

**JULY 7-10, 2025**  
**EKATERINBURG-EXPO IEC, EKATERINBURG, RUSSIA**

**15** **INNOPROM**  
INTERNATIONAL INDUSTRIAL TRADE FAIR

**PARTICIPANT SERVICES**

PARTICIPANT GUIDE APPENDIX B

# INNO PROM

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### ENTRANCE BANNER

**Placement:** INNOPROM Main Entrance, near the registration area and Pavilion 1 Entrance

**Dimensions (mm):** 10500x2000

**Units Available:** 2

**Material:** banner fabric

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Bleed (mm):** 50 (3 sides)

**Deadline (Layouts):** June, 6 2025

Reach every visitor with your banners strategically placed in high-traffic areas: the entrance, the registration area, on the way from the venues of the Program of Events to the booths in the pavilions of the Trade Fair.

**₽900 000**

Printing and Installation Included



### ADVERTISING BANNER

**Placement:**

- Pavilion 2 (side towards Pavilion 3)

- Pavilion 3 (side towards Pavilion 2 and Pavilion 3)

**Dimensions (mm):** 5940x6020

**Units Available:** 6

**Material:** banner fabric

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Bleed (mm):** 70

**Deadline (Layouts):** June, 2 2025

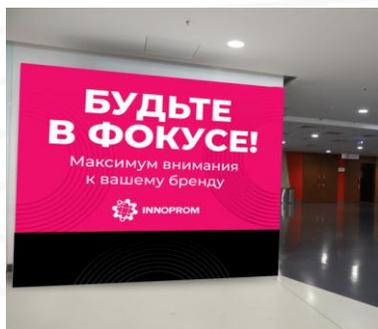
Banners are positioned inside the pavilions above the exits, drawing attention of the participants as they move through the pavilion.

**₽250 000 per unit**

Printing and Installation Included

#### CONTACT US:

- NATALIA MOSKVITSOVA, [MOSKVITSOVA@INNOPROM.COM](mailto:MOSKVITSOVA@INNOPROM.COM)
- VALERIA BURSKAYA, [BURSKAYA@INNOPROM.COM](mailto:BURSKAYA@INNOPROM.COM)
- ELENA MARKELOVA, [MARKELOVA@INNOPROM.COM](mailto:MARKELOVA@INNOPROM.COM)



### SINGLE-SIDED BANNER

**Placement:** elevator area (left side)

**Dimensions (mm): 4000x2500**

**Material:** banner fabric

**Units Available:** 1 (1st floor); 1 (2nd floor);  
2 (3rd floor)

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Bleed (mm): 50**

**Deadline (Layouts):** June, 6 2025

Boost your ad visibility among the participants of the Program of Events with banners strategically placed near the Main Plenary Session hall (2nd floor) and in the high-traffic area connecting the event venues (3rd floor).

**₱250 000 per unit (2nd floor)**

**₱200 000 per unit (1st, 3rd floors)**

Printing and Installation Included



### SPONSORED POP-UP IN PRIME LOCATION

**Placement:**

Exhibition Center, 1st or 2nd floor of the Congress Center

**Size:** minimum 20 m<sup>2</sup>

Elevate your brand with an art installation, pop-up unit, or photo booth placed in a prime location at INNOPROM.

**from ₱500 000**

Unequipped Working Place Included.

Construction Not Included.

#### CONTACT US:

- NATALIA MOSKVITSOVA, [MOSKVITSOVA@INNOPROM.COM](mailto:MOSKVITSOVA@INNOPROM.COM)
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- ELENA MARKELOVA, [MARKELOVA@INNOPROM.COM](mailto:MARKELOVA@INNOPROM.COM)



### DOUBLE-SIDED DIRECTIONAL SIGNAGE

**Placement:** Atrium 1, Atrium 2

**Dimensions (mm):** 1000x2500

**Package (units):** 1

**Material:** film

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Bleed (mm):** 50

**Deadline (Layouts):** June, 6 2025

Guide visitors through the atriums between pavilions straight to your booth with our way-finding solution. The signs also double as a powerful platform to highlight your company and engage the audience.

**₽200 000 per unit**

Printing and Installation Included



### DIRECTIONAL SIGNAGE NEAR PROGRAM OF EVENTS VENUES

**Placement:** The Congress Center near the venues of the Program of Events

**Dimensions (mm):** 1000x2500

**Placement Options:**

1 — elevator exit; 2 — event venue floor

**Material:** film

**Package (units):** 2

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Deadline (Layouts):** June, 6 2025

Use the signs to direct participants to the venues of the Partner's sessions within the Program of Events.

**₽150 000 per 1 day**

**₽300 000 per 4 days**

Printing and Installation Included

**Exclusive for Business  
Program Partners**

#### CONTACT US:

- NATALIA MOSKVITSOVA, [MOSKVITSOVA@INNOPROM.COM](mailto:MOSKVITSOVA@INNOPROM.COM)
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- ELENA MARKELOVA, [MARKELOVA@INNOPROM.COM](mailto:MARKELOVA@INNOPROM.COM)



## DISPLAY CASE

Unlock the potential of display cases for advertising and directing participants to your booth or venue of the company's session within the Program of Events.

**Placement:** 1st, 2nd, 4th floors

**Dimensions (mm):** 1500x1800

**Units Available:** 3 (2nd and 4th floors), 4 (1st floor)

**Material:** PVC Banner Fabric, non-illuminated

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Protected Area (mm):** 150 (each side)

**Deadline (Layouts):** June, 6 2025

**₽150 000 per unit**

Printing and Installation Included

**Placement:** 3rd floor

**Units Available:** 3 (1500x1800 mm), 3 (1500x2000 mm);

2 (4000x2000 mm); 1 (7000x2000 mm);

**Material:** PVC Banner Fabric, non-illuminated

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Protected Area (mm):** 150 (each side)

**Deadline (Layouts):** June, 6 2025

1500x1800 mm — **₽150 000 per unit**

1500x2000 mm — **₽170 000 per unit**

4000x2000 mm — **₽200 000 per unit**

7000x2000 mm — **₽250 000 per unit**

Printing and Installation Included

## CONTACT US:

- NATALIA MOSKVITSOVA, [MOSKVITSOVA@INNOPROM.COM](mailto:MOSKVITSOVA@INNOPROM.COM)
- VALERIA BURSKAYA, [BURSKAYA@INNOPROM.COM](mailto:BURSKAYA@INNOPROM.COM)
- ELENA MARKELOVA, [MARKELOVA@INNOPROM.COM](mailto:MARKELOVA@INNOPROM.COM)



## SPONSORED LOUNGE IN THE OUTDOOR AREA

**Location:** Entrance 1 or Entrance 2

**Size:** minimum 50 m<sup>2</sup>

Capture the attention of 100% of INNOPROM visitors with our exclusive advertising opportunity.

The prime location of the lounge area near the entrance ensures maximum visibility for your brand among all visitors and participants of the Trade Fair. By sponsoring an outdoor lounge area, you can provide a welcoming space for INNOPROM visitors while showcasing your brand.

**from ₺2 000 000**

Unequipped Working Place Included (outdoor area near Entrance 1 or Entrance 2). Construction Not Included.



## DOUBLE-SIDED CITY LIGHT

**Location:** parking space

**Visible Image Size (mm):** 1000x2100

**Layout Dimensions (mm):** 1100x2200

**Units Available:** 13

**Material:** film, full colour printing, non-illuminated

**Layout Requirements:** TIFF, 72dpi, CMYK, LZW compression

**Bleed (mm):** not required

**Deadline (Layouts):** June, 6 2025

Unlock the potential of the City Light advertising option by targeting INNOPROM participants that arrive by car or the shuttle bus. The advertising units are strategically located along the pedestrian routes and in recreation areas. Parking Space Size: 6,000 cars.

**₺150 000 per unit**

Printing and Installation Included

### CONTACT US:

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- ELENA MARKELOVA, [MARKELOVA@INNOPROM.COM](mailto:MARKELOVA@INNOPROM.COM)



## **STAGE FOR SIGNING CEREMONIES**

Achieve more with our equipped platform for your signing ceremony at INNOPROM Press Center.

### **PROVIDED SERVICES:**

- Media coverage to announce the event;
- Moderator to facilitate the ceremony;
- Temporary staff for the ceremony;
- Full photo coverage

**₽120 000 per event**



## **OFFICIAL PRESS CONFERENCE**

Benefit from our dedicated platform for your press conference.

### **PROVIDED SERVICES:**

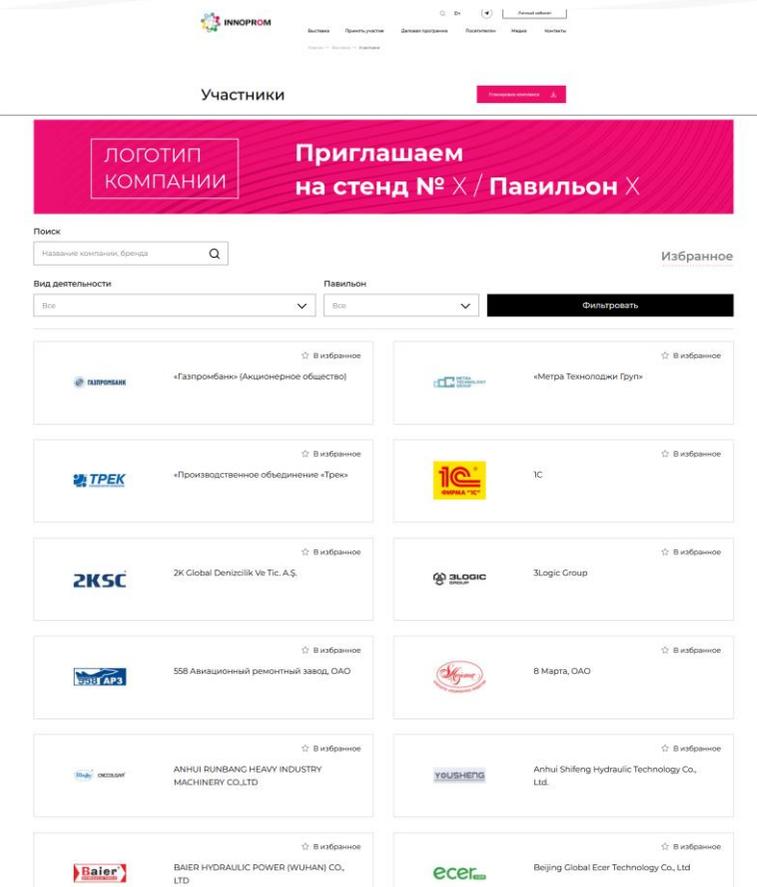
- Best speaking slot;
- Equipment;
- Logo presence, staff, facilitators and moderators;
- Full photo coverage;
- Invitations for the press and media coverage;
- Announcement of your talk via Telegram.

**₽300 000 per event**

### **CONTACT US:**

[PR@INNOPROM.COM](mailto:PR@INNOPROM.COM)

Maximize your reach by highlighting your brand's participation and attract potential clients to your booth or event at INNOPROM.  
*Clickable rotating banner ad with a direct link to your company website.*



## PARTICIPANT LIST PAGE BANNER AD

### REQUIREMENTS:

- Desktop and Tablet Versions
- Resolution: 1360x160 px;
  - Maximum file size: 250 kB;
  - File format: png, jpeg.

- Mobile Version
- Resolution: 460x380 px;
  - Maximum file size: 250 kB;
  - File format: png, jpeg.

May, June, August: **₽300 000 per month**  
July: **₽500 000 per month**



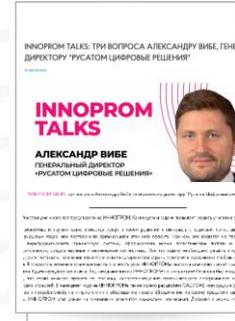
## **INNOPROM ONLINE DIGEST (NEWSLETTER)**

Take advantage of our mailing list to promote your company, highlight your participation, and showcase products and services. Engage with INNOPROM visitors, international and Russian delegations, experts to speak at the Program of Events, participants, and VIP exhibitors.

**Reach over 100,000 contacts every month.**

### **Monthly Digest**

December – June: **₽80 000**



## **INNOPROM TALKS: INTERVIEW WITH COMPANY REPRESENTATIVES**

Every business has a unique story to share, from its founding journey to the current achievements. Let us help you tell yours. Don't miss an opportunity to elevate your brand and its products while showcasing why partnering with your company is the right choice.

Your professionally crafted video interview will be featured in our newsletter, published on the official INNOPROM website, and promoted to the audience through our Telegram channel.

**₽250 000**

### **CONTACT US:**

[PR@INNOPROM.COM](mailto:PR@INNOPROM.COM)

Showcase your company's name and products to the INNOPROM audience and draw more visitors to your booth or event at the Trade Fair.



## **YOUR POST ON INNOPROM TELEGRAM CHANNEL**

### **PROVIDED SERVICES:**

- 1 post on the official Telegram Channel of the Trade Fair;
- Development, coordination, and timely posting for your content;
- UTM parameters, image and video support.

December – April: **₱100 000 per package**

May, June: **₱150 000 per package**

July: **₱350 000 per package**



## **ENGAGING CONTENT ON INNOPROM TELEGRAM CHANNEL**

### **PROVIDED SERVICES:**

- Creative and engaging content development in any available format (surveys, tests, giveaways, infographic cards, live streams);
- Raising brand awareness and audience engagement during the Trade Fair;
- Giveaway prize delivery management

December – May: **₱200 000 per post**

May – June: **₱350 000 per post**

July: **₱450 000 per post**

**CONTACT US:**

[PR@INNOPROM.COM](mailto:PR@INNOPROM.COM)

## MEETING ROOM FOR RENT



## MEETING ROOM FOR RENT

- Exclusive service for INNOPROM Participants;
- 90 min and 120 min time slots;
- Capacity up to 8 people.

July 7, July 8: **₱300 000 per 90 min slot**

July 7, July 8: **₱350 000 per 120 min slot**

July 9, July 10: **₱180 000 per 90 min slot**

July 9, July 10: **₱200 000 per 120 min slot**

### CONTACT US:

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## **TRAVEL SERVICES**

Enhance your travelling experience and make your journey to the Trade Fair in Ekaterinburg seamless with Promo Travel.

- convenient air travel;
- accommodation;
- transportation;
- translation services;
- guided city tours;
- extra services.



## **FREIGHT FORWARDING**

DMV EXPO, LLC is a logistics company offering a full range of freight forwarding solutions. The services include domestic and international cargo transportation using various modes of transport, as well as specialized handling of cargo for trade fairs and exhibitions in Russia, including INNOPROM.

### **DMV EXPO, LLC Services:**

- Cargo transportation in Moscow, Moscow Region, throughout Russia, CIS countries, international transportation.
- Custom clearance
- Freight forwarding services
- Solutions for exhibitions
- Cargo handling
- Warehouse services

### **CONTACT US:**

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[EXPO.INNOPROM.COM](http://EXPO.INNOPROM.COM)