

25<sup>YEARS</sup> pharmtech  
& ingredients

25<sup>th</sup> International exhibition  
of equipment, raw  
materials and technologies  
for pharmaceutical  
production

Advertising  
and Sponsorship  
Opportunities

21–24  
november  
2023

Crocus Expo,  
Moscow, Russia

[pharmtech-expo.ru](http://pharmtech-expo.ru)

+7 (495) 799-55-85  
[pharmtech@ite.group](mailto:pharmtech@ite.group)



ОРГАНИЗАТОР  
ORGANISER

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## Dear participants of the Pharmtech & Ingredients!

We're grateful that your company has decided to participate in Pharmtech & Ingredients, and we're glad to welcome you as the exhibitor. ITE Group company and the Pharmtech & Ingredients team are sparing no effort to ensure that your participation is as effective as possible. We will be happy to answer any questions you might have while preparing for the exhibition, and we will also provide you with any necessary information. The marketing manual is designed to make your participation in the exhibition as effective and comfortable as possible.

Research shows that the more attention you pay to the organization and planning for an upcoming exhibition, the more effective your participation will be.

If any questions arise, please contact Pharmtech & Ingredients organizers team: Moscow, Russia, 107140 Verkhnyaya Krasnoselskaya Street, House 3, Building 2 Business Center "Krasnoselskiy"

Tel.: +7 (495) 799 55 85

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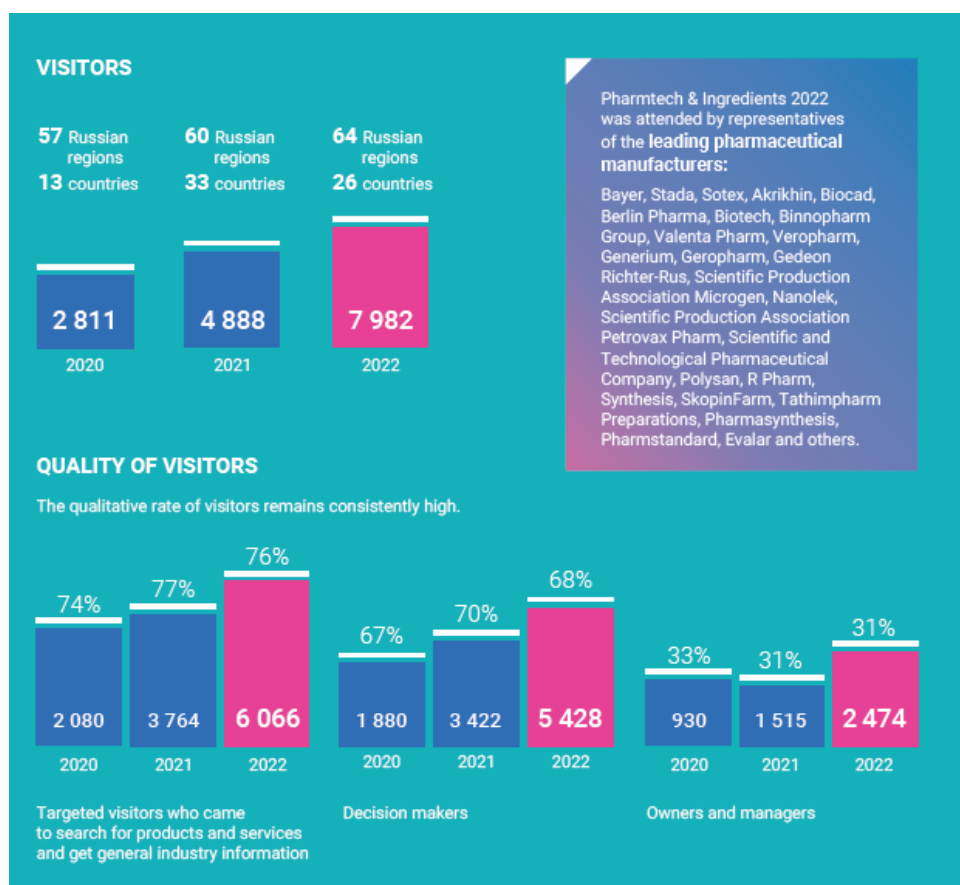
Nikolay.Surnenkov@ite.group

## How to enhance the effectiveness of participation in Pharmtech & Ingredients

The effectiveness of participation in the exhibition depends on the quantity and quality of visitors to your stand. Additional promotion of your participation in the exhibition, as well as the opportunity to stand out from competitors will allow you to strengthen the marketing effect of participation in Pharmtech & Ingredients.

Additional promotional tools provide wide audience coverage and an influence on a large number of your potential clients

This will allow you to attract the maximum number of visitors to your stand and increase brand awareness, thereby increasing your number of partners and customers.



## Exhibitor badges

The exhibitor badge is valid during the entire period of the exhibition, including days of the installation and dismantling.

During the days of the installation and dismantling of the exhibition entrance via exhibitor badges is from 8 a.m. until 7 p.m.

During the first day of the exhibition, from 8 a.m. until 7 p.m., and from 9 a.m. until 7 p.m. on the remaining days of the exhibition.

	Format	Price in euro
	1 badge per 3 sq. meters + 2 additional badges	Included in the contract
1.1.	Additional badge	13

The number of free badges is limited by the size of your stand - 1 badge per 3 sq. meters of space.

Employee information must be submitted in your account by October 30, 2023

### The procedure for processing badges:

- Enter employee information in your account at [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) no later than October 30, 2023 (The badges include names) In the form, enter the full name of all employees who will be working at your stand, including interpreters and assistants (not including workers who only helped install and deconstruct the stand).
- You will receive the badges at the reception desk in the reception of the second pavilion of Crocus Expo on the days when the exhibition is being constructed.

## Visitor badge

Visitors will be admitted to the exhibition if they have a visitor badge. Visitor badges are valid during the entire period of the exhibition during working hours:

Tue-Thu - from 10 a.m. until 6 p.m., Fri- from 10 a.m. until 4 p.m.

Exhibitors will receive a PROMO CODE to receive FREE visitor badges for your clients and partners. There is no limit on the amount of badges that can be received using one promo code.

\* Without a promo code, entrance to the Pharmtech & Ingredients exhibition costs: when paying on the website - 500 rubles, when paying on site - 1000 rubles

If you have not received your company's promo code, please, contact us at [Karina.Vorontsova@ite.group](mailto:Karina.Vorontsova@ite.group)



## Information in Pharmtech & Ingredients electronic and printed catalogues

	Format	Price in euro
	Information about the company - exhibitor: Contacts Description of the company's activities (in Russian and in English languages) Product category Product catalogue Logo	Included in the contract
2.1.	Information about the sub-exhibiting company: Contacts Description of the company's activities (in Russian and in English languages) Product category Product catalogue Logo	610

The exhibition electronic catalogue is located at [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) and includes a list of all exhibitors with contact information and descriptions of their operations, as well as the option to choose to view by type of operation and by country.

To submit information about your partners-sub-exhibitors who will be represented at your stand, in the exhibition electronic and printed catalogue, you must pay an additional fee of 545 euro. Attention: No more than 1 sub-exhibitor is permitted for every 9 sq. meters of space

The exhibition printed catalog will be distributed for free among visitors and exhibitors. Publication parameters: A5 format, full-color Language: Russian and English

### IMPORTANT:

- Please enter the description of your company's operations in Russian and English in your personal exhibitor account - 500 symbols in each language maximum.
- Please upload the logo of your company to your account for placement in the printed and electronic catalogues.
- Please indicate your company's 5 main areas of operation in your personal exhibitor account.



## Advertising in the exhibition printed catalogue

Advertising in the catalogue is the additional opportunity to attract visitors to your company stand during the 4 days of Pharmtech & Ingredients and promotion of the company brand, products/services up to the opening of the next year's exhibition.



	Advertising	Price Euro
3.1	1/1 Colorful advertising page A5	1089
3.2	1/2 Colorful advertising page A5	638
3.3	Company logo on the exhibition plan with the arrow to the stand	285
3.4	Color bookmark in the catalogue	2 100

The exhibition printed catalogue will be distributed for free among visitors and exhibitors of Pharmtech & Ingredients.

Publication parameters: A5 format, full-color Language: Russian and English

Technical requirements for advertising modules available upon request.





## Advertising on the exhibition website pharmtech-expo.ru

Placing banner on the website pharmtech-expo.ru allows you to inform the target audience about your products and brands before and during the exhibition, also to attract more visitors to your company stand. Thousands of potential customers visit the exhibition website.

- Banners on the main page - 1366\*114 & 435\*80
- Banners will be published on Russian and English versions of pharmtech-expo.ru

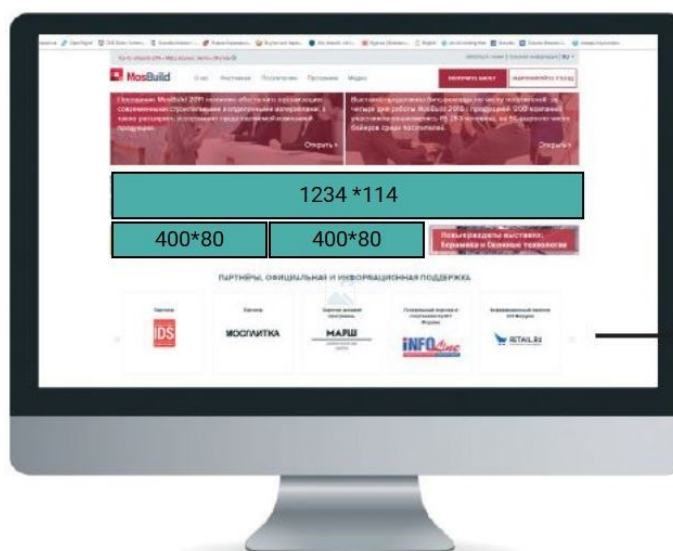
	Size of banner, placement location, rotation	1 month Euro	2 months Euro
4.1	Banner 435*80 main page	380	520
4.2	Banner 1366*114 main	510	730

Technical requirements · Banner file size - no more than 100-120 KB

Banner format- PNG, JPG, GIF

You will need to provide an alternative text that will appear when the mouse is hovered over the banner in case an image does not load

If possible, we request that you send banners in Russian and in English





## Placement of advertising at the exhibition territory: Outdoor advertising and advertising inside the pavilion

Outdoor advertising gives the opportunity to cover the maximum number of exhibition visitors, send visitors to your stand and stand out from the competitors.

	Advertising structure in meters (W*H)	Price in euro
5.1	Lightbox in front of the main entrance, one side	400
5.2	Outdoor construction 2*3	940
5.3	Outdoor construction 3*3	1080
5.4	Outdoor construction 4*3	1620



Mobile and static advertising construction inside the pavilion are an effective way to attract the attention of your target audience, send visitors to your company's stand, and increase brand recognition.

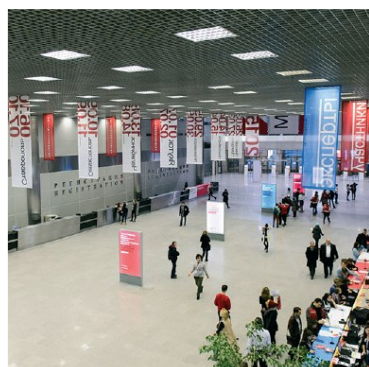
	Advertising structure in meters (W*H)	Price in euro
5.5	Lightbox - front side 1.15 * 1.95	810
5.6	Lightbox - back side 1.15 * 1.95	610
5.7	Octanorm 1 * 2.9	340
5.8	Octanorm 2 * 2.9	470
5.9	Octanorm 3 * 2.9	610
5.10	Octanorm 4 * 2.8	740
5.11	Octanorm 6 * 2.8	990
5.12	Suspension on the ceiling of the registration hall (1*3), per 1pc	810



Lightbox - a static, light construction inside the pavilion Octanorm - a mobile construction inside the pavilion

The price includes the manufacture, installation, and removal of the advertisement, as well as the rent for the necessary structure during the period of its display

The advertisements will be displayed in the exhibition most-visited places. Per agreement with the organizer. The layout of advertising structures and technical requirements are available upon request at [Karina.Vorontsova@ite.group](mailto:Karina.Vorontsova@ite.group), Marketing Manager



## Entrance Area branding

### Halls 7,8 Pavilion 2

The design of the entrance group makes it possible to cover all visitor traffic, because everyone enters the exhibition by passing the access control system-turnstiles. Ads on these area is a great opportunity to remind the location of your company's stand.



	Turnstiles branding, entrance to the hall 7.8 ( W*H)	Price, euro
6.1	Hall 7, 6 turnstiles	1820
6.2	Hall 8, 6 turnstiles	1820

	Glass surface, stickers, entrance area (W*H)	Price, euro
6.3	Hall 7, 2 glass surface , 3,95*1,5 m, one side sticker , price for 1 item	810
6.4	Hall 7, 2 glass surface , 3,95*1,5 m, double sided sticker , price for 1 item	1080
6.5	Hall 8, 2 glass surface , 3,95*1,5 m, one side sticker , price for 1 item	810
6.6	Hall 8, 2 glass surface , 3,95*1,5 m, one side sticker , price for 1 item	1080

## Video advertisement

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
7.1	Video advertising above the registration counters—4 days, in rotation with other participants, no more than 3	2 000
7.2	Video on TV panels on the exhibition territory (rest areas for visitors), 4 days , price for 1 item	1100
7.3.	Video advertising on the service of charging stations, 4 days of broadcast, price for 1 item	1100

\* The organizer reserves the right not to post videos that do not correspond to the format of the exhibition.

Videos in the presentation areas are shown only during breaks between business events.



## Sponsorship opportunities at the exhibition and forum

potential of the Pharmtech & Ingredients exhibition and Pharmtechprom Forum and to attract your target audience's attention to your products, we suggest becoming a Sponsor of the Pharmtech & Ingredients.

The Sponsorship option presents a wide range of advertising possibilities for your company. We offer you to choose the type of sponsorship that is most compatible with your company's goals and objectives.

To clarify the cost of a Sponsorship, please ask:

Karina.Vorontsova@ite.group

Sponsorship applications will be accepted until September 22, 2023.

## Sponsorship options

OFFICIAL PARTNER

BRANDING PARTNER

REGISTRATION PARTNER

VISITOR BADGE RIBBON PARTNER

E\_REGISTRATION PARTNER

OFFICIAL SECTOR PARTNER

OFFICIAL EXHIBITION GUIDE PARTNER

VISITOR BAG PARTNER

## Printed Invitations



Entrance to the exhibition is possible only via visitor badges.

How to provide guests, partners and clients with free tickets for the exhibition.

- Send them printed invitations with the promo code for receiving a free ticket at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)
- Send them the link [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) for online registration on the exhibition website and your company's unique promo code

**IMPORTANT:** The organizer will send you a PROMO CODE for receiving FREE visitor badges for all of your clients and partners at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru)

There are no restrictions on the amount of tickets that can be redeemed using one promo code.

How to receive printed invitations

- In the ITE office until November 2, 2023 Free
- Via mail until October 26, 2023 Free
- Maximum amount of tickets - 50

If your company needs more tickets, please contact the organizer  
[Lyudmila.Savilova@ite.group](mailto:Lyudmila.Savilova@ite.group)

Address of the ITE office: Verkhnyaya Krasnoselskaya Street, House 3, Building 2, Business Center "Krasnoselskiy", 4 th floor (metro station Krasnoselskaya), Moscow

Working hours: Monday - Friday 9.00 - 19.00

## Free marketing opportunities

**To increase the number of visitors to your company's stand** and improve the commercial performance of your participation in the exhibition, we recommend using the free advertising tools we have prepared for you.

Full details about free marketing opportunities can be found at the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) in the Exhibitor section on the **"Promote your stand" page**.

### · **Promo code**

The registration for the exhibition is paid. You should send your company unique promo code to clients and partners so they can receive free electronic tickets to the exhibition. You can receive the promo code from the organizer.

### · **Distributing tickets with promo codes to your partners**

Send invitations to your company's stand to your clients and partners. It is advised to send the invitation on your company's letterhead, having previously added your company's information: company name, stand number, pavilion, promo code etc.

### · **Placing a banner and news about your participation in the exhibition on your company's website**

Place a banner and news about your participation in Pharmtech & Ingredients on your company's website to attract even more visitors to your stand. Actively announce your participation in the exhibition on your website. Download the template and fill it out with the number of your stand, unique promo code, and information about your products and place it on your company's website. The banner with your company's unique promo code will be sent by the organizer.



## Free marketing opportunities

### · **Distributing print invitations**

Send printed invitations to your partners and clients. You can receive information about printed invitations from coordinator.

### · **Invitation to the exhibition as part of your electronic signature**

Place an invitation to your company's stand in your email signature. Copy the image and place it in your email signature.

### · **Placing of news about your company on the Pharmtech & Ingredients website**

We offer you to send news about your company for placement on the exhibition website.

Pharmtech & Ingredients. News can include information about innovations, new products/services, and important developments of your company. This will contribute additional interest in your company from a professional audience.

Please send news, photos, illustrations, and the logo of your company for placement on the website to: Karina.Vorontsova@ite.group

Templates of letters to partners, news, exhibition banners, images for electronic signatures, and the exhibition logo can be found on the exhibition website [www.pharmtech-expo.ru](http://www.pharmtech-expo.ru) in the Exhibitor section on the "Promote your stand" page.

## PROMOTE YOUR STAND!