



26<sup>th</sup> International exhibition of equipment, raw materials and technologies of pharmaceutical production

**21-24 November**  
Crocus Expo,  
Moscow, Russia

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**ADVERTISING AND SPONSORSHIP  
OPPORTUNITIES**



ОРГАНИЗАТОР  
ORGANISER

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[pharmtech@ite.group](mailto:pharmtech@ite.group)  
[pharmtech-expo.ru](http://pharmtech-expo.ru)

## Dear exhibitors!

We're grateful that your company has decided to participate in Pharmtech & Ingredients, and we're glad to welcome you as the exhibitor. ITE Group company and the Pharmtech & Ingredients team are sparing no effort to ensure that your participation is as effective as possible. We will be happy to answer any questions you might have while preparing for the exhibition, and we will also provide you with any necessary information. The marketing manual is designed to make your participation in the exhibition as effective and comfortable as possible

According to research the more attention you pay to the organization and planning for an upcoming exhibition, the more effective your participation will be.

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## How to enhance the effectiveness of participation in Pharmtech & Ingredients

The effectiveness of participation in the exhibition depends on the quantity and quality of visitors to your stand. Additional promotion of your participation in the exhibition, as well as the opportunity to stand out from competitors will allow you to strengthen the marketing effect of participation in Pharmtech & Ingredients.

Additional promotional tools provide wide audience coverage and an influence on a large number of your potential clients

This will allow you to attract the maximum number of visitors to your stand and increase brand awareness, thereby increasing your number of partners and customers.

### VISITORS

60 Russian regions

33 countries

4 888

2021

64 Russian regions

26 countries

7 982

2022

69 Russian regions

38 countries

10 011

2023



Find out more about visitors in exhibition post show report

## EXHIBITOR BADGES

The exhibitor badge is valid during the entire period of the exhibition, including days of the installation and dismantling. During the days of the installation and dismantling of the exhibition entrance via exhibitor badges is from 8 a.m. until 7 p.m. During the first day of the exhibition, from 8 a.m. until 7 p.m., and from 9 a.m. until 7 p.m. on the remaining days of the exhibition.

### ATTENTION!

Provided badges will be already filled in. So you must complete the form for badges in your company's personal online exhibitor account.

If you have not received login and password for your personal account, please, request them from event coordinator:

[Angelique.Enriquez@ite.group](mailto:Angelique.Enriquez@ite.group)

## FREE

TUESDAY - FRIDAY

8 a.m. – 7 p.m.



**Project Coordinator**

**Angelique Enriquez**

[Angelique.Enriquez@ite.group](mailto:Angelique.Enriquez@ite.group)

## COMPANY'S PROFILE AT PRINTED AND E-CATALOGUE

The exhibition electronic catalogue is located at [www.pharmtechexpo.ru](http://www.pharmtechexpo.ru) and includes a list of all exhibitors with contact information and descriptions of their operations, as well as the option to choose to view by type of operation and by country. The exhibition printed catalog will be distributed for free among visitors and exhibitors.

To submit information about your partners-sub-exhibitors who will be represented at your stand, in the exhibition electronic and printed catalogue, you must pay an additional fee of 610 euro.

Attention: No more than 1 sub-exhibitor is permitted for every 9 sq. meters of space

### IMPORTANT:

Please enter the description of your company's operations in Russian and English in your personal exhibitor account - 500 symbols in each language maximum. · Please upload the logo of your company to your account for placement in the printed and electronic catalogues. · Please indicate your company's 5 main areas of operation in your personal exhibitor account.

Information about the company - exhibitor: contact details, main area of business, logo

Included in the contract

2.1 Information about the sub-exhibiting company: contacts details, main area of business, logo

790 euro

# ADVERTISING IN THE EXHIBITION PRINTED CATALOGUE

Advertising in the catalogue is the additional opportunity to attract visitors to your company stand during the 4 days of the exhibition. In addition, it is promotion of the company brand, products/services up to the opening of the next year's exhibition as specialists use event catalogue during the year.

## 3.1 1/1 Colorful advertising page A5

1089 Euro

The exhibition printed catalogue will be distributed for free among visitors and exhibitors of Pharmtech & Ingredients

## 3.2 1/2 Colorful advertising page A5

632 Euro

Publication parameters: A5 format, full-color

## 3.3 Company logo on the exhibition plan with the arrow to the stand

285 Euro

Language: Russian and English

Technical requirements for advertising pages available upon request



# ADVERTISING AT EXHIBITION WEBSITE pharmtech-expo.ru

Placing banner on the website pharmtech-expo.ru allows you to inform the target audience about your products and brands before and during the exhibition, also to attract more visitors to your company stand. Thousands of potential customers visit the exhibition website.

## 4.1 Banner 435\*80 main page

**1 MONTH – 380 Euro**  
**2 MONTHS – 520 Euro**

## 4.2 Banner 1366\*114 main page

**1 MONTH – 520 Euro**  
**2 MONTHS – 730 Euro**

- Banners on the main page - 1366\*114 pxl & 435\*80 pxl for mobile version

- Banners will be published on Russian and English website pages

Technical requirements · Banner file size - no more than 100-120 KB  
Banner format- PNG, JPG, GIF

If possible, we request that you send banners in Russian and in English





# OUTDOOR AND INDOOR ADVERTISING

## OUTDOOR ADVERTISING

Outdoor advertising gives the opportunity to cover the maximum number of exhibition visitors, send visitors to your stand and stand out from the competitors

**5.1** Lightbox in front of the main entrance, one side

**400 Euro**

**5.2** Outdoor construction 2X3

**940 Euro**

**5.3** Outdoor construction 3X3

**1080 Euro**

**5.4** Outdoor construction 4X3

**1620 Euro**

## INDOOR ADVERTISING

Mobile and static advertising construction inside the pavilion are an effective way to attract the attention of your target audience, send visitors to your company's stand, and increase brand recognition

**5.5** Lightbox – front side 1.15 \* 1.95

**810 Euro**

**5.6** Lightbox – back side 1.15 \* 1.95

**610 Euro**

**5.7** Octanorm 1\*2,9

**340 Euro**

**5.8** Octanorm 2\*2.9

**470 Euro**

**5.9** Octanorm 3\*2.9

**610 Euro**

**5.10** Octanorm 4\*2.9

**740 Euro**

**5.11** Octanorm 6\*2.8

**990 Euro**



# ENTRANCE AREA BRANDING (Halls 6,7,8 Pavilion 2)

The design of the entrance group makes it possible to cover all visitor traffic, because everyone enters the exhibition by passing the access control system-turnstiles. Ads on these area is a great opportunity to remind the location of your company's stand.

## Turnstiles branding, entrance to the hall 6.7.8 (W\*H)

6.1 Hall 7, 6 turnstiles

1820 Euro

6.2 Hall 8, 6 turnstiles

1820 Euro

6.3 Hall 6, 4 turnstiles

1200 Euro

## Glass surface, stickers, entrance area (W\*H)

6.3 Hall 6, 7, 8 : 2 glass surface, 3,95\*1,5 m, one side sticker, price for 1 item

810 Euro

6.4 Hall 6, 7, 8: 2 glass surface, 3,95\*1,5 m, double side sticker, price for 1 item

1080 Euro



## VIDEO ADVERTISING

**7.1** Video advertising in registration area during 4 days of the exhibition

—2000 EURO—

**7.2** Video advertising on the service of charging stations, 4 days of broadcast, price for 1 item

1100 EURO

The organizer reserves the right not to post videos that do not correspond to the format of the exhibition. Videos in the presentation areas are shown only during breaks between business events.

Screen size: 87 x 1

Screen resolution: 4480 x 768

Broadcast period: 9:00 - 19:00

Number of impressions per day: 120 (every 5 minutes slot)

Video duration: 20 or 30 seconds

Duration: exhibition days

Available: 5 slots



# SPONSORSHIP OPPORTUNITIES

Attract your target audience becoming a Sponsor of the Pharmtech & Ingredients exhibition. The Sponsorship options presents a wide range of advertising possibilities for your company.

We offer you to choose the type of sponsorship that is most compatible with your company's goals and objectives. To clarify the cost of a Sponsorship, please ask your project manager.

Sponsorship applications will be accepted until September 22, 2024.

## OFFICIAL PARTNER

12 000 EURO

## BRANDING PARTNER

SOLD OUT

10 500 EURO

## REGISTRATION PARTNER

8 600 EURO

## VISITOR BADGE RIBBON PARTNER

6 500 EURO

## E-REGISTRATION PARTNER

3 100 EURO

## OFFICIAL SECTOR PARTNER

3 550 EURO

## OFFICIAL EXHIBITION GUIDE PARTNER

3 550 EURO

## VISITOR BAG PARTNER

3 750 EURO

## PREMIUM ADVERTISING PACKAGE

3 200 EURO

## STANDART ADVERTISING PACKAGE

1 780 EURO



Here you can find more about sponsorship opportunities

# PRINTED INVITATIONS

Entrance to the exhibition is possible only via visitor badges.

## HOW TO PROVIDE YOUR GUESTS AND CLIENTS WITH FREE TICKETS TO THE EXHIBITION?

Send them printed invitations with the promo code for receiving a free ticket at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)

Send them the link [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) for online registration on the exhibition website and your company's unique promo code

### IMPORTANT:

The organizer will send you a PROMO CODE for receiving FREE visitor badges for all of your clients and partners at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru).

## HOW TO RECEIVE PRINTED INVITATIONS?

In ITE Office  
Until 2 November 2024

**FOR FREE**

Via post mail  
Until 26 October 2024

**FOR FREE**

Maximum amount of tickets – 50. If your company needs more tickets, please contact the organizer [Angelique.Enriquez@ite.group](mailto:Angelique.Enriquez@ite.group)

**Project Coordinator**

**Angelique Enriquez**

[Angelique.Enriquez@ite.group](mailto:Angelique.Enriquez@ite.group)



## FREE MARKETING OPPORTUNITIES

To increase the number of visitors to your company's stand and improve the commercial performance of your participation in the exhibition, we recommend using the free advertising tools we have prepared for you. Full details about free marketing opportunities can be found at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) in the Exhibitor section on the "Promote your stand" page.



### 01

#### PROMOCODE

The entrance to the exhibition is paid. You should send your company's unique promo code to your clients and partners, so they can receive free electronic tickets to the exhibition. You can receive the promo code from the organizer.

### 02

#### SEND EMAIL INVITATION TO YOUR CLIENTS AND PARTNERS

It is advised to send the invitation on your company's letterhead, having previously added your company's information: company name, stand number, pavilion, promo code etc.

### 03

#### PLACING A BANNER

Place a banner and news about your participation in Pharmtech & Ingredients on your company's website.

### 04

#### PRINTED TICKETS WITH PROMOCODE

Send printed invitations to your partners and clients. You can receive information about printed invitations from coordinator.

### 05

#### PLACING PROMOCODE IN YOUR ELECTRONIC SIGNATURE

Place an invitation to your company's stand in your email signature. Copy the image and place it in your email signature.

### 06

#### PLACING NEWS ABOUT YOUR PARTICIPATION

Send news about your company for placement on the exhibition website. News can include information about innovations, new products/services, and important developments of your company. This will contribute additional interest to your company before the exhibition.