

16-th International Exhibition of Fabrics and Textile Materials



INTERFABRIC AUTUMN

10-12

september

2024

Pavilions

Forum, 3, 7



EXPOCENTRE
MOSCOW

**CATALOG OF ADVERTISING
OPPORTUNITIES**

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DEAR PARTICIPANTS!

- **The exhibition team thanks you for your decision to participate in the exhibition and offers to use advertising tools for effective participation.**
- **Detach from competitors, stand out on the site and get a larger flow of target audience to your stand!**
- **The more attention you pay to the organization and planning of the upcoming exhibition, the more effective your participation will be.**
- **The exhibition team is always happy to help with any questions and offer individual marketing and partner packages of the participant, designed specifically for the tasks of your company.**

We wish you a successful exhibition!

FREE ADVERTISING OPPORTUNITIES

Mark your participation in the “INTERFABRIC-2024.Autumn” exhibition by downloading the official promotional modules of the event:

INTERFABRIC.AUTUMN

[Download](#)

The logo of the “INTERFABRIC” exhibition

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



[Download](#)

Banner "Invitation to the stand"

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



[Download](#)

The layout of the invitation card

Distribute invitation cards to customers at points of sale, while participating in other specialized exhibitions, at your company's events, and at business meetings.

PLACEMENT ON THE MARKETPLACE ON PARTNER TERMS

LegpromB2B.The Market is designed to unite all industry participants on one platform.

**LEGPROM
B2B.MARKET**

This is the place where market professionals can select new suppliers with the product 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 your 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 on the portal <https://legprom.cloud>.

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 CATALOG OF THE "INTERFABRIC-2024.AUTUMN" EXHIBITION.



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

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

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

The circulation of the catalog on a paperclip is 3,000 copies. It is placed in the registration area and at information desks on the territory of the exhibition.

The cost of the placement, in rubles

Logo + pointer to the stand on the plan	27 000
Advertising strip (1/1), 4 colors	38 000
Advertising strip (1/2), 4 colors	20 000
Advertising spread (2/1), 4 colors	55 000
Advertising strip (1/1), 3rd cover	50 000
Advertising strip (1/1), 4th cover	45 000
Highlighting the company name in color in the list of participants	10 000



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 — 15.08.2023.

ADVERTISING IN THE EXHIBITION GUIDE "INTERFABRIC-2024.AUTUMN"



The guidebook is a new strategic format for advertising exhibiting companies.

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

The guide's circulation is 14,000 copies.

The language of the publication is Russian.

The cost of the placement, in rubles

Logo + pointer to the stand on the plan	30 000
Advertising module (75x95mm)	80 000
Highlighting the company name in color in the list of participants	15 000



900+
Participants



20 369
Visitors

Prices include VAT 20%.

Technical requirements for the layout: strip size 75 x 95 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—15.08.2023.

A BANNER IN THE CORPORATE NEWSLETTERS OF THE "INTERFABRIC-2024.AUTUMN" EXHIBITION.

The opportunity to place your advertising logo/banner in the branded electronic mailings of the exhibition (more than 120,000 e-mail 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, size 600 x 110 px, rub. (including posting a link to your site).

1 logo/banner	25 000
2 logo/banner	40 000
3 logo/banner	45 000

Prices include VAT 20%

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



PLACEMENT OF THE LOGO ON THE BANNER

We offer you the opportunity to place your logo and booth number on information 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).

The cost of placing the logo on the banner is 55,000 rubles.

Prices include VAT 20%

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



OUTDOOR ADVERTISING ON THE TERRITORY OF THE EXHIBITION COMPLEX

There are various options for 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 Fairgrounds is 30,000.00 rubles.

Prices include VAT 20%

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



PLACEMENT OF THE COMPANY'S ADVERTISING ON THE VISITORS' BADGE

 Your advertisement will be placed on each visitor's badge.

The cost of advertising on the badge is 250,000.00 rubles.

Prices include VAT 20%

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



SOLD OUT

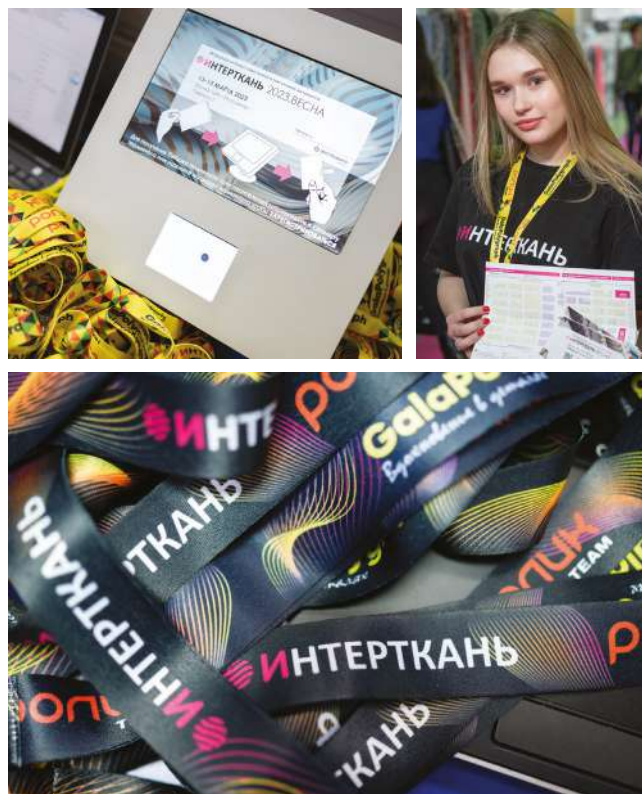
LOGO ON BADGE RIBBONS

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

The cost of placing the logo on badge ribbons is 500,000 rubles.

Prices include VAT 20%

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



SOLD OUT

ADVERTISING OPPORTUNITIES AT COFFEE POINT

**Advertising of the company on the surface
of the tables at Coffee Point (10 tables at 6 points).**

The cost is 175 000 rubles.

Prices include VAT 20%

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



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

ЛЕГПРОМ
ревью

SOYUZLEGPROM and the directorate of the exhibition "INTERFABRIC" invite you to post information about your company on the website and in the printed version of the magazine "Legprom Review".

You can get acquainted with the materials of all issues on the magazine's [website](#).

For the "INTERFABRIC-2024.Autumn" exhibition is preparing a new issue of the magazine, where you can place a short announcement, an image advertisement or an extensive text about your company.

The 100-page magazine 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.



For cooperation, please contact Mikhail Shpilkin,
tel.: +7 (903) 624-95-04, e-mail: mikhail@shpilkin.ru.

ADVERTISING ON PLASMA PANELS OF EXPOCENTRE FAIRGROUNDS

Plasma panels are located 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 operating in synchronous mode for the entire period of the exhibition.

The broadcast time is from 8:00 to 18:00.

Possible number of impressions per day: 50, 100, 150, 200.

The cost of the service, in rubles.

15 sec.	40 000
30 sec.	55 000
60 sec.	90 000

Prices include VAT 20%

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



RENT OF EQUIPPED HALLS AND MEETING ROOMS



For your convenience, it is possible to rent an equipped hall for events (meetings, workshops, lectures, etc.) or a meeting room.

The cost of rent for one exhibition day, in rubles.

The South Hall of the Forum pavilion, up to 150 people (theater)	135 000
"Marble Hall" of the Congress Center, up to 150 people (theater)	135 000
Seminar room (2nd floor), up to 40 people (theater)	70 000
Banquet hall / foyer (3rd and 4th floors), up to 250 people (theater)	170 000
Conference hall / foyer (4th and 5th floors), up to 316 people (theater)	210 000
Panorama Hall (4th floor), up to 50 people (theater)	80 000
VIP meeting room (4th floor), up to 10 people.	50 000

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 60 000 rub.

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.

CONTACTS

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

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