

28th INTERNATIONAL EXHIBITION  
FOR ADVERTISING



# REKLAMA

## 18–21 October 2021

12+

### Four main days for your business

Organised by



Supported by



Under auspices  
of Russian Chamber  
of Commerce and Industry



[www.reklama-expo.ru/en](http://www.reklama-expo.ru/en)

**EXPOCENTRE  
Fairgrounds  
Pavilion No.2 (Halls 1–3)  
Moscow, Russia**



## 28<sup>th</sup> edition of the Reklama International Exhibition for Advertising

Technologies and services  
for the advertising industry

## A SERIES OF EVENTS FOR INDUSTRY PROFESSIONALS

## VISITORS AND PARTICIPANTS

Representatives of Russian  
regulatory authorities and industry  
associations, leading experts,  
advertising clients from the Top  
100 list, heads of all Russian  
network advertising  
agencies



**237**  
**PARTICIPANTS**



**18**  
**COUNTRIES**



**NET SQ M  
OF FLOOR  
SPACE**



**17,380**  
**VISITORS**

**47**  
**FROM COUNTRIES**

Moscow International House of Music, Nikulin's Moscow Circus on Tsvetnoi Boulevard,  
Moscow Kremlin Museums, State Theatre of Nations, AZIMUT Hotels

Vernost Kachestvu, Luding Group, Russian Caviar House Group, KiN Group, Beluga Group, Rublevskiy  
Trading House, Cherkizovo Group, Nestle Russia, Myasokombinat Ochakovo

Rosgosstrakh, Russian Post, Rostelecom, NaftaGaz, Avtomir, Nornickel, Russian Railways, Aeroflot,  
Kamaz, Intourist, VTB Bank, Concern VKO Almaz-Antey, Gazprom, Megafon, Russian Standard Bank,  
Gazprom Space Systems, Tatneft, Mitsubishi Electric Corporation, EuroChem, Solinger, Alfa-Bank,  
DuPont, VEB.RF, Trout & Partners, Mosgortrans, Kerama Marazzi, OmniSan.Group, Gazprom-Media,  
Sheremetyevo Aeroport, ISBC, British American Tobacco Plc, Avtodor Group, Lanit, Dyatkov, Zeiss AG,  
STOLLNE

Chetyre Lapy, Dochki-Synochki, Oriflame, Mary Kay, Castorama, Gloria Jeans, Analpa (KEDDO™),  
Transcontinental MediaCompany, HOFF, Leroy Merlin, Zvet Divanov, NO ONE, JamilCo, Europeiskiy  
Shopping and Entertainment Center, X5 Retail Group, Lady & Gentleman City, Sportmaster, Togas,  
ORMATEK

Vera & Olymp, BRIDGE MEDIA Group, VGTRK, Transit Media Group, Yandex, Laysa,  
Russ Outdoor

Anex Tour, Tez Tour, Visa Concord, Medsi, Coral Travel\*



**26 DISCUSSION  
AREAS**



**4,345 DELEGATES**



**90 SPEAKERS**

\* Visitor registration data

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# SHOW THE BEST AND UNLOCK YOUR POTENTIAL



IN VISUAL **ADVERTISING** TECHNOLOGIES, **LARGE-FORMAT** PRINTING, **POSM**, PROMOTIONAL GIFTS,  
**PACKAGING** AND LABEL **INDUSTRY**, **DECORATION** OF PUBLIC **PLACES** AND **EVENT** VENUES





## AN OPPORTUNITY TO SHOWCASE YOUR MATERIALS AND EQUIPMENT IN OPERATION

More than 260 pieces  
of equipment under one roof



## A PERFECT PLATFORM TO PRESENT SMALL AND MEDIUM-SIZE COMPANIES

In contrast to other promotion channels,  
participation cost is not a crucial factor  
at the trade show. A visitor makes  
the decision which stand to attend.  
Stand out and be on equal terms  
with market leaders



## REGIONAL CENTRES FOR ENTREPRENEURSHIP SUPPORT

The Small and Medium-Sized  
Businesses and Support for Individual  
Entrepreneurs national project  
supports participation of Russian  
regional companies in trade shows



## ONE OF THE MOST IMPORTANT MARKETING TOOLS ACCORDING TO MOST EXHIBITORS

It works. It's cost-effective.  
It attracts customers.  
95% of exhibitors recommend  
Reklama\*



## THE MOST-ATTENDED EVENT OF THE ADVERTISING INDUSTRY IN RUSSIA

Audience of high quality.  
61% of visitors  
are decision makers



## AN EXTENSIVE PROGRAMME FEATURING CONFERENCES, SEMINARS,

and panel discussions  
which attracts target audience  
from across the country



## AN EFFICIENT PLATFORM TO GENERATE DEALS

62% of visitors plan to make purchases  
as a result of their visit to the show



## A MEETING PLACE FOR THE INDUSTRY'S LEADING COMPANIES

A full picture of market trends  
and competitive environment

# PRODUCT SECTORS



## DIGITAL SIGNAGE

LIGHTING ADVERTISING:  
SCREENS, SIGNAGE, NAVIGATION.  
CONTENT MANAGEMENT



## POS & POP

PRODUCTS AND SERVICES  
FOR DESIGN OF RETAIL SPACES



## GIFTS & PROMO

ADVERTISING GIFTS, PROMOTIONAL  
PRODUCTS. PROMOTIONAL  
PRINTING, PACKAGING



## TEXTILE ZONE

TEXTILE PRINTING, PROMOTIONAL  
TEXTILES, BRANDING



## OOH & FEST

OUTDOOR ADVERTISING.  
EVENT DECORATION



## TECH & PRINT

EQUIPMENT AND MATERIALS  
FOR ADVERTISING PRODUCTION



## NEW TECHNOLOGIES

INFORMATION SOLUTIONS  
FOR ADVERTISING, DESIGN.  
NEW TECHNOLOGIES

More  
on product sectors

[www.reklama-expo.ru/en](http://www.reklama-expo.ru/en)



# VISITORS



**CUSTOMERS FROM 83 REGIONS AND 422 CITIES OF RUSSIA**

17,380

VISITORS FROM

8,825+

COMPANIES



46% newcomers  
to Reklama 2019



98% recommend  
Reklama to their  
colleagues / partners

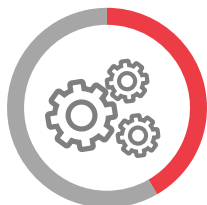
## FIND OUT HOW MANY REKLAMA VISITORS ARE INTERESTED IN YOUR PRODUCTS AND SERVICES



**46%**

### **GIFTS & PROMO**

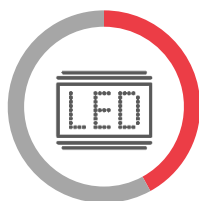
Advertising gifts,  
promotional products,  
promotional printing,  
packaging



**45%**

### **TECH & PRINT**

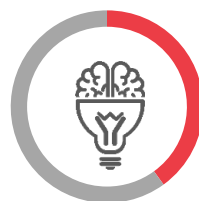
Equipment and  
materials for  
advertising  
production



**42%**

### **DIGITAL SIGNAGE**

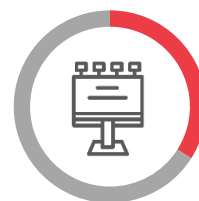
Lighting advertising:  
screens, signage,  
navigation, content  
management



**40%**

### **NEW TECHNOLOGIES**

Information  
solutions for  
advertising, design,  
new technologies



**34%**

### **OOH & FEST**

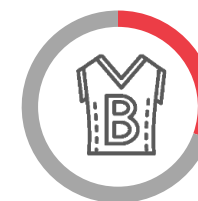
Outdoor  
advertising,  
event  
decoration



**29%**

### **POS & POP**

Products  
and services  
for design  
of retail spaces



**24%**

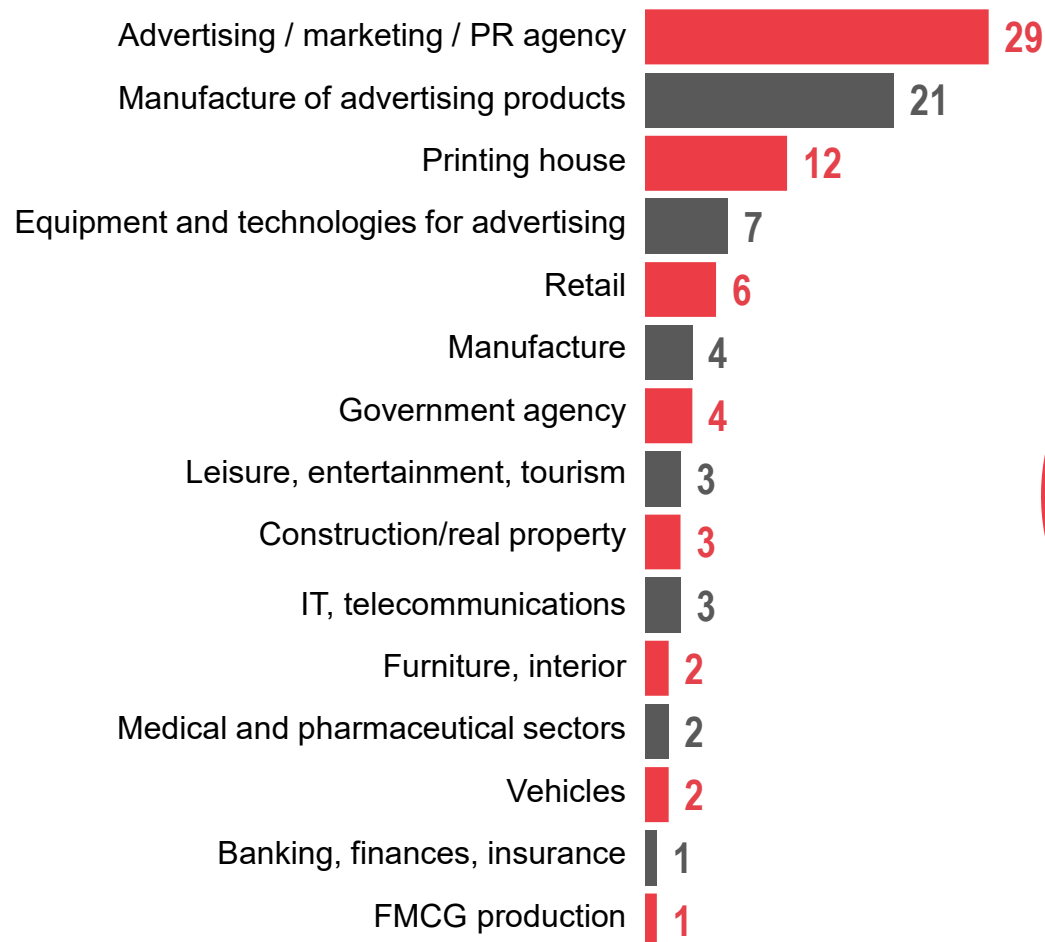
### **TEXTILE ZONE**

Textile printing,  
promotional  
textiles,  
branding

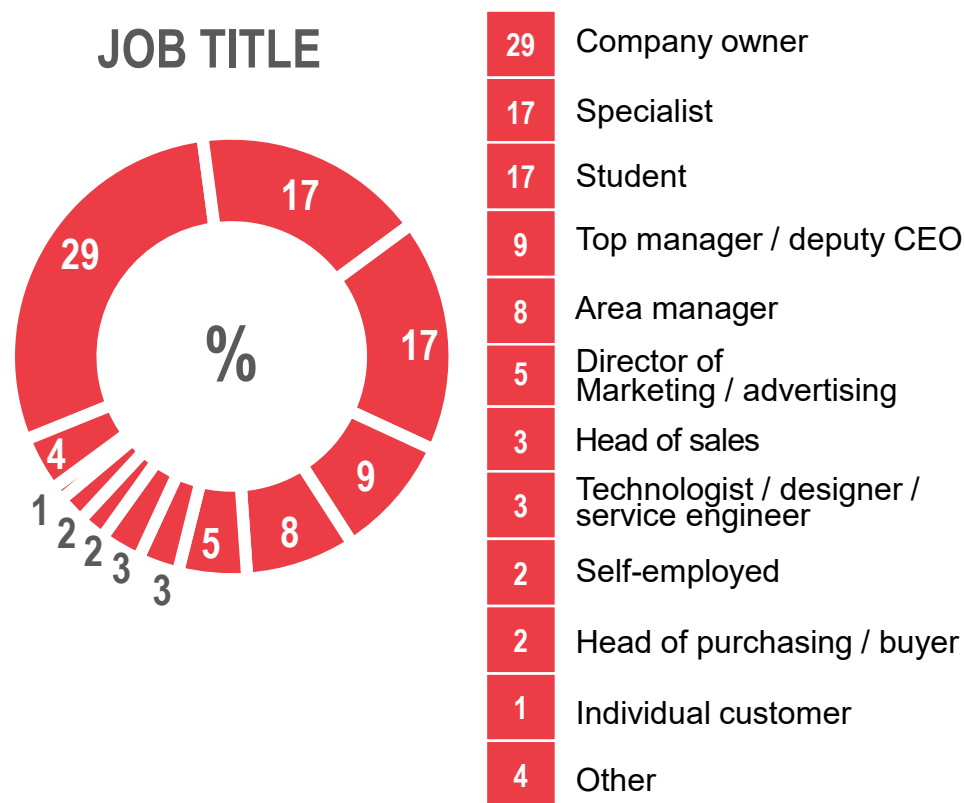
# VISITORS



## INDUSTRY SECTORS, %



## JOB TITLE







Why do 88% of exhibitors plan to come back to Reklama?



Access to the largest number of potential clients in one place on the same dates



6 out of 10 visitors have purchasing authority at their companies



Face-to-face contacts with major customers and local government customers



88% of exhibitors are satisfied with quality and 90% with number of business leads at the trade show

The largest number of customers:  
63% of visitors attend Reklama to purchase/search for suppliers

Reklama demonstrates high ROI for exhibitors. That's why 95% of exhibitors recommend their partners to take part in Reklama

# WHAT WE DO



## CONDUCT ADVERTISING CAMPAIGNS

in search systems, on industry websites and in social media  
thus attracting 380,00 visitors to the Reklama website



## ACTIVELY COOPERATE WITH INDUSTRY PRESS AND THEMATIC PORTALS

361 publications about Reklama 2019



## SEND E-MAILS WITH EXHIBITION NEWS

90,000+ subscribers



## HOLD EXHIBITION SUPPORTING EVENTS

with leading experts, representatives of regulatory bodies and industry associations. We hold round table discussions, workshops, master classes, conferences and forums. According to the survey, 25% of visitors attend one or several events organised within the Reklama exhibition.

# EXHIBITOR FEEDBACK



## ALEXANDER YEVSEYEV, GENERAL DIRECTOR, STANKOM

“It is a big advantage of the Reklama exhibition that technical equipment of its pavilions allows to demonstrate machine tools in action and their products, and explain working principles. This is a big plus.

We like the exhibition very much. It is well organised, and has many visitors. Ninety percent of the visitors who come to our stand are our target audience. Only a handful of people have not dealt with CNC machine tools before, but even they become potential clients after they see our products. We will be participating in the exhibition next year.”



## ANDREY DARYNSKY, DEVELOPMENT DIRECTOR, ZENON-TECHNIC

“Our company represents equipment, expendables, and technologies at the Reklama exhibition. We have been a Reklama participant since the very beginning, and have missed only one edition so far. This is the main exhibition for our industry. We try to demonstrate as many new products and technologies as possible.

This exhibition is important for our company. See you here next year.”

**SEE MORE FEEDBACK**

[www.reklama-expo.ru/en](http://www.reklama-expo.ru/en)



# EXHIBITOR FEEDBACK



## ANDREY SHKOLNY, HEAD OF DIGITAL EQUIPMENT SALES, TERRA SYSTEMS

“We are a trade and service company. We supply new cutting plotters. This is our first Reklama exhibition. Our main goal is to find new clients and develop our business. We also negotiate with clients, who have made an appointment with us for this exhibition. We are visited by people from various regions of Russia and CIS countries. Our stand is so busy we have not had time to walk around the exhibition. Hopefully, we will achieve good results and sign new contracts. We will continue to participate in this exhibition.”



## ARKADY AGAMIROV, CEO, BIGPRINTER

“We make equipment. We have participated in this exhibition since 2003 or so, and have never missed it. We like the Reklama exhibition. Of course, we will come to the Reklama exhibition next year again. I can tell you this about the visitors. If we make a relevant product and sell it at a relevant price, a good product will find a good buyer at a good exhibition.”

**SEE MORE FEEDBACK**

[www.reklama-expo.ru/en](http://www.reklama-expo.ru/en)

# EXHIBITOR FEEDBACK



## AZAT NASYROV, SALES MANAGER, SVETOTEKHNICA VOSTOKA

“We supply LED screen component parts. Company products are broadly used in display lighting. We have been participating in every Reklama exhibition for the past seven years. Each time we present our new products. We are looking for dealers who will buy our products or make them in various regions of Russia and CIS countries. We are enlarging our client database with new partners at this exhibition because the advertising business is not static. We are satisfied with the influx of visitors and the quality of target audience. We are visited by many new clients in addition to our long-standing partners. The exhibition is perfectly managed. Everything is on a high level.”



## SERGEY BUYANOV, SALES MANAGER, RUSSCOM-GRAPHIKS

“Our company is an official distributor of Mimaki equipment in Russia. Reklama is our focus. There are lots of clients. Each year we demonstrate new products as soon as they emerge. This exhibition has always been very productive for us. This is a meeting point with old clients so that we could continue to network and develop business relations, and a great number of new and potential clients. The exhibition is highly effective. As always, we appreciate its good management. We can't miss Reklama. We have to be here to demonstrate to the entire advertising business community that we continue to develop. We simply can't miss this event.”

**SEE MORE FEEDBACK**

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