

SPONSORSHIP PACKAGES



CJF – CHILD AND JUNIOR FASHION 2017

**International
Exhibition for Child
and Junior Fashion,
Maternity Wear**

 **EXPOCENTRE**

 **RUSSIAN
TEXTILE
WEEK**

20–24.02

Organized by ExpoCentre AO
Supported by the Russian Ministry
of Industry and Trade
Under auspices of the Russian
Chamber of Commerce and Industry

26–29.09

ExpoCentre Fairgrounds, Moscow, Russia
www.cjf-expo.ru

Advertising



12+



Dear participants in the «CJF-Child and Junior fashion– 2017»

Advertising and sponsorship opportunities will allow to make your company known to the target audience long before the beginning of the exhibition and showcase you products during the event. That will undoubtedly improve the efficiency of your company's promotion in the market.

We offer you integrated promotion opportunities i.e. sponsorship packages developed for various marketing aims of participating companies.

We kindly offer you to choose sponsorship or partnership participation that is in line with your aims and tasks. We are also ready to discuss special sponsorship projects with the «CJF-Child and Junior fashion– 2017» exhibition.



Type of sponsorship / partnership	Cost, EUR (VAT excl.)
General sponsor*	9 000
Sponsor of registration*	8 000
Sponsor	6 500
Sponsor of Gala event*	6 500
Sponsor of navigation*	4 500
Partner of exhibition	3 500
*Exclusive	

GENERAL SPONSOR

EXCLUSIVE

9 000 € (VAT excl.)

Status

- Exclusive status «**General Sponsor of the Exhibition**»
- Right to use the exhibition logo in Sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website
- Company news on the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue as a sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Associated events

- Hall to hold a presentation, a round-table discussion or a seminar^{*}

** Hall is provided for one day as agreed with the Exhibition Management and if technically possible*

GENERAL SPONSOR

EXCLUSIVE

E-ticket

- Company ad on an e-ticket to the exhibition

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a sponsor
- Company banner ad on the portable advertising structures (4x2 m)
- Company ad on 2 light boxes in Pavilion No.8 Hall 5
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

Other services

- 4 passes for promoters on the exhibition area
- 4 invitations to the gala event devoted to the exhibition opening
- 3 parking passes to Expocentre Fairgrounds

SPONSOR OF REGISTRATION

EXCLUSIVE

8 000 € (VAT excl.)

Status

- Exclusive status «**Sponsor of Registration**»
- Right to use the exhibition logo in Sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner on the homepage of the exhibition website

Exhibition catalogue

- Company logo in the exhibition catalogue as a sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

Outdoor advertising

- Company ad on light box in Pavilion No.8, Hall 5
- Company ad on light boxes in the Registration Zones:
 - ✓ one light box – West Entrance
 - ✓ one light box – South Entrance
 - ✓ one light box – North Entrance

Registration zone

- Uniform with company logo for registration staff (T-shirts, scarves, caps). The uniform is Sponsor supplied.
- Company promotion materials on the visitor registration desks
- Exclusive opportunity to place Sponsor's ad on one side of the exhibition bag (copies shall be provided by Sponsor)
- Placement of Sponsor's materials into the exhibition bags for visitors

Other services

- 4 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

SPONSOR

6 500 € (VAT excl.)

Status

- Status «**Sponsor of the Exhibition**»
- Right to use the exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Announcement of company sponsorship in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue and guide

- Company logo in the exhibition catalogue as a sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company banner ad on the portable advertising structure (2x2 m)

Other services

- 2 passes for promoters on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

SPONSOR OF GALA EVENT

EXCLUSIVE

6 500 € (VAT excl.)

Status

- Exclusive status «**Sponsor of the Gala Event**»
- Right to use the exhibition logo in sponsor's advertising campaign
- Welcome speech at the gala event devoted to the exhibition opening
- Company logo on the invitation to the gala event devoted to the exhibition opening

Exhibition catalogue

- Company logo in the exhibition catalogue as a sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

Outdoor advertising

- Permission to set a roll-up or pop-up banner
- Company banner ad (2x2 m) near entry to the gala event hall

Other services

- 2 passes for promoters on the exhibition area
- 10 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

SPONSOR OF NAVIGATION

EXCLUSIVE

4 500 € (VAT excl.)

Status

- Exclusive status «**Sponsor of the Exhibition Navigation**»
- Right to use the exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Announcement of company partnership in the exhibition press release

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition catalogue

- Company logo in the exhibition catalogue as a sponsor
- Company profile in the exhibition catalogue
- A full-page ad in the exhibition catalogue

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

Other services

- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

PARTNER OF EXHIBITION

3 500 € (VAT excl.)

Status

- Status «**Partner of the Exhibition**»
- Right to use exhibition logo in partner's advertising campaign

On-line advertising

- Company banner ad on the homepage of the exhibition website

Exhibition press release

- Announcement of company partnership in the exhibition press release

Exhibition catalogue

- Company logo in the exhibition catalogue as a partner
- Company profile in the exhibition catalogue

Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor

Other services

- 1 pass for promoter on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass Expocentre Fairgrounds