



# securika

Moscow

**29<sup>TH</sup> INTERNATIONAL  
EXHIBITION OF SECURITY  
AND FIRE PROTECTION  
EQUIPMENT  
AND PRODUCTS**

**16–18 APRIL 2024**

CROCUS EXPO, MOSCOW, RUSSIA



VIDEO  
SURVEILLANCE



ACCESS  
CONTROL



PERIMETER  
SECURITY



FIRE  
PROTECTION



ALARM  
AND WARNING



BUILDING  
AUTOMATION

**SECURIKA-MOSCOW.RU**



**ОРГАНИЗАТОР  
ORGANISER**

## CONTENTS

About exhibition.....	3
Exhibitor badges .....	4
Advertising at website.....	5
Official exhibition e-catalogue .....	6
«The best innovative product» competition .....	7
Outdoor advertising .....	8
Indoor advertising .....	9
Video advertising.....	11
Distribution of advertising materials .....	12
Rent of conference halls and additional equipment...	13
Sponsorship of the exhibition .....	13

These options are basic, but we are always ready to discuss special projects that will meet Your budget, needs and goals.

Advertising options at Securika Moscow





## ABOUT EXHIBITION

Securika Moscow is the largest exhibition of security and fire protection equipment and products in Russia and CIS.

Both Russian and foreign manufacturers use Securika Moscow to showcase their products and solutions to specialist industry buyers from across Russia and the world. The show is an effective promotional tool for security companies looking to attract new customers, increase their sales, and enter a new market.

The event's visitor profile are security systems installation specialists, retailers and wholesale distributors, security engineers, and many more sector professionals.

# 19, 555

Visitors

From 27 countries

And 79 Russia regions

# 72%

Of visitors

only attend

Securika Moscow

# 56%

Proportion of new visitors



## ADVERTISING AT SECURIKA MOSCOW GIVES YOU A CHANCE TO:

- Draw more clients to the company stand
- Increase targeted audience outreach
- Interact with specific segments of the attendees
- Announce the new products effectively
- Increase brand awareness

The sponsorship and advertising opportunities featured in this booklet will help you attract more visitors to your stand and promote the brand awareness, increasing the number of potential partners and customers.

**For more details please contact**  
[securika@ite.group](mailto:securika@ite.group)



## EXHIBITOR

Example of exhibitor badge

# 1. EXHIBITORS BADGES

32 €

Exhibitors may get access to the territory of the exhibition complex during the installation, dismantling and operation of exhibition only if they have badges.

A company entitled to receive free exhibitor badges according the stand size: each 6 sq. m. = 1 pass\*

\*Stands with 4 and 9 sq. m. have a right for 2 badges

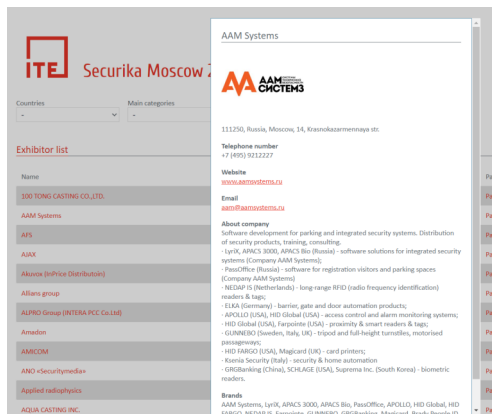
If the free exhibitor badges provided are not enough for the employees working at your stand

(including interpreters, excluding booth builders) you can order additional badges.

**If you have not received login and password for your personal account, please, request them from event coordinator: khadija.mubarik@ite.group**

## ATTENTION!

**Provided badges will be already filled in. So you must by all means complete the form in the personal online exhibitor account.**



# OFFICIAL EXHIBITION E-CATALOGUE

	YOUR E-CATALOGUE ENTRY	COST €
2.4.	Sub-exhibitor entry	860
2.5.	Exhibitor entry	FREE OF CHARGE

Example of company's info in e-catalogue

The Exhibition E-Catalogue containing a list of all exhibitors and description of their activities is a unique reference edition used by experts throughout the year. Exhibition E-Catalogue in electronic format with search function is placed on Securika website.

Description of the Company activities shall be entered in the Exhibitor Personal Account. Login and password shall be sent to you via email. Company description shall be entered in Russian and English (maximum 1000 symbols for each language for E-Catalogue) on the Exhibition official website.

**If you have not received login and password for your personal account, please, request them from the event coordinator: khadija.mubarik@ite.group**



## SECURIKA MOSCOW WEBSITE

### STATISTICS:

**10 000+** new visitors per month\*

**145** countries

**81** regions of the Russian Federation

\* On average

## 2. ADVERTISING: OFFICIAL WEBSITE, NEWS AND ANNOUNCEMENTS

### BANNER ON THE OFFICIAL WEBSITE SECURIKA-MOSCOW.RU

A banner displayed on the official securika-moscow.ru website will inform the targeted audience about your products and services and will attract more visitors to your stand. Thousands of potential clients visit the exhibition website every day. Advertising banners are displayed on the home page and inner pages of the website.

	BANNER	PERIOD	COST €
2.1	1366X114 (home page)	1 month	520
2.2	435X80 (home page)	1 month	360

### Latest event updates



24.08.2022

#### Five reasons to exhibit Securika Moscow 2023

Securika Moscow is Russia's largest exhibition dedicated to security and fire safety equipment and technologies

[Read more >](#)

### NEWS AND ANNOUNCEMENTS ON THE OFFICIAL SECURIKA-MOSCOW.RU WEBSITE

**FREE**

Exhibitors of the Securika Moscow exhibition may send news about their company and new products to be posted on the exhibition website absolutely free of charge.

News and announcements for posting must be only in the Word format.

The header length may not exceed 90 characters.

As an option the letter may include 1-2 photos in high resolution.

Please note that the text of the news may be edited. The exhibition organizers reserve the right to refuse to post the news.

Please note, that we don't publish advertising materials, other site links, contacts, as well as news, containing not relevant information.

**Please send news and announcements to be posted to marketing manager, Karina Vorontsova.**

**Karina.Vorontsova@ite.group**



Printed catalogue distribution

### 3. ADVERTISING IN THE ROUTE PLANNER AND CATALOGUE PRINTED VERSION

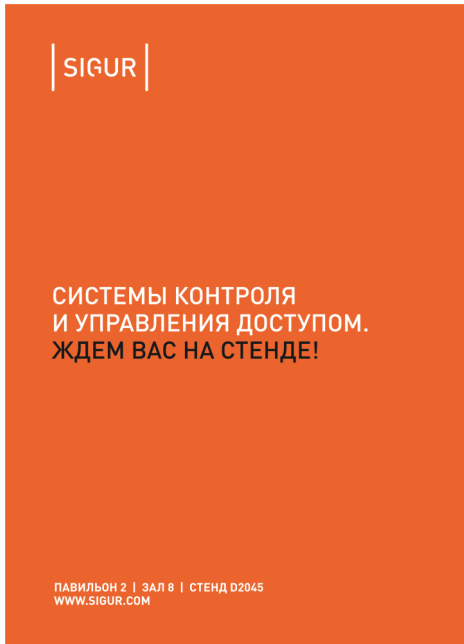
Advertising in the route planner and catalogue is another chance to attract visitors to your company’s booth during the exhibition and to promote the company’s brand and services.

Notes: The advertisement layouts for the route planner and catalogue must be provided not later than March 2, 2024

**Outreach\*:**

**19, 950 visitors**

\* Securika Moscow 2023 survey report



Example of advertising layout

ADVERTISEMENT FORMAT		COST €
3.1.	Logo with an arrow indicating the booth in the pavilion plan in the guide and navigation boards	350
3.2.	Advertisement page (1/2), 4 colours	450
3.3.	Advertisement page (1/1), 4 colours	800
3.4.	Advertisement page (1/1), 3rd cover page	1,300
3.5.	Advertisement spread (2/1), 4 colours	1,400
3.6.	Advertisement page (1/1), 4th cover page	1,500
3.7.	Company name highlighted in the exhibitor list	200
3.8.	Exhibitor Entry	FREE



## 4. «THE BEST INNOVATIVE PRODUCT» COMPETITION

300 €

The Best Innovative Product competition has been taking place as part of Securika annually since 1996.

The purpose of the competition: demonstrate and promote the latest achievements in the protection and security industry.

### Contest Nominations

- Security alarm systems
- Access control and management systems
- Closed-circuit television and surveillance systems
- Integrated security systems
- Fire alarm and warning systems
- Fire-extinguishing equipment and systems
- Fire-extinguishing and fire-retardant agents and materials

### Assessment Criteria of the product

- Uniqueness and novelty of the product
- Production status, place of production
- High quality – enhancement of characteristics in comparison to analogue products
- Filling a free niche in the Russian market

### Terms and Conditions of Participation:

- 1) A request for participation in the Competition shall be sent to the Exhibition Organizing Committee on or before March 1, 2024 (point 5.1. request form) \*
- 2) An additional Report Form (Template will be send later ) for the each nominated product shall be sent via e-mail: securika@ite.group by March 15, 2024 \*\*.
- 3) A payment for participation in the Competition in the amount of 300 euro per each request shall be made.

\*We are accepting 2 Contest Nominations maximum for the each exhibitor and with 1 Assessment Criteria of each products. Please choose for the each product ( max 2 per exhibitor)  
1 Contest

Nomination and 1 Assessment Criteria.

\*\*Requests and video materials sent later than the specified time will not be accepted.

Time and place of the announcement of the Competition winners will be specified later on.





Facade banner 18 x 9



Two-sided board



Street lightbox

Outdoor advertising construction



## 6. OUTDOOR ADVERTISING DURING THE EXHIBITION

### 6.1 ADVERTISEMENT FORMAT

	€
6.1.1 Advertising banner on a façade of pavilion 3, 18 x 9	10 500
6.1.2 Two-sided board rent, one side	1350
6.1.3 Advertising on a street light box, 1 side of 1.23x2.5 m	400
6.1.4 Outdoor entrance hall branding	5 860
6.1.5 Advertising construction on 2x3 concrete blocks	770
6.1.6 Advertising construction on 3x3 concrete blocks	1 120
6.1.7 Advertising construction on 4x3 concrete blocks	1 420
6.1.8 Advertising construction on 6x3 concrete blocks	1 980
6.1.9 Construction with a delta-shaped base, side – 2x3	1 530
6.1.10 Construction with a rectangular-shaped base, side – 2x3	1 860

Outdoor entrance branding





## 7. ADVERTISING INSIDE THE PAVILION

Advertising inside the pavilion of the exhibition will cover 100% of the audience, as it is located directly on the territory of the exhibition in places with the highest concentration of visitors.



Example of banner 2\*2,9

### 7.1 Advertising on portable advertising structures

7.1.	Advertising on portable structures	€
7.1.1	1x2,9	350
7.1.2	2x2,9	460

Price includes production of the advert, set-up, dismantling and rent during the exhibition. Advertisement locations must be agreed by both the exhibitor and organizer.

Technical requirements will be by event coordinator, khadija.mubarik@ite.group

### 7.2 Light boxes advertisement (indoor)



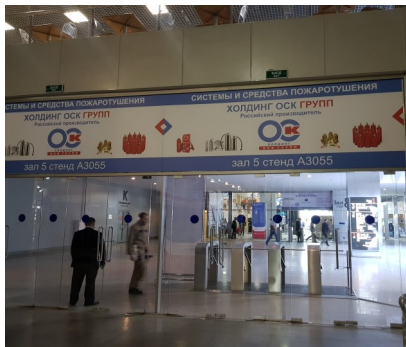
7.2	ADVERTISEMENT FORMAT	€
7.2.1	Light box in the pavilion 1.15x1.95 (front side)	800
7.2.2	Light box in the pavilion 1.15x1.95 (rear side)	600
7.2.3	Lightbox 3x1.2 m in the passage from the subway	460

#### ATTENTION:

These options are available only for booking. They will be available to purchase in the end of February 2024 of February 2023.



7.3.1. Example of banner 8\*12 m



7.4.1. Stickers on entrance glass surfaces



7.4.3. Stickers on entrance glass surfaces

### 7.3 Suspended banners in registration area of Pavillion 3

ADVERTISEMENT FORMAT		€
7.3.1	Two-sided banner 8*12 m on ceiling girders	6 600

### 7.4. Stickers above exhibition hall's entrances, Pavillion 3

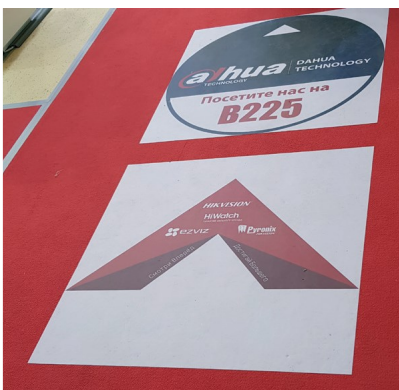
ADVERTISEMENT FORMAT		€
7.4.1	Sticker 2.8x1.5 m above the entrance to the exhibition hall * 12 banners	800
7.4.2	Sticker 2.8x1.5 m (double-sided) above the entrance to the exhibition hall * 6 banners	1 100
7.4.3	Sticker 5.56 x 3.8 m on a glass second floor showcase	3 300

### 7.5. Floor stickers

Stickers are placed only on passage carpets in the exhibition halls

ADVERTISEMENT FORMAT		€
7.5	Floor graphics, 1 pcs	160

Order of minimum 10 stickers. Price for placing stickers no larger than 1x1m in one pavilion. When placing stickers in more than one pavilion, a ratio of 1.5 per pavilion is used. Stickers are placed only on passage carpets in the exhibition halls.



7.5. Example of floor sticker

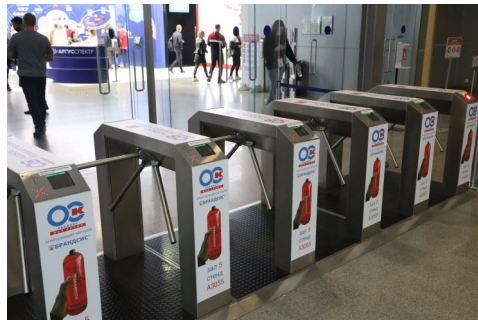
## 7.6. ADVERTISING ON METAL SURFACES INSIDE THE PAVILION



7.6.1. Registration zone branding



7.6.3. Column branding



7.6.4. Turnstiles branding

ADVERTISEMENT FORMAT		€
7.6.1	Advertising on wall panels of pavilion No. 3 *	860
7.6.2	Registration racks branding 1 rack 2.96 x1.54 m	950
7.6.3	Column branding 3.17 * 3 m (in the registration area) The cost is indicated for 1 column	1 100
7.6.4	Turnstiles branding, 6 items	1 650

## 8. VIDEO ADVERTISING

We are pleased to offer you new advertising opportunities - the placement of a video clip about the company's products/ services and participation in the exhibition.

ADVERTISEMENT FORMAT*		UP TO 30 SECONDS
8.1.1	Video advertising above the registration counters—3 days, in rotation with other participants, no more than 3	1 300
8.1.2	Video advertising on the service of charging stations, 4 days of broadcast, price for 1 item	1100
8.3.3	Video advertising on outdoor led screens, from 10 to 30 seconds	from 850



8.3.3 Outdoor video advertising



8.1.1. Indoor video advertising



## 9. DISTRIBUTION OF THE ADVERTISING MATERIALS DURING THE EXHIBITION

### 9.1 Promo badges (permit for distributing advertising materials)\*



Example of promo activities onsite

\*It gives the right to distribute advertising materials in Pavilion 1 exhibition halls or the adjoining part of the street depending on the selected option. No materials may be distributed in the lobby in front of the cloakroom and in the hall of the registration area.



Example of promo doll

ADVERTISEMENT FORMAT		€
9.1.1	Distribution of materials in exhibition halls	450
9.1.2	Distribution of materials in the adjoining part of the street	600

#### ATTENTION:

Any promotional activities outside the participant's stand without a corresponding permit are strictly PROHIBITED!

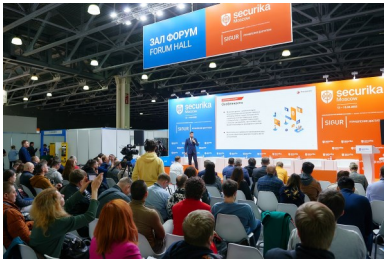
### 9.2 Distribution of the advertising materials



ADVERTISEMENT FORMAT		€
9.2.1	Distribution of materials at the reception desk	1 650
9.2.2	Distribution of materials with the exhibition guide (desks in the registration area)	1 570



## 10. CONFERENCE HALLS RENT AND EQUIPMENT



*Example of onsite conference event*

**Hold your own event on the Crocus Expo grounds on the days of the Securika Moscow trade show.**

If you require room for holding your own event outside of your stand, you can rent a conference room, conference hall and necessary equipment.

- The rent of a conference room, conference hall and equipment is available only for the Securika Moscow exhibitors.
- The theme of the event is to be agreed upon with the organizers of the exhibition.
- The organizer reserves the right to change the schedule of the event programme at their own and sole discretion with informing all parties in advance.



*Interview with sponsor onsite*

## 11. SPONSORSHIP

We suggest that you should make the most of the commercial potential of Securika Moscow exhibition and create a memorable image of a strong brand among specialists in security systems installation, representatives of wholesale and retail businesses dealing in security goods, and specialists responsible for operating security and fire safety equipment.

The Securika Moscow team is ready to tailor the contents of the sponsorship packages in line with your company's aims or prepare individual offers on request.

Pls, contact event coordinator to share sponsorship proposals:  
khadija.mubarik@ite.group