



EXPO ELECTRONICA

26TH INTERNATIONAL
EXHIBITION OF ELECTRONICS

16–18 APRIL 2024
CROCUS EXPO, MOSCOW



ELECTRONIC COMPONENTS,
MODULES AND SUBSYSTEMS



TECHNOLOGIES, EQUIPMENT AND MATERIALS
FOR ELECTRONIC MANUFACTURING



TURNKEY SOLUTIONS
AND EMBEDDED SYSTEMS



ОРГАНИЗАТОР
ORGANISER

**SPONSORSHIP OPPORTUNITIES
FOR EXHIBITORS**

HOW TO INCREASE THE EFFICIENCY OF PARTICIPATION?

Sponsorship opportunities allow exhibitors to claim about yourself to a wide audience of specialists both during the exhibition and before it is carried out. Sponsor status is intended to enhance marketing effect of participation and allows the company to get additional opportunities for promotion in the market.

The advertising options included in each sponsorship package are matched in such a way as to ensure maximum coverage of the target audience and tell about the company's participation in the exhibition through different channels.

USE THE COMMERCIAL POTENTIAL OF THE EXHIBITION

- Strengthen your company's position in the market
- Make your participation stand out among other companies, ensure competitive advantage
- Increase your sales
- Strengthen the image of a successful company brand

For all questions related to sponsorship opportunities, please contact your manager. Contacts are provided on the last page.



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OPTIONS INCLUDED IN ALL SPONSORSHIP PACKAGES:

Please note that these options are included in all sponsorship packages and are not mentioned further in each sponsorship package separately.

Advertising and PR materials:

- Mention of the Sponsor in the official press releases of the exhibition
- Placement of the logo on the first page of the guide in the "Sponsors" section
- Placement of the logo and highlighting the Sponsor in the alphabetical list of companies in the guide
- Placement of the Sponsor's logo on the exhibition layout, in the guide, and on the navigation board with the exhibition layout

Exhibition website:

- Placement of the Sponsor's logo with an indication of the status and an active link on the main page of the site and in the "Partners" section, with output to the feed on the main page
- Placement of the Sponsor's news on the exhibition website and social media (material for publication is provided by the Sponsor)



GENERAL SPONSOR OF THE EXHIBITION

19 400 €
SOLD TO ICUSTOMS

The possibility of the strongest impact on the target audience in the long term (before the exhibition, during and after). This is an exclusive offer that uses the most effective advertising opportunities of the exhibition. Advertising tools will allow you to reach the entire target audience online and offline.

Only one company can take advantage of the offer.

Package includes:

Exclusively:

- Only your logo from all sponsors will be on the facade banner.
- Your logo will be on all navigation boards of the exhibition (about 19 boards).

Mailings on the database of exhibition visitors:

- The maximum number of mailings - the inclusion of information about the company / brand / products in 4 mailings according to the visitor base. (Materials for newsletters are provided by the Sponsor: text 350 characters, logo, photo).

Exhibition website:

- Placing a banner 435x80 on the main page of the site.

On the territory of the exhibition:

- Video clip on the screen above the entrance to hall 13 (video is provided by the Sponsor according to the technical requirements of Crocus Expo).
- Sponsor's logo on the badges of visitors to the exhibition.
- Sponsor's logo on registration forms filled out by visitors.

Exhibition guide:

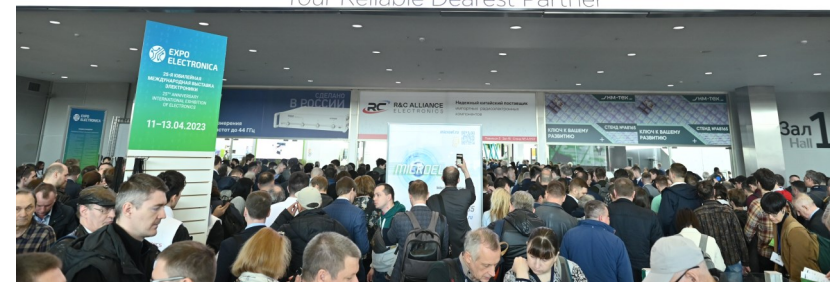
- Placement of the Sponsor's logo on the 1st cover.
- Placement of a full-color advertising module on the 2nd cover.
- Sponsor's logo in the header on all pages.

Business programme:

- Integration of the speech of the key expert from the company into the business programme (up to 10 minutes) - the topic and session should be agreed with the Organiser.



Ваш надежный и заботливый партнер
Your Reliable Dearest Partner



VISITOR'S RIBBONS FOR BADGES SPONSOR

Become the hub of every business interaction with premium placements that make your brand visible at the trade show.

Placing your company's logo on visitor's ribbons & badges creates a widespread presence at an exhibition and effectively increases your brand awareness. Each visitor of the exhibition receives a personal badge and wears it throughout the exhibition. As a result, visitors of the exhibition will carry and promote your brand.

Package includes:

- Placement of the sponsor's logo on ribbons for visitors' badges
- Placement of the sponsor's logo on the stella for ribbons and badges

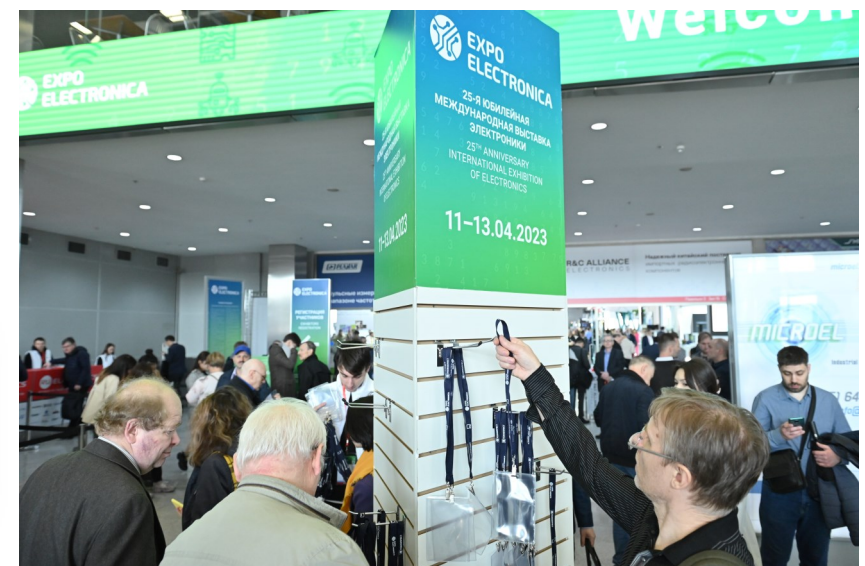
Circulation 20 000 (exclusive) 22 000 €

Circulation 12 000 15 000 €

Circulation 8 000 11 000 €

Circulation 6 000 9 000 €

SOLD TO OSTEC



SPONSOR OF THE CLOSED CONFERENCE HALL

17 600 €

Become the center of every business interaction in the business program area of the exhibition hall. A closed conference hall with a capacity of 50 people will be built up and equipped on the territory of the exhibition for technical seminars of participants and private events.

The offer can only be used by one company.

The exclusive package includes:

- Visual design of the hall with the inclusion of the sponsor's brand in the interior and exterior design of the conference hall
- Provision of a Demo Zone (8 sq.m.) to demonstrate the sponsor's products on the territory next to the conference hall (preliminary technical equipment: 2 low showcases, a rack for promotional materials, 2 bar stools)
- Inclusion of information about the sponsor in 2 mailings across the database of visitors of more than 20 000+ unique contacts (text 350 characters, logo. The text is provided by the sponsor)
- Placement of the sponsor's logo on 2 Octanorm structures with the business programme schedule in the visitor registration area in front of halls 12 and 13
- Advertising module 1/1 in the guide (circulation 5,000)
- 2 Sponsor logo floor stickers 1 x 1 m leading to the conference hall
- Placement of the A0 poster with the sponsor's advertisement in the Exhibitor Lounge area
- Hosting your own event in the hall—2 hours
- Mention of the sponsor in announcements and in the schedule of the business programme
- Banner on the website on the Business Programme page
- Inclusion of the sponsor's logo in electronic screensavers on the screen in the conference room during breaks
- Publication of an interview with a representative of the sponsor in the News section of the website
- Placement of promotional materials in the conference hall



Non-exclusive package includes (3 companies can use):

6 000 €

- Inclusion of the sponsor's logo in the design of the backdrop of the conference room
- Providing a workplace in the Demo Zone (8 sq.m.) to demonstrate the sponsor's products on the territory next to the conference hall (preliminary technical equipment: 2 low showcases, a rack for promotional materials, 2 bar stools)
- Placement of the logo on 2 Octanorm structures in the registration area of halls 12 and 13 about Technical seminars
- Floor stickers with the sponsor's logo 1 * 1 m, leading to the conference hall (quantity at the discretion of the Organiser)
- Sponsor's logo on the A0 poster advertising sponsors in the Exhibitor Lounge area
- Conducting a seminar in the hall—1 hour
- Banner on the website on the page of the business programme
- Mention of the sponsor in announcements and in the schedule of the business programme
- Provision of a rack for a promotional materials placement in the conference hall



REGISTRATION AREA SPONSOR 12 HALL

6 000 €

Your brand will already be noticed upon entering the exhibition by thousands of specialists.

All visitors can enter the exhibition only through the registration area. Sponsoring the registration area will draw the attention of all visitors to your brand and lead them directly to your company's stand. Be an integral part of the first visitor interaction with the exhibition, having received the status of the Sponsor of the registration area.

Exclusively package includes:

- Placement of the Octanorm 1*2.9 structure in the registration area
- Pasting of 2 check-in desks at hall 12
- Logo on the stella with badges in the hall 12
- Branded uniform of registrars (clothing is provided by the sponsor, the quantity is agreed upon additionally)
- Placement of the Sponsor's logo on the navigation to the registration desks in the pavilion foyer
- Placement of the Sponsor's logo on the printed visitor registration form
- Placement of Sponsor's advertising materials in the registration area (materials are provided by the sponsor)

REGISTRATION AREA SPONSOR 13 HALL

9 000 €

Exclusively package includes:

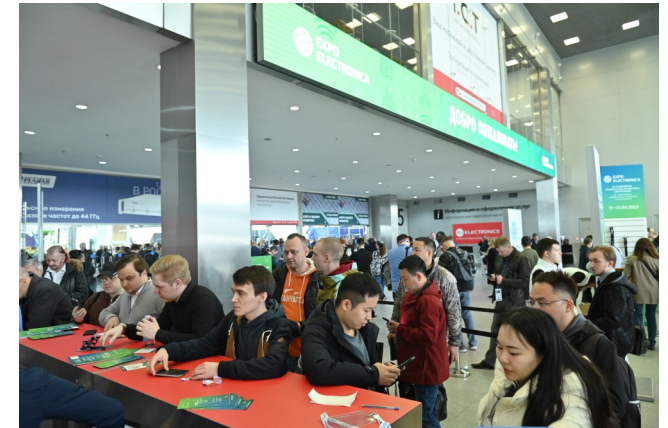
- Placement of 2 banners 2.98x1.18 m behind the registration desk near hall 13
- Pasting of 2 check-in desks at hall 13
- Logo on the stella with badges near Hall 13
- Branded uniform of registrars (clothing is provided by the sponsor, the quantity is agreed upon additionally).
- Placement of the Sponsor's logo on the navigation to the registration desks in the pavilion foyer.
- Placement of the Sponsor's logo on the printed registration form of visitors.
- Placement of Sponsor's advertising materials in the registration area (materials are provided by the sponsor).

SOLD TO RU ELECTRONICS

REGISTRATION AREA SPONSOR 12 & 13 HALLS

13 500 €

- All options of Sponsors of registration areas 12 and 13 halls



ENTRANCE GROUP SPONSOR 12 HALL

6 000 €

Send thousands of specialists to your company stand from the entrance group.

All visitors can enter the exhibition area only through the entrance in the foyer, passing through the turnstiles. This is the second point of interaction with the target audience after registration. Entrance sponsorship will allow you to direct the attention of all the visitors to your brand and guide them to your company's stand.

Exclusively package includes:

- Branded 4 surfaces above the entrance to hall 12 - 2 stickers 2.8 * 1.5 m double-sided.
- Branding of 4 turnstiles in front of the entrance to hall 12.



ENTRANCE GROUP SPONSOR 13 HALL

9 000 €

Exclusively package includes:

- Branded 4 surfaces above the entrance to hall 13 - 2 stickers 2.8 * 1.5 m double-sided.
- Branding of 6 turnstiles in front of the entrance to hall 13.



ENTRANCE GROUP SPONSOR 12 & 13 HALLS

13 500 €

- Branded 4 surfaces above the entrance to hall 12 - 2 stickers 2.8 * 1.5 m double-sided.
- Branding of 4 turnstiles in front of the entrance to hall 12.
- Branded 4 surfaces above the entrance to hall 13 - 2 stickers 2.8 * 1.5 m double-sided.
- Branding of 6 turnstiles in front of the entrance to hall 13.

VISITOR'S REST AREA SPONSOR

8 500 €

Next to the main hall of the business programme, a specially equipped lounge area for visitors will be built up, which you can use to communicate with your potential clients. Place your advertisement in the rest area and get a large reach of the target audience who will learn about your brand and products, as well as direct the flow of target audience from the rest area to your stand.

Three companies can take advantage of the offer.

Package includes:

- Integration of the Sponsor's logo into the design of the recreation area for visitors.
- Placing an advertising layout on wall panels in the rest area (the number is agreed with the organiser, but not less than 2 pieces).
- Distribution of sponsor's advertising materials in the rest area (materials are provided by the sponsor, distribution conditions are specified additionally).
- Promoter badge



NAVIGATION SPONSOR

10 500 €

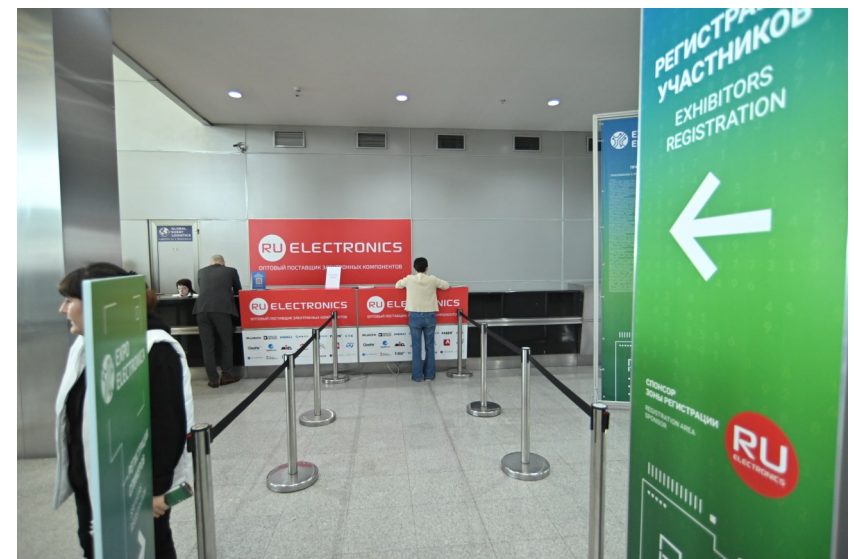
The status of a navigation sponsor will make your company stand out among other exhibitors. The Sponsor's logo, placed on information and navigation structures located on the territory of the exhibition complex, in the registration area and exhibition halls, allows you to increase brand awareness, reach the entire audience of exhibition visitors, as well as a wider audience of the exhibition complex.

Only one company can take advantage of the offer.

Package includes:

- Placement of the Sponsor's logo on street navigation structures from the metro.
- Video clip on the screen above the entrance to Hall 13 (the video clip is provided by the Sponsor according to the technical requirements of Crocus Expo).
- Pasting of 2 columns in the registration area of hall 13, layout size 3.17 * 3 m.
- Placement of the Octanorm 2 * 2.9 structure in the registration area of the 13th hall
- Placement of the Octanorm 1 * 2.9 structure in the registration area of the 12th hall
- Lightbox 3 * 1.2 m in the transition from the metro.
- 2 light boxes on the street in front of the entrance to pavilion 3
- Triangular banner 2*3 m outside in front of the entrance to the pavilion.
- Logo on a suspension in hall 13
- A branded vest for the promoter who will work at the information desk in the hall (the vest is provided by the Sponsor).
- Promoter badge

SOLD TO OSTEC



ONLINE REGISTRATION SPONSOR

9 000 €

Registration is obligatory for all visitors of the exhibition without exception. 97% of visitors register on the site in advance, which gives the sponsor the opportunity to influence the target audience of the exhibition even before the event.

Be an integral part of the visitor's first interaction with the exhibition by becoming an e-registration Sponsor.

Only one company can take advantage of the offer.

Package includes:

- Placement of the Sponsor's logo on the electronic ticket of the exhibition.
- Placement of the Sponsor's banner 1366x114 with an active link on the electronic registration page on the exhibition website from the registration opening date on the site until 04/18/2024.
- Placement of the Sponsor's banner 435x80 with an active link on internal pages of the website (according to the technical capabilities of the site).

Placement of the Sponsor's logo with indication of the status in all electronic mailings on the base of visitors, starting from the first mailing to attract visitors.

Period: November 2023 – April 2024

SOLD TO SINNO
in the exclusive package
«International Partner»



EXHIBITOR'S LOUNGE AREA SPONSOR 9 000 €

As part of the exposition of the exhibition, a VIP-lounge for exhibitors can be built up, where you can meet with partners in a relaxed atmosphere and hold business meetings in the meeting rooms.

A lounge area sponsor will definitely attract the attention of other companies and stand out among the exhibitors.

Only one company can take advantage of the offer.

Package includes:

- Placement of 4 A0 posters in the exhibitor's lounge area.
- Placement of a roll-up in the exhibitor's lounge area (roll-up is provided by the sponsor).
- Placement of advertising materials (brochures, leaflets) on counters and tables in the exhibitor's lounge area (materials are provided by the sponsor).
- Inclusion of promotional materials in exhibitor's folders (materials provided by the sponsor).
- Pasting of charging stations with sponsor's logo
- Possibility to negotiate 2 hours a day for three days in a closed meeting room in the exhibitor's lounge area.



EXHIBITION GUIDE SPONSOR

8 500 €

The exhibition guide catalog is a unique edition of the exhibition, which contains a list of exhibiting companies with contact details, an exposition plan and a description of the business programme. The catalog-guide is distributed among visitors in the registration area and in the exhibition halls, and is also issued to each exhibitor.

Circulation 5,000 copies.

Many visitors save and use the guide in their work until before the opening of the exhibition next year.

Only one company can take advantage of the offer.

Package includes:

- Placement of the Sponsor's advertising layout on the 3rd cover of the guide.
- Placement of the Sponsor's logo in the footers of the guide.
- Placement of the Sponsor's logo indicating the status on the cubes with a guide.
- Placement of the Sponsor's logo indicating the status on the cover of the guide.
- Distribution of promotional materials of the Sponsor in cubes with a guide (materials are provided by the Sponsor).

SOLD TO CINTY



E-NEWSLETTER SPONSOR

8 500 €

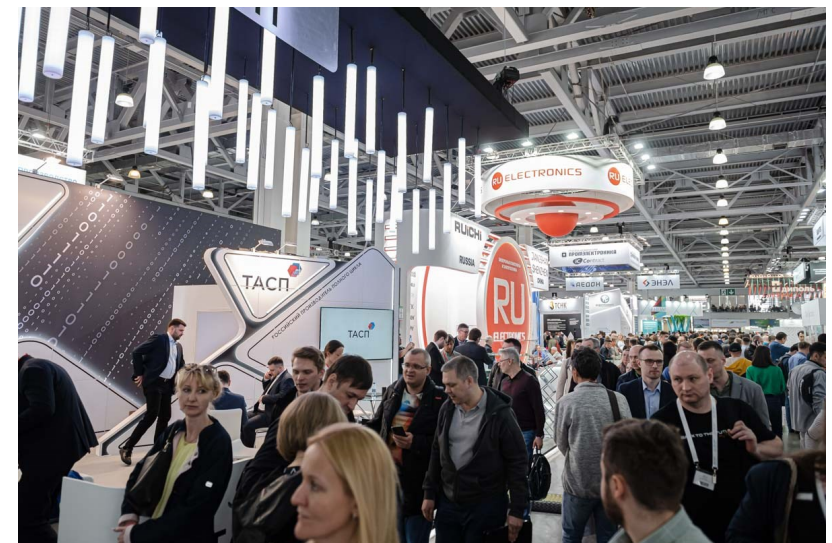
Promote your brand and company products through an active PR campaign through the main digital channels of the exhibition - the website and electronic mailings and convey the necessary information to your current and potential customers. All exhibition visitors are recipients of mailings and visitors to exhibition websites. Get the maximum number of touchpoints with your target audience in various formats through the main digital channels of ExpoElectronica.

One company can take advantage of the offer.

Package includes:

- Inclusion of a clickable sponsor's logo in all emails and digests on the visitor base until March 1, 2024. From March 1 to April 18, 2023, the logo will be included without an active link.
- Inclusion of information about the company, brand and products in 3 e-newsletters across the visitor base (materials for mailings are provided by the Sponsor: text 350 characters, logo and photo).
- Banner 475*80 on the main page of the website 2 months prior the exhibition.

SOLD TO CINTY



VISITOR'S BAGS SPONSOR

5 500 €

SOLD TO AVALONELECTROTECH

Promote your brand on the exhibition grounds and beyond for a long time.

Advertising on bags works both during the exhibition and for a long time after the end of the event, promoting your brand not only on the territory of the exhibition complex, but also beyond. Branded bags are available to all visitors of the exhibition in the registration area and inside the exhibition halls. Visitors with bags will become carriers of your brand's advertising.

Only one company can take advantage of the offer.

Package includes:

- Placement of the sponsor's color logo on one side of the bag 10,000 pcs. The layout is provided by the sponsor, production and delivery is provided by the Organiser. Bags will be placed in cubes in the registration area.
- Distribution of sponsor's promotional materials in the registration area (materials are provided by the sponsor).
- Materials for exhibitors will be placed in the sponsor's bags.

VISITOR'S BAGS SPONSOR

3 000 €

Four companies can take advantage of the offer.

Package includes:

- Placement of branded sponsor's bags (circulation no more than 6,000 copies) in the registration area. The production and delivery of bags is provided by the Sponsor.



OPPORTUNITIES FOR INTEGRATION INTO THE BUSINESS PROGRAMME

The business programme is a key event of the exhibition, a meeting place for industry leaders with leading experts, current market participants with representatives of government agencies. Every year, about 1,000 visitors take part in the events of the business programme and more than 1,000 spectators watch the video record after the exhibition. Advertising opportunities within the business programme are unique tool for working with the most active audience.

Formats:

- Placement of the logo on the stage back banner
- Broadcast video before business sessions programs (only offline, 3 days)
- Broadcast video before business sessions programs (only offline, 1 day)
- Integration of company advertising into video recording of the Forum: logo on the splash screen + video before the start each session (online only, 3 days)
- Logo placement on voting gloves in a discussion battle (2 sponsors possible)
- Placement of the logo on the stands for speakers in the discussion battle (2 sponsors in total)

Prices on request



The contents of sponsorship packages may be adapted to marketing goals, objectives and the interests of your company.

We are also ready to discuss the possibility of creation of individual non-standard sponsorship and advertising packages within ExpoElectronica.

For all questions related to sponsorship opportunities, please contact your manager:

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