



# EXPOTRAVEL

Туристская выставка

8-9 октября 2015

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## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

ON THE INTERNATIONAL TOURISM  
EXHIBITION «EXPOTRAVEL 2015»

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- more than **10 000** visitors
- more than **250** exhibitors
- more than **100** countries and directions
- more than **50** business events
- the largest exhibition area

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Organizer



EXPOCOM®

[www.expo-com.info](http://www.expo-com.info)  
+7 (343) 379-38-48

## PARTNER COUNTRY

20 000 €

Partner Country status offers a wide range of opportunities for presentation of tourism potential of country and for popularization of its environmental, cultural and historical heritage.

Sponsorship package includes exclusive promotion in all advertising and information materials, web-site and participation in associate events.

## PARTNER REGION

12 000 €

Partner Region status provides an opportunity to present full tourism potential of a region, offers new prospects for cooperation.

Sponsorship package includes exclusive promotion in all advertising and information materials, web-site and participation in associate events.

## GENERAL PARTNER

10 000 €

General partner status will increase a prestige of your company boost position of your company as a prominent market player. Broad advertising opportunities allow you to decide a wide range of tasks facing the company.

*\*Only one company can get the general partner status.*

## OFFICIAL PARTNER

5 000 €

Official partner status provides an opportunity for exhibition partner to impact on its target audience via promotion in all advertising and information materials of the exhibition.

## SPECIAL STATUS

OFFICIAL AIR CARRIER .....	6 000 €
OFFICIAL HOTEL.....	6 000 €
OFFICIAL BANK.....	6 000 €
EVENTS SPONSOR.....	3 000 €
OFFICIAL MOBILE OPERATOR .....	2 000 €
OFFICIAL INSURANCE COMPANY .....	2 000 €
OFFICIAL AUTO RENTAL SERVICE .....	1 000 €

## INFORMATION PARTNER STATUS

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GENERAL INFORMATION PARTNER  
INTERNATIONAL INFORMATION PARTNER  
INTERNET PARTNER  
SOCIAL NETWORK OF THE EXHIBITION

Sponsorship package includes:

- ✓ award of "Exhibition partner" status
- ✓ information about the partner company (logo, banner, news, press-releases etc.) at the official site [www.expo-com.info](http://www.expo-com.info) with active hyperlink to the site of partner and news from the partner company in "News" section.
- ✓ direct e-mail with information about the partner and active hyperlink to the site of partner. *Frequency: every two weeks. Database of tourism professionals contains about 25 000 e-mail address (Russia, Europe and other countries). Database is regularly updated.*
- ✓ information about partner company at the official page in social networks Facebook and vkontakte.ru
- ✓ equipped stand (minimum square – 4 sq.m.)

## ADVERTISING IN REGISTRATION AREA

**5 000 €**

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During exhibition work registration areas located at the entrance operates. From the viewpoint of target audience coverage these areas are of strategic importance because registration is binding for all visitors of the exhibition.

Sponsorship package includes:

- ✓ placement of banner with dimensions of 6\*2 m
- ✓ placement of roll-up construction
- ✓ video broadcasting on 3 screens
- ✓ printing logo in questionnaire forms for visitors
- ✓ printing logo on pens

## ADVERTISING IN ELECTRONIC TICKETS

**400 €**

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For free attendance of EXPOTRAVEL 2015 it is necessary to register at [www.expo-com.info](http://www.expo-com.info) and get individual e-ticket. During previous exhibition about 70% of visitors i.e. 7000 people used registration at website. Your advertisement will be placed at each e-tickets.

Printing logo of your company on 10 000 visitors' badges is the best way to improve awareness of your brand. Badges with logo of your company are distributed among all visitors of EXPOTRAVEL-2015 exhibition that wear their badges during working day of the exhibition.

**DISTRIBUTION OF MATERIALS PROVIDED BY CUSTOMER**

Registration for EXPOTRAVEL exhibition is binding and each visitor attends registration counters so distribution of your materials by this way is rather effective.

PLACEMENT OF MATERIALS ON REGISTRATION COUNTERS .....	<b>200 €</b>
DISTRIBUTION OF MATERIALS BY PROMO-STAFF.....	<b>300 €</b>

**ADVERTISING IN EXHIBITION PAVILION**

INSTALLATION OF ADVERTISING CONSTRUCTONS.....	<b>200 €</b>
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Portable advertising constructions located in places of the highest traffic are the best way to attract visitors' attention to stand. Possible dimensions: 6x3, 6x2, 4x3, 4x2, 3x3, 2x3 meters.

**ADVERTISING IN MATERIALS ISSUED FOR VISITORS AND PARTICIPANTS****OFFICIAL ROUTE PLANNER OF THE EXHIBITION**

Route planner is given each participants and visitors of the exhibition. Route planner contains information with detailed plan of the exhibition, numbering of all stands, list of exhibitors and events program.

Advertisement page.....	<b>500 €</b>
Page spread.....	<b>800 €</b>
Printing logo on the plan.....	<b>500 €</b>

ADVERTISING AT THE OFFICIAL WEB-SITE WWW.EXPO-COM.INFO.....	<b>300 €</b>
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About 96% of visitors use registration at our web-site to attend exhibition. During two month before exhibition opening website traffic is 100 000 times. Number of viewed pages is over 300 000 pages.