



EQUIPMENT
AND TOOLS FOR
WOODWORKING



PAINTWORK MATERIALS,
ADHESIVES, SEALANTS
AND WOOD
PROTECTION



EQUIPMENT
AND TOOLS
FOR FURNITURE
PRODUCTION



EQUIPMENT FOR
WOOD WASTES
UTILIZATION



FURNITURE
COMPONENTS
AND FITTINGS



AUXILIARY
EQUIPMENT

NEW
EXHIBITION
SECTORS



LOGGING
MACHINES



18TH INTERNATIONAL EXHIBITION OF EQUIPMENT, MATERIALS AND COMPONENTS FOR THE WOODWORKING AND FURNITURE INDUSTRY

28.11–01.12.2023

CROCUS EXPO, MOSCOW, RUSSIA | +7 495 799 55 85 | WOODEX@ITE.GROUP

2023

SPONSORSHIP OPPORTUNITIES



ОРГАНИЗАТОР
ORGANISER



HOW TO INCREASE THE EFFECIENCE OF PARTICIPATION?

Sponsorship opportunities allow exhibitors to claim about yourself to a wide audience of specialists both during the exhibition and before it is carried out. Sponsor status is intended to enhance marketing effect of participation and allows the company to get additional opportunities for promotion in the market.

Promotional options included in each sponsorship package are hand-picked in such a way as to ensure maximum coverage of the target audience and inform about the company's participation in the exhibition through different channels.

USE THE COMMERSIAL POTENTIAL OF THE EXHIBITION

- Strengthen your company's position in the market
- Make your participation stand out among other companies, ensure competitive advantage
- Increase your sales
- Strengthen the image of a successful company brand

For all questions related to sponsorship opportunities, please contact your manager. Contacts are provided on the last page.



CONTENT:

OPTIONS INCLUDED IN ALL SPONSORSHIP PACKAGES	4
GENERAL SPONSOR	5
VISITOR'S BADGE'S RIBBONS SPONSOR	6
ONLINE REGISTRATION SPONSOR	7
VISITOR'S REST AREA SPONSOR	8
REGISTRATION AREA SPONSOR	9
VISITOR'S BAGS SPONSOR	10
ENTRANCE GROUP SPONSOR	11
E-NEWSLETTER SPONSOR	12
EXHIBITION GUIDE SPONSOR	13
HALL RENTAL FOR YOUR EVENT	14
CONTACTS	15



OPTIONS INCLUDED IN ALL SPONSORSHIP PACKAGES:

Обращаем ваше внимание, данные опции входят во все спонсорские пакеты и не упоминаются далее в каждом спонсорском пакете отдельно.

Advertising and PR materials:

- Mention of the sponsor in the official press releases of the exhibition
- Placement of the logo on the first page of the exhibition guide in the "Sponsors" section
- Placing the logo and highlighting the sponsor in the alphabetical list of companies in the exhibition guide
- Placement of the sponsor's logo on the exposition plan in the exhibition guide and on the navigation construction with the plan of the exhibition
- Mention of the sponsor in the post show report (the report will be posted on the website, the mailing with the report will be sent to the entire database of exhibitors and visitors)

Exhibition website:

- Placement of brief information and sponsor's logo indicating the status and an active link on the "Partners and Sponsors" page, with output to the feed in the homepage
- Placement of sponsor's news on the exhibition website (material for publication should be provided by the sponsor)



GENERAL SPONSOR

17 600 €

The possibility of the strongest impact on the target audience in the long term (before the exhibition, during and after). This is an exclusive offer that uses the most effective advertising opportunities of the exhibition. Advertising tools will allow you to reach the entire target audience online and offline.

Only one company can take advantage of the offer.

Package includes:

Exclusively: logo on the facade banner of the exhibition and all navigation constructions

E-mail newsletters across visitors:

- The maximum number of mailings - the inclusion of information about the company / brand / products in 4 mailings across the visitor base. (Materials for e-newsletters are provided by the Sponsor: text 350 characters, logo, photo)

Exhibition website:

- Banner 435x80 on the homepage of the website

On the territory of the exhibition:

- Video clip on the screen above the registration desks (video is provided by the Sponsor according to the technical requirements of Crocus Expo)
- Advertising module 1.15 * 1.95 m on a lightbox construction (front side)
- Placement of promotional materials at the registration desk
- Sponsor's logo on the badges of visitors to the exhibition
- Sponsor's logo on registration forms filled out by visitors

Exhibition guide:

- Sponsor's logo on the 1st cover
- Advertising module on the 2nd cover
- Sponsor's logo in headers and footers on all pages



VISITOR'S BADGE'S RIBBONS SPONSOR 11 000 €

Become the hub of every business interaction with premium placements that make your brand visible at the trade show.

Placing your company's logo on visitor's ribbons of badges creates a widespread presence at an exhibition and effectively increases your brand awareness. Each visitor of the exhibition receives a personal badge and wears it throughout the exhibition. As a result, visitors of the exhibition will carry and promote your brand. Only one company can use this package

Exclusively package includes:

Advertising and PR materials:

- Placement of the sponsor's logo on ribbons for visitors' badges. Circulation from 4,000 copies.



ONLINE REGISTRATION SPONSOR 8 800 €

Registration is obligatory for all visitors of the exhibition without exception. 97% of visitors register on the website in advance, which gives the sponsor the opportunity to influence the target audience of the exhibition even before the event. Be an integral part of the visitor's first interaction with the exhibition by becoming an online registration Sponsor.

Only one company can take advantage of the offer.

Package includes:

Exhibition website:

- Placement of the logo on the e - ticket
- Placement of the logo on badges of visitors
- Placing a banner 1366x114 with an active link on the online registration page on the exhibition website from the date of opening of registration on the website until 01.12.2023.
- Placing a banner 435x80 with an active link on the main and internal pages of the website.

E-mail newsletters across visitors:

- Placement of the Sponsor's logo with indication of the status in all e - mailings across the base of visitors, starting from the first mailing to attract visitors.
Period: June – December 2023



VISITOR'S REST AREA SPONSOR

8 100 €

As part of the exhibition, there can be a specially equipped recreation area for visitors where they can have a rest.

The package can be used by a maximum of 3 companies.

Package includes:

Exclusively:

- Integration of the Sponsor's logo into the design of the recreation area for visitors.
- Placing an advertising module on wall panels in the recreation area (the number is agreed with the organiser, but not less than 2 items).

Advertising and PR materials:

- Distribution of sponsor's advertising materials in the recreation area (materials are provided by the sponsor, distribution conditions are specified additionally).



REGISTRATION AREA SPONSOR

7 400 €

Your brand will already be noticed upon entering the exhibition by thousands of specialists. All visitors can enter the exhibition only through the registration area. Sponsoring the registration area will draw the attention of all visitors to your brand and lead them directly to your company's stand. Be an integral part of the first visitor interaction with the exhibition, having received the status of the Sponsor of the registration area.

Only one company can use this package

Exclusively package includes:

- Advertising on screens in the registration area
- Branding of the registration area—2 posters on the registration desks
- Branded uniform for the staff at the registration desk (clothing is provided by the sponsor, the quantity is agreed upon additionally)
- Placement of the Sponsor's logo on the navigation to the registration desks in the foyer
- Placement of the Sponsor's logo on the printed registration form of visitors

Advertising and PR materials:

- Placement of Sponsor's advertising materials in the registration area (materials are provided by the sponsor).



VISITOR'S BAGS SPONSOR 7 400 €

Promote your brand on the exhibition territory and beyond for a long time. Advertising on bags works both during the exhibition and for a long time after the end of the event, promoting your brand not only on the territory of the exhibition but also outside of it. Branded bags are available to all visitors of the exhibition in the registration area and inside the exhibition halls. Visitors with bags will become carriers and advertisers of your brand.

Only one company can use this package.

Exclusively package includes::

- Placement of the sponsor's color logo on one side of the package
4,000 items

The layout is provided by the sponsor, production and delivery is provided by the Organiser. Packages will be placed in cubes in the registration area

Advertising and PR materials:

- Distribution of sponsor's promotional materials in the registration area (materials are provided by the sponsor)

VISITOR'S BAGS SPONSOR 3 700 €

Four companies can take advantage of the package.

Package includes:

- Placement of branded packages (circulation no more than 2,000 copies) in the registration area

The production and delivery of packages is provided by the Sponsor

**ВАШ
ЛОГО**

ENTRANCE GROUP SPONSOR 6 600 €

Send thousands of specialists to your booth at once from the entrance group. All visitors can enter the exhibition area only through the entrance in the foyer, passing through the turnstiles. This is the second point of interaction with the target audience after registration. Entrance sponsorship will allow you to direct the attention of all the visitors to your brand and guide them to your company's stand.

Three companies can take advantage of this package.

Exclusively package includes:

Advertising and PR materials

- Branding turnstiles in front of the entrance to the hall
* The number of turnstiles depends on the hall



E-NEWSLETTER SPONSOR 6 600 €

Promote your brand and company products through an active PR campaign using one of the main digital channels of the exhibition - the website and e-newsletters and deliver the necessary information to your current and potential customers first. All exhibition visitors are recipients of exhibition e-newsletters and visitors of the exhibition websites. Get the maximum number of touchpoints with your target audience in various formats through major digital exhibition channels.

Three companies can take advantage of the package.

Package includes:

Exclusively:

- Include a clickable logo in all emails and digests across the visitor base until October 10, 2023. From October 10, 2023, the logo will be included without an active link. From October 10, 2023, the logo will be included without an active link
- Inclusion of information about the company, brand and products in 3 e-newsletters across the visitor base (materials for mailings are provided by the Sponsor: text 350 characters, logo and photo)

Exhibition website:

- Banner 475*80 on the main page of the website for 3 months



EXHIBITION GUIDE SPONSOR

6 000 €

The exhibition guide catalog is a unique publication that contains a list of participating companies with their contact details, an exhibition layout, and a description of the Business Program. The exhibition guide is distributed to visitors in the registration area and in the halls of the exhibition, as well as issued to each exhibitor.

The circulation is 2 000 copies. Many visitors keep and use the guide in their work until the opening of the next year's exhibition.

Only one company can use this package.

Package includes:

- Placement of the Sponsor's advertising module on the 4th cover of the guide.
- Placement of the Sponsor's logo in the footers of the guide.
- Placement of the Sponsor's logo indicating the status on the cubes with a guide.

Advertising and PR materials:

- Placement of the Sponsor's logo indicating the status on the cover of the guide.
- Distribution of promotional materials of the Sponsor in cubes with a guide (materials are provided by the Sponsor).



HALL RENTAL FOR YOUR EVENT

Hold your own event at the Crocus Expo during Woodex.

If you need a venue for your event outside of your booth, you can rent a conference hall and order equipment for it.

- Renting a conference hall and equipment is possible only for exhibitors or partners of Woodex exhibition
- The theme of the event must be agreed with the organiser of the exhibition.
- The organiser reserves the right to change the schedule of the program of events, notifying all parties about it.



The contents of sponsorship packages may be adapted to marketing goals, objectives and the interests of your company.

We are also ready to discuss the possibility creation of individual non-standard sponsorship and advertising packages within Woodex.

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