

INTERPOLITEX



Advertising opportunities

Exhibition Companies Group "BIZON" as the organizer of the "Interpolitex-2022" Exhibition provides participants and guests of the exhibition with a unique opportunity to post additional information about themselves using the advertising opportunities of the exhibition:

OUTDOOR ADVERTISING:

On a special 24x9 video screen on the facade of the pavilion for the period of the Exhibition (October 18-20, 2022), (the video is provided by the Participant) the broadcast period is 24 hours, the number of impressions per day is 288.

Demonstration reel chronometry: 10 sec.

Demonstration reel chronometry: 20 sec.

Demonstration reel chronometry: 30 sec.

On the special mobile outdoor advertising structures (including the manufacture and installation of the structure and the carrier) for the period of the Exhibition (October 18-20, 2022), for 1 carrier (the layout is provided by the Participant):

on the mobile advertising structure 6x3 m, from one side only

on the mobile advertising structure 4x3 m, from one side only

on the mobile advertising structure 3x3 m, from one side only

on the mobile advertising structure 2x3 m, from one side only

on the mobile advertising structure "CUBE" (with the size of one side 2x3 m.) from the 4 sides
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on the mobile advertising structure "PRISM" with the size of one side 2x3 m.) from the 3 sides
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On the special mobile advertising structures inside the pavilion ((including the manufacture and installation of the structure and the carrier) for the period of the Exhibition (October 18-20, 2022), for 1 carrier (the layout is provided by the Participant):

on the mobile advertising structure (Octanorm) 6x2,8 m, from one side only
on the mobile advertising structure (Octanorm) 4x2,8 m, from one side only
on the mobile advertising structure (Octanorm) 3x2,9 m, from one side only
on the mobile advertising structure (Octanorm) 2x2,9 m, from one side only
on the mobile advertising structure (Octanorm) 1x2,9 m, from one side only
double-sided banner in the registration hall of the pavilion on a suspension (including the manufacture and installation of the carrier), 18x6 m

On stationary surfaces inside the pavilion (including the production and installation of advertising) for the period of the Exhibition (October 18-20, 2022)

on the lightboxes in the lobby of the pavilion, 1.17x1.97 m, the front side
on the lightboxes in the lobby of the pavilion, 1.17x1.97 m, the reverse side
on the turnstiles (4 pieces) at the entrance to hall No. 1 ,2
on the turnstiles (6 pieces) at the entrance to hall No. 3, 4

ADDITIONAL POSITIONING IN PRINTED PRODUCTS AND ON INFORMATION MEDIA CARRIERS:

Placement of the Participant's logo and highlighting of the Participant's stand in color: on the Exhibition plan in the catalog, in the guidebook, on the Exhibition layouts placed on the information stands on the Exhibition territory; bold highlighting of the name of the Participant in the alphabetical list of the participants in the catalog, in the guidebook, on the layouts of the Exhibition placed on information stands on the territory of the Exhibition
placement of the Participant's logo on the badge ribbon (exclusive position)
placement of the Participant's logo on the 1st cover of the catalog (<i>only for partner packages</i>)
placement of the Participant's logo on the invitation tickets (front side) (<i>only for partner packages</i>)
placement of the Participant's logo on invitation tickets (back side), (<i>only for partner packages</i>)
placement of the Participant's logo on badges of all categories (front side), (<i>only for partner packages</i>)
placement of the Participant's logo on badges of all categories (back side side), (<i>only for partner packages</i>)
placement of the Participant's logo on the bags (folders), notepads, (<i>only for partner packages</i>)
placement of the Participant's logo on the elements of the opening scene design, (<i>only for partner packages</i>)

ADVERTISING IN THE GUIDEBOOK

advertising module (the 2nd page of the guidebook cover)
advertising module (the 3rd page of the guidebook cover)
advertising module (the 4th page of the guidebook cover)
advertising module (1 ad page in the guidebook block)

ADVERTISING AND ADDITIONAL POSITIONING IN THE EXHIBITION CATALOG

Additional information about the Participant's activities in the address block of the Catalog <i>(no more than 300 characters (with spaces): 150 characters in Russian and 150 characters in English, color illustration 1 pc.)</i>
Section "New Products at the Exhibition": placement of an additional innovative product in the section " New Products at the Exhibition ", photo or image of the participant in the section " New Products at the Exhibition ", a description of the additional innovative product (no more than 300 characters (with spaces): 150 characters in Russian and 150 characters in English)
Additional insertion in another thematic section of the Exhibition Catalog (for each insertion)
Advertising module (1 A5 color page in the Catalog block)
Advertising module (1 A5 color page on the 2 nd page of the Exhibition Catalog cover)
Advertising module (1 A5 color page on the 3 rd page of the Exhibition Catalog cover)
Advertising module (1 A5 color page on the 4 th page of the Exhibition Catalog cover)

VIDEO ADVERTISING ON THE TERRITORY OF THE EXHIBITION PAVILION

Placement of video ads in the foyer of Pavilion No. 1 (96x1 m, 5056x768 pixels), at least 50 impressions per day during the Exhibition period (in rotation), the timing of the video clip is up to 30 seconds. (provided by the Participant)
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ADVERTISING ON THE EXHIBITION WEBSITE (www.INTRERPOLITEX.ru)

Placement of the information material submitted by the Participant in the news feed of the site размещение информационного материала, представленного Участником, в новостной ленте
Distribution of the information materials submitted by the Participant to the subscribers of the site of the Exhibition

PROMOTION ACTIONS

Placement of a booklet rack with advertising products (printing materials) in an agreed place in the exhibition halls
Permission to conduct promotional activities on the territory of the Exhibition (exclusively in the exhibition halls), for the period of the Exhibition, 1 representative acting as the distributor of promotional products (including conducting surveys / polling)

Permission to conduct promotional activities on the adjacent street territory of CROCUS EXPO, for the period of the Exhibition, 1 representative acting as the distributor of promotional products (including conducting surveys / polling)

Distribution of advertising products (printing materials) from the Reception Desk in the Exhibition Pavilion

Putting the Exhibitor's advertising products (printing materials) in the Participant's package

**In case of any questions related to placement of advertisements,
please contact the manager from the Exhibition Companies Group BIZON
working with you.**

**Exhibition Companies Group BIZON: Organizer and Operator of International Exhibition of
Homeland Security INTERPOLITEX 2022.**

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