



ITE Moscow

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☎ +7 499 750 08 28

☎ +7 499 750 08 30

📧 vacuumtechexpo@ite-expo.ru

Natalia Lomunova

Natalia.Lomunova@ite-russia.ru

Exhibition Director
(ext. 6226)

Lyudmila Battalova

Ludmila.Battalova@ite-russia.ru

Marketing Manager
(ext. 6219)

Alena Teptsova

Alena.Teptsova@ite-russia.ru

Coordinator
(ext. 6217)

Dear Exhibitors,

We are very pleased that you have decided to participate in **VacuumTechExpo 2018**, and welcome you as an exhibitor. Please contact us with any queries you may have during your preparation for the exhibition.

The Exhibitor Marketing Manual contains important information which will make your participation in the exhibition as effective as possible.

Arrangement of passes for the exhibition.

Company employees who will be present at the exhibition must arrange for permanent passes (exhibitor's badges) **no later than the 26 March 2018**. You can fill in the information for badges in personal cabinet.

Pro-forma M (page 2) – MUST be filled in.

Please, write the totals for your order on the form sign it and stamp it with your company stamp. A filled in form is used as proof for invoicing. We would like to ask you to adhere to the timescales and regulations of form submission.

We wish you success and we are waiting for you at the exhibition!

Yours sincerely,

The team of **VacuumTechExpo**

ORDER FORM FOR MARKETING SERVICES

(THIS FORM MUST BE COMPLETED)



Please send this form to ITE Expo:



☺ **Alena Teptsova** ⇒ Alena.Teptsova@ite-russia.ru
📄 **+7 499 750 08 30**
☎ **+7 499 750 08 28** ⇒ +📞 **6217**

customer ID (ITE use only)

Exhibiting company

Telephone

Contact person

E-mail

Form No.	Form was filled in and sent to ITE Expo	Description of services	Total, Euro
Form M1 (page 3)	yes <input type="checkbox"/> no <input type="checkbox"/>	Exhibitor passes	
Form M2 (page 4)	yes <input type="checkbox"/> no <input type="checkbox"/>	Conference hall rental	
Form M3 (page 5)	yes <input type="checkbox"/> no <input type="checkbox"/>	Advertising in the catalogue	
Form M4 (page 6)	yes <input type="checkbox"/> no <input type="checkbox"/>	Sponsorship opportunities	
Form M5 (page 7-8)	yes <input type="checkbox"/> no <input type="checkbox"/>	Advertising over the period of the exhibition (advertising structures, distribution of printed material)	
Form M6 (page 9)	yes <input type="checkbox"/> no <input type="checkbox"/>	Advertising on the exhibition website	

Notes:

1. This order form is a summary table of all orders made by you. It must be completed and is the basis for your invoice.
2. Order forms received one month before the start of the exhibition incur a surcharge of 50%; those received 10 days before the start of the exhibition incur a surcharge of 100%.
3. Payment must be made within 14 days from the date of invoice (with the exception of orders made after **26 March 2018**, which must be paid within 3 days).
4. By completing the order form and sending it to ITE Expo, the exhibitor agrees to pay in full for the services ordered. The order cannot be cancelled by the customer unilaterally.
5. The exhibitor has carefully read the rules of participation contained in this manual and agrees with them.

Place for stamp

signature

date

EXHIBITOR PASSES



Please send this form to ITE Expo:



☺ **Alena Teptsova** → Alena.Teptsova@ite-russia.ru
📄 **+7 499 750 08 30**
☎ **+7 499 750 08 28** → +7 6217

**NO LATER THAN
26th MARCH**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

EXHIBITOR PASSES

The entry of exhibitors into the territory of the exhibition complex over the periods of construction, deconstruction and exhibition (08:00-20:00) is allowed only upon the presentation of passes. Passes are issued by the Organisers to the amount of **1 pass for every 3 m. sq. of exhibition space ordered**. (2 passes are provided to stands 4 and 6 sq. m. in area)

If this number of passes is insufficient for all employees working at the stand (including interpreters and assistants but not including construction contractors that only work during the construction and deconstruction of the stand), you must order **additional passes using this form**.

	Quantity		Price, Euro	Total, Euro
Additional passes		X	24	

ATTENTION! Passes will already be filled in when they are issued. This is why you have to fill in information for them in personal cabinet (see sample below), otherwise you will have to go through the procedures required to receive a pass by yourself during the construction period.

To submit information about your company for the catalogue, you need to contact exhibition coordinator Alena Teptsova: Alena.Teptsova@ite-russia.ru
You will be sent a link with a login and a password for your online personal cabinet.

Invalid **without FORM M**

TOTAL FOR FORM: _____ **Euro**

Signature _____ Date _____

CONFERENCE HALL RENTAL



Please send this form to ITE Expo:



☺ **Lyudmila Battalova** ⇒ Ludmila.Battalova@ite-russia.ru
 📄 +7 499 750 08 30
 ☎ +7 499 750 08 28 ⇒ +☎ 6219

**NO LATER THAN
26th MARCH**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

RENTAL OF CONFERENCE HALLS AND MEETING ROOMS

The duration of the event must be divisible by one hour.

When ordering conference hall rental, please confirm that the event may be held in that place at that particular time with the Organisers.

When renting specialised facilities, the term "day" means the time between 10:00 and 18:00 the company only has the right to be present in the hall for the time rented.

	Number hours		Price per hour, Euro	Price per day, Euro	Total, Euro
Conference hall №3		X	200	870	

Conference halls are equipped with chairs, presidium, sound set and a wire microphone, table holder, sound mixer for 4 microphones and 2 stereo line input.

Conference hall №3 (pavilion 2, 100 people).

The facilities will be available 30 minutes before the time indicated on the order form.

PRESENTATION EQUIPMENT

(ORDER IF NEEDED)

	Number		Price per hour*, Euro	Price per day, Euro	Total, Euro
Projection screen		X	20	80	
Video projector		X	35	140	
Radio microphone		X	15	45	
Wire microphone		X	7	21	
Laser pointer		X	8	24	
Information desk A3		X	-	54	
Information desk 0,42x0,59 m		X	-	280	
Tribune for speech		X	-	70	

*minimal order - 2 hours

ATTENTION! We would like to draw your attention to the fact that the use of your own equipment (apart from personal computers) in the conference halls is not permitted.

The ordering of additional equipment and services that are not included in this list may be carried out using the technical services order forms.

Invalid **without FORM M**

TOTAL FOR FORM:

Euro

Signature _____

Date _____

VacuumTechExpo 2018

24-26 April | Moscow | ECC "Sokolniki"

International exhibition

EXHIBITOR MARKETING MANUAL

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ADVERTISING IN THE CATALOGUE, ROUTE PLANNER



Please send this form to ITE Expo:



☺ **Lyudmila Battalova** ⇨ Ludmila.Battalova@ite-russia.ru
 📄 +7 499 750 08 30
 ☎ +7 499 750 08 28 ⇨ +📞 6219

**NO LATER THAN
20th MARCH**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

The **exhibition catalogue** (in English and Russian) includes a plan with exhibition stands, a detailed list of exhibitors with contact details and a short description of the activities of the company and product categories. The catalogue is available on the exhibition website (electronic catalogue)

ENTRY IN THE EXHIBITION CATALOGUE

	Quantity		Price, Euro	Total, Euro
Entry about exhibitor	1	X	free	-
Entry about sub-exhibitor		X	450	

You can fill in the information for catalogue in personal cabinet.

The **exhibition route planner** is a publication which includes an exhibition plan, a list of exhibitors and an events programme for the exhibition. Format: A5. Language: English and Russian Print run: 2,000 copies. Distributed among the visitors and exhibitors at the exhibition.

ADVERTISING IN THE EXHIBITION ROUTE PLANNER

	Quantity		Price, Euro	Total, Euro
Logo + pointer to the stand on the floorplan*		X	240	
Logo next to information in route		X	60	
Advertising page (1/1), 4 colours		X	350	

*The logo is additionally placed on the floorplan in the catalogue, on signs with directions and on the exhibition website.

Technical requirements:

Files: TIFF, JPEG, PDG formats, CMYK colour model, 300 dpi resolution, +5mm bleed on every side, all fonts to be in italics, all linked pictures (if needed) to be present **Recommendation:** text used in logos and modules should be placed at a distance of no less than 4mm inside the edge of the cut

Notes: Adverts for the guide must be provided in electronic file format **no later than 20th March 2018.**

Invalid without FORM M

TOTAL FOR FORM: _____ Euro

Signature _____

Date _____

VacuumTechExpo 2018

24-26 April | Moscow | ECC "Sokolniki"

International exhibition

EXHIBITOR MARKETING MANUAL

5

SPONSORSHIP OPPORTUNITIES

Please send this form to ITE Expo:



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📄 **+7 499 750 08 30**
☎ **+7 499 750 08 28** ⇨ +📞 **6219**





Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

SPONSORSHIP OPPORTUNITIES

	Price, Euro	Total, Euro
Event sponsor 	12 000	
Official sponsor 	7 000	
Registration sponsor	5 000	
Visitor package sponsor	3 000	
Navigation sponsor	2 500	
E-ticket sponsor	3 000	
Route planner sponsor	3 000	

The sponsorship package may be modified in accordance with your marketing aims, tasks and the interests of your company. We would also be pleased to discuss special sponsorship projects for the exhibition VacuumTechExpo.

Invalid without FORM M

TOTAL FOR THE FORM: _____ **Euro**

signature _____

date _____

VacuumTechExpo 2018

24-26 April | Moscow | ECC "Sokolniki"

International exhibition

EXHIBITOR MARKETING MANUAL

ADVERTISING OVER THE PERIOD OF THE EXHIBITION



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**NO LATER THAN
23th MARCH**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

OUTDOOR ADVERTISING

	Quantity		Price, Euro	Total, Euro
Advertising structure 2x3 m		X	475	
Advertising structure 4x2 m		X	619	
Advertising structure 6x3 m		X	746	
Advertising structure near the entrance in ECC "Sokolniki", 2,68x2,17 m		X	424	
Advertising at Bus station		X	136	
Information structure, 0,9x1,4 m (double-sided)		X	280	

ADVERTISING INSIDE PAVILIONS / HALLS

	Quantity		Price, Euro	Total, Euro
Advertising structure 4x2 m		X	326	
Advertising structure 2x2 m		X	195	
Advertising structure 0,9x2,12 m		X	110	
Floor stickers**, per m2		X	55	

* Making video is not included in the price. ** The minimum size of stickers 1x1 m

The price includes the printing of the advertising layout, the setting up and dismantling of the structure, as well as its rental for the duration of the exhibition.

Plans for the placement of advertising structures and technical requirements for the advert are provided upon request. Please contact Marketing Manager Lyudmila Battalova with any questions (ext. 6219), Ludmila.Battalova@ite-russia.ru

ATTENTION! The price of additional services which are not included in this list is discussed by both parties.

Invalid without FORM M

TOTAL FOR FORM: _____ **Euro**

Signature _____ Date _____

ADVERTISING OVER THE PERIOD OF THE EXHIBITION

Please send this form to ITE Expo:



☺ **Lyudmila Battalova** ⇒ Ludmila.Battalova@ite-russia.ru
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**NO LATER THAN
23th MARCH**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

USE OF SPACE FOR ADVERTISING CARRIERS*

	Quantity		Price per 1 m2**, Euro	Total, Euro
Rental of space inside the exhibition pavilions		X	55	

* An advertising carrier is graphical, textual or any other type of information used for advertising, which is placed on special temporary/and or stationary installations, placed in the open air or inside the pavilion. The placement of an advertising carrier does not include the presence of those who order the service in/near the space where the advertising carrier is placed.

** 1 m2. is the size of the carrier (height x width), not the amount of floor space that it takes up.

INSERTS / DISTRIBUTION OF ADVERTISING MATERIALS*

	Quantity		Price, Euro	Total, Euro
Distribution of materials at registration stands		X	398	
Insertion into official exhibitor welcome packs		X	424	

* The weight of advertising materials must be no more than 150 g. The size of the advertising material must not exceed A4 (210x297 mm)

PROMOTERS*

	Quantity		Price, Euro	Total, Euro
Permission for the distribution of products in exhibition halls		X	161	

* The price only includes the cost of the promoter's badge. Additional staff is hired separately.

ATTENTION! The price of additional services which are not included in this list is discussed by both parties.

Invalid **without FORM M**

TOTAL FOR FORM: _____ **Euro**

Signature _____ Date _____

ADVERTISING ON THE EXHIBITION WEBSITE



Please send this form to ITE Expo:



☺ **Lyudmila Battalova** ⇨ Ludmila.Battalova@ite-russia.ru
 📄 +7 499 750 08 30
 ☎ +7 499 750 08 28 ⇨ +📞 6219

**NO LATER THAN
22nd JANUARY**

Exhibiting company _____

Telephone _____

Contact person _____

E-mail _____

ADVERTISING ON THE WWW.VACUUMTECHEXPO.COM

	Quantity		Price of the number of months, Euro		Total, Euro
			3 months	6+ months	
BANNER 300x80					
All pages		X	1 450	2 360	
Main page		X	1 140	1 670	
Internal pages		X	980	1 120	
BANNER 957x80					
All pages		X	2 310	2 700	
Main page		X	1 800	2 310	
Internal pages		X	1 640	1 970	

The placement of news and announcements is free

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Invalid without FORM M

TOTAL FOR THE FORM: _____ **Euro**

signature _____ date _____