RosUpack

27th International exhibition for the packaging industry

Exposition of equipment and materials for the Pulp & Paper industry

printtech

8th International exhibition of equipment, technologies and supplies for print and advertising production

06–09.06.2023

Moscow, Crocus Expo IEC

MARKETING & ADVERTISING OPTIONS

ITE

rosupack@ite.group

rosupack.com

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Dear RosUpack, Printech & Pulp&Paper exposition 2023 exhibitors!

We're grateful that your company has decided to exhibit at our trade exhibitions this year, and we're glad to welcome your company as the exhibitor. Organiser team is sparing no effort to ensure that your participation is as effective as possible.

The marketing manual is designed to make your participation in the exhibition as effective and comfortable as possible.

Set yourself apart from competitors, stand out on the site and get more flow of the target audience to your stand!

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

We will be happy to answer any questions you might have while preparing for the shows, and we will also provide you with any necessary information.

Anna Parlakyan – Head of International Sales

Anna.Parlakyan@ite.group

Nour Alkordi – Customer Success Executive

Nour.Alkordi@ite.group

Duygu Aykut – Agent Coordinator, Turkey

duygu.aykut@ite.group

Grace Jia — Senior Sales Manager, China

grace.jia@ite.group

Daria Knyazeva – Head of brand

Daria.Knyazeva@ite.group

Anna Metelkina – Business programme manager

Anna.Metelkina@ite.group

Sergey Ditev – Exhibition Director

Sergey.Ditev@ite.group

We wish you a successful exhibition!

FREE MARKETING TOOLS

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.

Promo codes

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

Placing a banner and news about your participation in RosUpack, Printech or ExPa on your company's website

Place a banner and news about your participation to attract even more visitors to your stand. Actively announce your participation in the exhibition on your website. Download the template and fill it out with the number of your stand, unique promo code, and information about your products and place it on your company's website. The banner with your company's unique promo code will be sent by Daria.Knyazeva@ite.group on request.

Invitation to the exhibition as part of your electronic signature

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

Your business news on the exhibition website

We offer you to 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 in your company from a professional audience.

Please send news, photos, illustrations, and the logo of your company for placement on the website to: Daria.Knyazeva@ite.group

Templates of letters to partners, news, exhibition banners, images for electronic signatures, and the exhibition logo can be found on the exhibition websites.

PROMOTE YOUR STAND!

EXHIBITOR BADGE

The badges are issued by the organisers to the amount of 1 pass for every 3 m. sq. of exhibition space ordered. (2 passes are provided to stands 4 and 6 sq. m. in area).

If this number of passes is insufficient for all employees working at the stand (including interpreters and assistants but not including construction contractors that only work during the construction and deconstruction of the stand), you need to order additional badges.

		Price in EURO
1.1	Additional badge	35

Passes will already be filled in when they are issued. You have to fill in information for them in your Exhibitor Zone, otherwise you will have to go through the procedures required to receive a pass by yourself during the construction period.

To submit information about your company in your Exhibitor Zone, you need to contact event team:

Nour Alkordi

Customer Success Executive

Nour.Alkordi@ite.group

+971 (0) 4 457 2926

You will be sent a link with a login and a password for your online Exhibitor Zone.

ADVERTISING ON THE EXHIBITION WEBSITE

Electronic catalogue

The exhibition electronic catalogue is located at rosupack.com 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 information should be added in in your Exhibitor Zone.

		Price in Euro
	Information about the company - exhibitor	free
2.1	Information about the sub-exhibiting company	1,100

Banners

Placing a banner on rosupack.com informs the target audience of your products and brand before and during the exhibition and attracts more visitors to your stand. Thousands of potential buyers visit the exhibition website every day. Advertising banners are placed on the main and interior pages.

99% of exhibition visitors register and receive their visitor badge through the exhibition website.

Placing a banner on the website of Russia's most visited exhibition for the packaging industry is your opportunity to reach the maximum target audience and invite key visitors to your stand.

		Price in Euro
2.2	Banner 1366x114	1,380
2.3	Banner 435x80	690

The indicated price is to display for 30 calendar days.

Banner specifications are provided on request.

ADVERTISING IN THE PRINTED EXHIBITION GUIDE

The exhibition guide includes detailed exhibition halls' plans and list of exhibitors with contact details and product categories (10,000+ copies).

Advertising in the exhibition guide is the additional opportunity to attract visitors to your company stand during all 4 days of RosUpack, Printech & ExPa and promotion of the company brand.

Language: Russian and English.

		Price in Euro
3.1	Logo with an arrow indicating the stand in the pavilion plan in the guide and navigation boards	345
3.2	Logo in the general alphabetical list	115
3.3	Logo in headers or footers of the guide pages (exclusively for one company)	1,500
3.4	Advertising page (1/2), 4 colors	690
3.5	Advertising page (1/1), 4 colors	1,050

Specifications are provided on request.

Distributed among the visitors and exhibitors at the exhibition.

OUTDOOR ADVERTISING DURING THE EXHIBITION

Advertising at the exhibition territory at the exhibition gives maximum reach to your target audience. All the advertising structures are located in places with the greatest concentration of exhibition visitors.

Advertising on the portable outdoor structures

		Price in Euro
4.1	Outdoor construction 2x3 m	1,150
4.2	Outdoor construction 3x3 m	1,380
4.3	Outdoor construction 4x3 m	2,070
4.4	Outdoor construction 6x3 m	2,530
4.5	Advertising construction, triangular shape at the base, side format is 2x3 m	2,070
4.6	Advertising construction, rectangular shape in the base, the side is 2x3 m	2,530

Advertising banner on the façade of Pavilion 1 (rear side)

		Price in Euro
4.7	Advertising banner 10,5x5,0 m	5,750

Light boxes advertisement (outdoor)

		Price in Euro
4.8	Advertising on a light box, 1 side, 1.23x2.5m	518

Outdoor flagpoles rent

		Price in Euro
4.9	1 flagpole (Size of one side – 1.23x2.5m. The price is for 1 flag including the production and installation)	345

The indicated price includes carrier production, installation, dismantling and rental of the required structure for the period of placement.

The layout of advertising structures and technical requirements provided on request. *Minimum 3 flagpoles should be bought.*

Right to display your own advertising construction

		Price in Euro
4.10	Advertising vehicle, including “mobile bill-boards”	1,495
4.11	Fixed balloon, airship, inflatable pneumatic structures and so on	Agreed price
4.12	Other advertising media / for 1 sq.m	400

The price does not include the production and installation.

ADVERTISING INSIDE THE PAVILION

Advertising on portable advertising structures

		Price in Euro
5.1	1x2,9m	460
5.2	2x2,9m	575
5.3	3x2,9m	805
5.4	4x2,8m	920

Light boxes advertisement (indoor)

		Price in Euro
5.5	Light box in the pavilion, 17x1,97m (front side)	1,035
5.6	Light box in the pavilion, 17x1,97m (rear side)	805

Mobile advertising structures are not placed in the registration area of the Pavilion 1.

The price is for 1 size, including the cost of production and installation.

The layout of advertising structures and technical requirements provided on request.

Advertising on a two-sided banner on ceiling

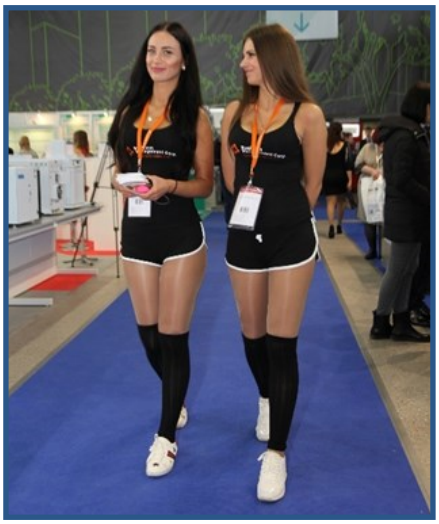
		Price in Euro
5.7	Double-sided banner of 18x6m on ceiling girders	9,890

Floor stickers

*Stickers are placed in the aisles of the exhibition halls.

		Price in Euro
5.8	Placement and printing of one 1x1m sticker	288

ADVERTISING MATERIALS DISTRIBUTION



		Price in Euro
5.9	Permission for the distribution of adv products in exhibition halls (Promoter badge)	460

Terms of use:

1. The promoter may distribute materials only if they have a promoter's badge
2. The promoter is not permitted to use sound amplifying devices or other technical devices
3. The Organiser doesn't provide promoter hiring services.

		Price in Euro
6.	Distribution of adv products in exhibitor folders	345

RENT A CONFERENCE HALL AND EQUIPMENT FOR YOUR OWN EVENT AT THE EXHIBITION

Conference halls are available at the exhibition to host your own event outside your stand.

Event topics must be coordinated with the Organiser.

Topics similar to events held by the Organiser are not permitted.

The Organiser reserves the right to change the event schedule at its discretion and notify all parties involved.

Please contact the Organiser for the latest information on the type of seating, seating options, equipment and number of seats.

You can also contact Brand-manager to complete an extra order form.

For information on cost and free halls, please contact your sales manager.

SPONSORSHIP OPPORTUNITIES

RosUpack is the largest exhibition for the packaging industry in Russia and Eastern Europe.

Sponsorship can help you to promote products and brands to a large audience of professionals from various industries, such as food&beverage, wholesale and retail, non-food customer products and industrial goods.

Drive more traffic to your stand at RosUpack or Printech or ExPa and increase your business performance by using the following sponsorship options.

In case of any questions about sponsorship opportunities offered by RosUpack, please contact your exhibition manager or Head of brand:

Daria.Knyazeva@ite.group

Sponsorship & Partnership packages:

General Partner

Official Partner

Visitor registration Sponsor

Visitor lanyards Sponsor

Visitor exhibition bags Sponsor

Eco Partner

and others

The content of the sponsorship packages can be customized to meet your marketing goals, targets and business interests. We are willing to discuss creating individual and original sponsorship and advertising packages for RosUpack, Printech and Pulp&Paper exposition.

Order form 2023

Venue: Crocus Expo IEC, pavilion 1, Moscow, Russia.

Date: 06—09 June 2023

EXHIBITOR COMPANY:

CONTACTS

Contact person:

E-mail:

	Description	Price, EURO	Quantity	Total, EURO
1.1	Additional badge	35		
2.1	Information about the sub-exhibiting company	1,100		
2.2	Banner 1366x114	1,380		
2.3	Banner 435x80	690		
3.1	Logo with an arrow indicating the stand in the pavilion plan in the guide and navigation boards	345		
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4.1	Outdoor construction 2x3 m	1,150		
4.2	Outdoor construction 3x3 m	1,380		

	Description	Price, EURO	Quantity	Total, EURO
4.3	Outdoor construction 4x3 m	2,070		
4.4	Outdoor construction 6x3 m	2,530		
4.5	Advertising construction, triangular shape at the base, side format is 2x3m	2,070		
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4.7	Advertising banner on the facade 10,5x5,0m	5,750		
4.8	Advertising on a light box, 1 side of 1.23x2.5m (outdoor)	518		
4.9	1 flagpole	345		
4.10	Advertising vehicle, including “mobile bill-boards”	1,495		
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4.12	Other advertising media / for 1 sq.m	400		
5.1	Advertising on portable advertising structures 1x2,9m	460		
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5.3	Advertising on portable advertising structures 3x2,9m	805		
5.4	Advertising on portable advertising structures 4x2,8m	920		
5.5	Light box in the pavilion, 17x1,97m (front side)	1,035		
5.6	Light box in the pavilion, 17x1,97m (rear side)	805		

	Description	Price, EURO	Quantity	Total, EURO
5.7	Two-sided banner of 18x6 m on ceiling girders	9,890		
5.8	Placement and printing of one floor stick-er 1x1m	288		
5.9	Permission for the distribution of prod-ucts in exhibition halls (Promoter badge)	460		
6.	Distribution of adv products in exhibitor folders	345		

4. TOTAL

5. FILL THE FORM AND SEND TO YOUR MANAGER OR TO rosupack@ite.group

This order form is a summary table of all orders made by you.

It must be completed and is the basis for your invoice.

6. SIGNATURE