25th International exhibition of electronic components, modules and systems

expoelectronica.ru

20th International exhibition of technologies, equipment and materials for the production of semiconductors, electronic components and systems

electrontechexpo.ru

11–13 April 2023

Russia, Moscow, Crocus Expo

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.

Promotional options included in each sponsorship package are hand-picked in such a way as to ensure maximum coverage of the target audience and inform 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 18 000 €

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

E-mail newsletters across visitors (coverage 100 000 +):

- 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:

- Placement of 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 15 (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.
- Placement of the Sponsor's logo in the footer on all pages.

Business programme:

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

Statistics 2022: 16 000 + visitors, 100 000 + subscribers, 107 000 + website visitors, 80 000 + visitors of the partner’s websites
VISITOR’S RIBBONS & 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.

Only one company can use this package.

Exclusively package includes:

Advertising and PR materials:
• Placement of the Sponsor’s logo on the visitor’s ribbons and badges (6 000 items)

8 800 €
**PREMIUM NAVIGATION SPONSOR**

8 800 €

Premium status will make your company stand out among other exhibitors. The Sponsor’s logo and advertising constructions, placed on the territory of the exhibition complex, allows increasing brand awareness, covering the entire audience of exhibition visitors, as well as a wider audience of the exhibition complex.

**Only one company** can take advantage of this package.

**Package includes:**

**On the territory of the exhibition:**
- Placement of the Sponsor’s logo on street navigation structures from the metro.
- Video clip on the screen above the entrance to hall 15 (the video clip is provided by the Sponsor according to the technical requirements of Crocus Expo).
- Pasting of 2 columns in the registration area, layout size 3.17 * 3 m.
- Placement of the Octanorm 2*2.9 construction towards the halls of technical seminars.
- Lightbox 3 * 1.2 m in the transition from the metro.
- Triangular banner 2*3 m outside in front of the entrance to the pavilion.

**Advertising and PR materials:**
- A branded vest for the promoter who will work at the information desk in the hall (the vest is provided by the Sponsor.
- Distribution of promotional materials in the hall by the promoter in the information desk area or placement of promotional materials at the desk. (Promotional materials provided by the Sponsor).
VISITOR’S REST AREA SPONSOR

As part of the exhibition, there can be a specially equipped recreation area for visitors where they can have a rest.

The package can be used by a maximum of 3 companies.

Package includes:

Exclusively:

• Integration of the Sponsor’s logo into the design of the rest area for visitors
• Placement of the advertising module on the wall panels in the rest area (the number is agreed with the organizer, but not less than 2 modules)

Advertising and PR materials:

• Distribution of Sponsor’s advertising materials (materials are provided by the Sponsor)
EXHIBITOR’S LOUNGE AREA SPONSOR 8 100 €

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 participants.

Only one company can take advantage of the offer.

Exclusively package includes:

- Placement of 4 A0 posters in the business lounge area for participants.
- Placement of a roll-up in the area of the business hall (roll-up is provided by the sponsor).
- Placement of advertising materials (brochures, leaflets) on counters and tables in the business hall (materials are provided by the sponsor).
- Inclusion of promotional materials in exhibitor’s folders (materials provided by the sponsor).
ONLINE REGISTRATION SPONSOR 7 200 €

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:

Exhibition website:
- 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 13.04.2023.
- Placement of the Sponsor’s banner 435x80 with an active link to internal pages of the site (according to the technical capabilities of the site).

E-mail newsletters across visitors (coverage 100 000 +):
- Placement of the Sponsor’s logo indicating the status in all electronic mailings on the visitor base, starting from the first mailing to attract visitors.
  Period: November 2022 — April 2023

Statistics 2022: 16 000 + visitors, 100 000 + subscribers, 107 000 + website visitors, 80 000 + visitors of the partner’s websites
E-NEWSLETTER SPONSOR 7 200 €

Promote your brand and company products through an active PR campaign using one of the main digital channels of the exhibition - the website and email newsletters and deliver the necessary information to your current and potential customers first.

All exhibition visitors are recipients of exhibition newsletters and visitors of the exhibition websites. Get the maximum number of touchpoints with your target audience in various formats through major digital exhibition channels.

Three companies can take advantage of the package.

Package includes:

Exclusively:

- Inclusion of a clickable logo in all e-newsletters and digests on the visitor base until March 1, 2023. From March 1 to April 13, 2023, the logo will be included without an active link.
- Inclusion of information about the company, brand and products in 3 mailings according to the visitor base (materials for mailings are provided by the Sponsor: text 350 characters, logo and photo).

Exhibition website:

- Banner 475*80 on the main page of the site 2 months before the exhibition.
REGISTRATION AREA SPONSOR

6 600 €

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.

Only one company can use this package

Exclusively package includes:

- Placement of 2 banners 2.98x1.18 m behind the registration desk near hall 15.
- Pasting of 2 check-in desks at hall 15.
- 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

Advertising and PR materials:

- Placement of Sponsor’s advertising materials in the registration area (materials are provided by the sponsor).
ENTRANCE GROUP  6 600 €

SPONSOR

Send thousands of specialists to your booth at once 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.

Only one company can use this package.

Exclusively package includes:

Advertising and PR materials:
- Branded 4 surfaces above the entrance to hall 14 - 2 stickers 2.8 * 1.5 m doublesided
- Branding of 6 turnstiles in front of the entrance to hall 14
VISITOR’S BAGS SPONSOR 6 000 €

Promote your brand on the exhibition territory 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 but also outside of it. 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 and advertisers of your brand.

Only one company can use this package.

Exclusively package includes:
- Placement of the sponsor’s color logo on one side of the package
  8,000 pcs. The layout is provided by the sponsor, production and delivery is provided by the Organizer. Packages will be placed in cubes in the registration area.

Advertising and PR materials:
- Distribution of sponsor’s promotional materials in the registration area (materials are provided by the sponsor).

VISITOR’S BAGS SPONSOR 3 000 €

Four companies can take advantage of the offer.

Package includes:
- Placement of branded packages (circulation no more than 6,000 items in the registration area. The production and delivery of packages is provided by the sponsor.
EXHIBITION GUIDE SPONSOR  5 200 €

The exhibition guide catalog is a unique publication that contains a list of participating companies with their contact details, an exhibition layout, and a description of the Business Program. The exhibition guide is distributed to visitors in the registration area and in the halls of the exhibition, as well as issued to each exhibitor. The circulation is 4,000 copies. Many visitors keep and use the guide in their work until the opening of the next year’s exhibition.

Only one company can use this package

Package includes

Exclusively:
- Placement of the Sponsor’s advertising layout on the 4th 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.

Advertising and PR materials:
- 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).
TARGET GROUP SPONSOR  3 700 €

This sponsorship package is a unique and effective option for participants whose advertising strategy is aimed at attracting a specific segment of the target audience.

This package gives your company the opportunity to make an impact to the selected segment of the target audience of the exhibition, using various advertising channels. An excellent opportunity to distinguish your company from competitors and get the greatest effect from branding and advertising in your section.

Three companies can take advantage of the package.

Package includes:

E-mail newsletters across visitors (coverage 100 000 +):
- 2 Electronic mailings on the base of visitors of the profile section (mailings are carried out no later than 1.5 months before the exhibition, the date is agreed with a partner).

Exhibition website:
- Placement of the sponsor’s logo with status indication and active link on the page of the site “Sections of the exhibition”, in the selected sector of the exhibition.
- Publication of the expert opinion of the company’s specialists on the exhibition website on issues of concern of the target audience of this sector.

Advertising and PR materials:
- Placing a logo with a status in the list of participants in the selected section in the exhibition guide.

On the territory of the exhibition:
- Placement of the Sponsor’s logo on the visitor’s paper questionnaire opposite the question What are you interested in at the exhibition?
- Provision of a hall on the territory of the exhibition for 1 hour for a seminar on the topics of the section.
OPPORTUNITIES OF THE INTEGRATION INTO THE BUSINESS PROGRAMME

The business program is a key event of the exhibition, the 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 program and more than 1,000 spectators watch the video recording after the end of the exhibition. Advertising opportunities within the business program are a unique tool for working with the most active audience.

Possible formats:

- Broadcast video before business sessions programs (only offline, 3 days) 1 100 €
- Logo placement on voting gloves in a discussion battle (cost for 1 side, 2 sponsors are possible) 370 €
- Placement of the logo on the stands for speakers in the discussion battle (cost for 1 tribune, 2 sponsors in total) 1 100 €
The sponsorship packages can be adapted to the marketing goals, objectives, and interests of your company.

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

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

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