



ADVERTISING & SPONSORSHIP OPTIONS

MosHome

INTERNATIONAL EXHIBITION OF
CONSUMER GOODS FOR HOUSE,
GARDEN, SPORTS AND LEISURE

1-4.04.2025

Moscow, Crocus Expo



ОРГАНИЗАТОР
ORGANISER



EIECO



Promotion opportunities MosHome 2025

Use advertising and sponsorship options of MosHome exhibition to:

- **Increase your brand awareness** and make it stand out for a potential buyer
- **Expand the reach of your target audience** and attract new customers to your product
- **Concentrate the attention of visitors on your product** and sign new contracts right at the exhibition

MosHome statistics:

12 000+ visitors
from **78** regions of Russia
and **15** countries

**MosHome 2024 statistics*

MosHome is International exhibition of consumer goods for house, garden, sports and leisure.

MosHome is a professional platform where manufacturers of a wide range of consumer products will be able to enter a new market or expand their sales, and buyers will be able to create an up-to-date product matrix that meets the demand of buyers.

The exhibition is held simultaneously with Russia's largest exhibition of building and finishing materials MosBuild, which gives participants additional opportunities to present their product to the maximum number of professional audiences on one site in just 4 days.

MosHome advertising opportunities will allow you to claim about yourself during the exhibition and long before it, to enhance the effect of participation.

Use the commercial potential of the exhibition to the maximum advantage to achieve high results.

EXHIBITION ADVERTISING CHANNELS

Exhibition channels

1. Badges

1.1	Promo badge (promo activities permission)	204
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2. Web-site banners

2.1	Web banner 1366x114 (main page), 1 month	840
2.2	Web banner 435x80 (main page), 1 month	480

3. Branding packages

3.1	Brand package 1: Company logo in the alphabetical exhibitors` list	200
3.2	Brand package 2: Company logo in the alphabetical exhibitors` list, company logo on the exhibition plan in the printed guide and navigation banner	400
3.3	Brand package 3: Company logo in the alphabetical exhibitors` list, company logo on the exhibition plan in the printed guide and navigation banner, advertising page (1/1)	1 000

4. Printed guide

4.1	Sub-exhibitor entry	450
4.2	A4 advertising page	660

CROCUS EXPO ADVERTISING SURFACES

5. Video-advertising



Advertising video on the stela between the pavilions

5.1	10 seconds	1 250
5.2	20 seconds	1 600
5.3	30 seconds	2 300

Examples and tech requirements:

<https://moshome-expo.com/en/exhibit/reklamnye-poverhnosti/street-outdoor-video/led-stella/>

6. Outdoor advertising



Façade banner on Pavilion 2

6.1	Façade banner 18x9	7 800
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Examples and tech requirements:

<https://moshome-expo.com/en/exhibit/reklamnye-poverhnosti/street-facad-banner/banner-facad-dva/>



Street lightbox

6.2	Street lightbox, 1 side	360
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Examples and tech requirements:



Branded flag on the flafpole

6.3	1 flag	350
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Examples and tech requirements:

<https://moshome-expo.com/en/exhibit/reklamnye-poverhnosti/street-flaghtoki/flagi-pav-dva/>

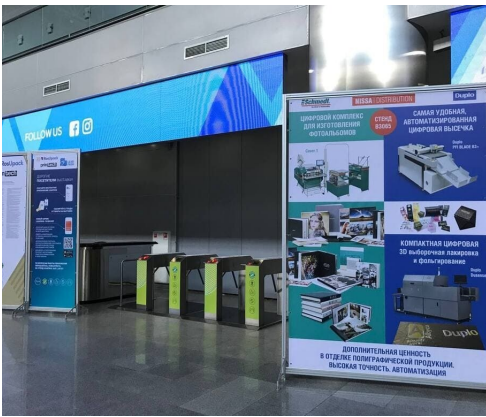


Advertising banners

6.4	Banner 2x3	840
6.5	Banner 3x3	960
6.6	Banner 4x3	1 440
6.7	Banner 6x3	1 800
6.8	Trilateral outdoor banner, 2x3	1 440
6.9	Quadripartite outdoor banner, 2x3	1 800

Examples and tech requirements:

<https://moshome-expo.com/en/exhibit/reklamnye-poverhnosti/street-outdoor-banner/>



Advertising banners

7.1	Advertising banner 1x2,9	300
7.2	Advertising banner 2x2,9	420

Examples and tech requirements:

<https://moshome-expo.com/en/exhibit/reklamnye-poverhnosti/pav-dva-adv/oktanorm-pav-dva/>



Floor sticker

7.3	Floor sticker, 1x1	180
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General partner of the exhibition

12 000

Options included:

Exclusive options

- Official status «General partner of the exhibition»
- Web-banner 1366x114 on the mail page of the exhibition web-site
- A4 advertising page on the back cover of the guide

Exhibition web-site

- Partner`s logo with official status on the main page of the web-site
- Partner`s news on the exhibition web-site (not less than 2 news)

Social media

- 2 posts with partner`s products information

PR and promotion

- Mention of the partner`s status in official press releases
- Publication of the interview with partner`s representative
- Onsite video feedback from the partner`s representative
- Inclusion of photos with the sponsor's stand in the photo report after the exhibition

Mailing

- Block about the partner in mailing campaigns (not less than 3 mailings)
- Partner`s logo with official status in all mailing campaigns

Printed guide

- Partner`s logo with the status on the cover of the printed guide
- Partner`s logo on the sponsors page
- Partner`s logo in alphabetical list of exhibitors
- Partner`s logo on the exhibition plan

Visitors registration

- Partner`s logo on the registration printed survey
- Partner`s logo on the registration page on the web-site

Exhibition navigation

- Partner`s logo on the navigation banner with exhibition plan
- Partner`s logo on the all navigation banners
- Partner`s logo on the navigation videos

Promo activities

- Promo badges (permission for promotional activities), 2 pcs.
- Distribution of promotional products (delivered by sponsor) in registration areas

Outdoor advertising

- Video advertising (30 sec) on the stella between pavilions
- 2x3 banner before the pavilion entrance

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Official partner of the exhibition

9 000

Options included:

Exclusive options

- Official status «Official partner of the exhibition»
- Advertising spread in the guide in the middle of the file

Exhibition web-site

- Partner`s logo with official status on the main page of the web-site
- Partner`s news on the exhibition web-site (not less than 2 news)

Social media

- 2 posts with partner`s products information

PR and promotion

- Mention of the partner`s status in official press releases
- Publication of the interview with partner`s representative
- Onsite video feedback from the partner`s representative
- Inclusion of photos with the sponsor's stand in the photo report after the exhibition

Mailing

- Block about the partner in mailing campaigns (not less than 2 mailings)
- Partner`s logo with official status in 7 mailing campaigns

Printed guide

- Partner`s logo with the status on the cover of the printed guide
- Partner`s logo on the sponsors page
- Partner`s logo in alphabetical list of exhibitors
- Partner`s logo on the exhibition plan

Visitors registration

- Partner`s logo on the registration printed survey

Exhibition navigation

- Partner`s logo on the navigation banner with exhibition plan
- Partner`s logo on the all navigation banners
- Partner`s logo on the navigation videos

Promo activities

- Promo badges (permission for promotional activities), 2 pcs.
- Distribution of promotional products (delivered by sponsor) in registration areas

Outdoor advertising

- Video advertising (30 sec) on the stella between pavilions
- 2x3 banner before the pavilion entrance

Partner of the visitors` registration

7 500

MosHome visitors go through a mandatory electronic registration to visit the exhibition. After that every visitor receives an electronic ticket with a sponsor's advertisement, to enter the exhibition area.

Options included:

Exclusive options

- . Official status «Partner of the visitors` registration»
- . Branding of the form of registration staff (provided by the Partner)
- . Partner`s logo on the e-ticket
- . Partner`s logo on the visitors` badges

Exhibition web-site

- . Partner`s logo with official status on the main page of the web-site
- . Partner`s news on the exhibition web-site

PR and promotion

- . Mention of the partner`s status in official press releases
- . Onsite video feedback from the partner`s representative

Mailing

- . Partner`s logo with official status in all mailing campaigns

Printed guide

- . Partner`s logo on the sponsors page
- . Partner`s logo in alphabetical list of exhibitors
- . Partner`s logo on the exhibition plan

Exhibition navigation

- . Partner`s logo on the navigation banner with exhibition plan
- . Partner`s logo on the all navigation banners

Promo activities

- . Promo badge (permission for promotional activities)
- . Distribution of promotional products (delivered by sponsor) in registration areas

Indoor advertising

- . Registration desk branding

Partner of the exhibition printed guide

6 000

Options included:

Exclusive options

- . Official status «Partner of the exhibition printed guide»
- . Branding of headers and footers on each page of the printed guide
- . Distribution of promotional materials in cubes with the exhibition guide

Exhibition web-site

- . Partner`s logo with official status on the main page of the web-site
- . Partner`s news on the exhibition web-site

PR and promotion

- . Mention of the partner`s status in official press releases
- . Onsite video feedback from the partner`s representative

Mailing

- . Partner`s logo with official status in 2 mailing campaigns

Printed guide

- . Partner`s logo with the status on the cover of the printed guide
- . Partner`s logo on the sponsors page
- . Partner`s logo in alphabetical list of exhibitors
- . Partner`s logo on the exhibition plan

Exhibition navigation

- . Partner`s logo on the navigation banner with exhibition plan
- . Partner`s logo on the all navigation banners

Promo activities

- . Promo badge (permission for promotional activities)

Partner of the exhibition sector

4 500

Options included:

Exclusive options

- Official status «Partner of the exhibition sector»

Exhibition web-site

- Partner`s logo with official status on the main page of the web-site
- Partner`s news on the exhibition web-site (not less than 2 news)

Social media

- A post with partner`s products information

PR and promotion

- Mention of the partner`s status in official press releases
- Publication of the interview with partner`s representative
- Onsite video feedback from the partner`s representative
- Inclusion of photos with the sponsor's stand in the photo report after the exhibition

Mailing

- Block about the partner in mailing campaigns
- Partner`s logo with official status in 5 mailing campaigns

Printed guide

- Partner`s logo on the sponsors page
- Partner`s logo in alphabetical list of exhibitors
- Partner`s logo on the exhibition plan
- A4 advertising page

Exhibition navigation

- Partner`s logo on the navigation banner with exhibition plan
- Partner`s logo on the all navigation banners

Indoor advertising

- Floor stickers in the hall, 2 pcs