



Metal-Expo Advertising Opportunities

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Exhibition Catalogue

The bilingual (Russian and English) printed version of the exhibition catalogue contains exhibitors' contact details and descriptions, exhibition floor plan, and exhibitor list as per fields of activities.



Print run: 10 000 copies

Color: full color

Size: A4 (210 x 297mm)

Volume: 220-250 pages

The catalogue is distributed among exhibitors, sold to visitors, shipped to state organizations, industrial associations and unions, embassies etc.

Advertising Opportunities

Type	Position and Description
Text	Company description
Company colored logo	Positioned next to the company name in both Russian and English versions
QR code	Positioned next to the company name in both Russian and English versions
Company logo on the floor plan (colored)	Positioned on the exhibition floor plan



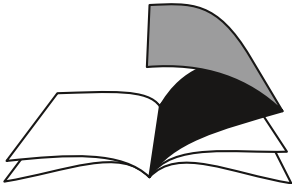



Advertising Opportunities

Type	Position and Description
Advertisement, 1 A4 page	Positioned inside the alphabetical exhibitor list (full color)
Advertisement, 1/2 A4 page	Positioned inside the alphabetical exhibitor list (full color)
Advertisement, 1 A4 cover page	Positioned on cover pages 2, 3, or 4 (full color)
Bookmark	Two- sided (60 x 150 mm), full color
VIP-page	<ul style="list-style-type: none"> - Left page before the table of contents - Left page before welcome addresses - Left page before alphabetical exhibitor list - Before the exhibition floor plan

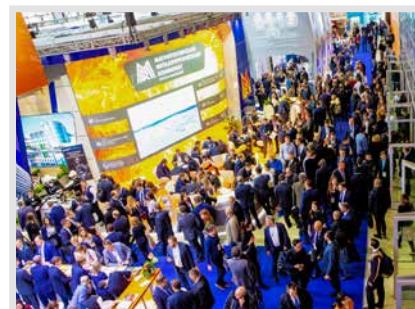


Advertising in the Exhibition Catalogue, Special Offer

Type	Position and Description	
Inserted page 1 (2A4)	Size: A4 Paper: 250-270gr Number of pages: 2 Plated	
Inserted page 2 (4A4, book type)	Size: A4 Paper: 250-270gr Number of pages: 4 Plated	
Inserted page 3 (8A4, inside folding)	Size: A4 Paper: 80gr Number of pages: 8 Plated	

Reasons for Advertising in the Exhibition Catalogue

- Every year the printed version of the exhibition catalogue is distributed among thousands of industry professionals who use it not only during the exhibition, but also after it. This makes the catalogue an efficient marketing tool.
- The catalogue contains the most accurate and up-to-date information on the major Russian, the CIS and international steel producers. Steel industry professionals use it as a directory throughout the year.
- Advertising in the official exhibition publication speaks of the company's sustainability and draws attention to your activity and brand name.



E- Catalogue

The E-catalogue is an efficient tool to introduce the company and a modern and lasting means of your products' marketing.

The exhibitors' details will be available on the Exhibitor List webpage for 10 month until the next event. After that the information will be archived on the History of the Exhibitions webpage.



Advertising Opportunities

Type

Colored company logo next to the company name

Exhibitor's name on bold types on Exhibitor List webpage

A complete version of the on-line catalogue is available on www.metal-expo.com

Esfarayen Industrial Complex	1C01
Eurasian Metals	2D28
Europack 	3D10
European Steel Company	
Exima Pro	3C23
Expert South	1C02, 3C16
Export Support Center of the Republic of Sakha (Yakutia)	1D25
F	
COMPANY NAME	STAND
Fagor Arrasate	3B26
Fasteners, Adhesives, Tools and..., Magazine	1C02, 3C16
FINGO 	3A15

Guide Book

The bilingual (Russian and English) guide book contains the events program, the exhibitor list with stand numbers, and the detailed exhibition floor plan.



Print run: 35 000 copies

Color: full color

Size: A5

(148 x 210 mm)

Volume: 16-24 pages

Distribution: free distribution from registration desks at every entrance, at the Exhibition Management Office and among exhibitors.

Reasons for Advertising in the Exhibition Guide Book

The guide book is given to every Metal-Expo visitor free of charge. It is a handy guide to find the company and the event held during the exhibition. It is a good opportunity to single out your stand among the others on the floor plan. Advertising in the guide book makes your brand-name known among steel industry professionals.

Advertising Opportunities

Type	Position and Description
Advertisement, full color	Positioned inside the guide book
Logo on the floor plan, full color	Positioned on the exhibition floor plan
Cover page	Cover pages 2, and 4



Advertising on the Fairgrounds

The total of more than 35 000 steel industry professionals visit the event.

All the advertising structures on the fairgrounds including those at the registration zone and in the halls attract the target audience's attention ensuring more visitors on your stand during the event.



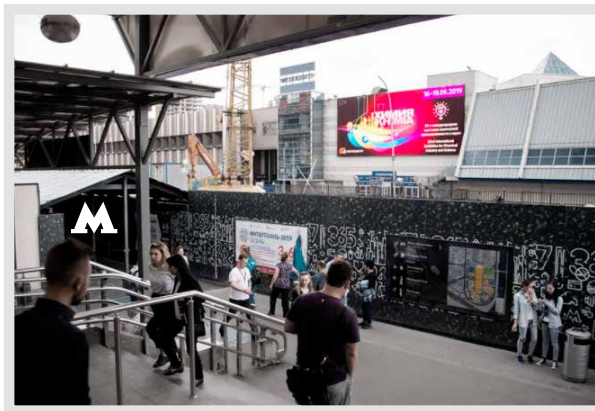
Advertising on Static Structures

To be agreed with the Organizers.

Type	Position and Description
1 Billboard	at the Fairgrounds (6 x 3m)
2 Billboard	on pillars (6 sqm)
3 Billboard	in the hall outside the stand area (3 x 2 m)



Advertising on LED Screens above the Entrance near the Metro Station

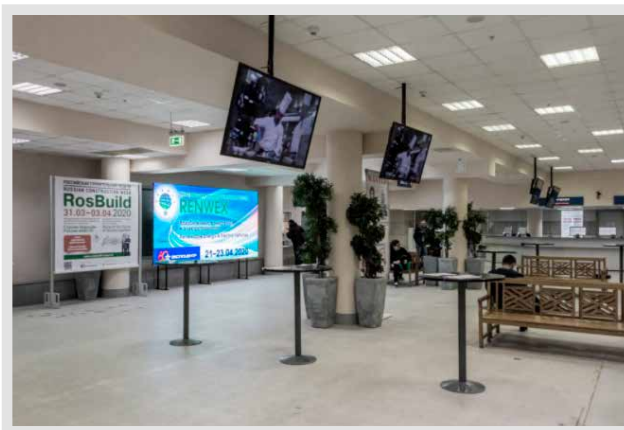


- Size: 20 x 8 m
- At least 100 runs a day from 8.00 to 18.00 hrs during the exhibition (except set up and dismantle)
- Runtime: 15 or 60 sec.



Type	Position and Description
Video advertising	West media façade, duration: 15 sec
Video advertising	West media façade, duration: 60 sec

Advertising on LED Screens at the Registration Zone



- Size: 4 x 2 m
- At least 100 runs a day from 8.00 to 18.00 hrs during the exhibition (except set up and dismantle)
- Runtime: 15 or 60 sec.



Type	Position and Description
Video advertising	LED screen at the West registration zone, duration: 15 sec
Video advertising	LED screen at the West registration zone, duration: 60 sec

Advertising on LED Screens above the Entrance to Hall 2.1



- Size: 7.7 x 4.6 m
- At least 100 runs a day from 8.00 to 18.00 hrs during the exhibition (except set up and dismantle)
- Runtime: 15 or 60 sec.



Type	Position and Description
Video advertising	LED screen in hall 2.1, duration: 15 sec
Video advertising	LED screen in hall 2.1, duration: 60 sec

Advertising on Plasma Screens in the Halls

- Size: 42 x 50"
- 10 screens
- At least 50 runs a day from 8.00 to 18.00 hrs during the exhibition (except set up and dismantle)
- Runtime: 15 sec.

Type	Position and Description
Video advertising	Plasma screens in the hall



Other Advertising Opportunities

Type	Position and Description
Press-village	Exhibiting the brochure on the press-village stand (1 space)




Type	Position and Description
Radio announcement	in the hall, maximum duration: 30 sec.

Type	Position and Description
Promoter's pass	allowing promoter to stay in the hall during the event
Mascot promoter's pass	allowing promoter to stay in the hall during the event



Other Advertising Opportunities

- **www.metal-expo.com Website**
Posting newsletters and reviews of the latest solutions and products on the website attracts the target audience's attention to your brand-name and more visitors to your stand during Metal-Expo.
- **Digests and Email Blasts**
The Organizers offer e-mailing your digests with reviews of new technologies, products and solutions to the target audience in your database.
- **Our Social Networks Pages**
Announcing the exhibitors' new products and solutions in the news feed.
- **Advertising on the Visitor Invitation**
The visitor gets the invitation with the exhibitor's banner on it by clicking on a link. The link generated by the Organizers and can be included in your email blast and uploaded on the website.
- **Sponsors' Packages**
Upon request.

25th International Industrial Exhibition
Metal-Expo'2019 


Company name: **November 12-15, 2019**
Name: Pavilion 75, The All-Russia Exhibition Center, Moscow
Position:

You have successfully registered as a visitor of Metal-Expo 2019, 25th International Industrial Exhibition **Your personal code**





Please print out the admission ticket in the pop-up window and present it at the express registration desk at Metal-Expo 2019 to exchange it for a visitor badge. *Please be ready to present your ID at the registration counter on request.

Venue: Pavilions 75, The All-Russia Exhibition Center (VDNKh Metro station), Moscow

The exhibition is open for visiting:
12 November: 10:00-18:00 hrs 13 November: 10:00-18:00 hrs
14 November: 10:00-18:00 hrs 15 November: 10:00-14:00 hrs



VDNKh Metro station
Mira prosp.

-  25th International Industrial Exhibition **Metal-Expo'2019**
-  International Exhibition for Steel Products and Structures for Construction **MetalStroyForum'2019**
-  International Exhibition for Equipment and Technologies for Steel Industry and Metallurgy **MetallurgMash'2019**
-  International Exhibition for Transportation and Logistics for Mining and Metallurgical Complex **MetalTransLogistik'2019**

Exhibitor's advertisement



Contacts



Alexey Yakovenko (Mr)

Head of International Dept.

Phone: +7 (495) 734-99-66

E-mail: alex@metal-expo.ru



Ekaterina Alekhina (Ms)

Assistant, International Dept.

Phone: +7 (495) 734-99-66

E-mail: alekhina@metal-expo.ru