



25th International exhibition
of equipment, raw
materials and technologies
for pharmaceutical
production

21–24
november
2023

Crocus Expo,
Moscow, Russia

pharmtech-expo.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 an exhibition through different channels.

USE EXHIBITION COMMERCIAL POTENTIAL

- Strengthen your business's market power
- Make your participation stand out from other companies, ensure your advantage in a competitive environment
- Increase your direct sales
- 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)



OFFICIAL PARTNER

12 000 EUR

The highest status and the ability to maximise impact on the target audience through all communication channels. Exclusive offer using the most efficient advertising opportunities of the exhibition.

Only one company can use the offer.

Exclusively:

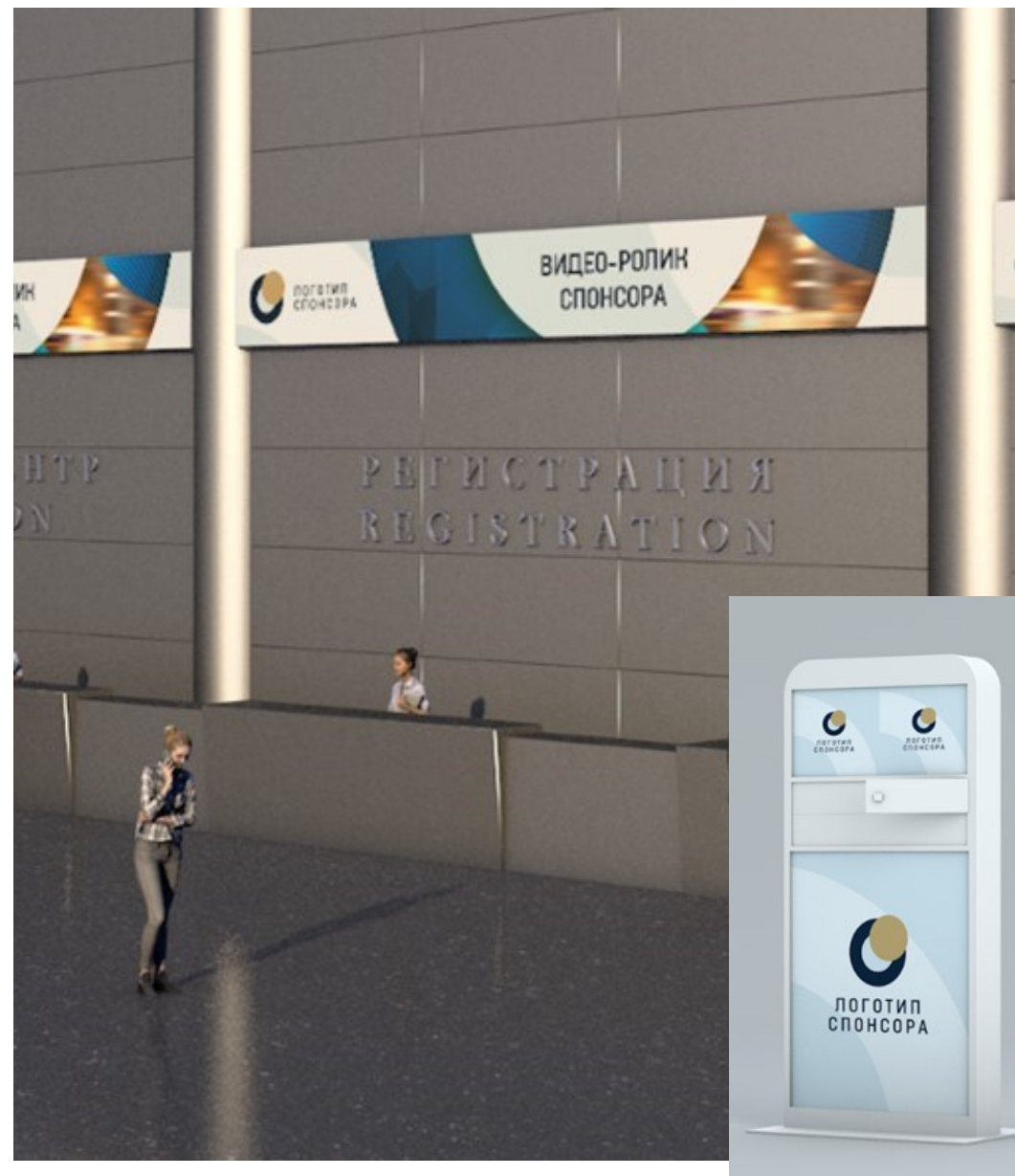
- Promotional video of the Official Partner on LED screens in the Pavilion 2 registration area (5 screens left side/5 screens right side), broadcast 4 days in rotation with the organiser's
- Promotional video of the Partner and integration of their branding into the charging stations for exhibition visitors

At Crocus Expo during the exhibition:

- Placing Official Partner's logo on all boards of the information and navigation system, including the front banner
- Advertising layout 1.15x1.95 on the front and back sides of the lightbox in the Pavilion 2 registration area
- Octanorm 2 x 2.9 advertising construction at the hall entrance
- 5 posters A0 in the territory of the exhibition on free panels
- 10 trace stickers in the territory of the exhibition
- Speech of the representative of the Partner Company at the official opening ceremony of the exhibition.

Visitor registration

- Partner's logo on printed invitation cards
- Partner's logo on the badges of the exhibition visitors
- Placement of the partner's logo on registration forms filled out by visitors
- Distribution of Partner's advertising materials in registration area



OFFICIAL PARTNER

12 000 EUR

Exhibition website

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

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
- Partner's logo in the visitor newsletter

PR campaign

- Video interview with a partner representative during the exhibition
- Interview posted on the exhibition website, in a special "Interviews with Participants" section
- Speech of the representative of the Partner Company at the official opening ceremony of the exhibition.



BRANDING PARTNER

10 500 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:

- 20x10m suspension banner with the Partner's advertising module in the Pavilion 2 registration hall
- Octanorm construction 4*3 m in front of the hall entrances 7 and 8 (next to elevators, where visitor traffic is distributed among halls)
- Integration of the Partner's corporate identity into the design of visitor recreation areas (logo, branding, identity colours)
- Placement of the partner's layout on 3*1.2 m lightboxes along the way from the metro in a covered passage, 3 pcs
- Partner's layout on the outdoor lightbox in front of the entrance to Pavilion 2, on the side of private car parking

Advertising options:

- Partner's logo on the boards of information and navigation system, including the front banner



REGISTRATION PARTNER 8 600 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 брендинг on bags of visitors
- Partner's logo on all navigation structures, including exclusive placement of the Partner's logo on the registration area wrap

Advertising options:

- Partner's logo on the front banner
- Advertising construction (Octanorm 2*3 m) next to the visitor registration area
- Banner on the main page of the exhibition website 435 * 80 pcl
- Partner's logo on exhibition visitor badges
- Partner's logo in the text of the e-mail invitation for exhibition visitors
- Placement of the A5 layout, full color in the exhibition catalog
- Partner's logo on printed registration forms mandatory for exhibition visitors coming without prior electronic registration
- Partner's logo on printed invitation cards to the exhibition
- 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 registration staff (at the request of the Partner)



VISITOR BADGE RIBBON PARTNER

6500 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:

- Partner's logo on the boards of the information and navigation system at the entrance to the exhibition territory
- Partner's logo in the visitor newsletter



ELECTRONIC REGISTRATION PARTNER 3 100 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 pcl 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



Распечатайте, пожалуйста, Ваш электронный билет

Для прохода на выставку приложите распечатанный электронный билет штрих-кодом к турникету.

Вы можете использовать билет в качестве бейджа на выставку, сложив его по линиям сгиба.

Наличие билета на электронном носителе не гарантирует корректное считывание штрих-кода.

Посетители без масок и перчаток на площадку не допускаются. На выставке необходимо соблюдать дистанцию не менее 1,5 м.

pharmtech-expo.ru



10-13 ноября 2020
Россия, Москва, МВЦ «Крокус Экспо», павильон 2

Проезд до места проведения
На автомобиле: Москва, пересечение МКАД (внешняя сторона, 65-66 км) и Волоколамского шоссе. Общественным транспортом: станция метро «Мякинино» (Арбатско-Покровская линия) – выход к павильонам выставочного центра.

Время работы
10-12 ноября 10:00-18:00
13 ноября 10:00-16:00

Данный электронный билет дает право посещения выставки в течение всех дней ее работы. Электронный билет является именным и не подлежит обмену. Вход на выставку только для специалистов. Соблюдение «Правил посещения» обязательно.

ENTRANCE AREA PARTNER 3 550 EUR

Make your company stand out in the total exposition of the exhibition participants with the status of the Entrance Area 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.

No more than **two companies** can take advantage of this offer.

The offer includes exclusive features

- Turnstile branding in front of the entrance to halls 7 or 8, 6 pcs
- Glass entrance group branding in front of the entrance to halls 7 or 8, 2 surfaces

Advertising options:

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



OFFICIAL EXHIBITION CATALOGUE PARTNER

3 550 EUR

The Exhibition Guide is a unique printed material of the exhibition containing a list of participating companies, an exposition plan, and business agenda. The exhibition catalog is published as an A5 book.

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 until the opening of the exhibition next year. Print run 4,000 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 at the entrances to halls 7 and 8 (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).



VISITOR BAG PARTNER

3 750 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 5,000 pcs.

Advertising options:

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



DIGITAL PACKAGES

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

5 companies can take advantage of the offer.

PREMIUM ADVERTISING PACKAGE

3 200 EUR

Advertising options:

- Status "Partner of the exhibition"
- 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
- Interview dedicated to participation in the exhibition with placement on the website and in social networks
- Mentioning the Partner's company in the exhibition visitor e-mailing within the exhibition framework (3 times within 2 months before the exhibition, 28,000+ unique contacts)
- Mentioning the Partner's company in the official press and post release with publication on the websites of the exhibition's information partners (20+ media)
- Placement of up to 5 partner news on the exhibition website (the partner provides the material for publication)
- E-mailing after the exhibition on the database of unique visitors with mentioning the Partner's company.

Additionally:

- ½ of the advertising strip in the Guide
- Partner's logo on the floor plan with an arrow in the exhibition Guide

ADVERTISING PACKAGE STANDART

1 780 EUR

Advertising options:

- Interview dedicated to participation in the exhibition with placement on the website and in social networks
- Mentioning the Partner's company in the exhibition visitor e-mailing within the exhibition framework (3 times within 2 months before the exhibition, 28,000+ unique contacts)
- Mentioning the Partner's company in the official press and post release with publication on the websites of the exhibition's information partners (20+ media)
- Placement of up to 3 partner news on the exhibition website (the partner provides the material for publication)
- E-mailing after the exhibition on the database of unique visitors with mentioning the Partner's company.

Additionally:

- Partner's logo on the floor plan with an arrow in the exhibition Guide

Get the maximum number of interactions with your target audience through various digital formats!



ноя 12 | 2021

Линейка датчиков ИПМ от ООО "Инженерные технологии" вошла в Госреестр СИ



ноя 12 | 2021

Оборудование Tescotrend на стенде компании Глюковекс



23-26 ноября 2021
Москва, «Крокус Экспо»,
павильон 2

ПРОМОКОД rha21mLAKY

ПОЛУЧИТЕ ЭЛЕКТРОННЫЙ БИЛЕТ

Здравствуйте, Alina!

Завтра - 23 ноября - в Москве, в Крокус Экспо, открывается ведущая в России и странах ЕАЭС выставка оборудования, сырья и технологий для фармацевтического производства Pharmtech & Ingredients.



АНОНС КОНФЕРЕНЦИИ

Особенности
с обращением отходов
на фармацевтических
предприятиях

11 НОЯБРЯ
в рамках деловой программы выставки



Merck

решения для фармацевтических
и биофармацевтических
производств

От исследований до производства и контроля качества

Миллер, Крокус Экспо, Merck, Крокус, EPC, BioPharm

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

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

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

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