



# ADVERTISING & SPONSORSHIP OPTIONS

## ■ MosHome

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

### 13-16.05.2024

Moscow, Crocus Expo



ОРГАНИЗАТОР  
ORGANISER



# Promotion opportunities MosHome 2024

## 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:

**5 000+** visitors  
from **78** regions of Russia  
and **15** countries

**16 000+** MosBuild  
cross-visitors

*\*MosHome 2023 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)	270
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### 2. Web-site banners

2.1	Web banner 1366x114 (main page), 1 month	800
2.2	Web banner 435x80 (main page), 1 month	530

### 3. Branding packages

3.1	Brand package 1: Company logo in the alphabetical exhibitors` list, company logo on the exhibition plan in the printed	200
3.2	Brand package 2: Company logo in the alphabetical exhibitors` list, company logo on the exhibition plan in the printed	400
3.3	Brand package 3: Company logo in the alphabetical exhibitors` list, company logo on the exhibition plan in the printed	1 000

### 4. Printed guide

4.1	Sub-exhibitor entry	450
4.2	A4 advertising page	700
4.3	A5 advertising page	450
4.4	Advertising spread	900

# CROCUS EXPO ADVERTISING SURFACES

## 5. Video-advertising



### Advertising video on the stella 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	8 900
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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	450
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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	900
6.5	Banner 3x3	1 200
6.6	Banner 4x3	1 500
6.7	Banner 6x3	2 100
6.8	Trilateral outdoor banner, 2x3	1 700
6.9	Quadripartite outdoor banner, 2x3	2 000

Examples and tech requirements:

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

## 7. Indoor advertising



### Registration desk branding

7.1	Two-sides ceiling banner, 18x6	1 400
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Examples and tech requirements:

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

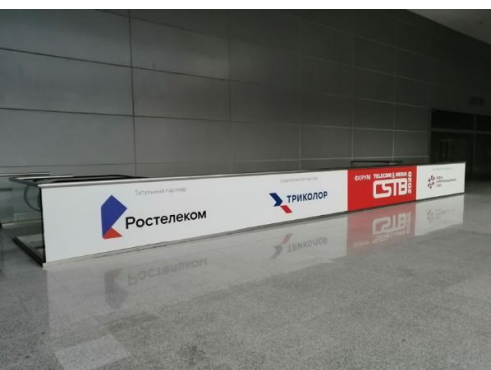


### Stickers over the hall entrances

7.2	One side	900
7.3	Both side	1 000

Examples and tech requirements:

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

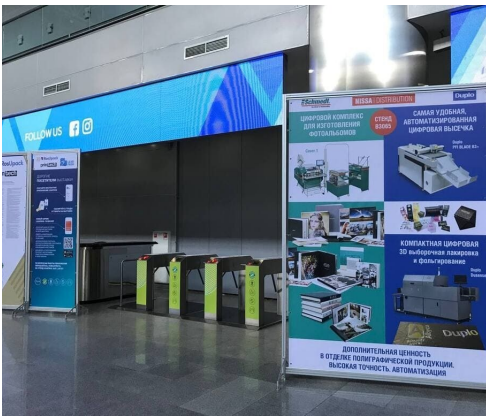


### Balcon branding

7.4	Stocker 12x1	1 900
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Examples and tech requirements:

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

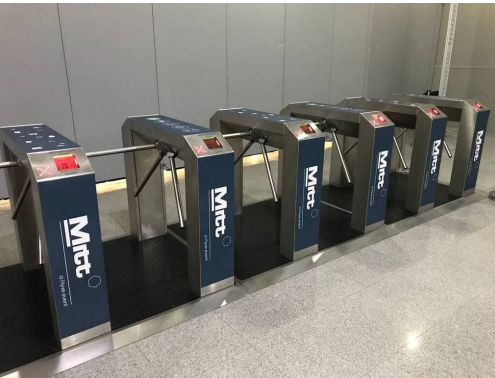


## Advertising banners

7.5	Advertising banner 1x2,9	450
7.6	Advertising banner 2x2,9	700

Examples and tech requirements:

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



## Entering turntiles

7.7	Turntiles branding, 4 pcs block	1 000
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Examples and tech requirements:

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



## Floor sticker

7.8	Floor sticker, 1x1	90
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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

### Indoor advertising

- Balcony branding 12x1



# 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

### Indoor advertising

- Sticker over the hall 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