

30TH ANNIVERSARY INTERNATIONAL
EXHIBITION FOR ADVERTISING



REKLAMA*

Technologies and services for the advertising industry

23-26 October 2023

EXPOCENTRE Fairgrounds, Moscow, Russia

Pavilion No.2

*ADVERTISING

Organised by



Supported by



Under auspices of the Russian
Chamber of Commerce and Industry



12+ Advertising



www.reklama-expo.ru/en





30TH ANNIVERSARY REKLAMA INTERNATIONAL EXHIBITION FOR ADVERTISING

Technologies and services
for the advertising industry

A SERIES OF EVENTS FOR INDUSTRY PROFESSIONALS

VISITORS AND PARTICIPANTS:

brands, industrial companies,
banks, media holdings, retail media,
advertising agencies and production
companies, regulators,
administrations
and others



16,000+
VISITORS



**FROM 33 COUNTRIES
AND 83 RUSSIAN
REGIONS**



140 EXHIBITORS



50 NEWCOMERS

2,600+

**NET SQ M
OF FLOOR
SPACE**

- Sberbank, VEB, VTB, Moscombank, SDM-Bank, Tinkoff, Home Credit Bank
- Russian Railways
- MTS, Rostelecom, TELE2, Sberbank-Telecom, GIPROSVYAZ
- Yandex, 2GIS
- Yandex.Market, Wildberries, Avito, Citylink, Holodilnik.ru, Delivery Club
- Pony Express
- Wimm-Bill-Dann, VkusVill, Pepsico, X5 Group, O'Key Group, Stockmann, Lenta
- Russian Tea Company, Stoilenskaya Niva, Pyshminskaya Poultry Factory, Roszerno, Hlebprom, Ostankinsky Dairy Plant, Massandra Winemaking and Wine Trade, Russian Caviar House, Inkerman Winery
- Vkusno i Tochka, JohnJoley
- Gazprom, Almaz-Antey Concern, Vyazemsky Machine-Building Plant, Izhevsk Experimental Mechanical Plant, Corporation of Marine Instrument Engineering, Corporation of the Development of the Republic of Crimea, Arikon Petrochemical Company, RariTEK Holding, ELECTROPULT Plant, ZOMZ, Izhavia, Kazankompressormash, Noginsk Cardboard Factory, Novinsky Plant of Metal Structures, Marine Equipment Corporation, AIWA, Ruspolimet, Lomond, Belshina, Tikkurila, BelOMO, Sibur, PhosAgro, Sun Chemical, Urals Optical and Mechanical Plant, Agfa, Homa, Konica Minolta
- RUE Cryptotech of Goznak
- Technopolis Moscow, TH BELAZ, Hyundai Irauto, Romanov Motors
- Mr.Doors, 12 Stulyev, 8 Marta, Stilnye Kukhni furniture factories
- LG Electronics, Samsung Electronics Rus Company
- Kerama Marazzi, Legrand, Togas Group, Komus, Sokolov
- Leroy Merlin
- Gallery, Russ Outdoor
- Admos Advertising, Mosoblreklama, Depot branding agency
- Sendsay
- Gazprom-Media Holding, Kommersant, TASS, RETAIL Media
- Mayer, Nebo.Digital, TWIGA
- Agency for Strategic Development of Social Projects
- Coral Group, Dream Island amusement park
- Tatneft
- Theatre of Nations, Moscow Tabakov Theatre, Russian State Library, Polytechnic Museum

4 OF SUPPORTING
days EVENTS

OVER 100 SPEAKERS



2 FORUMS



6 CONFERENCES



**12 SESSIONS
5 PANELS**

www.reklama-expo.ru/en

SHOW THE BEST AND GET NEW CUSTOMERS IN THE KEY SECTORS



**DIGITAL PRINTING ON A VARIETY
OF MATERIALS**



**EQUIPMENT AND MATERIALS
FOR ADVERTISING PRODUCTION**



**VISUAL ADVERTISING
TECHNOLOGY**



**LARGE-FORMAT
PRINTING**



PACKAGING AND LABELING



TERRITORY BRANDING



DIGITAL FORMATS



GIFTS & PROMO



IT&E SOLUTIONS



POSM

РЕКЛАМА – EVERYTHING TO BUILD AND PROMOTE YOUR BRAND



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

Ability to plan an extensive promotional campaign in advance and take advantage of a comprehensive promotion through the exhibition channels



THE MOST-ATTENDED EVENT OF THE ADVERTISING INDUSTRY IN RUSSIA

Audience of high quality.
65% of visitors are decision makers



AN EXTENSIVE PROGRAMME FEATURING CONFERENCES, SEMINARS

and panel discussions which attracts the target audience from across the country



AN EFFICIENT PLATFORM TO GENERATE DEALS

60% 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



LIGHT & CITY

ADVERTISING AS A PART OF URBAN SPACE



POS & POP

PRODUCTS AND SERVICES FOR DESIGN OF RETAIL SPACES



TECH & PRINT

EQUIPMENT AND MATERIALS FOR ADVERTISING PRODUCTION



GIFTS & PROMO

ADVERTISING GIFTS, PROMOTIONAL PRODUCTS. PROMOTIONAL PRINTING, PACKAGING



NEW TECHNOLOGIES

INFORMATION SOLUTIONS FOR ADVERTISING, DESIGN. NEW TECHNOLOGIES



TEXTILE ZONE

TEXTILE PRINTING, PROMOTIONAL TEXTILES, BRANDING

FULL LIST OF PRODUCT SECTORS

www.reklama-expo.ru/en

VISITORS



CUSTOMERS FROM 83 REGIONS AND 393 CITIES OF RUSSIA

16,000+

VISITORS

6,139

COMPANIES



53% of visitors were newcomers at Reklama in 2022



76% of visitors recommend the show to their colleagues and partners

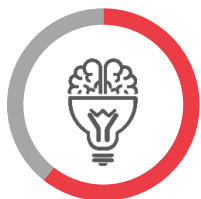
FIND OUT HOW MANY REKLAMA VISITORS ARE INTERESTED IN YOUR PRODUCTS AND SERVICES



67%

GIFTS & PROMO

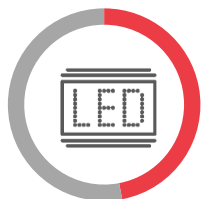
Advertising gifts,
promotional products,
promotional printing,
packaging



61%

NEW TECHNOLOGIES

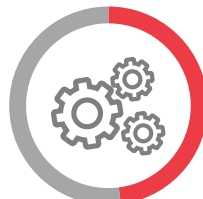
Information
solutions for
advertising, design,
new technologies



47%

DIGITAL SIGNAGE

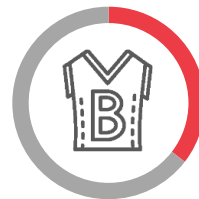
Lighting advertising:
screens, signage,
navigation, content
management



45%

TECH & PRINT

Equipment and
materials for
advertising
production



39%

TEXTILE ZONE

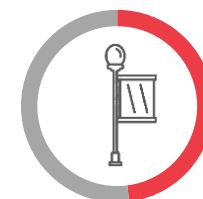
Textile printing,
promotional
textiles,
branding



33%

POS & POP

Products
and services
for design
of retail spaces



32%

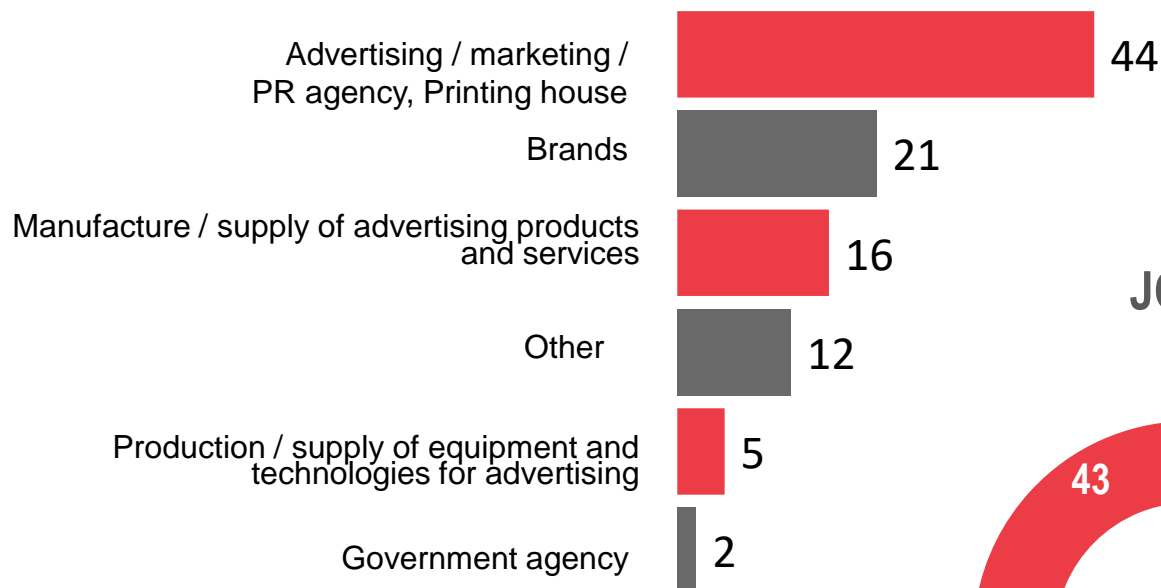
LIGHT & CITY

Advertising as a part of
urban space

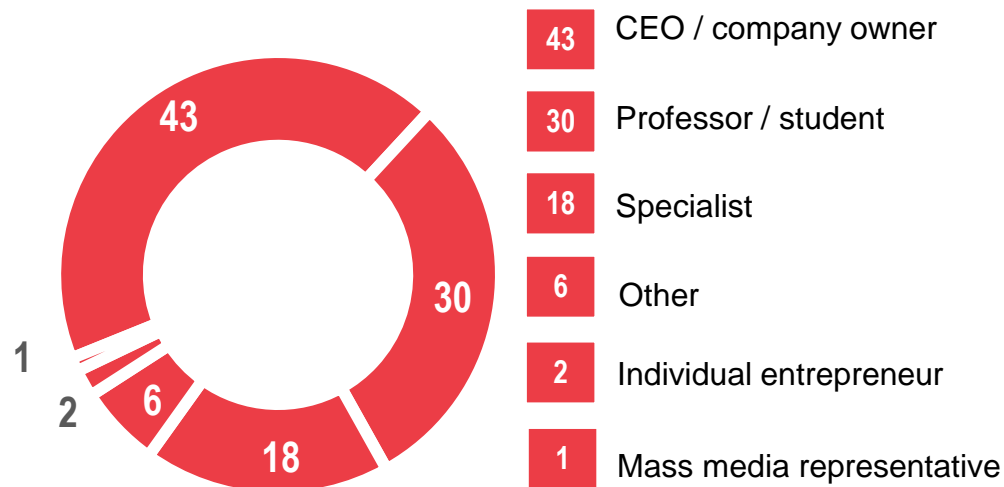
VISITORS



INDUSTRY SECTOR, %



JOB TITLE, %





**WHY DO 89% 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:
60% OF VISITORS ATTEND REKLAMA
TO PURCHASE/SEARCH FOR SUPPLIERS**

**REKLAMA DEMONSTRATES HIGH ROI FOR
EXHIBITORS. THAT'S WHY 89% OF
EXHIBITORS PLAN TO TAKE PART
IN THE SHOW NEXT YEAR**

WHAT WE DO

TO ATTRACT TARGET AUDIENCE



CONDUCT ADVERTISING CAMPAIGNS

in search systems, on industry websites and in social media
thus attracting 300,000+ visitors to the Reklama website



ACTIVELY COOPERATE WITH INDUSTRY PRESS AND THEMATIC PORTALS :

388 publications about Reklama 2022



SEND E-MAILS WITH EXHIBITION NEWS:

90,000+ subscribers



ORGANISE A RELEVANT AND INTERESTING CONFERENCE PROGRAMME

with leading experts, representatives of regulatory bodies and industry associations. We hold panel discussions, workshops, master classes, conferences and forums. According to the survey, 39% of visitors attend one or several events organised within the Reklama exhibition

EXHIBITOR FEEDBACK



ANDREY ROZHKOVA, REGIONAL DEVELOPMENT DIRECTOR AT FORDA:

- Reklama is a good platform to bring ideas, new materials and new technologies to life, and to understand how they can be used in the final products to reach the customer. The exhibition should be held. It is effective.



IVAN NECHITAYLO, SENIOR SALES MANAGER AT CHALLENGER:

- Reklama 2022 allows us to meet with all our partners from all over the country in one place. Here we bring a lot of equipment. We don't need a demo hall, and to promote our products, it's enough to exhibit once a year at the Reklama show. Thanks to the exhibition, we already have over a thousand key clients.

**SEE MORE
FEEDBACK**

www.reklama-expo.ru/en

EXHIBITOR FEEDBACK



ANTON VOLKOV, MANAGER OF LASERCUT:

– It's not just Muscovites here. You can see that people from other regions willingly come to Moscow. A lot of business partnership agreements have been signed at this particular exhibition. One contract for the supply of equipment has already been signed today, and I think this is just the beginning.



EGOR EREGIN, SALES MANAGER AT TECHNOGRAPHICS:

- We are here not even for the purpose of selling, but to see new trends, to show our innovations and to find a balance between our interests and those of the customer market. The exhibition pays off. It gives us the opportunity to see a perspective how to develop our brand.

**SEE MORE
FEEDBACK**

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