



31ST INTERNATIONAL EXHIBITION

REKLAMA

Technologies and Services for the Advertising Industry

21–24 October 2024

Forum Pavilion, EXPOCENTRE Fairgrounds
Moscow, Russia

Organised by



Supported by



Under auspices of



Advertising **12+**

www.reklama-expo.ru/en

REKLAMA

31ST INTERNATIONAL EXHIBITION FOR TECHNOLOGIES
AND SERVICES FOR THE ADVERTISING INDUSTRY

17,000+ VISITORS FROM 23 COUNTRIES AND 85 REGIONS OF RUSSIA

214 EXHIBITORS 3,600+ SQ M NET EXHIBITION SPACE 3 DAYS BUSINESS EVENTS AND CONFERENCE PROGRAMME

VISITORS AND EXHIBITORS

brands, industrial companies, banks, media holdings, retail media, advertising associations and advertising companies, regulatory authorities, administrations, etc.

ADMOS
Okkam
Okko
Mediascope

Metro Cash&Carry
O'KEY Group
Miratorg

Aricon
Mikron Experimental Plant
Teplokontrol Safonov Plant
Machine-Building Factory of Podolsk
Marine Instrumentation Corporation
Khronichev State Research and Production Space Center
Izhavia
Kazancompressormash
Almaz-Antey Corporation
SEZ Technopolis Moscow
Russian Space Systems
Ryazan Metal Ceramics Instrumentation Plant
STP Perm Factory Metal Centers
UralVagonZavod
Concern Znak
KZDM
Nornickel
Kazphosphate

Kotofey

Gubkinsky Meat Processing Plant
ERMOLINO
Ruzskoe Moloko
Pridonie
Yaroslavsky Broiler
Ochakovo

LUKOIL Lubricants Company
Tatneft
Gazpromneft Centre

Ural Airlines
Vnukovo International Airport
Rubin Aviation Corporation
Tupolev

Beko
Haier

Familia

Beeline
Megafon
Rostelecom

KERAMA MARAZZI
Leroy Merlin
MrDoors
Okonti
Askona

Leonardo

LG Electronics RUS
Samsung Electronics

Rive Gauche
L'Oreal

MARS
Nestlé
Burger King Russia

Novotel Adagio Ibis Moscow Kievskaya

OZON

Alfa-Bank
Alfa-Leasing
Alfastrah
Sberbank Russia
Otkritie Bank
Vozrozhdenie Bank
VEB.RF
VTB
Uralsib
Gazprom
MKB

Administration Nizhny Novgorod, Ulyanovsk, Elista,
Governments of Moscow, Murmansk, Amur and Tambov regions
Russian Ministry of Science and Higher Education
Russian Ministry of Natural Resources and Environment
Ministry of State Property Management of the Sverdlovsk
Region
Mos.ru

FEZ Gomel-Raton Administration
Reklamaplust.by
Grodno Meat Packing Plant
Belarusian Printing House
Mogilevtorgtekhnik Public Corporation

Moscow Metro
Moscow Transport

Goznak

Soyuzmultfilm
State Darwin Museum
Kremlin in Izmailovo cultural complex
Moskvich Cultural Centre

National Lottery (Russia)

CSKA Moscow Federal Autonomous
Institution of the Ministry of Defence of
Russia

SHOWCASE THE BEST AND GET NEW CUSTOMERS IN POPULAR SECTORS OF THE ADVERTISING MARKET

DIGITAL PRINTING
ON VARIOUS TYPES
OF MATERIALS

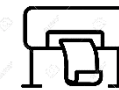


EQUIPMENT AND MATERIALS
FOR ADVERTISING
PRODUCTION



VISUAL ADVERTISING
TECHNOLOGY

LARGE-FORMAT
PRINTING



PACKAGING AND LABELLING



AREA BRANDING



DIGITAL FORMATS

MERCH



IT&E SOLUTIONS



POSM



REKLAMA EXHIBITION: EVERYTHING FOR BUILDING AND PROMOTING YOUR BRAND

OPPORTUNITY TO SHOWCASE EQUIPMENT AND MATERIALS IN OPERATION



More than 260 units equipment on one site

PERFECT PLATFORM FOR PRESENTATION OF SMALL AND MEDIUM-SIZED COMPANIES



Unlike other channels of promotion, budget is not the deciding factor at a trade show. The visitor decides for himself which stand to visit. Play on equal terms with the market leaders!

REGIONAL BUSINESS SUPPORT CENTRES



As part of the national project "Small and medium-sized entrepreneurship and support for individual entrepreneurial initiatives", assistance is provided in organising the participation of regional companies in trade shows

ONE OF THE MOST IMPORTANT MARKETING TOOLS, ACCORDING TO THE MAJORITY OF EXHIBITORS



The opportunity to plan a broad advertising campaign in advance and take advantage of the promotion mix through the exhibition

THE MOST ATTENDED EVENT OF THE ADVERTISING INDUSTRY IN RUSSIA



Quality audience. 80% of visitors are decision makers in sourcing decisions

AN EXTENSIVE PROGRAMME OF EXPERT CONFERENCES AND WORKSHOPS, DISCUSSION FORUMS



Attracting a target audience from across the country

AN EFFECTIVE CHANNEL FOR DEAL-MAKING



67% of visitors plan to purchase exhibitors' products after the exhibition

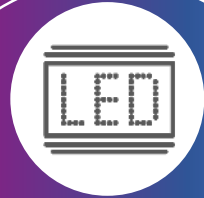
A MEETING PLACE FOR TOP ADVERTISING COMPANIES



A visual snapshot of market trends and competitive environment

PRODUCT SECTORS

DIGITAL SIGNAGE



ILLUMINATED ADVERTISING:
TOUCHSCREEN PANELS,
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

LIGHT & CITY



ADVERTISING AS A PART
OF URBAN SPACE

TECH & PRINT



EQUIPMENT AND
MATERIALS
FOR ADVERTISING
PRODUCTION

NEW TECHNOLOGIES



INFORMATION SOLUTIONS
FOR ADVERTISING AND DESIGN.
NEW TECHNOLOGIES

MORE ON
PRODUCT SECTORS

VISITORS

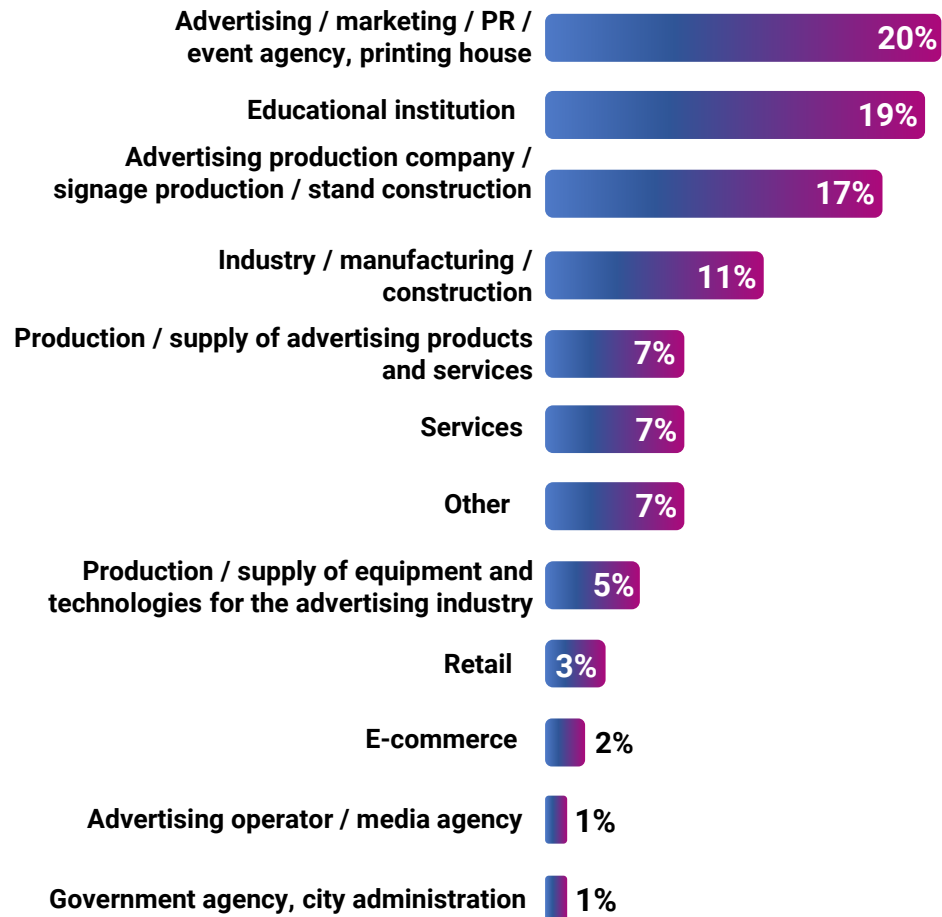


53% were newcomers
to Reklama in 2023

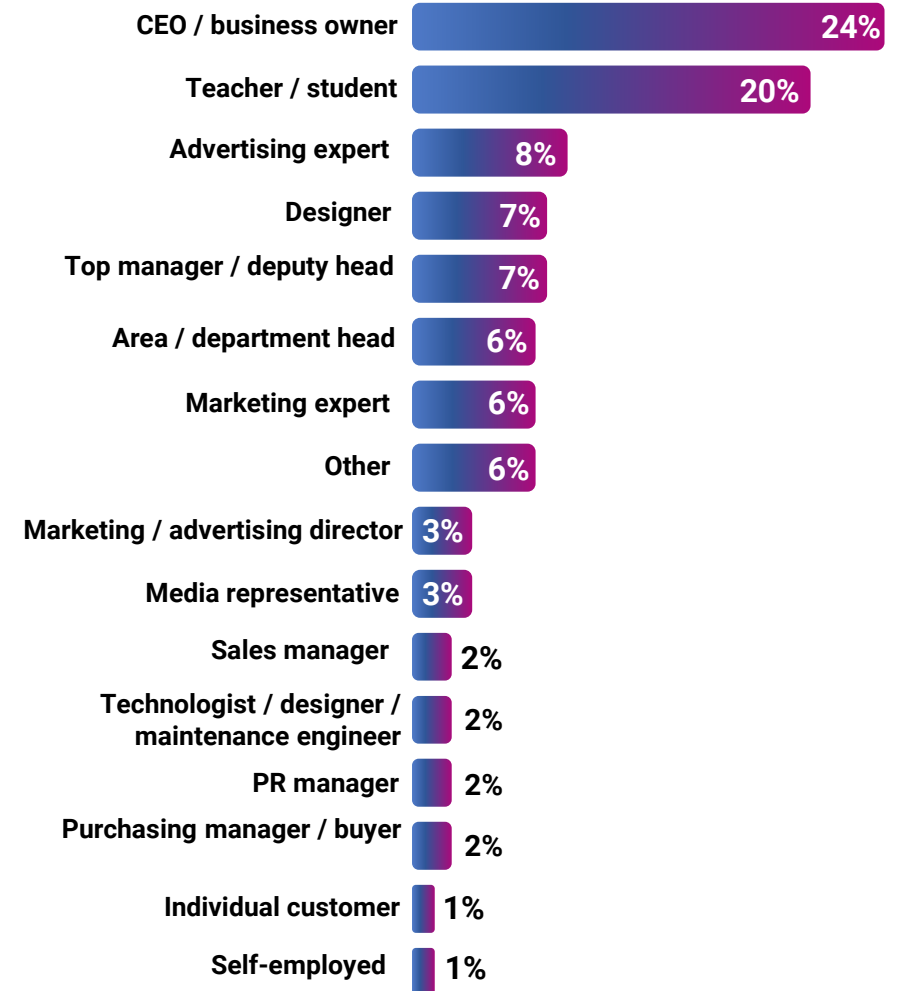
83% would recommend Reklama
to their colleagues /
partners

VISITORS

INDUSTRY SECTOR



JOB TITLE



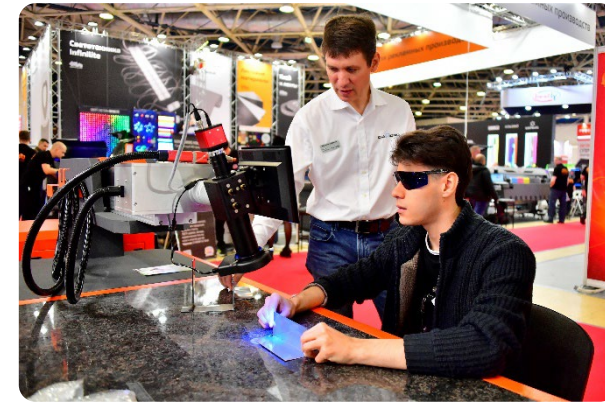
WHY 89% OF EXHIBITORS INTEND TO PARTICIPATE AGAIN?



86% of exhibitors are satisfied with the quality and quantity of business contacts at the exhibition



8 out of **10** visitors make purchasing decisions in their companies



Access to the largest audience of potential customers in the country – in one place, at the same time

HIGH CONCENTRATION OF REAL BUYERS:

67% OF VISITORS PLAN TO PURCHASE EXHIBITORS' PRODUCTS AFTER THE EXHIBITION



Personal contacts with major consumers and municipal customers



Customers from **85** regions and **450** cities of Russia



The exhibition shows high ROI for exhibitors. That is why **86%** of exhibitors plan to participate next year

WHAT WE DO TO ATTRACT OUR TARGET AUDIENCE



RUN ADVERTISING CAMPAIGN

in search engines, on industry-specific websites and social media that attract 300,000+ visitors to the Reklama website



ACTIVELY WORK WITH FEDERAL AND INDUSTRY BUSINESS PRESS, INDUSTRY-SPECIFIC PORTALS

342 publications were published on the Reklama exhibition



SEND MAILOUTS WITH EXHIBITION NEWS

120,000+ subscribers



ORGANISE A RELEVANT AND INTERESTING CONFERENCE PROGRAMME FOR THE INDUSTRY COMMUNITY with participation of top experts, representatives of regulatory authorities and industry associations. We organise panels, workshops, master classes, conferences and forums. According to research results, 39% of visitors attend the conference programme events

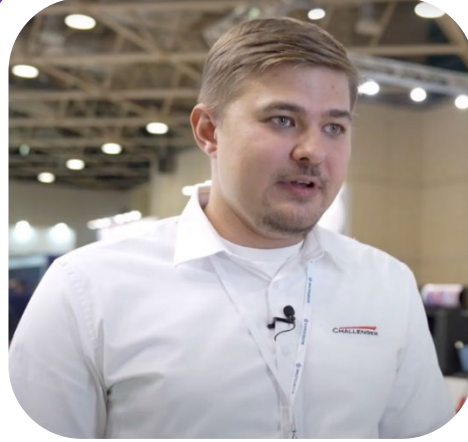
EXHIBITOR FEEDBACK



ANDREY ROZHKOVA

**Regional Development Director,
Forda**

“The Reklama exhibition is a good platform to realise ideas, new materials, new technologies and understand how this can be used in the final products to bring it to the customer. The exhibition should be held. It is effective.”



IVAN NECHITAILO

**Senior Sales Manager,
Challenger**

“The Reklama exhibition allows us to see all our partners from all over the country in one place. Here we concentrate a lot of equipment. We don't need a demo hall, and to promote our products it's enough to participate in the Reklama exhibition once a year. Thanks to the exhibition, we already have more than thousand key customers.”



ANTON VOLKOV

Manager, Lasercut

“There are not only Muscovites here. You can see that people from other regions are willingly travelling to Moscow. Many business partnership agreements have been signed precisely at this exhibition. One contract for the supply of equipment has already been signed today, and I think this is only the beginning.”



EGOR EREGINA

Sales Manager, Tekhnografika

“We are here not even for the purpose of selling, but to see new trends, show our new products and find a balance between our interests and those of the customer market. The exhibition pays for itself. It gives us the opportunity to see the future: how to develop our brand.”





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**IF YOU HAVE ANY QUESTIONS,
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