



2019 III GLOBAL FISHERY FORUM
& SEAFOOD EXPO

CATALOGUE OF ADVERTISING OPPORTUNITIES

SEAFOOD EXPO RUSSIA

SAINT-PETERSBURG, EXPOFORUM EC
10 – 12 JULY 2019



BRUNCH
EXHIBITION OPERATOR

WWW.SEAFOODEXPORUSSIA.COM



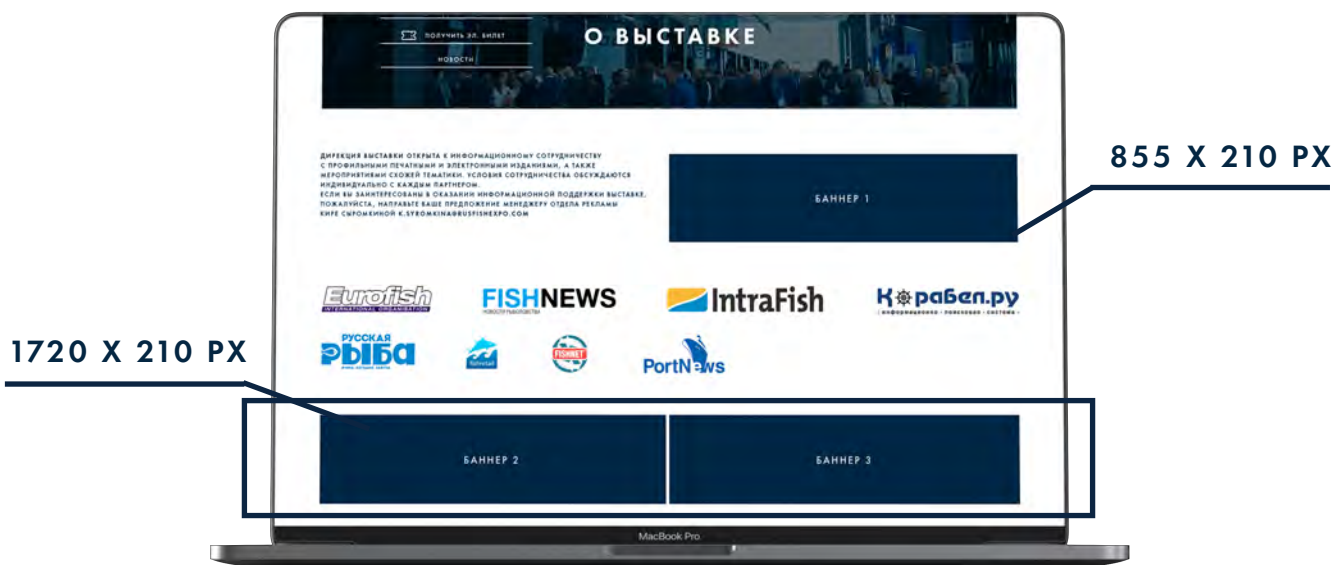
1. ADVERTISING ON THE EXHIBITION WEBSITE

Placing a banner on the exhibition website allows you to inform future customers about your products and brands before, during and after the event, which will significantly increase the number of business meetings at your stand.

90% of the exhibition visitors are registered on the event website.

PARAMETERS:

- The price is indicated for placement for 30 calendar days.
- The number of banner places is limited.
- Possible production of layouts by our designers (extra charge).
- Technical requirements for banners are available upon request.



PLACEMENT / PAGE	FORMAT	COST	SPECIFY PAGE
HOME & GET A TICKET	855 x 210px HORIZONTAL	600 €	
OTHER PAGES	855 x 210px HORIZONTAL	450 €	
ALL PAGES	1720 x 210px HORIZONTAL	750 €	



2. ADVERTISING IN THE CATALOGUE AND GUIDE



PARAMETERS:

Audience reach: visitors and exhibitors.

More than 7,000 professionals from 50 countries.

Advertising in the exhibition catalogue and the guide is an additional opportunity to highlight your company among competitors, promote your products and attract visitors to the stand, as well as a great tool to increase your brand awareness.

• CATALOGUE:

FORMAT	COST
ADVERTISING MODULE A4	600 €
COVER 2	900 €
COVER 3	900 €
ADVERTISING PAGE SPREAD 2/1	1 200 €
ADVERTISING INSERT	1 250 €
INFORMATION IN HEADERS AND FOOTERS (EXCLUSIVE FOR ONE COMPANY)	1 250 €

• GUIDE:

FORMAT	COST
ADVERTISING MODULE	1 400 €
LOGO ON THE STAND + COLOR SELECTION OF THE COMPANY NAME IN THE PARTICIPANTS LIST*	500 €

*when ordering this item, this service is duplicated in the catalog of exhibitors



3. ADVERTISING AT THE EXHIBITION / INTERNAL ADVERTISING MEDIA

- Placing your company's advertising on the central positions of the exhibition area
- Maximum attention to the stand – 100% audience reach
- Services are provided during the exhibition (3 days)

ITEM	COST	EXAMPLE
BRANDING OF WALK-THROUGH METAL DETECTORS *TOTAL 2 PAIRS OF FRAMES	900 € ONE PAIR OF FRAMES	
BRANDING OF THE ENTRANCE LOBBY	3 600 €	
4-SIDED ADVERTISING STRUCTURE *PLACEMENT IN THE EXPOCENTER HALL	1 150 € / PC	
DOUBLE-SIDED HANGING BANNER (3 X 4 M) PLACEMENT IN THE AISLES OF THE EXHIBITION PAVILION	1 500 € / PC	
ONE-SIDED ADVERTISING STRUCTURE (2 X 2 M) *PLACEMENT IN THE EXPOCENTER HALL	750 € / PC	
DOUBLE-SIDED MOBILE ROLL-UP 1 X 2 M	450 € / PC	



EXCLUSIVE!

INNER BANNER INSIDE THE PAVILION
5 X 9M

3 800 €

**TOTAL 2 BANNERS*



4. ADVERTISING AT THE EXHIBITION / OUTDOOR ADVERTISING MEDIA

- Increasing audience reach
- Additional opportunities to attract attention
- More contacts on the stand

ITEM

COST

EXAMPLE

ADVERTISING ON LIGHT BOXES IN FRONT OF THE PAVILION

450 €

/ 1 LAYOUT ON 1 SIDE WITH ROTATION

**TOTAL 5 LIGHT BOXES.*

ROTATION OF UP TO 3 ADVERTISING MODULES ON EACH SIDE OF THE LIGHT BOX

1 250 €

/ 1 LAYOUT ON 1 SIDE

EXCLUSIVE PLACEMENT OF ADVERTISING WITHOUT ROTATION



PREMIUM!

LIGHT BOX AT THE MAIN ENTRANCE TO PAVILION

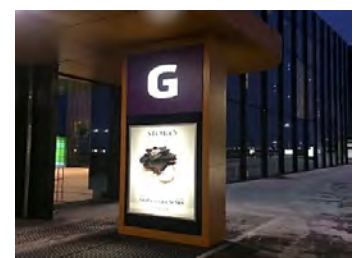
750 €

/ LAYOUT ON 1 SIDE OF THE LIGHT BOX

**TOTAL 2 LIGHT BOXES*

1 250 €

/ LAYOUT ON 2 SIDES OF THE LIGHT BOX

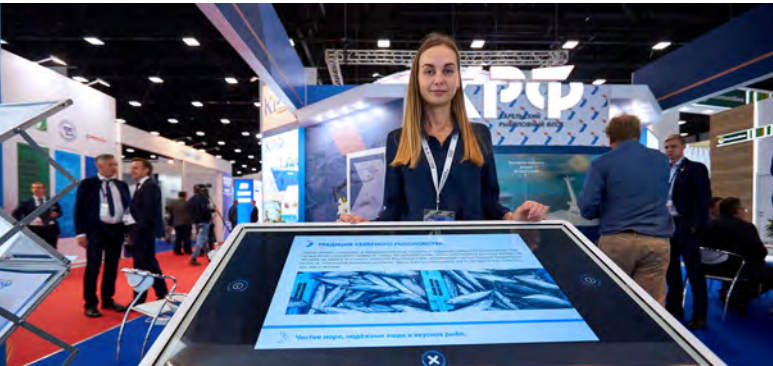


The indicated cost includes the production, installation, and dismantling of advertising media, as well as control over the work of advertising items during the exhibition. The location of media is agreed with the organizer.

The location scheme for advertising media and technical requirements for layouts are available upon request.



5. MULTIMEDIA POSSIBILITIES



ITEM

COST

EXAMPLE

PREMIUM! INTERACTIVE TUNNEL

The possibility of placing a commercial or presentation on the interactive tunnel at the main entrance to the pavilion.

Preparation of the presentation is included in the price (text material shall be provided by the customer)

COST IS CALCULATED INDIVIDUALLY
FROM 7 250 €

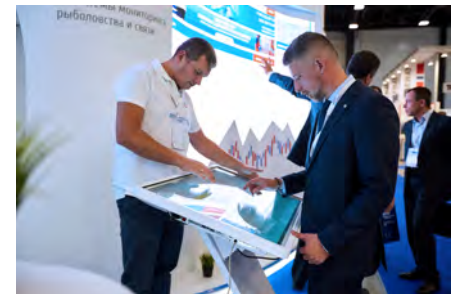


INFORMATION TOUCH-SCREEN ON THE STAND

Interactive presentation about the company for active networking within the stand

Preparation of presentation and rental of equipment is included in the price (text material shall be provided by the customer)

COST IS CALCULATED INDIVIDUALLY



COMMERCIAL ON PLASMA SCREENS IN THE CAFE AREA

The price includes the broadcast of video material provided by the customer.

The service is provided during the exhibiting hours.

200 € / COMMERCIAL UP TO 1 MIN
300 € / COMMERCIAL UP TO 2 MIN

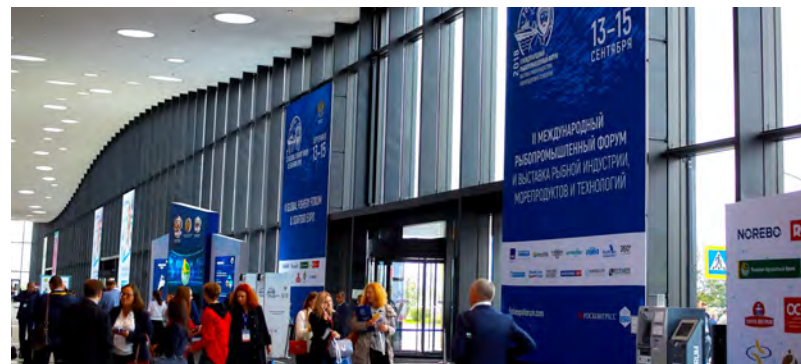
CREATING EXCLUSIVE CONTENT

Our specialists are ready to prepare personalized content that you can use on plasma screens at your company's stand.

COST IS CALCULATED INDIVIDUALLY



6. APPLICATION FOR ADVERTISING SERVICES



1. NAME OF THE PARTICIPANT COMPANY _____

2. CONTACT _____

TEL. _____ E-MAIL _____

DESCRIPTION AND COST OF ADVERTISING SERVICES

ITEM	PRICE INCL. VAT	QUANTITY	TOTAL (€)	NOTE
1. ADVERTISING ON THE EXHIBITION WEBSITE				
BANNER ON THE WEBSITE 855 X 210PX	450 €			
BANNER ON THE WEBSITE 855 X 210PX	600 €			
BANNER ON THE WEBSITE 1720 X 210PX	750 €			
2. ADVERTISING IN THE CATALOGUE AND GUIDE				
CATALOGUE				
ADVERTISING MODULE A4	600 €			
CATALOGUE COVER (2ND / 3RD)	900 €			
ADVERTISING PAGE SPREAD 2/1	1 200 €			
ADVERTISING INSERT IN THE CATALOGUE	1 250 €			
INFORMATION IN HEADERS AND FOOTERS IN THE CATALOGUE	1 250 €			
GUIDE				
ADVERTISING MODULE IN THE GUIDE	1 400 €			
LOGO ON THE STAND + COLOR SELECTION OF THE COMPANY NAME IN THE PARTICIPANTS LIST	500 €			



ITEM	PRICE INCL. VAT	QUANTITY	ИТОГ (₽)	NOTE
3. ADVERTISING AT THE EXHIBITION / INTERNAL ADVERTISING MEDIA				
BRANDING OF WALK-THROUGH METAL DETECTORS	900 €			
BRANDING OF THE ENTRANCE LOBBY	3 600 €			
4-SIDED ADVERTISING STRUCTURE	1 150 €			
DOUBLE-SIDED HANGING BANNER 3X4M	1 500 €			
ONE-SIDED ADVERTISING STRUCTURE (2 X 2M)	750 €			
MOBILE ROLL-UP (1 X 2 M)	450 €			
EXCLUSIVE! INNER BANNER INSIDE THE PAVILION (5 X 9M)	3 800 €			
4. OUTDOOR ADVERTISING MEDIA				
ADVERTISING ON LIGHT BOXES IN FRONT OF THE PAVILION (ROTATION)	450 €			
ADVERTISING ON LIGHT BOXES IN FRONT OF THE PAVILION (WITHOUT ROTATION)	1 250 €			
PREMIUM! ADVERTISING ON LIGHT BOXES AT THE MAIN ENTRANCE TO THE PAVILION (1 SIDE)	750 €			
PREMIUM! ADVERTISING ON LIGHT BOXES AT THE MAIN ENTRANCE TO THE PAVILION (2 SIDES)	1 250 €			
5. MULTIMEDIA POSSIBILITIES				
PREMIUM! ADVERTISING ON INTERACTIVE TUNNEL	UPON REQUEST FROM 7 250 €			
INTERACTIVE PRESENTATION ON TOUCH-SCREEN	UPON REQUEST			
CREATING MULTIMEDIA CONTENT	UPON REQUEST			
COMMERCIAL ON PLASMA SCREENS IN THE CAFE AREA (UP TO 1 MIN)	200 €			
COMMERCIAL ON PLASMA SCREENS IN THE CAFE AREA (UP TO 2 MIN)	300 €			

SIGNATURE OF PARTICIPANT _____

TOTAL COST OF THE ORDER, €

FULL NAME _____

DATE _____ SIGNATURE _____

Please fill in and submit the application for advertising services to your Sales Manager:
t.kamaev@rusfishexpo.com or **a.mandzhieva@rusfishexpo.com**, tel.: +7 (499) 922-44-17