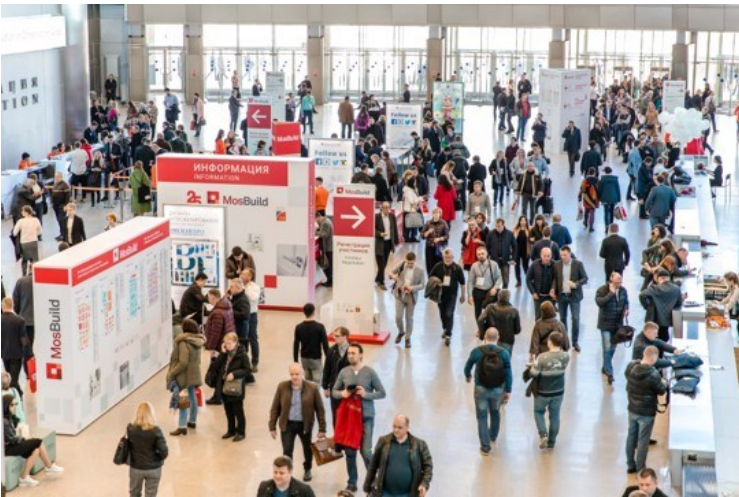
- Logo on the Sponsors page
- Logo in the A–Z list
- Logo on the exhibition plan

Promo activities

- 2 promoter badges
- Sponsor's ad collaterals' distribution in the registration area

Social media

- 2 posts about the company's products before the show
- 2 stories about the company during the event



First impression is key. You reach the audience right in the registration zone and draw maximum attention to your brand. Registration is compulsory for all the attendees!

Onsite Registration Partner (1 foyer)

7 000 €

Audience reach

400 000
newsletter subscribers

103 000
e-tickets issued

80 696
visitors of the trade show

Sponsorship opportunities:

Advertising and promotional materials

- Video ad on the screens in registration area
- Lightbox in registration areas
- **Registration area co-branding: logo on stickers on the registration desks' metal surface**
- Logo on the stands with visitor materials in registration area
- Layout of promo materials on the stands with materials for the attendees
- Logo on the printed registration forms in registration area

Trade show grounds

- Promoter badges, 2 pcs

Guidebook

- Logo on the Sponsors page

www.mosbuild.com

- 2 news on the website