



# **INTERFABRIC** SPRING

Pavilions 2, 3, Forum

 **EXPOCENTRE**  
MOSCOW

**11-13**  
**march**  
**2024**

**CATALOG OF ADVERTISING  
OPPORTUNITIES**



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## FREE ADVERTISING OPPORTUNITIES

Mark your participation in the exhibition "INTERFABRIC-2024.SPRING" by downloading the official advertising modules of the event:

### Logo of the exhibition "INTERFABRIC"

Use it in correspondence and promotional materials of your company with an invitation to a meeting during the exhibition.



[Download](#)

### The layout of "Invitation to the stand" banner

Place a banner with the booth number on the corporate website, in social networks or in the newsletter in order to notify your potential customers in advance about the possibility of offline meetings during the exhibition



[Download](#)



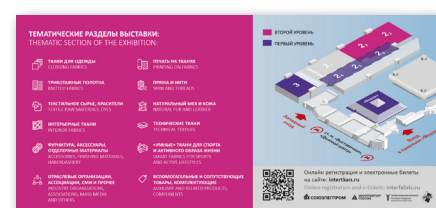
[Download](#)

### The layout of the invitation card

Distribute invitation cards among customers and at points of sale, during participation in other specialized exhibitions, at your company's events, at business meetings.



[Download](#)



## PLACEMENT ON THE INDUSTRY MARKETPLACE ON PARTNER TERMS

LEGPROMB2B.market is designed to unite all industry participants on one platform.

This is the place where market professionals can select new suppliers of the goods they need without spending a huge amount of time searching the Internet.

A unique feature of the marketplace is that for a fairly small fee you are provided with a B2B platform for personal use, in fact a full-fledged website with free technical support, where your company can both actively sell its products and invite new customers to familiarize themselves with your assortment.

Orders to the personal account will be received both from the site and from the market. All you have to do is to transfer the goods in Russian. This will help you not only enter new markets, but also increase sales. At the moment, not only Russian manufacturers are actively joining us, but also manufacturers from other countries, including Belarus, Kazakhstan, Turkey, Uzbekistan, China, Vietnam and India. We will be glad to see your company on our marketplace.

Detailed information about the platform <https://legprom.cloud/>

**LEGPROM**  
**B2B.MARKET**

### PROJECT PARTICIPANTS:

#### MANUFACTURERS OF

- ✓ raw materials
- ✓ semi-finished fabrics
- ✓ finished products
- ✓ accessories
- ✓ equipment
- ✓ chemicals

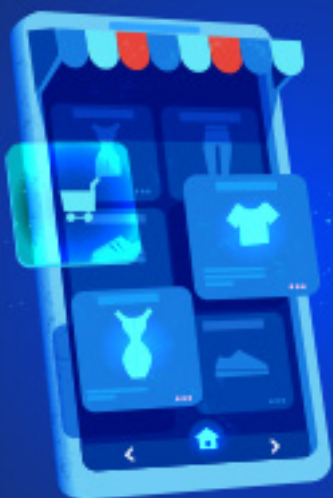
#### SUPPLIERS OF INDUSTRY SERVICES

#### WHOLESALE BUYERS

**B2B**

### YOU CAN ALREADY FIND IT ON THE MARKETPLACE:

- ✓ more than 400 000 products
- ✓ representatives not only from Russia, but also from other countries.





## ADVERTISING IN THE PRINTED GUIDE OF THE EXHIBITION INTERFABRIC-2024.SPRING

The official guide is an effective tool for advertising the audience both during the exhibition and after its completion before the start of the new season.

The official guide is provided to all visitors and participants of the exhibition.

This navigator for the visitor of the exhibition among all the variety of participants allows the interested company to properly attract the attention of the visitor, for example, by highlighting the name of the company in the list of participants and on the exposition plan of the exhibition.

The circulation of the guidebook on a paper clip is 1000 pcs., it is placed in the registration area, on the territory of the exhibition in information desks.



### Cost of the placement


Logo + pointer to the stand on the plan	25 000,00 rub.
Advertising strip (1/1), 4 colors	34 000,00 rub.
Advertising strip (1/2), 4 colors	17 000,00 rub.
Advertising spread (2/1), 4 colors	50 000,00 rub.
Advertising strip (1/1), 3rd cover	45 000,00 rub.
Advertising strip (1/1), 4th cover	43 000,00 rub.
Highlighting the company name in color in the list of participants	8 000,00 rub.

Prices include VAT 20%


Technical requirements for the layout: strip size 146x210 mm + departures 5 mm, CMYK, resolution 300 dpi, TIFF format

For more information and a special offer, please send an application to your manager's e-mail.

The deadline for submitting the layout is 05.02.2024.



**388**  
exhibiting companies



**19 763**  
visitors,  
>40 regions of Russia  
and 12 countries  
of the world

SEND REQUEST

## ADVERTISING IN THE MAP GUIDE OF THE EXHIBITION INTERFABRIC-2024.SPRING

A guide in map format is a new strategic format  
for advertising exhibiting companies

The guide card is distributed at promotions  
at industry events, placed in the registration area,  
on the territory of the exhibition in information desks.

The circulation of the guide card is 14,000 pcs.  
The language of the publication is Russian

### The cost of the advertisement placement

Logo + pointer to the stand on the plan	27 000,00 rub.
Advertising module (75x95mm)	78 000,00 rub.
Highlighting the company name in color in the list of participants	12 800,00 rub.



Prices include VAT 20%

Technical requirements for the  
layout: strip size  
146x210 mm + departures 5 mm,  
CMYK, resolution 300 dpi, TIFF format



For more information  
and a special offer,  
please send an application  
to your manager's e-mail.

The deadline for submitting  
the layout is 12.02.2024.

SEND REQUEST

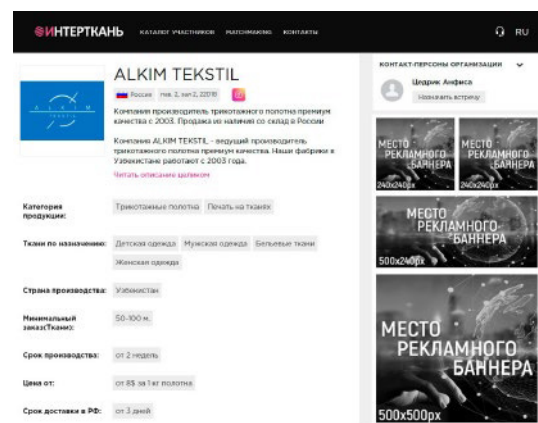


## BANNER IN THE ELECTRONIC CATALOG OF THE EXHIBITION INTER FABRIC-2024.SPRING

The electronic catalog of the exhibition  
is the most visited section of the website.

An online catalog is a tool for a visitor's first  
acquaintance with the company, it is also  
a modern and long-term way to promote  
your products and services.

All the data posted in the participant's profile  
on the site will be available on the tab  
"List of participants" within 3 months  
after the end of the exhibition.



Advertising banner 240x240 px	30 000,00 rub.
Advertising banner 500x240 pix	35 000,00 rub.
Advertising banner 500x500 pix	40 000,00 rub.

Prices include VAT 20%

The price is indicated for accommodation for 30 calendar days.  
The number of banner places is limited.

For more information and a special offer, please send an application  
to your manager's e-mail.

[SEND REQUEST](#)

## BANNER IN CORPORATE MAILINGS OF THE EXHIBITION INTERFABRIC-2024.SPRING

The opportunity to place your advertising logo/ banner in the branded electronic mailings of the exhibition (more than 120,000 email addresses of visitors).

Depending on the topic you are interested in, we provide the opportunity to place your logo / banner in one or more email newsletters.

### The cost of placing a logo/banner

(including the placement of a link to your site), size 600 x 110 pixels.

1 logo/banner	23 000,00 rub.
2 logo/banner	36 000,00 rub.
3 logo/banner	45 000,00 rub.

Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.

[SEND REQUEST](#)





## PLACEMENT OF THE LOGO ON BANNERS

We offer you the opportunity to place your logo and booth number on informational banners with the exhibition plan.

These banners are placed throughout the exhibition complex (for example, in the registration areas and near the entrance to the exhibition halls).

**EXCLUSIVE OFFER FOR SEVERAL PARTICIPANTS!**

The cost of placing the logo on banners – 47 000,00 rub.

Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.



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## OUTDOOR ADVERTISING PLACEMENT ON THE TERRITORY OF THE EXHIBITION COMPLEX

There are various options for placing outdoor advertising on the territory of Expocentre Fairgrounds during the event.

The cost of manufacturing and placing billboards with advertising information on the territory of Expocentre – starting 27 000,00 rub.

Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.

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## PLACEMENT OF THE COMPANY'S ADVERTISING ON THE VISITOR'S BADGE

Your advertisement will be placed  
on each visitor's badge



**SOLD OUT**



## LOGO ON BAGE RIBBONS

Your logo will be placed on the lanyard for each type of pass (exhibitor, VIP, press, visitor, etc.).



**SOLD OUT**





## ADVERTISING OPPORTUNITIES IN COFFEE-POINT

Branded coffee/tea glasses 5,000 pcs.

(company logo/exhibition logo, layout is agreed with the organizers of the exhibition).

Advertising of the company on the surface of tables in COFFEE - POINT

(8 tables in 4 points)

Price - 250 000 rub.

Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.

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**800**  
brands  
participating

**19 763**  
visitors, >40 regions of Russia  
and 12 countries of the world

**17 000 m<sup>2</sup>**  
exhibition  
exposition

**> 7 000**  
drunk cups  
of coffee

## ADVERTISING ON THE WEBSITE AND IN THE PRINTED VERSION OF THE MAGAZINE LEGPROM REVIEW

SOYUZLEGPROM and the directorate of the INTERFABRIC exhibition invite you to post information about your company on the [website](https://www.interfabric.ru) and in the printed version of the Legprom Review magazine.

You can get acquainted with the materials of all issues on the journal's [website](https://www.interfabric.ru).



For the exhibition "INTERFABRIC-2024.Spring" is preparing a new issue of the magazine, where you can place both a short announcement about your offers for the exhibition, as well as image advertising or extensive material about your company.

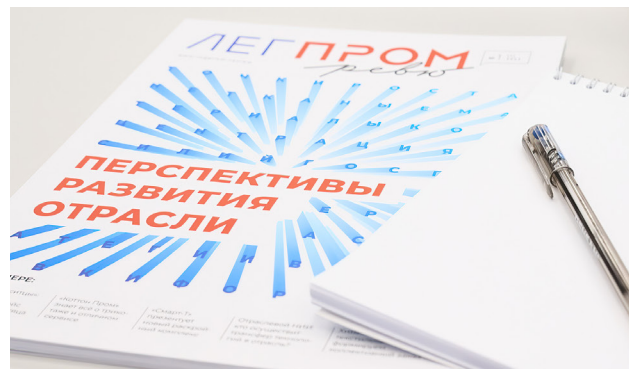
The magazine will be published in 100 pages and will be printed in 5,000 copies. At the exhibition, the magazine will be presented at the reception desks, information desks, as well as in all halls of the business program "Russian Textile and Light Industry Week".

Take the opportunity to present your company widely in the Legprom Review magazine.

**ЛЕГПРОМ**  
*ревью*

If you have any questions about cooperation, please contact Mikhail Shpilkin, phone: +7 (903) 624-95-04, email: [mikhail@shpilkin.ru](mailto:mikhail@shpilkin.ru).

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## ADVERTISING ON PLASMA PANELS OF EXPOCENTRE FAIRGROUNDS

Plasma panels are placed in the Expocentre Fairgrounds in places that are accessible to the largest number of visitors to the complex. The registration area of the Western entrance, four plasma panels working in synchronous mode for the exhibition period, the broadcast time is from 8:00 to 18:00.

Possible number of displayings per day: 50; 100; 150; 200.

The prices:

15 sec.	38 000,00 rub.*
30 sec.	52 000,00 rub.*
60 sec.	86 000,00 rub.*

\*The price is for one pylon. Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.

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## RENT OF EQUIPPED HALLS AND MEETING ROOMS

For your convenience, it is possible to rent an equipped hall for events – meetings, master classes, lectures, etc. - or meeting rooms.

The cost of rent for one exhibition day:

Seminar hall 5 of Pavilion No. 2, up to 50 people theater	80 000,00 rub.
Seminar hall 1 of Pavilion No. 2, up to 50 people theater	75 000,00 rub.
Seminar hall 3 of pavilion No. 2, up to 100 people theater	95 000,00 rub.
The Southern Hall of the Forum pavilion, up to 150 people theater	130 000,00 rub.
Marble hall of the Congress Center, up to 150 people theater	130 000,00 rub.

The rent of the halls includes only furniture (tables for the presidium and chairs).

### STANDARD SET OF AUDIOVISUAL EQUIPMENT IN EACH HALL:

LCD projector + plasma screen (60/70/75 inches), laptop, sound amplification system, presenter, 2 wired microphones, 1 radio in the hall.

the cost is approximately 45 000, 00 py6.

Fluctuations can be in the direction of decreasing / increasing, depending on what you choose a screen or plasma.

Prices include VAT 20%

For more information and a special offer, please send an application to your manager's e-mail.

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## CONTACTS:

For more information and a special offer,  
please send an application to your manager's e-mail.

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