MARKETING MANUAL

International Trade Fair of Packaging Solutions
for Food and Non-Food Industry



UPAKEXPO
26–29 JAN
2027
Moscow, Russia
VDNH EXPO

upakexpo.ru

Venue:

VDNH EXPO

Organizer:

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

EXPO FUSION

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Download advertising motives

POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MATERIALS!

Announce your company's participation in the **UPAKEXPO** exhibition!
Beautify your Desktop with our wallpaper or turn you daily correspondence into an eye catcher with our logo. You can also integrate our digital sticker in your email signature, invoices, letters etc.

LOGO

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



DOWNLOAD

BANNERS

- Place the banner on your social network.



DOWNLOAD

INDIVIDUAL COMPANY BANNER

Make your email correspondence attractive!
Invite your partners and customers to visit your booth at the exhibition – add your booth number to the banner by yourself



DOWNLOAD

INDIVIDUAL REQUEST FOR PROMOTIONAL MATERIALS



ADVERTISING
IN PRINTED MATERIALS

26–29 JAN
2027
Moscow, Russia

5
Advertising in the visitor guide

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

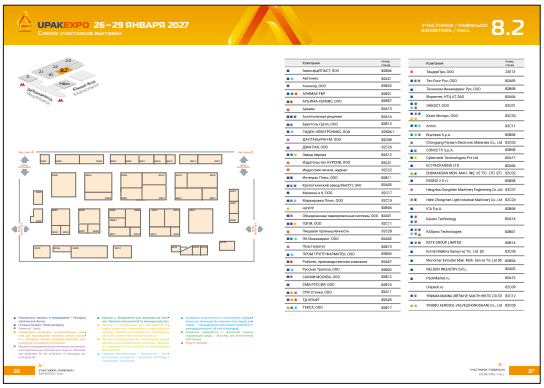
Contact:
Nishukova Elizaveta
T +7 (495) 955 91 99 ext. 628;
NishukovaE@expo-fusion.ru

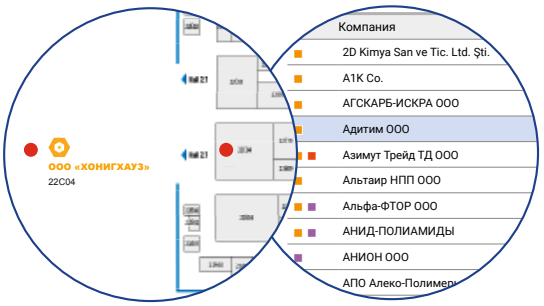
VISITOR GUIDE

This is a convenient full-fledged navigator for visitors of the exhibition, which will allow your company to properly draw attention to itself. The guide contains a plan of the exhibition, a list of exhibitors, the location of their stands in the pavilions, as well as a business program.

By ordering additional options in the guide, you significantly increase the chances of attracting customers to your stand.

Logo on the exhibition plan no more than 10 exhibitors per hall	**USD 167.00**	☐
Background highlighting in the alphabetical list of exhibitors visual background highlight	**USD 111.00**	☐
Modular advertising		
Page 1/3 190x90 mm format	**USD 389.00**	☐
Page 1/1 A4 (210x297mm) format	**USD 778.00**	☐
3rd cover 210 x 297 mm	**USD 1 833,00**	☐





Placement example

Logo on the plan of the exhibition;
Background highlighting in the alphabetical list of exhibitors

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 _____

26–29 JAN
2027
Moscow, Russia

6 Advertising in the business program leaflet

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

INFORMATION LEAFLET

A convenient „pocket" version of the visitor guide, dedicated exclusively to the schedule of business events of the exhibition. The leaflet format includes two folds and is folded with an accordion – therefore, the emphasis on your company will be obvious. It is distributed throughout the exhibition area.

Service list	Price	
Page 1/1: (140x297 mm)	**USD 778.00**	☐
Block 1/2: (140x140 mm)	**USD 389.00**	☐





Rate including VAT

EXPO FUSION

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

Company stamp and legally binding signature _____

Place, date _____

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

Organizer:
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Timura Frunze str., 3/1, 119021, Russia, Moscow

Contact:
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T +7 (495) 955 91 99 ext. 506;
ShtodaD@expo-fusion.ru

LOGO PLACEMENT HALL PLAN BANNERS

Organizers **UPAKEXPO** offer you the possibility to place your logo and stand number on our banners which show the plan of the fairground (see below). These are placed on several different positions on the fairground, e.g. close to the entrances of the halls.

The price for placing your logo is:

☐ USD 556,00



EXAMPLE

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

Company stamp and legally binding signature _____

Place, date _____



ADVERTISING

ON THE ONLINE PLATFORMS

26–29 JAN
2027
Moscow, Russia

9 Advertising in the online catalogue

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

Contact:
Nishukova Elizaveta
T +7 (495) 955 91 99 ext. 628;
NishukovaE@expo-fusion.ru

ONLINE CATALOGUE OF EXHIBITORS

An expanded set of online catalog tools will help potential customers find exactly your company.

The online catalog is used by site visitors as an information directory, providing an extended advertising effect.

	included in the registration fee	**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
☐	USD 167.00	**Background highlighting in the general list of exhibitors** visual background highlighting
☐	USD 111.00	**Exhibitor's profile cover.** Add a brand image of the company
☐	USD 111.00	**Video integration** add the video clip to your profile
☐	USD 78.00	**Links to social networks** up to 3 links

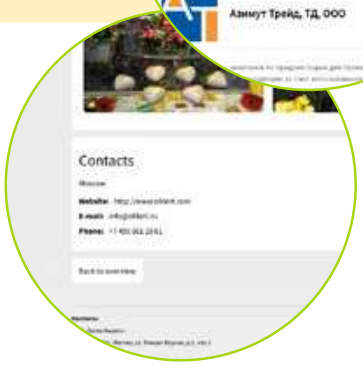
1.



2.



3.



Placement example

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

* Images may differ from the final product.

Rate including VAT

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

Company stamp and legally binding signature _____

Place, date _____

26–29 JAN
2027
Moscow, Russia

10 Advertising on an e-ticket

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

Contact:
Nishukova Elizaveta
T +7 (495) 955 91 99 ext. 628;
NishukovaE@expo-fusion.ru

PLACING ADVERTISING ON THE ELECTRONIC TICKET

Your advertisement will be placed on each visitor e-ticket.

Maximum number of companies: 3



Example of an e-ticket

We hereby confirm the placement of advertising on the electronic ticket

☐ USD 1 111,00

* 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 _____

26–29 JAN
2027
Moscow, Russia

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Advertisement banner newsletter

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

BANNER IN BRANDED NEWSLETTER

We may place your banner in one or more email newsletters.
We place a static banner in jpg/png format. Size 600x110px.

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

- ☐ 1 banner — USD 500,00
- ☐ 2 banners — USD 778,00
- ☐ 3 banners — USD 1 000,00



An example of placing a banner in the mailing list

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 _____



SPONSORSHIP PACKAGES

26–29 JAN
2027
Moscow, Russia

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Package 1
Online registration partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

– 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;
- In the response letter of the registered visitor;
- In the electronic version of the printed ticket.

– MENTIONING THE COMPANY IN PRESS AND POST RELEASES

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



We hereby confirm the booking of the Package 1
«Online Registration Partner»

☐ Price – USD 3 772,00

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 _____

26–29 JAN
2027
Moscow, Russia

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Package 2
Business program partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

PARTNER PACKAGE INCLUDES:

EXCLUSIVE OPTION Distribution of advertising materials of the Partner	• Placement of Partner's advertising materials in the Business Program Area; • Display of the Partner's Commercial Video (up to 2 minutes) on the screens in the Business Program Area – 3 times a day.
Exhibition site upakexpo.ru	• Placement of the Partner's advertising banner on the page of the Business Program webpage; • Placement of the Partner's logo with an active link in the «Partners» section.
Email newsletters and PR	• Placement of the Partner's logo with the designation "Business Program Partner" in email newsletters featuring information about the Business Program; • Mention of the Partner and indicating the status of «Partner of the business program» in the official Press Release and Post-Release.
Guide	• Placement of the Partner's logo on the exhibition guide page featuring the business program schedule.
Exhibition navigation & outdoor advertising	• Placement of the Partner's logo indicating «Partner of the business program» on the Navigation banners of the exhibition dedicated to business program schedule.

* Partner status is granted to only one company.

We hereby confirm the booking of «Business Program Partner» status

☐ **Price – USD 3 722,00**

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 _____

26–29 JAN
2027
Moscow, Russia

15
Package 3
Guidebook partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

PARTNER PACKAGE INCLUDES:

Exhibition site upakexpo.ru	• Placement of the Partner's logo with an active link in the «Partners» section; • Placement of the partner's news on the exhibition website (the partner provides the material for publication).
Guide	• Placement of the Partner's logo on the first page of the exhibition guide, indicating the status of the «Guidebook Partner»; • Placement of the Partner's advertising module on the back cover of the exhibition guide; • Highlighting the company name in the list of participants in color.

* Partner status is granted to only one company.

We hereby confirm the booking of «Guidebook Partner» status

☐ **Price – USD 1 944,00**

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 _____

26–29 JAN
2027
Moscow, Russia

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Package 4
Promotion

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

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:

- Advertisement banner in branded newsletter for the target subscriber base of the exhibition;
- 1 native social media post: announcement of participation, quote from a company representative or the 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;
- Publishing news about the company on the official exhibition website (the material is provided by the exhibitor).

* The offer is available for several companies.



We confirm the Package 4 «Promotion»

☐ **Price – USD 556,00**

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 _____

26–29 JAN
2027
Moscow, Russia

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Package 5
Promotion VIP

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

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:

ALL OPTIONS OF THE «PROMOTION» PACKAGE:

- Advertisement banner in branded newsletter for the target subscriber base of the exhibition;
- 1 native social media post: announcement of participation, quote from a company representative or the 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;
- Publishing news about the company on the official exhibition website (the material is provided by the exhibitor).

AS WELL:

- Quote of the company representative in the official post-release of the exhibition.

* The offer is available for several companies.



We confirm the Package 5 «Promotion VIP»

☐ **Price – USD 1 111,00**

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 _____

ADDITIONAL OPPORTUNITIES

26–29 JAN
2027
Moscow, Russia

19

Sponsorship of promotional products

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

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

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

EXPO FUSION LLC,
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119021, Russia, Moscow
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+7 495 320 65 40
info@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

26–29 JAN
2027
Moscow, Russia

20

Automated collection of contacts from stand visitors

Send the application by e-mail or via the form on the website

Stand No. _____

expodat

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

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

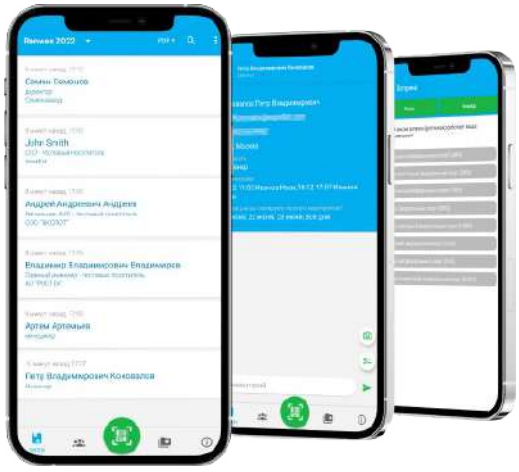
AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS

Automated collection of contact information of visitors to your stand. No paper questionnaires. No business card collection. No errors or human factors.

- Instant data exchange with visitors by scanning their badges. Formation of a contact database of managers who worked with the stand visitor;
- Adding notes/photos to the collected contacts, both during the meeting and after it;
- Questionnaires to identify the interests and capabilities of the visitor;
- Online reports with the results of the stand's work, without waiting for the end of the event..

THE SERVICE IS AVAILABLE IN 2 OPTIONS:

- Desktop / floor terminal;
- Mobile application (installed on the manager's phone).



LeadER Expo Mobile App



You can choose the service via the Expodat terminal or the LeadER Expo application

EXPODAT provides this service and is fully responsible for it.

26–29 JAN
2027
Moscow, Russia

21
Conference halls /
Meeting rooms rent

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

Organizer:
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Contact:
Nishukova Elizaveta
T +7 (495) 955 91 99 ext. 628;
NishukovaE@expo-fusion.ru

CONFERENCE HALL RENTAL

During **UPAKEXPO** exhibition days, you can rent a conference room to hold your own event.

Renting a meeting room allows you to conduct a small presentation with partners or potential clients, organize a meeting, sign an important contract, and establish business contacts in a calm, noise-isolated environment.







FOR MORE INFORMATION REGARDING PRICES, PLEASE CONTACT THE ORGANIZERS' TEAM. >>

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Company stamp and legally binding signature _____

Place, date _____

26–29 JAN
2027
Moscow, Russia

22
Video / photo support

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. _____

Please complete and submit:

Company name _____

Address _____

_____

Contact _____

Phone _____

E-Mail _____

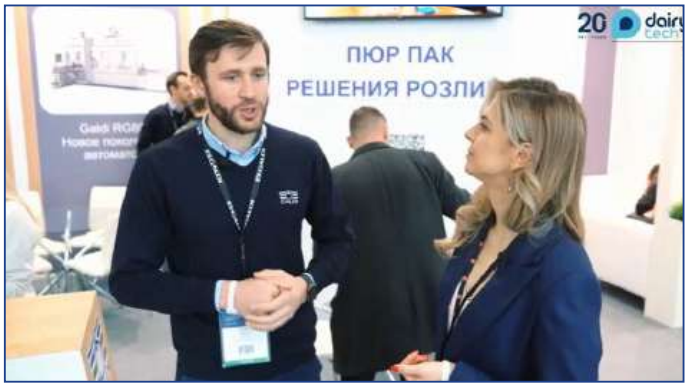
Organizer:
EXPO FUSION LLC
Timura Frunze str., 3/1, 119021, Russia, Moscow

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

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

Professional videographers will help you record an impressive video that will attract the attention of the audience.









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