

INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION

BATIMAT[®] RUSSIA

3-6 MARCH 2020

CROCUS EXPO IEC MOSCOW



**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

ORGANIZER
**MEDIA
GLOBE**
ОБЩЕСТВО С ОГРАНИЧЕННОЙ ОТВЕТСТВЕННОСТЬЮ

GENERAL PARTNER
KERAMA MARAZZI



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**WE OFFER YOUR
COMPANY TO BECOME
A SPONSOR
OF THE BATIMAT RUSSIA
2020 EXHIBITION**

[MORE DETAILS](#)



EXHIBITION SPONSORSHIP

Each type of the sponsorship offers you the unique opportunities that will greatly enhance the effect of participation in the exhibition, will allow you to clearly stand out among your competitors, and present your company to the maximum number of specialists.

The Sponsorship packs include the exclusive advertising opportunities, which are available only to the Sponsors of the exhibition.

Ranking	Fee in Euro (with VAT)
Title sponsor (exclusively)	40 000
Section registration sponsor (exclusively)	15 000
Exhibition guide sponsor	12 000
Section HoReCa sponsor	9 000
Sponsor of the exhibition bags (exclusively)	8 000
Evening party sponsor	6 000
Screen sponsor	5 000
Exhibition section sponsor	3 000
Business program sponsor	3 000
Sponsorship of souvenirs	1 000

BATIMAT RUSSIA SPONSORSHIP PACKS		Title sponsor (exclusively)	Section registration sponsor (exclusively)	Exhibition guide sponsor	Section HoReCa sponsor	Sponsor of the exhibition bags (exclusively)	Evening party sponsor	Screen sponsor	Exhibition section sponsor	Business program sponsor	Sponsorship of souvenirs
Fee (Euro)		40 000	15 000	12 000	9 000	8 000	6 000	5 000	3 000	3 000	1 000
PR & Promotional Materials	Granting the status of the Sponsor	■	■	■	■	■	■	■	■	■	■
	Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign	■	■	■	■	■	■	■	■	■	■
	Making mention of the Sponsor in the exhibition PR and promotional materials, such as media releases, electronic newsletters, articles, interviews, etc.	■	■		■			■	■		
	Granting to the Sponsor's representative the opportunity to give a speech at the opening of the exhibition	■									
	Opportunity to place an interview with the Sponsor on the website of the exhibition	■	■	■	■		■		■	■	
	Placement of the Sponsor's logo on the main page of the exhibition website, indicating the status	■	■								
Indoor / Outdoor Advertising	Placement of the Sponsor's logo with the indication of the status on the navigational signs of the entrance group of the corresponding section of the exhibition		■						■		
	Placement of the Sponsor's logo with the indication of the status on the navigational signs	■			■						
	Permission to place floor stickers (on carpeting) in visitor pass areas*				■						
	Promo video on the central screen of the BATIMAT RUSSIA 2020 exhibition for 4 days, at least 2 shows per hour and 16 per day *	■	■					■			
Printed Products	Placement of the Sponsor's logo on the cover of the exhibition guide			■							
	Placement of the Sponsor's logo in the thank-you list of the exhibition guide	■	■	■	■	■	■		■	■	■
	Placement of the Sponsor's advertising page in the official exhibition guide	■	■	■							
	Color highlighting the Company name in the alphabetical contents of the exhibition guide	■	■	■	■		■		■	■	
	Placement of the Sponsor's logo in the floor plan in the exhibition guide	■	■	■	■		■		■	■	
	Placement of the Sponsor's logo in the invitation to the exhibition	■									
	Placement of the Sponsor's logo in the invitation for the official evening party						■				
Promotions	Permission to conduct a promotion by the Sponsor during the exhibition. Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)	■	■	■	■	■	■	■	■	■	■
	Permission for placement the Sponsor's Roll-Up in the event area									■	
Registration Area	Providing the employees of the registration area with the Sponsor's logo uniform (badges, scarves, baseball caps, pens)*		■								
	Placement of the Sponsor's printed products at the visitor registration desks	■	■								
	Placement of the Sponsor's logo on the visitor badge strip (the badge strip shall be provided by the Sponsor)		■								
	Placement of the Sponsor advertising on one side of exhibition bags (edition 100.000 pieces)					■					
Evening Party	Providing the invitations for the evening party on the opening of the event	■	■	■			■				
	Opportunity to give a welcome speech by the Sponsor's representative (no more than 3 minutes) at the official evening party	■					■				
	Opportunity to place the Sponsor's branded souvenir / gift at the banquet tables of the event*						■				
Business Promotional Merchandise	Opportunity to give the branded souvenirs (with the Sponsor's logo) to visitors / participants / VIP-partners of the exhibition*										■

* Promotional products shall be provided by the Sponsor

TITLE SPONSOR (exclusively)

40 000 Euro



Granting the status of the Exhibition Title Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Making mention of the Sponsor in the exhibition PR and promotional materials, such as media releases, electronic newsletters, articles, interviews, etc.

Granting to the Sponsor's representative the opportunity to give a speech at the opening of the exhibition

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo on the main page of the exhibition website, indicating the status

Placement of the Sponsor's logo with the indication of the status on the navigational signs

Promo video on the central screen of the BATIMAT RUSSIA 2020 exhibition at the central hall of registration area, for 4 days, at least 2 shows per hour and 16 per day*

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Placement of the Sponsor's advertising page in the official exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Placement of the Sponsor's logo in the invitation to the exhibition

Permission to conduct a promotion by the Sponsor during the exhibition.

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Placement of the Sponsor's printed products at the visitor registration desks

Providing the invitations for the evening party on the opening of the event

Opportunity to give a welcome speech by the Sponsor's representative (no more than 3 minutes) at the official evening party

* Promotional products shall be provided by the Sponsor



We are also ready to discuss the individual format of the sponsorship participation. Email: I.romanova@mediaglobe.ru

SECTION REGISTRATION SPONSOR (exclusively)

15 000 Euro



Granting the status of the Section Registration Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Making mention of the Sponsor in the exhibition PR and promotional materials, such as media releases, electronic newsletters, articles, interviews, etc.

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo on the main page of the exhibition website, indicating the status

Placement of the Sponsor's logo with the indication of the status on the navigational signs of the entrance group of the corresponding section of the exhibition for 4 days, at least 2 shows per hour and 16 per day *

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Placement of the Sponsor's advertising page in the official exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Sponsor's logo in the floor plan in the exhibition guide

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Providing the employees of the registration area with the Sponsor's logo uniform (badges, scarves, baseball caps, pens)*

Placement of the Sponsor's printed products at the visitor registration desks*

Placement of the Sponsor's logo on the visitor badge strip**

Providing the invitations for the evening party on the opening of the event

* Promotional products shall be provided by the Sponsor ** The badge strip shall be provided by the Sponsor



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EXHIBITION GUIDE SPONSOR

12 000 Euro



Granting the status of the Exhibition Guide Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo on the cover of the exhibition guide

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Placement of the Sponsor's advertising page in the official exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Permission to conduct a promotion by the Sponsor during the exhibition

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.) *

Providing the invitations for the evening party on the opening of the event

* Promotional products shall be provided by the Sponsor



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SECTION SPONSOR "DESIGN AREA HORECA"

9 000 Euro



Granting the status of the «Design area HoReCa Sponsor»

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Making mention of the Sponsor in the exhibition PR and promotional materials, such as media releases, electronic newsletters, articles, interviews, etc.*

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo with the indication of the status on the navigational signs

Permission to place floor stickers (on carpeting) in visitor pass areas*

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Permission to conduct a promotion by the Sponsor during the exhibition.

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

* Promotional products shall be provided by the Sponsor



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EXHIBITION BAGS* SPONSOR (exclusively)

8 000 Euro



Granting the status of the Exhibition Bags Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Placement of the Sponsor advertising on one side of exhibition bags (edition 100.000 pieces)



* Promotional products shall be provided by the Sponsor



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EVENING PARTY SPONSOR

6 000 Euro



Granting the status of the Evening Party Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Placement of the Sponsor's logo in the invitation for the official evening party

Permission to conduct a promotion by the Sponsor during the exhibition.
Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Providing the invitations for the evening party on the opening of the event

Opportunity to give a welcome speech by the Sponsor's representative (no more than 3 minutes) at the official evening party

Opportunity to place the Sponsor's branded souvenir / gift at the banquet tables of the event*

* Promotional products shall be provided by the Sponsor



We are also ready to discuss the individual format of the sponsorship participation. Email: I.romanova@mediaglobe.ru



PROMO VIDEO ON THE CENTRAL SCREEN OF THE BATIMAT-RUSSIA 2020 EXHIBITION

A large 7x4 m LED screen will be installed in the central hall of the registration area, where promo videos of exhibitors and partners will be played in non-stop mode

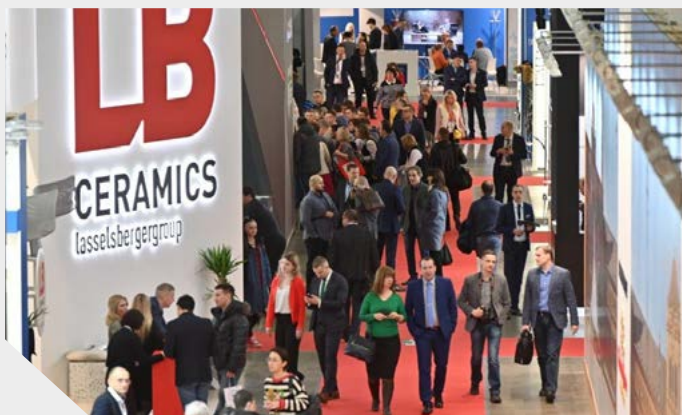
BATIMAT RUSSIA CENTRAL HALL

- Venue of the official **OPENING** ceremony of the exhibition
- The most popular and convenient meeting place for more than 100,000 industry professionals
- Registration area, cloakroom, cafe

Number of displays —
at least 2 times per hour
16 displays per day

Technical requirements:
video content is provided
in 16:9 format
and 1920x1080 resolution (Full HD)





EXHIBITION SECTION SPONSOR

3000 Euro

Granting the status of the Exhibition Section Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Making mention of the Sponsor in the exhibition PR and promotional materials, such as media releases, electronic newsletters, articles, interviews, etc.

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo with the indication of the status on the navigational signs of the entrance group of the corresponding section of the exhibition

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Permission to conduct a promotion by the Sponsor during the exhibition.

Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

* Promotional products shall be provided by the Sponsor



We are also ready to discuss the individual format of the sponsorship participation. Email: I.romanova@mediaglobe.ru



BUSINESS PROGRAM SPONSOR

3 000 Euro

Granting the status of the Business Program Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Opportunity to place an interview with the Sponsor on the website of the exhibition

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Color highlighting the Company name in the alphabetical contents of the exhibition guide

Placement of the Sponsor's logo in the floor plan in the exhibition guide

Permission to conduct a promotion by the Sponsor during the exhibition.
Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Permission for placement the Sponsor's Roll-Up in the event area*

* Promotional products shall be provided by the Sponsor



We are also ready to discuss the individual format of the sponsorship participation. Email: I.romanova@mediaglobe.ru

SPONSORSHIP OF SOUVENIRS

1 000 Euro



Granting the status of the Promotional Merchandise Sponsor

Granting to the Sponsor the right to use the exhibition logo with indication of the status in the Sponsor's advertising campaign

Placement of the Sponsor's logo in the thank-you list of the exhibition guide

Permission to conduct a promotion by the Sponsor during the exhibition.
Opportunity to distribute the Sponsor's promotional materials in the exhibition pavilions (2 pers.)*

Opportunity to give the branded souvenirs (with the Sponsor's logo) to visitors / participants / VIP-partners of the exhibition *



* Promotional products shall be provided by the Sponsor



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INTERNATIONAL CONSTRUCTION
AND INTERIOR EXHIBITION

BATIMAT RUSSIA **2020**

**THE INFORMATION ON THE
COMPANY WILL BE PLACED
IN THE OFFICIAL EXHIBITION
GUIDE AND IN THE LIST
OF PARTICIPANTS
ON THE EXHIBITION WEBSITE**

In order to place the information
in the guide, the participant
shall fill in the information
in the personal account.
The login and password
for access are provided
by the organizers.

**If you have any questions,
feel free to contact us:
at@mediaglobe.ru**

INFORMATION IN OFFICIAL EXHIBITION GUIDE





ADVERTISING IN OFFICIAL EXHIBITION GUIDE

OFFICIAL EXHIBITION GUIDE BATIMAT RUSSIA 2020 -

FULL COLOR A4 EDITION.

GIVEN FOR FREE TO EVERY VISITOR OF THE EXHIBITION.

GUIDE CIRCULATION IS 100,000.

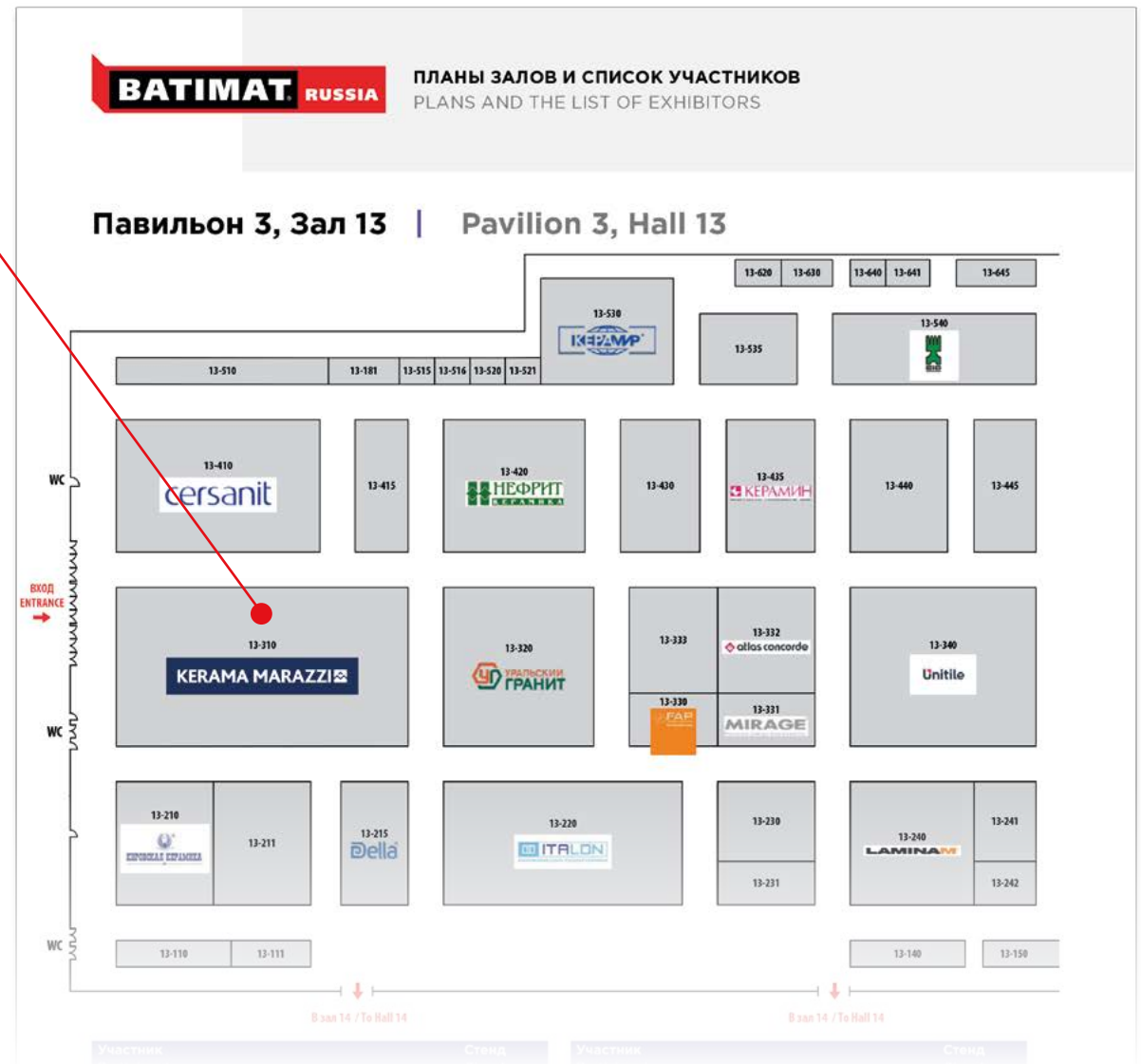
Advertising display in Exhibition Official Guide	Price, Euro (with VAT)
1/1	1 500
1/2	900
3rd cover	3 000
4th cover	4 000
Logo in the floor plan	300

LOGO IN THE FLOOR PLAN

The floor plan is posted in the Official Exhibition Guide
and on the exhibition website

The logo in the plan will help
to quickly find your company
at the exhibition.

Price (with VAT): 300 Euro



INTERNATIONAL CONSTRUCTION
AND INTERIOR EXHIBITION

BATIMAT **RUSSIA** **2020**



Watch magazines in PDF
/ flipping book

BATIMAT RUSSIA DIGEST MAGAZINE ADVERTISING

The quarterly Internet magazine BATIMAT RUSSIA Digest is distributed to all visitors and exhibitors – over 350,000 unique addresses in the database.

The BATIMAT RUSSIA Digest is located on the website www.batimat-rus.com both on the main page of the exhibition and in a special section, the library of issues.

The magazine presents architectural and interior projects by leading Russian and foreign authors, innovative materials and technologies, interviews and articles by exhibitors.

The Internet magazine is issued in two versions Russian and English.

Advertising Price (for exhibitors)

1 page / article - 1 500 Euro

double page - 2 800 Euro

News / Brand New Advertisement

(300 characters with spaces & 1 photo) –
250 Euro

A4 Display size:

210x297 mm (+5 mm throughout)

File formats: pdf, tiff (300 dpi)




*Other opportunities for
publication are discussed
with Tatyana Onegina,
an editor-in-chief*

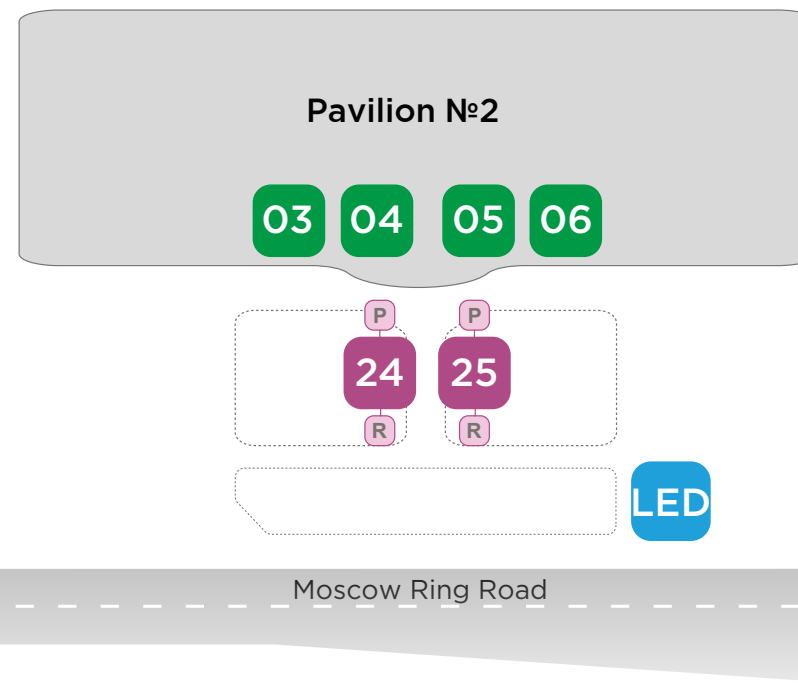
t.onegina@mediaglobe.ru



CROCUS EXPO OUTDOOR ADVERTISING

- Front banners on Pavilion 2
- Broadcast on the LED screen on the advertising tower between Pavilions 2 and 3
- Constructions on the concrete blocks
- Lightboxes

-  **24-25** - street lightboxes
(media size 1.23 x 2.50 m),
P – side facing the pavilion,
R – side facing Moscow Ring Road
-  **03-06** - front banners
-  **LED screen** -
on the front of the first pavilion, on
the stele



CROCUS EXPO OUTDOOR ADVERTISING



PAVILIONS 2. Front banners

Dimensions (1 location)	Price, Euro (with VAT)
18 x 9 m	10 500
36 x 9 m	18 000



LED SCREENS ON THE ADVERTISING TOWER BETWEEN PAVILIONS 2 AND 3

The LED screens are installed on a 30-meter advertising tower in the territory of Crocus Expo in the immediate vicinity of the Moscow Ring Road.

Screen dimensions: 9,2 x 6,9 sqm

Broadcast: 7:00 a.m. - 11:00 p.m., 288 displays per day

Advertising: **on two screens at a time.**

Timing (s)	Price, Euro (with VAT)
10	600
20	1 180
30	1 600



CROCUS EXPO OUTDOOR ADVERTISING

CONSTRUCTIONS ON THE CONCRETE BLOCKS

The main advantage is an opportunity to install constructions on a certain site complied with the Customer (upon confirming with the Exhibition Department).

Dimensions, m	Price, Euro (with VAT)
2 x 3	700
3 x 3	1 000
4 x 3	1 280
6 x 3	1 800

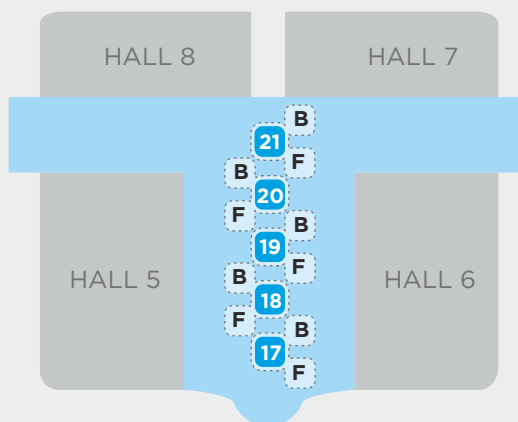
LIGHTBOXES

Lightboxes opposite to the entrance to the pavilion 2.

The sides open onto the entrances to the pavilions and to the parking lot.
Automatic night lighting.

Dimension s , m	Price for 1 side, Euro (with VAT)
1,23 x 2,5	320

CROCUS EXPO INDOOR ADVERTISING



17-21
lightboxes in pavilions

F - Frontside (open onto the pavilion entrance)
B - Backside (open onto the halls)

LIGHTBOXES

Are placed in the central halls of pavilion 2 (5 pcs.)
and in the gallery from the metro to pavilion 2 (10 pcs).

Location	Dimensions, m	Price, Euro (with VAT)
Backside (open onto the halls)	1,165 x 1,965	440
Frontside (open onto the pavilion entrance)	1,165 x 1,965	610
Gallery (wall ad)	3x1.2	350





ADVERTISING INSIDE THE PAVILION

PROMOTER BADGE

Gives the right to work as a promoter (1 person) - distributing advertising materials of the exhibitor during the exhibition 03.03 - 06.03.2020.

In the exhibition halls

price (including VAT): 250 Euro / 1 badge.

At all territory of the Crocus Expo IEC

Price (including VAT): 350 Euro / 1 badge.

BATIMAT RUSSIA

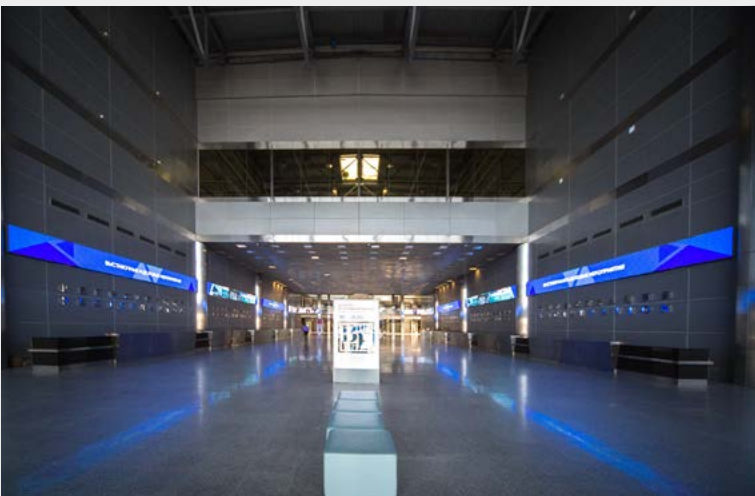
3-6 МАРТА
MARCH **2020**

Company name



ПРОМОУТЕР | PROMOTER

ADVERTISING ON LED SCREENS



Promos on LED screens around the perimeter of the lobby of Pavilion 2 above the reception and service counters.

Screen dimensions: : ~ 87 meters length, ~ 1 meter height

Advertising: on all screens at a time or with animation and transitions along the entire length of the screens (LED scrolling sign)

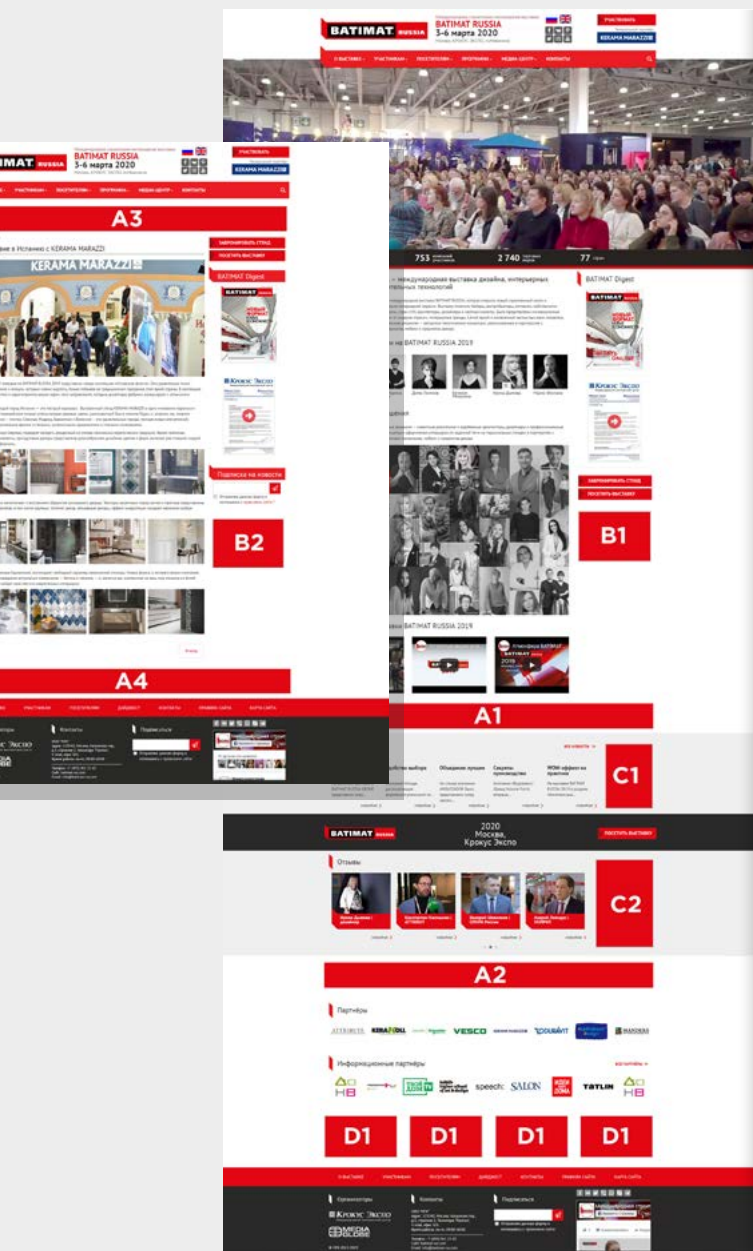
Video frequency: 10 / 15 / 25 sec

Placement	Dimension, m. (width x height)	Cost, Euro, including VAT
Pavilion 2 Along the perimeter of the foyer above the reception and service counters, partly above the entrance to the halls	86,9 x 0,96	900 (up to 20 sec)

*Technical requirements to videos are available on request

BANNERS ON THE EXHIBITION WEBSITE

Placing a banner on the exhibition website you get an opportunity to influence your target audience, including experts of construction and interior industry from all regions of Russia, CIS countries and far abroad.



Banner Position (pixels)	Monthly charge (with VAT)
A1 - 1170x90 (home page, center)	1600 Euro
A2 - 1170x90 (home page, after block reviews)	1000 Euro
A3 - 1170x90 (inner pages, in the news, top)	2000 Euro
A4 - 1170x90 (inner pages, in the news, bottom)	1500 Euro
B1 - 260x180-350 (home page, in sidebar, in rotation)	900 Euro
B2 - 260x180-350 (on all website pages, except for the search / directory / site map / main pages, in the sidebar, in rotation)	1600 Euro
C1 - 170x200 (home page, news block, in rotation)	450 Euro
C2 - 200x300 (home page, feedback block, in rotation)	450 Euro
D1 - 260x150 (home page, under the position information about the exhibition, in rotation)	450 Euro

Averaged characteristics of banners and their locations are specified.
Check out all the possibilities by email - at@mediaglobe.ru

**TAKE ADVANTAGE
OF BATIMAT RUSSIA
ADVERTISING
OPPORTUNITIES
TO ATTRACT TARGET
VISITORS
TO YOUR STAND!**

FREE ADVERTISING OPPORTUNITIES

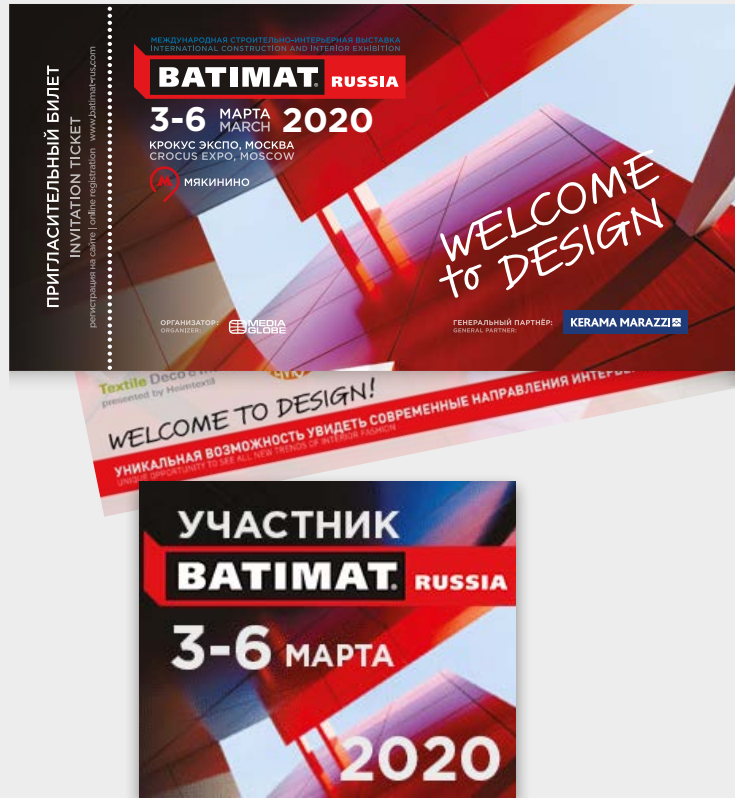
Do not hesitate to send your requests to at@mediaglobe.ru,
and the exhibition organizers will provide you with the following materials:

- Printed invitations
- Exhibition banners (Participant, Invitation)
for posting on your website, in newsletters
- A banner for posting in email signature



INTERNATIONAL CONSTRUCTION
AND INTERIOR EXHIBITION

BATIMAT RUSSIA **2020**



FREE ADVERTISING OPPORTUNITIES

Free invitations for your customers

You can distribute the invitations among your customers and partners at salespoints, on other industry exhibitions, at your company's events, at business meetings, and also by mailing to your customers.

The Participant Banner

The Participant banner posted on your website will notify the website visitors in advance about your company's participation in the exhibition. Invitation banner will provide your customers / website visitors with a free invitation.

Banner for posting in email signature

A simple yet effective way to inform your customers is to place the invitation banner in email signature. Very soon all respondents will be aware of your company's participation in the exhibition

INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION

BATIMAT® RUSSIA

All sponsorship and advertising opportunities can be adapted to the requests and interests of your company, which will allow you to maximize the commercial potential of the exhibition

Non-standard and individual sponsorship and advertising solutions are available.

We are also ready to discuss special projects within the exhibition sponsorship

Detailed information:

+7 495 961-22-62

l.romanova@mediaglobe.ru

Lada Romanova



ORGANIZER:



GENERAL PARTNER:

KERAMA MARAZZI