



VIDEO
SURVEILLANCE



FIRE
PROTECTION



ACCESS
CONTROL



ALARM
AND WARNING



PERIMETER
SECURITY



BUILDING
AUTOMATION

SPONSORSHIP OPPORTUNITIES



16-18 APRIL 2024

CROCUS EXPO, MOSCOW, RUSSIA

**29TH INTERNATIONAL
EXHIBITION OF SECURITY
AND FIRE PROTECTION
EQUIPMENT
AND PRODUCTS**



ОРГАНИЗАТОР
ORGANISER

[SECURIKA-MOSCOW.RU](https://securika-moscow.ru)

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HOW TO INCREASE THE EFFICIENCY OF YOUR PARTICIPATION?

Sponsorship opportunities allow exhibitors to make themselves known to a wide professional audience both during the exhibition and before it. Sponsor status is meant to enhance the marketing effect of participation and allows business to obtain additional opportunities for market promotion.

Advertising options in each sponsorship package are selected to ensure maximum coverage of the target audience and tell about the company's participation in the exhibition through different channels.

USE EXHIBITION COMMERCIAL POTENTIAL

- Strengthen your business's market position
- Make your participation stand out from other companies, ensure your advantage in a competitive environment
- Increase your direct sales
- Establish and strengthen your successful brand image

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

Sponsorship package cost is indicated without VAT.



MANDATORY OPTIONS

Communication support for partners

Please note that these options are included in all partner packages, without being mentioned further in each sponsorship package separately.

Advertising and PR materials:

- Assigning Partner status and its positioning when interacting with leading industry-related media
- Giving credit to a sponsor in the official press releases of the exhibition
- Logo placement on the Thank You page of the exhibition catalogue
- Writing a press release on partnership and posting news on the website and social media accounts of the exhibition
- Mentioning the name of a partnering company in the exhibition visitor newsletter within the exhibition framework

Website placement:

- Sponsor's logo with status and active link on the main page of the website and in the "Partners" section, shown in the main page feed
- Sponsor's news on the exhibition website (publication material to be provided by the sponsor)



GENERAL PARTNER

18,800 EUR

The highest status and the ability to maximize impact on the target audience through all communication channels.

Exclusively:

- Distribution of plastic bags with General Partner branding from the information cubes in the territory of Crocus Expo (bag print run - 10.000 copies) during the exhibition

At Crocus Expo during the exhibition:

- Showing the General Partner advertising video on LED screens in the foyer of Pavilion 2 (in rotation with the organiser's and other partnering videos, no more than 3)
- Placing General Partner's logo on all boards of the information and navigation system (except for the registration desk wrapping)
- Placing General Partner's logo on the front banner of the exhibition
- Advertising construction 3 x 2.8 in front of the entrance to exhibition hall
- 15 trace stickers in the territory of the exhibition with the possibility of sticking them in adjacent halls
- Providing 2 promoter cards
- Advertising layout on the front side of the general plan of the exhibition, located in the foyer of Pavilion 3
- Allocation of the General Partner's stand on the general plan of the exhibition, located in the foyer of Pavilion 3

Visitor registration

- Partner's logo on printed invitation cards
- Partner's logo on the badges of the exhibition visitors

Exhibition website

- banner on the main page of the exhibition website 1366 * 114 pcl with an active link to the Partner's website



GENERAL PARTNER

18, 800 EUR

Exhibition guide

- A full-colour advertising module on the 2nd cover of the exhibition guide
- Partner's logo in the footers of all pages of the exhibition guide
- Partner's logo on the floor plan with an arrow in the exhibition guide
- Colour highlighting of the company name in the participant list in the exhibition guide

PR campaign

- Logo placement in visitors e-mailing campaigns
- Video interview with a partner representative during the exhibition
- Interview posted on the exhibition website, in a special "Interviews with Participants" section
- The right to deliver a welcoming speech of a sponsor representative at the opening of one of the conferences held within the framework of the exhibition

Communication support for partners—page 4



OFFICIAL PARTNER

16, 400 EUR

High status and exclusive offer using the most efficient advertising opportunities of the exhibition.

Only one company can use the offer.

Exclusively:

- Promotional video of the Partner and integration of their branding into the charging stations for exhibition visitors

At Crocus Expo during the exhibition:

- Showing an advertising video of the Official Partner on LED screens in the Pavilion 2 foyer (in rotation with the organiser's and other partnering videos, no more than 3)
- Placing Official Partner's logo on all boards of the information and navigation system (except for the registration desk wrapping)
- Placing Official Partner's logo on the front banner of the exhibition
- Advertising layout on the front side of the general plan of the exhibition, located in the foyer of Pavilion 3
- Octanorm 2x2.9 advertising construction at the hall entrance
- 10 trace stickers in the territory of the exhibition with the possibility of sticking them in adjacent halls
- Possibility of distributing promotional materials of the Partner from information cubes in the territory of the exhibition

Visitor registration

- Partner's logo on printed invitation cards
- Partner's logo on the badges of the exhibition visitors

Exhibition website

- banner on the main page of the exhibition website 1136x114 pcl with an active link to the sponsor's website



OFFICIAL PARTNER

16, 400 EUR

Exhibition guide

- Full-colour advertising module in the exhibition guide
- Partner's logo on the floor plan with an arrow in the exhibition guide
- Colour highlighting of the company name in the participant list in the exhibition guide

PR campaign

- Partner's logo in the visitor newsletter

Communication support for partners—page 4



VISITOR BADGE RIBBON PARTNER

14,100 EUR

Become the focal point of every business interaction with an exclusive placement option that will make your brand stand out at the exhibition.

Placing your logo on visitor badge ribbons means widespread presence at an exhibition and effective way to increase your brand recognition.

Only one company can use the offer

The offer includes exclusive features:

- Placement of the Partner's logo on the badge ribbons of exhibition visitors

Advertising options:

- Banner on the main page of the exhibition website 435 * 80 pcl
- Partner's logo on the boards of the information and navigation system at the entrance to the exhibition territory (except registration area, available for registration partner only)
- Partner's logo in the visitor newsletter
- Partner's logo on visitor;s badges
- Advertising layout on the front side of the general plan of the exhibition, located in the foyer of Pavilion 3
- 3 posters A0 in the territory of the exhibition, inside the pavilion
- 1 promoter card
- Partner's logo on the floor plan in the exhibition guide
- Colour highlighting of the company name in the participant list in the exhibition guide
- Full-colour 1/1 advertising module in the exhibition guide

Communication support for partners—page 4



BRANDING PARTNER

13, 000 EUR

Exhibition visitors focus on the best visible advertising surfaces inside and outside the pavilion during the exhibition. Maximum number of visitor traffic interaction points: outside parking area, visitor registration, hall entrances, covered walkway from the metro station, recreation areas for visitors.

Branding Partner status is provided to **only one company**.

The offer includes exclusive features:

- 8x12m two-sided suspension banner with the Partner's advertising module in the Pavilion 3 registration hall
- Octanorm construction 2 x 2,8 m in front of the hall entrances
- Integration of the Partner's corporate identity into the design of visitor recreation areas, *in case of building that space (logo, branding, identity colours)
- Partner's layout on the outdoor lightbox in front of the entrance to Pavilion 3, on the side of private car parking

Advertising options:

- Partner's logo on the boards of information and navigation system
- 4 posters A0 in the territory of the exhibition inside the pavilion

Communication support for partners—page 4



REGISTRATION PARTNER

7, 100 EUR

Be the focal point and an integral part of the first visitor interaction with the exhibition with your Registration Partner status.

The Registration Area Partner status is provided to only one company at the exhibition.

The offer includes exclusive features:

- Partner's logo on all navigation structures, including exclusive placement of the Partner's logo on the registration area wrap:
- Advertising on wall panels (2,98 x1,2 m, 2 items)
- Registration racks branding (2,96x1,54 m, 1 item)
- Column branding, 1 item

Advertising options:

- Partner's logo on façade banner
- Partner's logo on exhibition visitor badges
- Partner's logo in the text of the e-mail invitation for exhibition visitors
- Layout 1/1, full color, in the exhibition guide
- Logo placement on the Thank You page of the exhibition guide
- Partner's logo on printed invitation cards
- Partner's logo on the floor plan with an arrow in the exhibition guide
- Colour highlighting of the company name in the participant list in the exhibition guide
- Distribution/placement of the Partner's advertising materials at the exhibition registration desk.
- Possibility of providing uniform with the logo of the Partner's company for registrars (at the request of the Partner)

Communication support for partners—page 4



E-REGISTRATION PARTNER 5,300 EUR

Registration is mandatory for all visitors of the exhibition, without exception. 97% of visitors register electronically on the website in advance, which gives the Partner a chance to influence the target audience of the exhibition prior to the event.

Get maximum attention to your brand through promotion at the most visited page of the exhibition's website - the Get Ticket page

Only one company can use the offer

The offer includes exclusive features:

- Partner's logo on the e-registration page, section "Get E-Ticket"
- Sitewide banner 1366 * 114 px on interior web pages, including the e-registration page, and the "Get Ticket" section

Advertising options:

- Partner's logo in the visitor newsletter
- Partner's logo on exhibition visitor badges
- Company logo with an arrow pointer to the stand on the exposition plan in the exhibition guide

Communication support for partners—page 4



Please print your e-ticket

To enter the exhibition apply your e-ticket with the bar code to the turnstile.

Fold e-ticket along the dotted lines, if you want to use it as a badge.

On-screen copies of the badge may not be scannable.

Visitors without protective masks and gloves are not allowed on the exhibition. At the exhibition, the distance of not less than 1.5 m must be kept.

securika-moscow.ru

13–16 April 2021
Russia, Moscow, Crocus Expo, Pavilion 2

How to get to the exhibition

By car: The crossing of Moscow MKAD Ring Road (65-66 km, outer side) with Volokolamskoe shosse.
By public transport: metro station Myakinino (exit to Crocus Expo).

Opening hours	13–15 April	10:00–18:00
	16 April	10:00–16:00

Fold here

This e-ticket provides free entry during the opening hours of the exhibition. The e-ticket is individual and non-transferable. For professionals only. Admission regulations to be observed.

OFFICIAL SECTION PARTNER

8,000 EUR

Make your company stand out in the total exposition of the exhibition participants with the status of the Official Section Partner.

Being integrated into the design of the exhibition entrance lobby, your brand will attract the attention of exhibition guests from the first minutes of their visit.

Entrance lobby design enables to reach the entire visitor traffic, because everyone, without exception, comes to the exhibition through the access control system - turnstiles.

The offer includes exclusive features:

- Turnstile branding in front of the entrance to exhibition hall
- Glass entrance group branding in front of the entrance to exhibition hall

Advertising options:

- 10 trace stickers in the territory of the exhibition
- Partner's logo in the partner block in visitor newsletter
- Partner's logo on façade banner
- Partner's layout on the indoor lightbox, front side (advertising surface 1,15 x 1,95 m)
- Partner's web-banner placement on the main page of the exhibition website 435 * 80 pcl
- Partner's logo with an arrow pointer to the stand on the exposition plan in the exhibition guide

Communication support for partners—page 4



OFFICIAL EXHIBITION GUIDE PARTNER

5,800 EUR

The Exhibition Guide is a unique printed material of the exhibition containing a list of participating companies, an exposition plan, and business agenda.

Each participant of the exhibition is given this guidebook, and one free copy is also given to each visitor of the exhibition. Many visitors keep and use the Guide in their work after an exhibition. Print run 8,000 copies.

Only one company can use the offer

The offer includes exclusive features:

- Partner's logo indicating the status on the cover of the Guide (1st cover) and headers
- Branded information cubes for Guide distribution (1m * 1m construction)

Advertising options:

- Highlighting a company on the exposition plan and in the alphabetical list of companies
- Placement of advertising layout 1/1 page in the Guide (3rd cover or 1 colour page)
- Distribution of Partner's advertising materials in Guide cubes (materials to be provided by the Sponsor)

Communication support for partners—page 4



EXHIBITION PARTNER

4,000 EUR

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

Only one company can use the offer

The offer includes exclusive features:

- Sponsor's coloured logo on one side of a bag, print run 10,000 pcs.

Advertising options:

- Distribution of Sponsor's advertising materials in the registration area (materials to be provided by the Sponsor).



DIGITAL-advertising

Promote your brand and company's products through an **active PR campaign** using digital channels of the exhibition website and electronic mailings.

Several companies can take advantage of the offer.

PREMIUM ADVERTISING PACKAGE

3,400 EUR

Advertising options:

- Placement of the partner's logo indicating the status and an active link on the main page of the website in the "Partners" section
- of the interview dedicated to participation in the exhibition with placement on the website and in social networks
- Mention of the company's name in newsletters on the visitor base (3 times within 2 months before the exhibition, 70,000+ unique contacts)
- Mention of the company's name in the official press release with publication on the websites of the exhibition's information partners (20+ media)
- Placement of partner's news on the exhibition website (the partner provides the material for publication)

Additionally:

- ½ of the advertising layout in the exhibitor guide
- Placement of the Partner's logo on the floor plan with an arrow in the exhibition guide
- Color highlighting of the company name in the list of participants in the exhibition guide
- 2 promobages

STANDARD ADVERTISING PACKAGE

1,800 EUR

Advertising options:

- An interview dedicated to participation in the exhibition with placement on the website and in social networks
- Mention of the company's name in newsletters on the visitor base (2 times within 2 months before the exhibition, 70,000+unique contacts)
- Mention of the company's name in the official press release with publication on the websites of the exhibition's information partners (20+ media)
- Placement of partner's news on the exhibition website (the partner provides the material for publication)

Additionally:

- ½ of the advertising layout in the exhibition guide
- Placement of the Partner's logo on the floor plan with an arrow in the exhibition guide
- Color highlighting of the company name in the list of participants in the exhibition guide
- 1 promobage

The content of sponsor bags can be tailored to the marketing goals, objectives and interests of your business.

We are open to discuss customised non-standard sponsorship and advertising packages.



16-18 APRIL 2024

CROCUS EXPO, MOSCOW, RUSSIA

For all questions related to sponsorship opportunities, please contact your

Laura Nie

Project Manager

+86 10 5142 6008

Laura.nie@ite.group

Duygu Aykut

Project manager

+90 212 291 83 10 ext.3146

Duygu.Aykut@ite.group

Khadija Mubarik

Customer Success Executive

+971 56 819 06 43

Khadija.Mubarik@ite.group



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ORGANISER

SECURIKA-MOSCOW.RU