

The Largest in Russia International  
Exhibition of Complex Engineering  
Systems for Heating, Water Supply,  
Sewerage and Pools

0+

# aqua THERM MOSCOW

[aquathermmoscow.ru](http://aquathermmoscow.ru)

Co-located with  
International Exhibition of  
Equipment, Technologies and  
Services for Ventilation,  
Air-Conditioning and Refrigeration



[airventmoscow.ru](http://airventmoscow.ru)

06—09.02.2024

Crocus Expo, Moscow

## Marketing Manual



Specialized section



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## How to Increase the Efficiency of Your Participation?



### Audience:

**194,196**  
unique website  
visitors

**223,715**  
individual contacts  
for sending  
newsletters

**41,699**  
online- registered  
visitors

**29,529**  
exhibition visitors

Using sponsorship and advertising opportunities, your company has an excellent opportunity to attract the attention of a significant professional audience to its products and brands both during the exhibition and long before it takes place.

Additional promotion tools provide you with a wide coverage and influence on a large number of your clients, which allows you to attract the maximum number of visitors to your company's stand and improve brand awareness, thereby increasing the number of potential partners and customers: representatives of wholesale and retail companies, design, installation, and construction firms.

These options are basic and we are always available to discuss special projects that will fit your needs, goals, and budget. If you have any questions regarding additional options, sponsorship and advertising opportunities at Aquatherm Moscow and AIRVent Moscow, please contact the Exhibition Marketing Department:

Elena Rak, Brand Manager of Aquatherm Moscow  
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**Audience:**  
**29,529**  
 exhibition visitors

**Contract period:**  
 - exhibition dates  
 - after exhibition



**Audience:**  
**29,529**  
 Exhibition visitors

**Contract period:**  
 - exhibition dates

## Exhibition Printed Guidebook

Advertising in the guidebook is an additional opportunity to attract visitors to your company's stand during the dates of Aquatherm Moscow and AIRVent, as well as to promote your brand and products until the opening of the next year's exhibition.

	Advertising Format	EUR
1.1	Logo + pointer to the stand on the layout	<b>244</b>
1.2	Company logo next to a description	<b>244</b>
1.3	Header or footer logo	<b>915</b>
1.4	Logo in the "List of Products and Services" section	<b>244</b>
1.5	Ad page (1/2)	<b>549</b>
1.6	Ad page (1/1)	<b>732</b>
1.7	Ad Spread	<b>1,158</b>
1.8	Ad page (1/1) 2d, 3d cover page	<b>1,402</b>
1.9	Ad page (1/1) 4th cover page	<b>1,890</b>

## Promoter Badges

A badge provides a permission to carry out advertising activities, which will allow you to cover the entire audience of the exhibition with advertising, as well as additionally influence potential clients not only at your company's stand.

	Advertising Format	EUR
2.1	In exhibition halls, 1 person/all days	<b>414</b>
2.2	In the lobby, 1 person/all days	<b>530</b>

## Exhibitor Badges

The number of additional badges depends on the stand size:

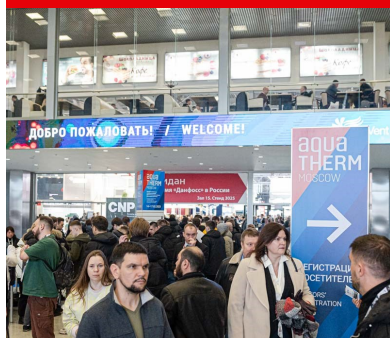
- from 1 to 20 sq. m – 3 pcs
- from 21 to 40 sq. m – 10 pcs
- from 41 to 80 sq. m – 20 pcs
- over 81 sq. m – 30 pcs

	Advertising Format	EUR
3.1	Additional exhibitor badges / pcs	<b>8</b>



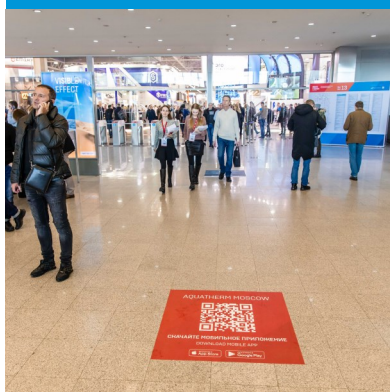
**Audience:**

**223,715**  
individual contacts  
for email newsletters



**Audience:**

**29,529**  
exhibition visitors



## Advertising in Newsletters

A new and exceptional option to place a logo in newsletters to visitors from the exhibition database will allow you to cover the maximum number of representatives of your target audience and influence it long before the event.

	Advertising Format	
4.1	Logo placement in one newsletter	<b>610</b>
4.2	Logo placement in all newsletters for exhibition visitors (more than 30 newsletters)	<b>1,646</b>

## Logo on Navigation Structures

	Advertising Format	EUR
5.1	Logo + pointer to the stand on the structure with the hall plan in the lobby	<b>506</b>
5.2	Logo on one navigation structure	<b>451</b>
5.3	Logo on all navigation structures, 20 elements	<b>5,427</b>
5.4	Logo and pointer to the stand on the hall plan in the printed guidebook and in the lobby	<b>677</b>
5.5	Lobby floor sticker / 1 sqm	<b>183</b>
5.6	Hall floor sticker / 1 sqm	<b>122</b>

## Lease of Areas

	Advertising Format	EUR
6.1	To place an indoor advertising structure, 1 sqm of structure	<b>134</b>
6.2	To place an outdoor advertising structure, 1 sqm of structure	<b>134</b>



# Advertising Structures in the Lobby

Structures with advertising of your company will allow you to cover 100% of the exhibition audience, because all visitors enter the exhibition halls through the lobby and reception.

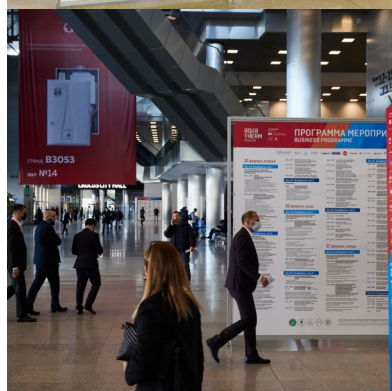
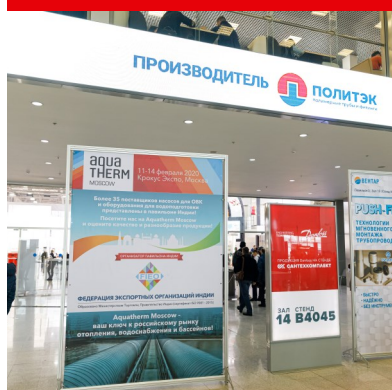


**Audience:**

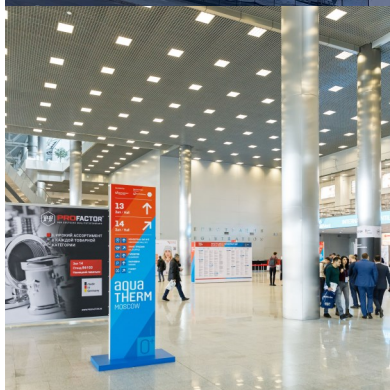
**29,529**  
exhibition visitors

**Contact period:**

- exhibition dates  
- after exhibition



	Advertising Format	EUR
7.1	Lightbox 1.17x1.97 m (front side)	<b>732</b>
7.2	Lightbox 1.17x1.97 m (back side)	<b>549</b>
7.3	Lightbox on the way from the metro station to the Pavilion 3x1.2 m	<b>427</b>
7.4	Lightbox at the cloakroom 1.14x2.44 m	<b>488</b>
7.5	Registration desk 2.96x1.54 m	<b>854</b>
7.6	Wall panel behind the registration desk 2.98x1.2 m	<b>305</b>
7.7	Column in front of the hall, 3.17x3 m	<b>976</b>
7.8	Turnstile branding, block of 6 pcs	<b>1,646</b>
7.9	Advertising structure Octanorm 1x2.9 m	<b>305</b>
7.10	Advertising structure Octanorm 2x2.9 m	<b>427</b>
7.11	Sticker above the hall entrance, 2.8x1.5 m (1 side)	<b>732</b>
7.12	Sticker above the hall entrance, 2.8x1.5 m (2 sides)	<b>976</b>
7.13	Sticker on a food court glass 5.32x3.8 m (medium)	<b>3,049</b>
7.14	Sticker on a food court glass 5.56x3.8 m (outermost)	<b>3,049</b>
7.15	Double-sided banner 8x12 m on ceiling girders	<b>6,097</b>
7.16	Video on a screen above halls 13–15, 17x1 (per screen)	<b>1,220</b>



**Audience:**

**29,529**  
exhibition visitors

**Contract period:**

- exhibition dates  
- after exhibition



## Outdoor Advertising Structures in Front of the Pavilion

Advertising on outdoor structures makes it possible to attract the attention of visitors and increase brand awareness.

	Advertising Format	EUR
8.1	Facade banner 18x9 m	<b>9,756</b>
8.2	Billboard along the Moscow Ring Road	<b>1,219</b>
8.3	Advertising structure 2x3 m	<b>854</b>
8.4	Advertising structure 4x3 m	<b>1,463</b>
8.5	Advertising structure 6x3 m	<b>1,829</b>
8.6	Four-sided banner 2x3 m	<b>1,829</b>
8.7	Outdoor lightbox 1.23x2.5 m, one side	<b>366</b>
8.8	Advertising vehicle	<b>1,536</b>
8.9	Advertising video on a stele screen between pavilions, 10 sec., 5 days	<b>793</b>
8.10	Advertising video on a stele screen between pavilions, 20 sec., 5 days	<b>1,427</b>
8.11	Advertising video on a stele screen between pavilions, 30 sec., 5 days	<b>1,829</b>

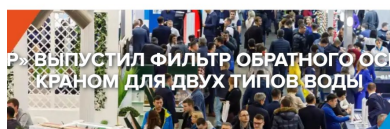


О выставке Участие Посещение Деловая программа Пресс-центр Сообщество



от ваша Граждане иностранных государств теперь могут получить электронную визу для въезда в Россию «БАРЬЕР» выт краном для дв

О выставке Участие Посещение Деловая программа Пресс-центр Сообщество



мпания по производству фильтров для воды «БАРЬЕР» этическую систему COMPACT OSMO 100M.

тупенчатый осмос, который не уступает по качеству очистки воды классическому пя ыше места под мойкой.

льным краном для двух типов воды. Один — подает воду, подходящую для пригото в — обогащенную полезными минералами.

ОМ состоит из трех ступеней:

тентованная технология, которая в одном корпусе соединяет два равных метода оч

## Ad on websites aquathermmoscow.ru and airventmoscow.ru

	Advertising Format	EUR
9.1	Web-banner 435 x 80 px / 1 month	488
9.2	Web-banner 1366 x 114 px / 1 month	976

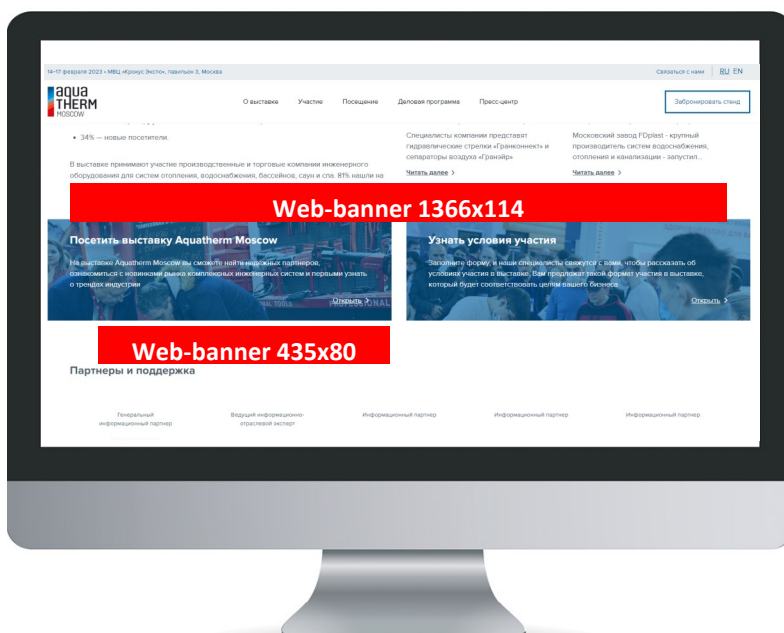
## News on exhibition websites

Be closer to your potential clients!

Send your company's news and we will place it on exhibition websites for free. Tell us about the upcoming event and what you are preparing for visitors at your stand: equipment and novelties, special offers and events for visitors, news about changes in your business.

**Please note:** the news must be informational (not advertising) only. The Organiser reserves the right to correct the text of the news.

Send news, photos or works, as well as your company logo for the site [aquathermmoscow.ru](mailto:elena.rak@ite.group)— [elena.rak@ite.group](mailto:elena.rak@ite.group), for the site [airventmoscow.ru](mailto:julia.zubkova@ite.group)— [julia.zubkova@ite.group](mailto:julia.zubkova@ite.group)







## Business Program

We invite you to take part in the business program events and hold your own seminar.

The Organiser posts information about all events on the exhibition website, in the official guide of the exhibition, on a printed structures in the lobby of the exhibition pavilion. After the exhibition is over, the Organiser publishes presentations of the speakers on the official website of the exhibition in the "Business Program" section and also mails out a notification of the material publication. Presentations are published only with the permission of the speakers themselves, the text of the speech can be edited together with the speaker and published in a brief version.

	Advertising Format	EUR
10.1	Lease of an equipped conference hall, 1 hour	<b>854</b>
10.2	Lease of an equipped conference hall, ½ hour	<b>488</b>

## Aquatherm Moscow Awards

We invite your company to take part in the IV International Aquatherm Moscow Awards.

Your participation will help benchmark the quality of your products in a visual comparison with competitors, identify strengths and weaknesses to determine your future strategy, and be in a single communication field with top managers of the industry leaders.

	Advertising Format	EUR
11.1	For 1 nomination	<b>1,000</b>
11.2	50% discount for exhibitors	<b>500</b>

Company name:

	Advertising format	Cost EUR	Order	Price
1.1	Logo + pointer to the stand on the layout	244		
1.2	Company logo next to a description	244		
1.3	Header or footer logo	915		
1.4	Logo in the "List of Products and Services" section	244		
1.5	Ad page (1/2)	549		
1.6	Ad page (1/1)	732		
1.7	Spread	1158		
1.8	Ad page (1/1) 2d, 3d cover page	1402		
1.9	Ad page (1/1) 4th cover page	1890		
2.1	In exhibition halls, 1 person/all days	414		
2.2	In the lobby, 1 person/all days	530		
3.1	Additional exhibitor badges / pcs	8		
4.1	Logo placement in one newsletter	610		
4.2	Logo placement in one newsletter	1646		
5.1	Logo + pointer to the stand on the layout	506		
5.2	Logo on navigation boards, 1 element	451		
5.3	Logo on navigation boards, 20 elements	5427		
5.4	Logo and pointer to the stand on the hall layout in the printed guidebook and in the lobby	677		
5.5	Lobby floor sticker / 1 m2	183		
5.6	Hall floor sticker / 1 m2	122		
6.1	To place an indoor advertising medium, 1 sq. m of medium	134		
6.2	To place an outdoor advertising medium, 1 sq. m of medium	134		
7.1	Lightbox 1.17x1.97 (front side)	732		
7.2	Lightbox 1.17x1.97 (rear side)	549		
7.3	Lightbox in the metro subway 3x1.2	427		
7.4	Lightbox at the cloakroom 1.14x2.44	488		
7.5	Registration desk 2.96x1.54	854		
7.6	Wall panel behind the registration desk 2.98x1.2	305		
7.7	Column in front of the hall, 3.17x3	976		
7.8	Turnstile branding, block of 6 pcs	1646		
7.9	Advertising element Octanorm 1x2.9	305		
7.10	Advertising element Octanorm 2x2.9	427		
7.11	Sticker above the hall entrance, 2.8x1.5 (1 side)	732		
7.12	Sticker above the hall entrance, 2.8x1.5 (2 sides)	976		
7.13	Sticker on a food court glass 5.32x3.8 (medium)	3049		
7.14	Sticker on a food court glass 5.56x3.8 (outermost)	3049		
7.15	Double-sided banner 8x12 on ceiling girders	6097		
7.16	Video on a screen above halls 13-15, 17x1 (per screen)	1220		
8.1	Facade banner 18x9	9756		
8.2	Billboard along the Moscow Ring Road	1219		
8.3	Advertising element 2x3	854		
8.4	Advertising element 4x3	1463		
8.5	Advertising element 6x3	1829		
8.6	Four-sided banner 2x3	1829		
8.7	Outdoor lightbox 1.23x2.5, one side	366		
8.8	Advertising vehicle	1536		
8.9	Advertising video on a stele screen between pavilions, 10 sec., 5 days	793		
8.10	Advertising video on a stele screen between pavilions, 20 sec., 5 days	1427		
8.11	Advertising video on a stele screen between pavilions, 30 sec., 5 days	1829		
9.1	Web-banner 435x80 / 1 month	488		
9.2	Web-banner 1366x114 / 1 month	976		
10.1	Lease of an equipped conference hall, 1 hour	854		
10.2	Lease of an equipped conference hall, ½ hour	488		
11.1	AQUATHERM MOSCOW AWARDS 1 category	854		
11.2	AQUATHERM MOSCOW AWARDS 50% discount for exhibitors	427		
Total cost:				

Contacts for sending an application: raibie.gale@ite.group

Signature\_\_\_\_\_Stamp\_\_\_\_\_