



# RosUpack

28<sup>th</sup> INTERNATIONAL EXHIBITION FOR THE  
PACKAGING INDUSTRY

# printtech

9<sup>th</sup> INTERNATIONAL EXHIBITION OF EQUIPMENT,  
TECHNOLOGIES AND SUPPLIES FOR PRINT  
AND ADVERTISING PRODUCTION

## 18–21.06.2024

CROCUS EXPO, PAVILION 3  
HALLS 12, 13, 14, 15.

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# MARKETING MANUAL



ОРГАНІЗАТОР  
ORGANISER

# ABOUT THE SHOWS

**RosUpack** is the largest International exhibition for the packaging industry in Russia and the CIS.

**Printech** is the only International exhibition of equipment and materials for printing and advertising production in Russia and the CIS.

Advertising on the exhibition venue will provide your company with the opportunity to significantly increase brand awareness among specialists not only during the exhibition, but also long before it begins.

The exhibitions are annually visited by managers and specialists of Russian and foreign companies from various sectors of the economy, who need to select suppliers of packaging and printing equipment, materials, raw materials or finished packaging that meet specified parameters.



## Facts and Figures 2023

### EXHIBITORS

**746** companies

**19** countries of the world

**51** Russian regions

### VISITORS

**30,474** unique visitors

**51** countries

**79** Russian regions

# STAND OUT AMONG YOUR COMPETITORS AT ROSUPACK AND PRINTECH 2024

Advertising options at the exhibition are a real opportunity to attract attention to your products and services to the widest possible target audience, significantly increase visitor traffic to your stand, confirm your status as a market leader, strengthen the company's image and stand out among competitors on the exhibition venue.

## EXHIBITION STATISTICS



# EXHIBITION MARKETING TOOLS

1. Information about the sub-exhibiting company in the exhibition guide	€ 1,050
2. Logo on the stand in the exhibition guide & on the exhibition plan in the foyer of pav.3 (navigation boards)	€ 400
3. Extra exhibitor badge	€ 30
4. Logo inside exhibitor list in the exhibition guide	€ 300
5. Logo in headers of the guide pages	€ 1,300
6. Advertising page (1/2), colored	€ 700
7. Advertising page (1/1), colored	€ 900
8. Printing materials' distribution in cubes with exhibition guide	€ 1,000
9. Printing materials' distribution in exhibitor folders	€ 950
10. Promoter badge	€ 600



# OUTDOOR ADVERTISEMENT (in front of the Pavilion 3)

11. Advertising banner on the façade of Crocus Expo (pav.3) 18x9 m	€ 6,300
12. Outdoor construction 2x3 m	€ 1,000
13. Outdoor construction 3x3 m	€ 1,400
14. Outdoor construction 4x3 m	€ 1,700
15. Outdoor construction 6x3 m	€ 1,950
16. Outdoor light box, 1,23x2,50 m, 1 side	€ 800



# INDOOR ADVERTISEMENT (Pavilion 3)

- |  |         |
|--|---------|
| 17. Branding of wall surfaces in the registration zone (Halls 12-15),<br>2,98x1,2 m                  | € 650   |
| 18. Branding of glass surfaces above the entrance to the Hall (12-15), price for 1 one-sided sticker | € 950   |
| 19. Video on the LED screen in the foyer of 13,14,15 Halls   | € 1,900 |
| 20. Light box in the pavilion, 1,17x1,97 m (in front of 13-15 Halls)                                 | € 920   |
| 21. Advertising on portable advertising structure 1x2,9 m  | € 600   |
| 22. Advertising on portable advertising structure 2x2,9 m  | € 700   |
| 23. Advertising on portable advertising structure 3x2,9 m  | € 800   |



# INDOOR ADVERTISEMENT (Pavilion 3)

- |   |         |
|---|---------|
| 24. Advertising on portable advertising structure 4x2,8 m                       | € 900   |
| 25. Two-sided banner of 8x12 m on ceiling girders                               | € 8,000 |
| 26. Branding of turnstiles, block 4 pcs. (Hall 12)                              | € 1,600 |
| 27. Lightbox in the transition from the metro to the pavilion, 3x1,2 m          | € 800   |
| 28. Light box in the foyer, 1,14x2,44 m (near 12-14 Halls)                      | € 900   |
| 29. Advertisement on the column in the foyer in registration zone (13-15 halls) | € 1,350 |
| 30. Printing & placement of a floor sticker in the exhibition hall 1x1 m        | € 400   |



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To create special sponsorship packages or if  
you have any questions, please contact us:



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