

MARKETING MANUAL

International Trade Fair
for Packaging, Printing and Filling Technologies



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

upakexpo.ru

Venue:



Organizer:

EXPO FUSION LLC
Тел.: +7 495 955 91 99
+7 495 320 65 40
www.expo-fusion.ru





| | |
|---|----------|
| DOWNLOAD ADVERTISING MATERIALS | 3 |
| ADVERTISING IN PRINTED MATERIALS | |
| ADVERTISING IN THE GUIDEBOOK..... | 5 |
| ADVERTISING IN THE LEAFLET..... | 6 |
| ADVERTISING ON THE ONLINE PLATFORMS | |
| ADVERTISING IN THE ONLINE CATALOGUE..... | 8 |
| ADVERTISING ON AN ELECTRONIC TICKET | 9 |
| BANNER IN BRANDED MAILINGS | 10 |
| ADVERTISING ON THE TERRITORY OF EXPOCENTRE FAIRGROUNDS | |
| PLACEMENT OF THE LOGO ON BANNERS | 12 |
| ADVERTISING BOARD..... | 13 |
| ADVERTISING ON LED SCREENS..... | 14 |
| ADVERTISING ON LED PYLONS..... | 15 |
| ADVERTISING ON LCD PANELS..... | 16 |
| VIDEO ADVERTISING ON THE MULTIMEDIA INSTALLATION..... | 17 |
| PASS FOR YOUR PROMOTER..... | 18 |
| PROMOTIONAL MATERIALS IN GUIDEBOOK | 19 |
| VISITOR BADGE RIBBON LOGO | 20 |
| SPONSORSHIP PACKAGES | |
| PACKAGE 1 / ONLINE REGISTRATION PARTNER | 22 |
| PACKAGE 2 / OFFLINE REGISTRATION PARTNER | 23 |
| PACKAGE 3 / BUISNESS PROGRAM PARTNER..... | 24 |
| PACKAGE 4 / GUIDEBOOK PARTNER..... | 25 |
| PACKAGE 5 / PROMOTION | 26 |
| PACKAGE 6 / PROMOTION VIP | 27 |
| ADDITIONAL OPPORTUNITIES | |
| SPONSORSHIP OF PROMOTIONAL PRODUCTS | 29 |
| VIDEO / PHOTO SUPPORT | 30 |
| CONFERENCE ROOM RENTAL..... | 31 |
| VISITOR DATA COLLECTION SERVICE | 32 |



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21-24 JAN
2025
Moscow, Russia

3
Download
advertising materials

MARK YOUR PARTICIPATION IN THE EXHIBITION BY DOWNLOADING OUR ADVERTISING MATERIALS

You can integrate our digital sticker into your e-signatures, letters, etc.

LOGO

- By using the logo in your promotional materials, you signify your participation in the exhibition.



BANNERS

- Place the banner on your social network.



ELECTRONIC STICKER

- Make your email correspondence attractive! Integrate our e-sticker into your e-signatures, invoices, letters, etc.



DOWNLOAD PROMOTIONAL MATERIALS >>

International Trade Fair for Packaging,
Printing and Filling Technologies



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

ADVERTISING

IN PRINTED MATERIALS



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

5
 Advertising
 in the visitor guide

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Shtoda Daria
 T +7 (495) 955 91 99 Д.06. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

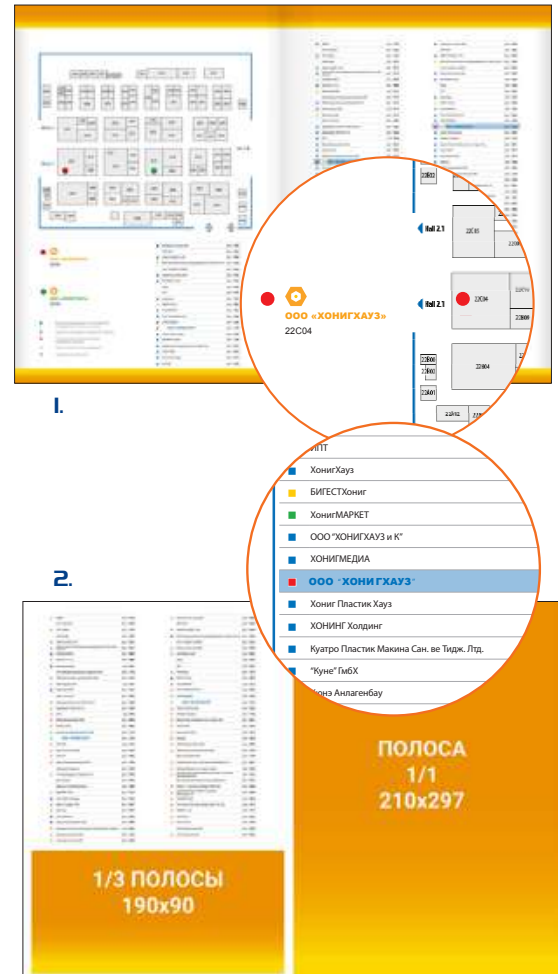
Phone _____

E-Mail _____

VISITOR GUIDE

A convenient navigator and an ideal tool to draw attention to your stand and your company

| | | |
|--|--------------|--------------------------|
| Logo on the exhibition plan no more than 10 exhibitors per hall | USD 100.00 | <input type="checkbox"/> |
| Background highlighting in the alphabetical list of exhibitors visual background highlight | USD 40.00 | <input type="checkbox"/> |
| Modular advertising | | |
| Page 1/1 A4 (210x297mm) format | USD 910.00 | <input type="checkbox"/> |
| Page 1/3 190x90 mm format | USD 500.00 | <input type="checkbox"/> |
| Front page A4 format (210x297mm) | upon request | <input type="checkbox"/> |



Placement example

1. Logo on the plan of the exhibition;
Background highlighting in the alphabetical list of exhibitors
2. Area for modular advertising VISITOR GUIDE

* Images may differ from the final product.

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia



6
 Advertising
 in the leaflet

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Company name _____

Address _____

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Shtoda Daria
 T +7 (495) 955 91 99 Δοβ. 506;
 ShtodaD@expo-fusion.ru

Contact _____

Phone _____

E-Mail _____

LEAFLET

A mini version of the Innovation Pack business program schedule guide. The format assumes A3 with 3 folds.

| Service list | Price |
|-----------------------------------|-------------------------------------|
| Page 1/1: (140x297 mm) | USD 900.00 <input type="checkbox"/> |
| Block 1/2: (140x140 mm) | USD 600.00 <input type="checkbox"/> |



Rate including VAT



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Company stamp and legally
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UPAKEXPO
21-24 JAN
2025
Moscow, Russia

ADVERTISING

ON THE ONLINE PLATFORMS



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

8

**Advertising
 in the online catalogue**

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

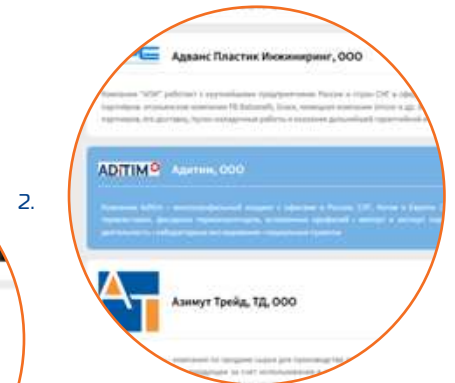
ONLINE CATALOGUE OF EXHIBITORS

Ensure your company's permanent presence in the online exhibitor directory. Visitors of the exhibition will benefit from a number of benefits in preparing for their visit to the show, while an enhanced set of online directory tools will help potential customers find your company.

| Service list | Price |
|---|---|
| Basic description for the main and accompanying exhibitors: company name in Russian and English, description of the company's activities, address, phone number, e-mail address mail, website | included in the registration fee |
| Background highlighting in the general list of exhibitors visual background highlighting | USD 180.00 <input type="checkbox"/> |
| Exhibitor's profile cover. Add a brand image of the company | USD 95.00 <input type="checkbox"/> |
| Video integration add the video clip to your profile | USD 55.00 <input type="checkbox"/> |
| Links to social networks up to 3 links | USD 60.00 <input type="checkbox"/> |



1.

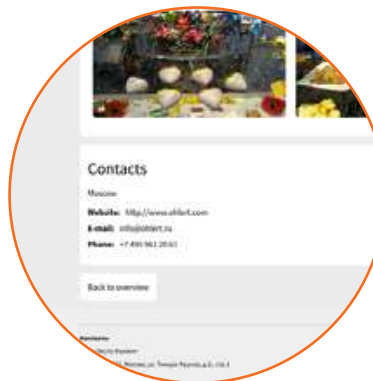


2.

Placement example

1. Company logo and image photo
2. Highlighting in the general list of participants (background)
3. Links to social networks

3.



* Images may differ from the final product.

Rate including VAT



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 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

9
Advertising
on an e-ticket

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
Timura Frunze str., 3/1,
119021, Russia, Moscow

Contact:

Korotkova Daria
T +7 (495) 955 91 99 ext. 624
KorotkovaD@expo-fusion.ru

Shtoda Daria
T +7 (495) 955 91 99 доб. 506;
ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

LOGO PLACEMENT ON THE ELECTRONIC TICKET

Your logo will be placed on each visitor e-ticket

We hereby confirm the placement of advertising on the electronic ticket

Price – USD 460,00

The e-ticket example includes the following sections:

- Logos:** RUPLASTICA, UPAKEXPO, and RECYCLING SOLUTIONS.
- Event Info:** 21 – 24 ЯНВАРЯ 2025 | МОСКВА, РОССИЯ | ЦВК «ЭКСПОЦЕНТР»
- УВАЖАЕМЫЙ ПОСЕТИТЕЛЬ / DEAR VISITOR!**
 - Russian text: С данным билетом вы можете пройти на выставку без посещения стойки регистрации используя FAST TRACK! Пожалуйста, возьмите с собой документ, удостоверяющий Вашу личность! Сохраните билет на мобильный телефон или распечатайте. Штрихкод с мобильного телефона или с распечатанного билета будет отсканирован на входе. Распечатанный билет вы можете вложить в карман с ленточкой. Кармашки и ленточки будут доступны на входе.
 - English text: With this visitor ticket you don't need to visit registration counter. You can enter the fairground using FAST TRACK! Please take a passport or other ID with you! Save it on your mobile phone or print this PDF file in A4 size. The barcode will be scanned from your mobile phone or paper ticket at the entrance. Fold the paper ticket in half two times and put it into the pocket, which will be available at the entrance.
- PLACE FOR ADVERTISING:** A designated area for the sponsor's logo.
- ПОСЕТИТЕЛЬ / VISITOR:** A section for visitor information.
- REGISTRATION SPONSOR:** FAST TRACK!
- АДРЕС / LOCATION:**
 - Russian: СВЯТОЦЕНТРА МОСКВА, КРАСНОФРЕДЕНСКАЯ НАБ., 14 121160, МОСКВА.
 - English: EXPONENTRE FAIRGROUNDS MOSCOW, KRAKOPREDENSKAYA NAB., 14 121160, MOSCOW.
- ВРЕМЯ РАБОТЫ / OPENING HOURS:**
 - Russian: Понедельник-Пятница: 10:00–18:00, Пятница: 10:00–16:00.
 - English: Saturday-Friday: 10:00am-6:00pm, Friday: 10:00am-4:00pm.
- Контакт для посетителей / Visitor-Contact:**
 - Russian: Валерия Толкунова, info@expo-fusion.ru, +7 (495) 955 91 99, korotkova@expo-fusion.ru
 - English: Valeriy Tolukonov, +7 (495) 955 91 99, ShtodaD@expo-fusion.ru

Example of an e-ticket

* Images may differ from the final product.

Rate including VAT

EXPO FUSION
EXPO FUSION LLC,
Timura Frunze str., 3/1,
119021, Russia, Moscow
tel. +7 495 955 91 99
+7 495 320 65 40
info@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

10

**Advertisement
 banner newsletter**

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

BANNER IN BRANDED NEWSLETTER
(more than 75 000 e-mail addresses of exhibition visitors)

We may place your banner in one or more email newsletters.

We place a static banner in jpg/png format. Size 600x110px.

I hereby confirm the order of a banner in branded mailing lists

The price of placing a banner, including placing a link to your site:

- 1 banners USD 230,00
- 2 banners USD 395,00
- 3 banners USD 460,00

An example of placing a banner in the mailing list



Rate including VAT



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 Timura Frunze str., 3/1,
 119021, Russia, Moscow
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 +7 495 320 65 40
 info@expo-fusion.ru

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UPAKEXPO
21-24 JAN
2025
Moscow, Russia

ADVERTISING
ON THE TERRITORY OF EXPOCENTRE FAIRGROUNDS



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

12
Logo placement
on banners

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
Timura Frunze str., 3/1,
119021, Russia, Moscow

Contact:

Korotkova Daria
T +7 (495) 955 91 99 ext. 624
KorotkovaD@expo-fusion.ru

Mikhail Shatov
T +7 (495) 955 91 99 ext. 634
ShatovM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

PLACING THE LOGO ON BANNERS*

The organizers of the exhibition offer you the opportunity to place your logo and stand number on our banners with the plan of the exhibition complex, with the list of participants, with the business program of the exhibition (see below). They are located on the territory of the exhibition complex, for example, near the entrances to the pavilions. Exclusive service for multiple members!

I hereby confirm the order for the placement of the logo on the banners

Price – USD 540,00

UPAKEXPO 21-24 ЯНВ 2025 Москва, Россия

ПАВИЛЬОН/ХАЛЛ 8.2

RUPLASTICA Международная специализированная выставка пластмасс и каучуков

RECYCLING SOLUTIONS Международная специализированная выставка технологий переработки и утилизации отходов

ЭКСПО ФЬОЖН

** Specifications available upon request.*

Rate including VAT

EXPO FUSION
EXPO FUSION LLC,
Timura Frunze str., 3/1,
119021, Russia, Moscow
tel. +7 495 955 91 99
+7 495 320 65 40
info@expo-fusion.ru

Company stamp and legally
binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

13
 Advertising
 board

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

OUTDOOR / INDOOR ADVERTISING

There are various opportunities to advertise on the territory of the exhibition complex.
 Please fill out an application for more information and a special offer.

We hereby order the production and placement of billboards with promotional products:

| Service | Price in USD per sq.m. | Shield area sq.m | Total in USD |
|---|------------------------|------------------|--------------|
| Billboard (manufacturing, installation, placement) | 305,00 | | |

TECHNICAL REQUIREMENTS FOR FILES >>



Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

14
 Advertising
 on LED screens

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Mikhail Shatov
 T +7 (495) 955 91 99 ext. 634
 ShatovM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

ADVERTISING ON LED SCREENS OF THE EXPOCENTRE

The number of video ad impressions is at least 100 impressions per day (from 8:00 to 18:00)



Video advertising on the LED screen 4 x 2 m in Pavilion No. 8 (Hall 5)

- 15 sec – USD 480,00
- 30 sec – USD 780,00
- 60 sec – USD 1 370,00



Video advertising on the LED screen 7.7 x 4.6 m of Pavilion No. 2 (Hall 1)

- 15 sec – USD 680,00
- 30 sec – USD 1 200,00
- 60 sec – USD 1 870,00

TECHNICAL REQUIREMENTS FOR FILES >>

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

15
 Advertising
 on LED pylons

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Mikhail Shatov
 T +7 (495) 955 91 99 ext. 634
 ShatovM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

**VIDEO ADVERTISING ON THE LED PYLON,
 FOR THE PERIOD OF THE EXHIBITION, FROM 8:00 TO 18:00**

Video advertising on the LED pylon,
 for the period of the exhibition, from 8:00 to 18:00

Left pylon

Right pylon

15 sec – 205,00 USD*

30 sec – 345,00 USD*

60 sec – 820,00 USD*



* Price for 1 pylon.

TECHNICAL REQUIREMENTS FOR FILES >>

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAK EXPO
21-24 JAN
2025
 Moscow, Russia

16
 Advertising
 on LCD panels

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Mikhail Shatov
 T +7 (495) 955 91 99 ext. 634
 ShatovM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

ADVERTISING ON LCD PANELS OF THE EXPOCENTRE

LCD panels are placed in the registration areas of the West and South entrances. During the day (from 8:00 to 18:00) your commercial will be played 360 times.

LCD panels operating synchronous mode.

Video advertising on LCD panels for the exhibition period, from 8:00 to 18:00.

- 15 sec – USD 550,00
- 30 sec – USD 855,00
- 60 sec – USD 1 485,00



TECHNICAL REQUIREMENTS FOR FILES >>

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

17

**Video advertising
 on the multimedia installation**

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

VIDEO ADVERTISING ON THE MULTIMEDIA INSTALLATION

The multimedia installation is located in the main hall of the exhibition center, which allows to cover the attention of 100% of visitors. This structure is the official photo zone of the exhibitions. Your video will be integrated into the series of image screenshots of the exhibition alliance.

Your video will be played during the 4 days of the exhibition (from 8.00 to 18.00).

* Exclusively for 2 companies.

Video advertising on a multimedia installation for the period of the exhibition, from 8:00 to 18:00.

15 sec – USD 2 700,00



Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

18
 Pass
 for your promoter

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

**PASS OF THE DISTRIBUTOR OF INFORMATION
 AND ADVERTISING PRODUCTS (PROMOTER)**

The pass of the distributor of information and promotional products (promoter) gives the right to work for one day during the exhibition.

Please provide us with the following services on a reimbursable basis:

| Service | Price in USD for 1 day | Number of promoters | Number of working days | Total in USD |
|--|------------------------|---------------------|------------------------|--------------|
| Pass of the distributor of information and promotional products (promoter) for 1 day Work dates: _____ _____ _____ _____ | 110,00 | | | |

Rate including VAT



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 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally binding signature _____

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21-24 JAN
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 Moscow, Russia

19

Promotional materials
 in guidebook

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

PROMOTIONAL MATERIALS IN GUIDEBOOK

Tell the most interested parties about your company's participation. Provide us with your information and promotional materials and we will put them into official exhibition guide, which will be handed out on the first and second days of the exhibition in the registration area.

- Provide printed materials 4 days prior to the exhibition.
- Delivery address is to be negotiated additionally.

Format of materials: Euroflyer: A5
Quantity: not more than 10 000 pcs

Price – USD 1 245,00



* The offer is available exclusively for 3 companies.

* Materials are developed, printed and delivered to the organizers by the exhibitor. The organizer is not responsible for materials that were lost in the mail or delivered late.

Rate including VAT



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UPAKEXPO
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20

Visitor badge
 ribbon logo

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

PLACING THE LOGO ON THE RIBBON FOR VISITOR BADGES

Your logo will be placed on the ribbon for each type of badge (for visitors, exhibitors).



We hereby confirm the placement of the logo on the ribbon for badges of visitors

Price – USD 7 500,00



Rate including VAT



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 Timura Frunze str., 3/1,
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Moscow, Russia

SPONSORSHIP PACKAGES



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21-24 JAN
2025
 Moscow, Russia

22

Package 1

Online registration partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

- ASSIGNING REGISTRATION PARTNER STATUS

- PLACEMENT OF YOUR COMPANY LOGO

- On the electronic registration page in the «Your ticket» section*
- In mailing lists to attract visitors (more than 75,000 addresses)
- In the response letter of the registered visitor
- In the electronic version of the printed ticket
- On the visitor's badge (more than 20,000 visitors)

- MENTIONING THE COMPANY IN PRESS AND POST RELEASES

* Placement of a logo with an active link in all electronic sources.

We hereby confirm the placement of the logo during

Price – USD 4 500,00



Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

23

Package 2
Offline registration partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

– PLACING ADVERTISING INFORMATION ON THE BACK SIDE OF THE VISITOR’S BADGE

– PLACEMENT OF YOUR COMPANY LOGO

- At the registration terminal
- On clothes of promo staff
- On a lightbox behind the check-in counters
- On general navigation banners in the «Partners» section
- In the guide - the status of the registration sponsor (Circulation over 15,000 copies)

– PLACING OF ADVERTISING LEAFLETS AT REGISTRATION DESK



We hereby confirm participation in offline registration



Price – USD 7 500,00

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

24

Package 3

Businessprogram partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 Дoб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____


E-Mail _____

PARTNER PACKAGE INCLUDES:

| | |
|--|--|
| <p>EXCLUSIVE OPTION Distribution of advertising materials of the Partner</p> | <ul style="list-style-type: none"> • Placement of the Partner's promotional materials in the Business Program Area. • Branding of Screens in the Business Program Zone with the mention of the Exhibition Partner and Logo. • Broadcasting of the Partner's Commercial (up to 2 minutes) on the screens in the Business Program Zone - 3 times a day. |
| <p>Exhibition site upakexpo.ru</p> | <ul style="list-style-type: none"> • Placement of the Partner's advertising banner on the Business Program page. • Placement of the Partner's logo with an active link in the «Sponsors» section. |
| <p>Email newsletters and PR</p> | <ul style="list-style-type: none"> • Placement of the Partner's logo indicating the status of «Business Program Partner» in all electronic mailing lists with information about Business Program. • Mention of the Partner and indicating the status of «Partner of the business program» in the official Press Release and Post-Release. |
| <p>Guide</p> | <ul style="list-style-type: none"> • Placement of the Partner's logo on the cover of the exhibition guide with the indication «Partner of the business program». |
| <p>Exhibition navigation outdoor advertising</p> | <ul style="list-style-type: none"> • Placement of the Partner's logo indicating «Partner of the business program» on the Navigation banners of the exhibition. |

* Partner status is granted to only one company.

We hereby confirm the status of «Business Program Partner»

 Price – USD 4 500,00

Rate including VAT

EXPO FUSION
 EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

25

Package 4
Guidebook partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 Д0б. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

PARTNER PACKAGE INCLUDES:

| | |
|---------------------------------------|---|
| Exhibition website upakexpo.ru | <ul style="list-style-type: none"> • Placement for the Partner's logo with an active link in the section «Partners». • Placement for partner's news on the exhibition website (material for publication is provided by the partner) and in social networks (material can be adapted by the organizers). |
| E-newsletters and PR | <ul style="list-style-type: none"> • Inclusion of 1 information block about the partner in the 1 thematic mailing to the visitor base (announcement of the partner's status, description of the partner's activities and products to be presented at the exhibition). |
| Guide | <ul style="list-style-type: none"> • Placement of the Partner's advertising module on the first page of the exhibition guide. • Placement of the Partner's logo and status on the thank you page. • Highlighting the company name in the list of exhibitors. |
| Distribution of promotional materials | <ul style="list-style-type: none"> • Distribution of promotional materials and souvenirs (provided by the partner) together with the exhibition guide in the registration area. |

* Partner status is granted to one company only.

We confirm the status of «Partner of the business program»

Price – USD 2 450,00

Rate including VAT

EXPO FUSION
 EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

26
Package 5
Promotion

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

INDIVIDUAL PACKAGE «PROMOTION»

Take the opportunity to reach the maximum number of target audience by informing the active base of exhibition subscribers about your participation in **UPAKEXPO**. Invite potential customers to your company's stand. And after the exhibition is over, share your results and strengthen your expert position in the industry.

THIS PACKAGE INCLUDES:

- Customized mailing to the target base of exhibition subscribers (more than 113 thousand addresses).
- 3 native posts in social networks: 1 post – announcement of participation, 2 post – quote of the company representative, 3 post – results of the exhibition (dates and preparation of materials to be discussed).
- Advertising in the online catalog - highlighting the company in the general list of participants.

We confirm the Package 5 «Promotion»

Price – USD 725,00



Rate including VAT

EXPO FUSION
 EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

27
Package 6
Promotion VIP

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 Д0б. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

INDIVIDUAL PACKAGE «PROMOTION VIP»

Take the opportunity to reach the maximum number of target audience by informing the active base of exhibition subscribers about your participation in **UPAKEXPO**. Invite potential customers to your company's stand. And after the exhibition is over, share your results and strengthen your expert position in the industry.

THIS PACKAGE INCLUDES:

- Customized mailing to the target base of exhibition subscribers (more than 113 thousand addresses)
- 3 native posts in social networks: 1 post - announcement of participation, 2 post - quote of the company representative, 3 post - results of the exhibition (dates and preparation of materials to be discussed).
- Advertising in the online catalog - highlighting the company in the general list of participants

ALSO:

- Commentary of the company representative in the final report video of the exhibition
- Quote of the company representative in the official post-release of the exhibition

We confirm the Package 6 «Promotion VIP»

Price – USD 1 800,00



Rate including VAT



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 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____

International Trade Fair for Packaging,
Printing and Filling Technologies



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

**ADDITIONAL
OPPORTUNITIES**



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

29

Sponsorship
of promotional products

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

SPONSORSHIP OF PROMOTIONAL PRODUCTS

UPAKEXPO exhibition with all related projects is annually visited by about 30 thousand guests. Your promotional products at the exhibition is an ideal opportunity to reach the maximum number of audience on the territory of the Fairgrounds and beyond.

Among possible products can be:

- shoppers/packages;
- t-shirts of the registration area staff;
- water in individual packages

etc.

Each released product necessarily includes placement of your logo.

We are ready to consider any of your proposals, discuss terms and conditions and reach the most favorable and successful cooperation for both parties!

Send your proposal for further discussion.

MAKE A REQUEST >>

Rate including VAT



EXPO FUSION LLC,
 Timura Frunze str., 3/1,
 119021, Russia, Moscow
 tel. +7 495 955 91 99
 +7 495 320 65 40
 info@expo-fusion.ru

Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

30
 Video / photo
 support

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Shtoda Daria
 T +7 (495) 955 91 99 доб. 506;
 ShtodaD@expo-fusion.ru

Company name _____

Address _____

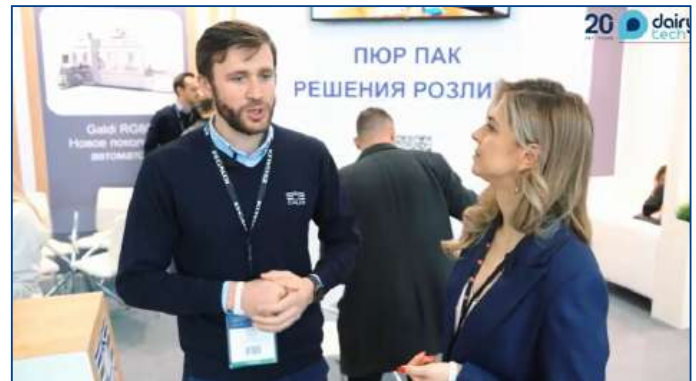
Contact _____

Phone _____

E-Mail _____

Use your presence at the exhibition to create unique and effective video content.

Professional videographers will help you to record an impressive video that will capture the audience's attention.



PLEASE CONTACT THE ORGANIZERS FOR TERMS AND CONDITIONS >>



EXPO FUSION LLC,
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Company stamp and legally
 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
 Moscow, Russia

31
 Conference hall
 rental

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Organizer:

EXPO FUSION LLC
 Timura Frunze str., 3/1,
 119021, Russia, Moscow

Contact:

Korotkova Daria
 T +7 (495) 955 91 99 ext. 624
 KorotkovaD@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONFERENCE HALL RENTAL

You can rent a conference room for your own event during **UPAKEXPO** exhibition.

Renting a meeting room will allow you to hold a small presentation with partners or potential customers, organize a meeting, sign an important contract, establish business contacts in a quiet, isolated from noise environment.

Each room can be equipped with necessary furniture and equipment.

Additional services such as catering, photo and video support, etc. are also available for ordering.

LOCATION AND EQUIPMENT OF THE ROOMS >>

Please contact the organizers for information on cost and free rooms.



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 info@expo-fusion.ru

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 binding signature _____

Place, date _____



UPAKEXPO
21-24 JAN
2025
Moscow, Russia

32
Visitor data
collection service



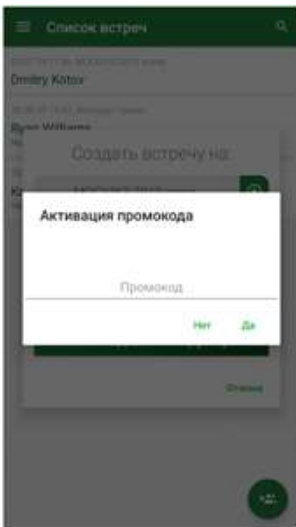
Contact:

Elena Konovalova
T +7 909 685 06 31
E-Mail: ek@expodat.com

SERVICE APPLICATION REGISTRATION OF MEETINGS AT THE EVENT

LeadER EXPO mobile application:

- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



Add a meeting and choose a method of data collection



or read the barcode on the badge / invitation



Registration data of the visitor immediately on the screen