



17-20 SEPTEMBER 2024
MOSCOW, CROCUS EXPO

WORLDFOOD MOSCOW 2024 ADVERTISING OPTIONS



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Dear WorldFood Moscow 2024 participants!

Thank you for choosing the WorldFood Moscow. To get maximum results from the exhibition, we offer you to use **the basic promo package**, which is included in your participant agreement.

Want more?

Use our additional advertising options. You can find the details in this presentation.



Every participant can use these options for free. In case, if there are subexhibitors on the stand, all the advertising for them should be ordered additionally.

- Company information in the digital list of the exhibitors on the web-site
- Company information in the list of the exhibitors in the printed exhibition guide
- Exhibitor news on the exhibition web-site
- Information about exhibitor products or services in one news digest, distributing among the visitor database

	EXHIBITION PROMO CHANNELS (WEB-SITE, MAILINGS)	EXHIBITION PRINTED GUIDE	CROCUS EXPO ADVERTISING SURFACES	EXHIBITION SPONSORSHIP PACKAGES
PERIOD OF PROMOTION	Before the exhibition	Days of the exhibition, after the exhibition	Days of the exhibition	Before the exhibition, days of the exhibition, after the exhibition
NUMBER OF ADVERTISING INTEGRATIONS	1+	1	1+	10+
COVERAGE	Web-site visitors + e-mail database	Exhibition visitors	Exhibition visitors	Web-site visitors + e-mail database + Exhibition visitors + partner media users
ADVERTISING CHANNELS	1	1	1	6+ (depends on the status)
TOUCHPOINTS	30 000+	20 000+	20 000+	150 000+
BUDGET	455+ euros	560+ euros	340+ euros	6 000+ euros

**DEADLINE FOR ADVERTISING ORDERS:
16 August 2024**

EXHIBITION PROMO CHANNELS

151 300+

web-site visitors from
May till September

30 000+

web-site visitors during
the exhibition days

155 000+

contacts in the
visitors` database

9 000+

contacts from HoReCa

12 000+

subscribers



WEB BANNER

- Web banners is published **on the main page of the web-site** on the bottom block
- Advertising web banners should be in **gif** or **jpeg** format, not bigger than 150–200 kb
- You should put the sign «**Advertising**» on the web banner

NEWS ON THE WEB-SITE

- Each participant can publish one news on the exhibition website for free. All additional placements are carried out on a paid basis.

Requirements for news on the exhibition web-site are set out in [Appendix 1](#).

	OPTION	PRICE
1.1	Web banner 435x80, 1 month	900
1.2	Participant's news on the website (second and subsequent postings), pinned on the main page for 7 days	455



NEWS DIGEST

- Each participant can add information about their products in one news digest sent to the exhibition visitor database. All additional placements are carried out on a paid basis.
- News digest is a mailing to the visitor database with information and announcements of participating companies and their products and special offers.
- **Four news digest releases are planned:** July 8, July 29, August 19, September 2
- Each issue of the news digest contains **three sections:** New products from regular exhibitors, New exhibitors, Offers for HoReCa

Requirements for information in the digest are set out in [Appendix 2](#).

	OPTION	PRICE
2.1	Information about the company's products/services in one news digest of the exhibition (second and subsequent placements)	680



PRINTED EXHIBITION GUIDE

12 000
copies of the guide



- Printed exhibition guide is the main source of information and navigation for the visitors.
- Printed guide contains the list of exhibitors, companies' details, plan of halls and business programme schedule

	OPTION	PRICE
3.1	Sub-exhibitor information in the electronic list of participants and in the printed exhibition guide	750
3.2	Logo in the participants list in the printed guide	560
3.3	Logo on the exhibition plan in the printed exhibition guide and on the information banner in the registration zone	560
3.4	A4 advertising page in the printed exhibition guide	1 250



CROCUS EXPO ADVERTISING SURFACES

20 000+
exhibition visitors



FAÇADE BANNER

- Duration: exhibition days
- Available: 2 banners

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
4.1	18x9 façade banner	15 000



ENTERING GROUP

- Duration: exhibition days
- Available: 2 groups

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
4.2	Entering group branding	12 500

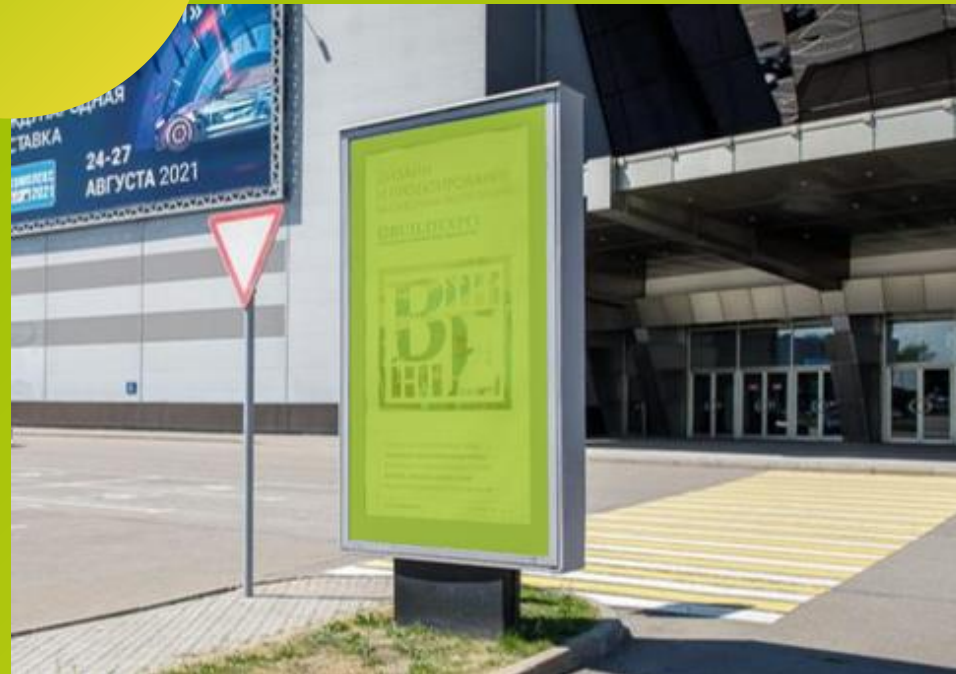


STREET LIGHTBOX

- Duration: exhibition days
- Available: 6 lightboxes. One lightbox consists of a front and a back side. Front - towards the pavilion, back - towards the parking. Each side must be ordered separately.

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
4.3	1,23x2,5 lightbox, one side	680



BRANDED FLAG ON THE FLAGPOLE

- Duration: exhibition days
- Available: 36 flagpoles

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
4.4	2,1x1,4 branded flag	450



STREET BANNERS

- Duration: exhibition days
- The number, size and location are agreed individually

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
4.5	Street banner 2x3	1 600
4.6	Street banner 3x3	1 800
4.7	Street banner 4x3	2 700
4.8	Street banner 6x3	3 400
4.9	Three-sided banner, 2x3 side	2 700
4.10	Four-sided banner, 2x3 side	3 400



SEILING BANNER

- Duration: exhibition days
- Available: 1 two-sided banner

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.1	8x12 ceiling banner	11 350



FLOOR STICKER

- Duration: exhibition days
- Available: unlimited

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.2	1x1 floor sticker	340



LIGHTBOXES

LIGHTBOXES IN THE REGISTRATION ZONE

- Duration: exhibition days
- Available: 2 lightboxes in front of each hall
- One lightbox consists of a front and a back. Front - towards the exhibition halls, back - towards the exit from the pavilion. Each side must be ordered separately.

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.3	Lightbox 1,17x1,97 in front of the hall, front side	1 350
5.4	Lightbox 1,17x1,97 in front of the hall, back side	1 000



LIGHTBOXES IN THE FOYER

- Duration: exhibition days
- Available:
 - in front of wardrobe between halls 13 and 14 - 2 lightboxes,
 - in front of wardrobe between halls 14 and 15 - 2 lightboxes
- Each lightbox is one-sided

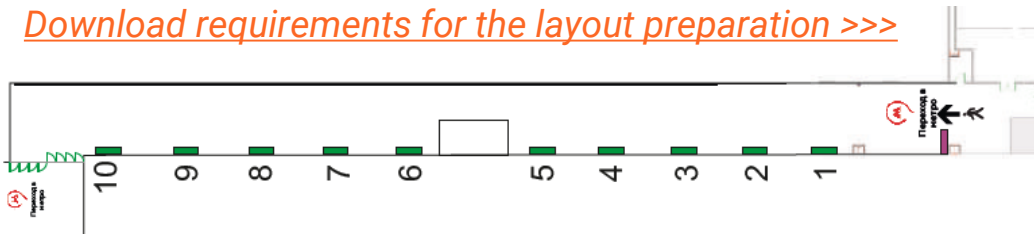
[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.5	1,14x2,44 lightbox in front of wardrobe	900

**LIGHTBOXES IN THE PASSAGEWAY**

- Duration: exhibition days
- Available: 10 lightboxes
- Each lightbox is one-sided

[Download requirements for the layout preparation >>>](#)



	OPTION	PRICE
5.6	3x1,2 lightbox in the passageway	800



WALL PANELS

- Duration: exhibition days
- Available: hall 14 - 4 panels on the left side and 3 panels on the right side, hall 15 – 1 panel on the left side and 1 panel on the right side

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.7	2,98x1,2 wall panel	900



Зал 15 (левая сторона)



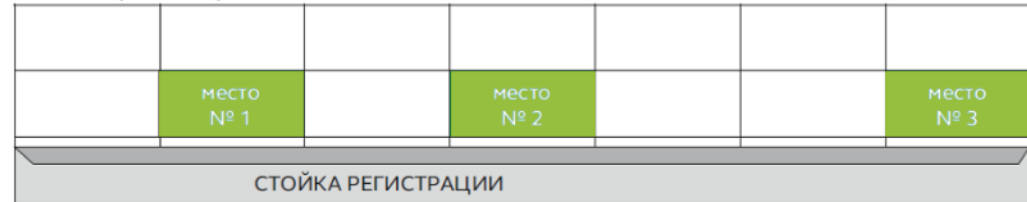
Зал 15 (правая сторона)



Зал 14 (левая сторона)



Зал 14 (правая сторона)



VIDEO ADVERTISING

- Duration: exhibition days
- Screen size: 17 x 1; Screen resolution: 3392 x 192
- Broadcast period: 9:00 – 19:00
- Impressions per day: 120 (every 5 minutes)
- Video duration: 20 or 30 seconds

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.8	Video advertising on the screen over the hall entrance	2 300

ADVERTISING BANNERS

- Duration: exhibition days
- Number, size and location are agreed individually

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.9	Banner 1x2,9	570
5.10	Banner 2x2,9	800



STICKERS ON THE GLASS SURFACES

STICKERS ABOVE THE HALL ENTRANCE

- Duration: exhibition days
- Unilateral and bilateral allocation are possible
- Available: 6 stickers above each hall

[Download requirements for the layout preparation >>>](#)

STICKERS ON THE FOODCOURT BALCONY

- Duration: exhibition days
- Unilateral and allocation
- Available: 1 balcony above each hall (3 glasses on each balcony). You can only order three glasses at once

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.11	2,8x1,5 sticker above the hall, 1 side	1 400
5.12	2,8x1,5 sticker above the hall, 2 sides	1 800
5.13	Foodcourt balcony branding, 3 stickers (5,32x3,8/5,56x3,8/5,32x3,8)	5 700



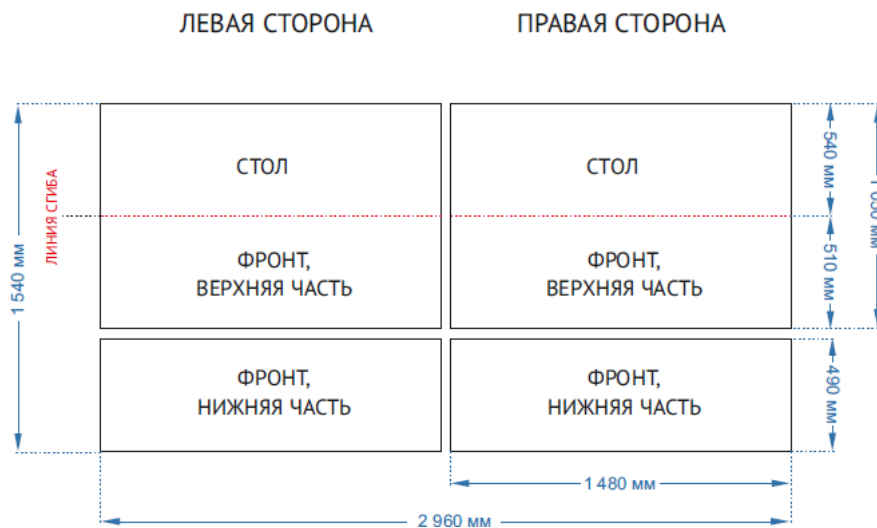
STICKERS ON THE METAL SURFACES

REGISTRATION DESKS BRANDING

- Duration: exhibition days
- Available: hall 14 – 4 desks, hall 15 – 3 desks

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.14	Registration desk branding, 1 desk	557



BRANDING COLUMN IN THE REGISTRATION AREA

- Duration: exhibition days
- Available: hall 14 - 4 columns, hall 15 - 4 columns

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.15	3,17x3 column branding	990

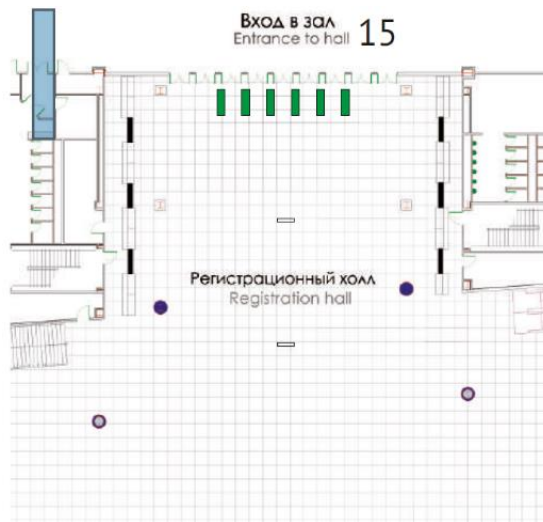
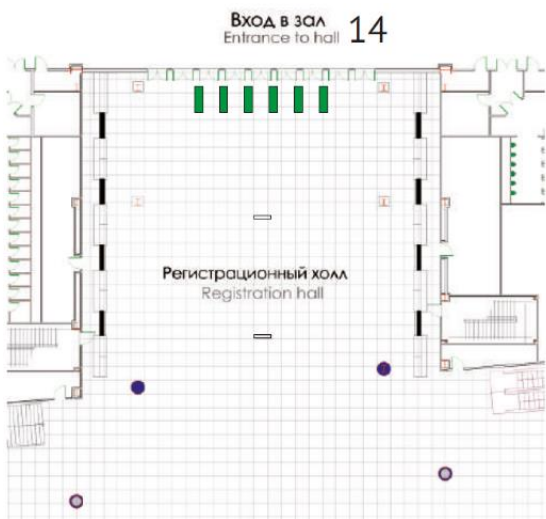


TURNSTILES BRANDING

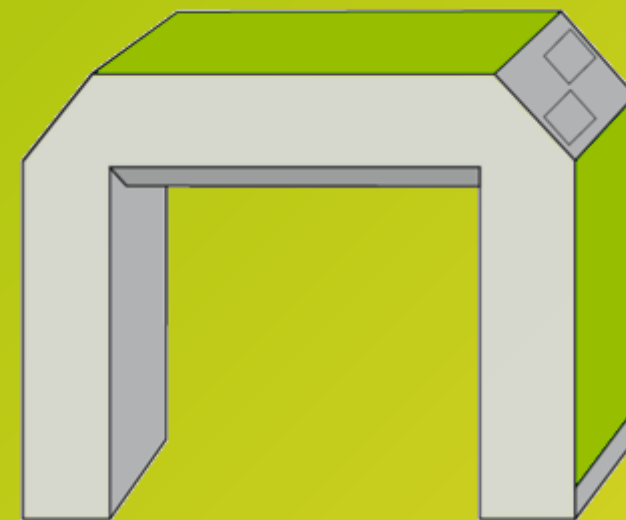
- Duration: exhibition days
- Available: hall 14 – 6 blocks, hall 15 – 6 blocks

[Download requirements for the layout preparation >>>](#)

	OPTION	PRICE
5.16	Turnstiles branding, 1 hall	1 485



260x850 mm

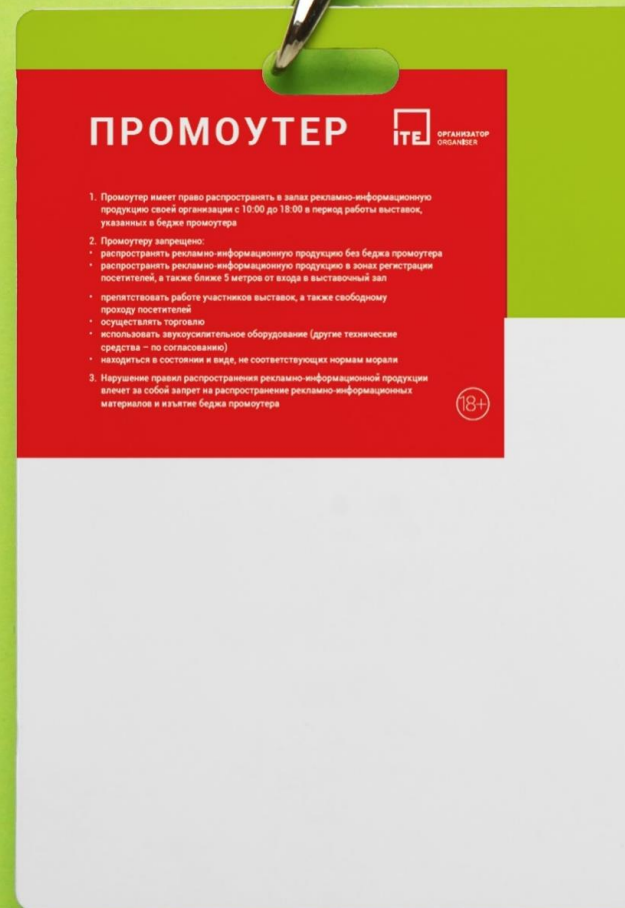


260x820 mm

PROMO BADGE

- A promotional badge entitles promoters to work, conduct mass surveys, and distribute advertising and promotional products at the exhibition.
- One badge is designed for use by one person during all days of the exhibition. Promotional staff must always have a promotional badge with them while working.
- Badges are unnamed, so they can be used by different representatives of the customer company.
- Badges are issued to the company representative at the reception desk in the Organizer's Office at the exhibition starting from the last day of installation.

	OPTION	PRICE
6.1	Promo badge	210



SPONSORSHIP

GENERAL PACKAGES

151 300+

web-site visitors from
May to September

30 000+

web-site visitors during
the exhibition days

155 000+

contacts in visitors`
database

9 000+

contacts of HoReCa
buyers



OPTIONS COMPARISON

PARTNER COUNTRY	OFFICIAL PARTNER	GENERAL PARTNER	STATUS																						
			Web-banner	Logo on the main page	Logo on the partner page	News	Post	Stories	Press-releases	Interview in the community	Integration in media	Logo	Text block	News digest	Logo on the cover page	Logo on the thank you page	Logo on the plan	Logo in the participants list	Color highlighting	Advertising page	Logo on the survey	Logo on the navigation	Promo badge	Advertising distribution in the registration zone	Outdoor advertising
			EXHIBITION WEB-SITE				SOCAL MEDIA		PR			MAILING			PRINTED EXHIBITION GUIDE					REG	NAV	PROMO		ADVERTISING	
435x80	435x80	1366x144	✓	✓	1	2	✓	✓	✓	3	1	✓	✓	✓	✓	✓	✓	✓	2 nd cover	✓	✓	2	✓	6 country flags on the flagpoles	Video above the halls, lightbox in the passageway, ceiling banner, stickers above the entrance
435x80	435x80	435x80	✓	✓	2	2	✓	✓	✗	5	2	✓	✗	✓	✓	✓	✓	3 rd cover	✓	✓	2	✗	3x3 banner	Video above the halls, lightbox in the passageway, columns	
435x80	435x80	1366x144	✓	✓	2	2	✓	✓	✓	5+	5	✓	✓	✓	✓	✓	✓	2 nd cover	✓	✓	2	✓	2 lightboxes, 3x4 banner	Lightboxes in the registration area, passageway, wall panels	

GENERAL PARTNER OF THE EXHIBITION

37 000 €



Sponsorship package with the possibility of the strongest impact on the target audience. Highest level status with maximum cross-channel strategic branding and integrations.

37 000 €

Exclusive options:

- «General partner of the exhibition» status
- 1366x144 web-banner on the main page of the web-site (since the agreement signing till the October)
- Advertising page on the 2nd cover of the printed exhibition guide

OPTIONS INCLUDED

Web-site:

- Clickable partner logo on the main page in sponsor block (TOP-3 position)
- Clickable partner logo on the «Sponsors and partners» page (first line)
- Размещение новостей партнера на сайте выставки (2 шт) с закреплением в топе на 1 неделю

PR:

- Mention of the partner in the official press release and post-release of the exhibition
- Interview with a representative of a partner company for publication in the ITE Connect community
- Integration of information about a partner into publications in media

Social media:

- Partner posts on the exhibition social media pages (2 campaigns)
- Information about a partner (or partner materials) in stories format on the exhibition social media pages (2 stories)

Mailing:

- Partner logo with status in all mailings among the visitor database (but not less than 5 campaigns)
- Text block with information about the partner in 5 mailings among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

PR:

- Mention of the partner in the official press release and post-release of the exhibition
- Interview with a representative of a partner company for publication in the ITE Connect community
- Integration of information about a partner into media publications

Outdoor advertising:

- Placement of a double-sided advertising banner on street lightboxes (2 lightboxes)
- Placement of a 4x3 street advertising banner in front of the entrance to the exhibition pavilion, 1 banner

Navigation:

- Partner logo on exhibition navigation banners

Printed exhibition guide:

- Partner's logo on the cover of the printed exhibition guide
- Partner`s logo on the page thanking sponsors and partners
- Partner`s logo on the exhibition plan in the guide (if there is a stand)
- Partner`s logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)

Visitors registration:

- Partner logo on the printed exhibition registration form

Indoor advertising:

- 2 lightboxes in the registration area (front side, 1 in front of each exhibition hall)
- 2 lightboxes in the passageway from the metro to the exhibition pavilion
- Banners on wall panels in the registration areas (2 panels in front of hall 14, 1 panel in front of hall 15)

Promo activities:

- Promotional badges for the work of promoters on the territory of exhibition halls, 2 badges
- Distribution of partner's advertising leaflets/materials in the exhibition registration area (materials are provided by the partner)

OFFICIAL PARTNER OF THE EXHIBITION

28 400 €



Возможность комплексного продвижения компании до, во время и после выставки. Официальный статус подчеркнет репутацию бренда и привлечет внимание дополнительной целевой аудитории.

28 400 €

Exclusive options:

- «Official partner of the exhibition» status
- Advertising page on the 3rd cover of the printed exhibition guide

OPTIONS INCLUDED

Web-site:

- 435x80 web-banner on the main page of the web-site (since the agreement signing till the October)
- Clickable partner logo on the main page in sponsor block (TOP-3 position)
- Clickable partner logo on the «Sponsors and partners» page (first line)
- Размещение новостей партнера на сайте выставки (2 шт) с закреплением в топе на 1 неделю

Social media:

- Partner posts on the exhibition social media pages (2 campaigns)
- Information about a partner (or partner materials) in stories format on the exhibition social media pages (2 stories)

Mailing:

- Partner logo with status in 5 mailings among the visitor database
- Text block with information about the partner in 2 mailings among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

Printed exhibition guide:

- Partner's logo on the page thanking sponsors and partners
- Partner's logo on the exhibition plan in the guide (if there is a stand)
- Partner's logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)

PR:

- Mention of the partner in the official press release and post-release of the exhibition
- Interview with a representative of a partner company for publication in the ITE Connect community

Promo activities:

- Promotional badges for the work of promoters on the territory of exhibition halls, 2 badges

Outdoor advertising:

- Placement of a 4x3 street advertising banner in front of the entrance to the exhibition pavilion, 1 banner

Navigation:

- Partner logo on exhibition navigation banners

Indoor advertising:

- Advertising video up to 30 seconds on video screens above the entrance to exhibition halls 14 and 15
- 1 lightbox in the passageway from the metro to the exhibition pavilion
- Branding of columns in front of the entrance to exhibition halls, 4 columns (two for each hall)

Visitors registration:

- Partner logo on the printed exhibition registration form

PARTNER COUNTRY

34 600 €



Possibility of comprehensive promotion of the national pavilion before, during and after the exhibition. The official status will emphasize your reputation and attract the attention of an additional target audience.

34 600 €

Exclusive options:

- «Partner country» status
- Ceiling banner in the exhibition pavilion
- A3 advertising spread in the center of the printed exhibition guide

OPTIONS INCLUDED

Web-site:

- 435x80 web-banner on the main page of the web-site (since the agreement signing till the October)
- Clickable partner logo on the main page in sponsor block (TOP-3 position)
- Clickable partner logo on the «Sponsors and partners» page (first line)
- 2 partner news with placement in the top for 1 week

Social media:

- Partner posts on the exhibition social media pages (2 campaigns)

Mailing:

- Partner logo with status in 3 mailings among the visitor database
- Text block with information about the partner in 1 mailing among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

Printed exhibition guide:

- Partner`s logo on the cover of the printed exhibition guide
- Partner`s logo on the page thanking sponsors and partners
- Partner`s logo on the exhibition plan in the guide (if there is a stand)
- Partner`s logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)

Visitors registration:

- Partner logo on the printed exhibition registration form

Indoor advertising:

- Advertising video up to 30 seconds on video screens above the entrance to exhibition halls 14 and 15
- 2 lightboxes in the passageway from the metro to the exhibition pavilion
- Placement of one-sided advertising stickers on glass above the entrance to the exhibition hall, 4 stickers (2 above each hall)

Navigation:

- Partner logo on exhibition navigation banners

Outdoor advertising:

- Country flags on the flagpoles in front of the pavilion, 6 flags

PR:

- Mention of the partner in the official press release and post-release of the exhibition

SPONSORSHIP

THEMATIC PACKAGES

16

exhibition sectors

35 000+

registered visitors

12 000

editions of the guide



EXHIBITION SECTOR PARTNER

6 000€



Если маркетинговая стратегия направлена на привлечение специалистов узкого сегмента, то партнерство раздела предоставляет отличную возможность выделить вашу компанию среди конкурентов и получить наибольший эффект от брендинга и рекламы в вашем разделе.

6 000 €

OPTIONS INCLUDED

Web-site:

- Clickable partner logo on the main page in sponsor block
- Clickable partner logo on the «Sponsors and partners» page
- Clickable partner logo with status on the sector page on the exhibition web-site
- 1 partner news with placement in the top for 1 week

Social media:

- Partner post on the exhibition social media pages (1 campaign)

Mailing:

- Partner logo with status in 2 mailings among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

Printed exhibition guide:

- Partner`s logo on the page thanking sponsors and partners
- Partner`s logo on the exhibition plan in the guide (if there is a stand)
- Partner`s logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)
- A4 advertising page in the printed exhibition guide

Navigation:

- Partner logo on exhibition navigation banners

Indoor advertising:

- Lightboxes in the registration area (1 lightbox, front or back)
- Placement of one-sided advertising stickers on glass above the entrance to the exhibition hall, 2 stickers
- Floor stickers in the exhibition hall, 2 stickers

PR:

- Mention of the partner in the official press release and post-release of the exhibition

REGISTRATION PARTNER

14 800 €



Registration partner is an excellent opportunity for your company to gain wide coverage of a professional audience both long before the opening of the exhibition and during the days of its holding. Registration is mandatory for all visitors to WorldFood Moscow without exception. More than 96% of visitors register for the exhibition in advance.

14 800 €

Exclusive options:

- Partner logo with status on the registration page on the exhibition website
- Branding of receptionist uniforms (uniform provided by partner)
- Partner logo on the exhibition e-ticket
- Partner logo on visitor badges
- Branding of entrance turnstiles in front of exhibition halls, halls 14 and 15
- Branding of all registration desks (4 desks in front of Hall 14, 2 desks in front of Hall 15)

Web-site:

- Clickable partner logo on the main page in sponsor block
- Clickable partner logo on the «Sponsors and partners» page
- 1 partner news with placement in the top for 1 week

Promo activities:

- Distribution of partner's advertising leaflets/materials in the exhibition registration area (materials are provided by the partner)

Mailing:

- Partner logo with status in all mailings among the visitor database (but not less than 5 campaigns)
- Text block with information about the partner in 2 mailings among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

PR:

- Mention of the partner in the official press release and post-release of the exhibition

Printed exhibition guide:

- Partner`s logo on the page thanking sponsors and partners
- Partner`s logo on the exhibition plan in the guide (if there is a stand)
- Partner`s logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)

Visitors registration:

- Partner logo on the printed exhibition registration form

Navigation:

- Partner logo on exhibition navigation banners

PRINTED GUIDE PARTNER

14 800 €



The printed exhibition guide contains a complete list of participants, floor plans, and business programme schedule. Integrate your brand into a guide that guides visitors through the exhibition and serves as a reference document afterwards.

14 800 €

Exclusive options:

- Branding of the footer on all pages of the printed exhibition guide
- A4 advertising page on the 4th cover (back) of the printed exhibition guide
- Partner's logo on the cubes in which the guide is distributed in the registration area

OPTIONS INCLUDED

Web-site:

- Clickable partner logo on the main page in sponsor block
- Clickable partner logo on the «Sponsors and partners» page
- 1 partner news with placement in the top for 1 week

Mailing:

- Partner logo with status in 2 mailings among the visitor database
- Integration of information about the partner into the exhibition news digests (the number of campaigns depends on the validity period of the partnership agreement)

Printed exhibition guide:

- Partner`s logo on the page thanking sponsors and partners
- Partner`s logo on the exhibition plan in the guide (if there is a stand)
- Partner`s logo in the list of participants in the guide (if there is a stand)
- Highlighting with color in the list of participants in the guidebook (if there is a stand)

Promo activities:

- Distribution of partner's advertising leaflets/materials in the exhibition registration area (materials are provided by the partner)

Navigation:

- Partner logo on exhibition navigation banners

PR:

- Mention of the partner in the official press release and post-release of the exhibition

VISITORS' BADGES LANYARDS PARTNER

24 700 €

This option can be ordered either separately or in addition to any sponsorship package.



Branding of visitor badge ribbons is the application of your logo and/or brand colors to the badge ribbons of exhibition visitors. Circulation – 20,000 ribbons.

This option allows you to reach the entire audience of both visitors and exhibitors because each visitor wears a badge with a branded ribbon all days of the exhibition.

24 700 €

OPTIONS INCLUDED

- Branding of 20,000 badge ribbons
- Text block in mailings based on the database of visitors registered for the exhibition, 2 campaigns
- A4 advertising page in the printed exhibition guide
- Partner logo on exhibition navigation banners



- Unique, previously unpublished texts **up to 6,000 characters long** (with spaces) 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 the 3rd person**
- The text of the news is accepted strictly **in Word format**
- The news must be accompanied by **2-3 photos of at least 1280x720 with a 16:9 aspect ratio in jpeg or png format**. There should be no text on the photo
- The length of the news **title is no more than 70 characters** (with spaces), the **subheading is no more than 200 characters** (with spaces)

- Applications for inclusion in the exhibition news digest are accepted **in Word format strictly in accordance with the form**
[Download the form >>>](#)
- Send the completed form to the exhibition marketer, Anastasia.Kirichenko@ite.group
- **Deadlines for submitting applications for inclusion in digests:**
 - digest 1 (released July 8) – no later than June 21
 - digest 2 (released July 29) – no later than July 12
 - digest 3 (released on August 19) – no later than August 3
 - digest 4 (released September 2) – no later than August 22

NOTE: applications that do not meet the requirements, as well as applications without a photo or with a photo that does not meet the requirements will not be accepted for publication.

- Within one digest, one company can take part in only one section. Each digest contains **three sections**:



**NEW PRODUCTS
BY REGULAR
PARTICIPANTS**

new SKUs/product lines from companies that have previously participated in the exhibition



**NEW
EXHIBITION
PARTICIPANTS**

products or services of a company taking part in the exhibition for the first time



**OFFERS FOR
HoReCa**

special offers for companies of HoReCa segment

- A maximum of **three SKUs or company/brand product lines may be included** in one application
- The application must be accompanied by the **company logo** in png or jpeg format and **photographs of the product** (horizontal or vertical photo on a light background, without printed text)



17-20 SEPTEMBER 2024
MOSCOW, CROCUS EXPO

FOR ADVERTISING AND SPONSORSHIP ISSUES:



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