



2019 III GLOBAL FISHERY FORUM  
& SEAFOOD EXPO

## CATALOGUE OF SPONSORSHIP OPPORTUNITIES

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# SEAFOOD EXPO RUSSIA

SAINT-PETERSBURG, EXPOFORUM EC  
10 – 12 JULY 2019



BRUNCH  
EXHIBITION OPERATOR

[WWW.SEAFOODEXPORUSSIA.COM](http://WWW.SEAFOODEXPORUSSIA.COM)



## ABOUT THE EXHIBITION

The international

**SEAFOOD EXPO RUSSIA** exhibition of fish industry, seafood and technology is an efficient tool to increase sales, promote your products and attract new customers by direct contact with a large number of visitors interested in purchasing.

The productivity of participation in the exhibition depends on the number of visitors to your stand and their quality.

An additional promotion of your participation at the exhibition, as well as an opportunity to stand out among competitors will allow you to increase the business effect of participation in **SEAFOOD EXPO RUSSIA**.

Sponsorship and partnership options provide a possibility to maximize the commercial potential of **SEAFOOD EXPO RUSSIA**, and additional promotion tools provide a broad reach and impact on your direct buyers at the exhibition.

***We offer you to become a Partner or Sponsor of the exhibition.***

### STATUSES:

- Partner of the exhibition guide
- Partner of the exhibition section
- Partner / Official supplier of food court
- Partner Country

### SPECIAL STATUSES:

- Official insurance company
- Official transportation carrier
- Official supplier of packaging solutions
- Official supplier of shop fittings and equipment
- Partner of gifts to participants

*If you want to create your personal advertising package — just let us know your wishes and we will make you an individual advertising offer.*

*The content of Sponsorship Packages can be adjusted according to the marketing goals, objectives and individual preferences of your company.*

**SALES MANAGER**  
**ELIZAVETA NAZARIEVA**  
Tel.: +7(499)922-4417  
[e.nazarieva@rusfishexpo.com](mailto:e.nazarieva@rusfishexpo.com)



## PARTNER OF THE EXHIBITION GUIDE

7 000 €

The official exhibition guide is distributed to the visitors of **SEAFOOD EXPO RUSSIA**. The publication contains a detailed plan and a full list of exhibitors.

The guide sponsorship is a unique opportunity to highlight your company among the general list of participants and to attract the as many visitors to the stand as possible.

### ADVERTISING PACKAGE INCLUDES:

- Status of *Sponsor/Partner* of the exhibition guide
- Placement of the *Partner's* advertising layout on the cover of the guide
- Placement of *Partner's* logo:
  - in all newsletters for visitors and exhibitors
  - on the stand in all plans of the exhibition
  - in headers and footers of all pages in the guide
  - on the main page of the official website of the exhibition
- Color selection of the *Partner's* company name in the participants lists in the catalogue and guide
- Mentioning the *Partner* and their status in the official press releases of the exhibition
- Posting *Partner's* news on the exhibition website
- Placement of the company's advertising layout on outdoor light boxes
- Placement of the advertising layout in the pavilion hall on a mobile advertising structure
- Banner on the website (the placement period also includes 3 months after the end of the exhibition)



## PARTNER OF THE EXHIBITION SECTION

10 000 €

Sponsorship of a specific section of the provides an opportunity to highlight your company among competitors, to draw the attention of specialized professionals buyers and get the greatest effect from interaction with buyers at the exhibition.

### SECTIONS:

- Capture and processing of fish and seafood
- Processing equipment
- Feed and additives
- Construction and repair of ships
- Equipment for fishing boats
- Packaging solutions
- Transportation and storage

### ADVERTISING PACKAGE INCLUDES:

- Status of **Official Partner** of the exhibition section
- Placing the **Partner's** advertising layout:
  - in the exhibition catalogue 1/1 page
  - in the exhibition guide – a module on the page with the plan next to the section
- Placement of **Partner's** logo with the indication of status:
  - in all newsletters for visitors and exhibitors
  - on all promotional materials of the exhibition as part of an advertising campaign
  - on the advertising layout of the exhibition published in print publications of partners
  - on the stand in all plans of the exhibition
  - on the main page of the official website of the exhibition
- Color selection of the **Partner's** company name in the participants lists in the catalogue and guide
- Mentioning the **Partner** and their status in the official press releases of the exhibition
- Posting **Partner's** news on the exhibition website
- Placement of the company's advertising layout on outdoor light boxes
- Placement of the advertising layout in the pavilion hall on a mobile advertising structure
- Banner on the website (the placement period also includes 3 months after the end of the exhibition)



## GENERAL PARTNER OF FOOD COURT

### COST UPON REQUEST

The **FOOD COURT** Sponsorship gives an opportunity to present your company's products to the best advantage. Your customers will have an opportunity to taste it and estimate it on the spot.

Our chefs will cook it in the best way.

### ADVERTISING PACKAGE INCLUDES:

- Status of **Official Partner / food court supplier**
- The **Partner** shall supply the products to ensure the food court kitchen operation for 3 exhibition days (range and quantity shall be agreed upon separately)
- Branding of the food court area with the **Partner's** layout (back). Additional design elements shall be agreed with the **Organizer** and provided by the **Partner**
- Placing **Partner's** advertising materials in the food court area
- Placement of the **Partner's** advertising layout in the exhibition catalog 1/1 page
- Placement of **Partner's** logo with the indication of status:
  - in all newsletters for visitors and exhibitors
  - on the exhibition plan next to the food court mark
  - on all advertising modules as part of an advertising campaign of the exhibition
  - on the stand in all plans of the exhibition
  - on the main page of the official website of the exhibition
- Color selection of the **Partner's** company name in the participants lists in the catalogue and guide
- **Partner's** company description in the official press release about the exhibition partners
- Mentioning the **Partner** and their status in the other official press releases of the exhibition
- Posting **Partner's** news on the exhibition website
- Placing the company information on the outdoor light boxes or entrance lobbies
- Placing the information on one of the items: press wall or mobile roll-up
- Banner on the website (the placement period also includes 3 months after the end of the exhibition)
- Branded uniform of service personnel
- Branded dishes
- An unlimited number of orders for representatives of the partner company
- An article in two pages in the industry info-partner



## PARTNER COUNTRY

COST UPON REQUEST

The status of *Partner Country* provides a possibility to effectively present a joint exposition at the exhibition and conduct an exclusive advertising campaign on the Russian market.

### ADVERTISING PACKAGE INCLUDES:

- Exclusive:
  - Status of *Partner Country* of the exhibition
- Advertising and PR materials:
  - Placing the logo of *Partner Country* on all promotional materials of the exhibition (advertising brochures, outdoor advertising, etc.)
  - Placing the logo on the advertising layout of the exhibition published in print publications of the exhibition partners
  - Mentioning the *Partner Country* in the advertising and information materials of the exhibition (news, articles, press releases, interviews)
  - Placement of news of the *Partner Country* on the exhibition website in the News section
- Newsletters:
  - Placing the logo with the indication of status in all newsletters for visitors and exhibitors
- Exhibition website:
  - Banner on the main page of the exhibition website with a link to the *Partner Country* website
  - Placing the logo with status
- Exhibition catalogue:
  - Placing the logo on the 1st cover of the catalogue
  - Placing the advertising module – cover
- Exhibition guide:
  - Placing the logo on the 1st cover of the guide
  - Placing the logo on the stand in the exhibition plan
  - Placing the advertising module – premium location
- Visitors registration:
  - Placing the logo on the printed registration form for visitors
  - Placing the logo on visitors e-ticket
  - Placing informational materials in the visitors registration area
- Exhibition navigation:
  - Placing the logo with the indication of status on all navigation structures of the exhibition
- Advertising in the exhibition territory:
  - Placing an advertising module on a hanging double-sided 3x4m banner above the central aisle of the exhibition hall or in the aisle next to the stand
  - Placement of the advertising layout in the pavilion hall on a mobile advertising structure
  - Placing the advertising layout on the outdoor light boxes or entrance lobbies