

# MARKETING MANUAL

International  
Trade Fair for  
Plastics and Rubber



**RUPLASTICA**  
**21 – 24 JAN**  
**2025**  
Moscow, Russia

together with:



International Trade Fair for Plastics Recycling  
and Waste Management

**RECYCLING  
SOLUTIONS**

[ruplastica.ru](http://ruplastica.ru)

[recycling-solutions.ru](http://recycling-solutions.ru)

Venue:



Organizer:

EXPO FUSION LLC  
Tel.: +7 495 955 91 99  
+7 495 320 65 40  
[www.expo-fusion.ru](http://www.expo-fusion.ru)





21 – 24 JAN  
**2025**  
Moscow, Russia

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**3**  
Download  
advertising motives

## POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MATERIALS!

Announce your company's participation in the **RUPLASTICA** exhibition!  
Beautify your Desktop with our wallpaper or turn you daily correspondence into an eye catcher with our logo. You can also integrate our digital sticker in your email signature, invoices, letters etc.

### LOGO

- By using the logo in your promotional materials, you signify your participation in the exhibition.



DOWNLOAD

### BANNERS

- Place the banner on your social network.



DOWNLOAD

### INDIVIDUAL COMPANY BANNER

Make your email correspondence attractive!

Invite your partners and customers to visit your booth at the exhibition – add your booth number to the banner by yourself



DOWNLOAD

INDIVIDUAL REQUEST FOR PROMOTIONAL MATERIALS



**ADVERTISING  
IN PRINTED MATERIALS**



21 – 24 JAN  
**2025**  
 Moscow, Russia

**5**  
 Advertising  
 in the visitor guide

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

**Gassina Maria**  
 T +7 (495) 955 91 99 ext. 642A; GassinaM@expo-fusion.ru  
**Belousova Marina**  
 T +7 (495) 955 91 99 ext. 632; BelousovaM@expo-fusion.ru  
**Melnikova Elena**  
 T +7 (495) 955 91 99 ext. 646; MelnikovaE@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

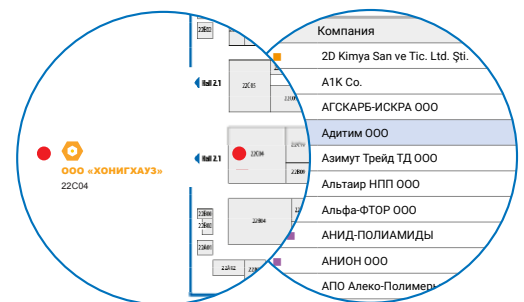
E-Mail \_\_\_\_\_

**VISITOR GUIDE**

This is a convenient full-fledged navigator for visitors of the exhibition, which will allow your company to properly draw attention to itself. The guide contains a plan of the exhibition, a list of exhibitors, the location of their stands in the pavilions, as well as a business program.

By ordering additional options in the guide, you significantly increase the chances of attracting customers to your stand.

<b>Logo on the exhibition plan</b> no more than 10 exhibitors per hall	EUR 100.00	<input type="checkbox"/>
<b>Background highlighting in the alphabetical list of exhibitors</b> visual background highlight	EUR 40.00	<input type="checkbox"/>
<b>Modular advertising</b>		
<b>Page 1/1</b> A4 (210x297mm) format	EUR 910.00	<input type="checkbox"/>
<b>Page 1/3</b> 190x90 mm format	EUR 500.00	<input type="checkbox"/>



Placement example

Logo on the plan of the exhibition;  
 Background highlighting in the alphabetical list of exhibitors

**Rate including VAT**



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

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Advertising  
 in the business program leaflet

SEND YOUR APPLICATION BY E-MAIL. DEADLINE 13.12.2024

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**INFORMATION LEAFLET**

A convenient „pocket“ version of the visitor guide, dedicated exclusively to the schedule of business events of the exhibition. The leaflet format includes two folds and is folded with an accordion – therefore, the emphasis on your company will be obvious. It is distributed throughout the exhibition area.

Service list	Price
<b>Page 1/1:</b> (140x297 mm)	EUR 900.00
<b>Block 1/2:</b> (140x140 mm)	EUR 600.00



Rate including VAT



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 +7 495 320 65 40  
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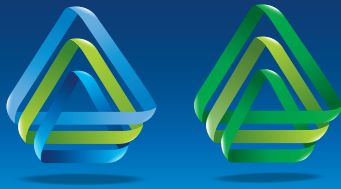
Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



# **ADVERTISING**

## **ON THE ONLINE PLATFORMS**



21 – 24 JAN  
2025  
Moscow, Russia

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# Advertising in the online catalogue

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

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119021, Russia, Moscow

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T +7 (495) 955 91 99 ext. 646; MelnikovaE@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## ONLINE CATALOGUE OF EXHIBITORS

An expanded set of online catalog tools will help potential customers find exactly your company.

The online catalog is used by site visitors as an information directory, providing an extended advertising effect.

Service list	Price
<b>Basic description for the main and accompanying exhibitors:</b> company name in Russian and English, description of the company's activities, address, phone number, e-mail address mail, website	<b>included in the registration fee</b>
<b>Background highlighting in the general list of exhibitors</b> visual background highlighting	EUR 180.00 <input type="checkbox"/>
<b>Exhibitor's profile cover.</b> Add a brand image of the company	EUR 95.00 <input type="checkbox"/>
<b>Video integration</b> add the video clip to your profile	EUR 55.00 <input type="checkbox"/>
<b>Links to social networks</b> up to 3 links	EUR 60.00 <input type="checkbox"/>

Placement example

1. Company logo and image photo
2. Highlighting in the general list of participants (background)
3. Links to social networks

\* Images may differ from the final product.



### Rate including VAT



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+7 495 320 65 40  
info@expo-fusion.ru

Company stamp and legally  
binding signature \_\_\_\_\_

Place, date \_\_\_\_\_





21 – 24 JAN  
2025  
Moscow, Russia

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Advertising  
on an e-ticket

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
Timura Frunze str., 3/1,  
119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
T +7 (495) 955 91 99 ext. 510  
NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**PLACING ADVERTISING ON THE ELECTRONIC TICKET**

Your advertisement will be placed on each visitor e-ticket.

Maximum number of companies: 3

**We hereby confirm the placement of advertising on the electronic ticket**

EUR 645,00

The e-ticket example includes the following sections:

- Header:** Logos for RUPLASTICA (International exhibition of plastics and composites), UPAKEXPO (International exhibition of packaging, printing and technology solutions), and RECYCLING SOLUTIONS (International exhibition of recycling technologies and waste management solutions).
- Event Info:** 21 – 24 ЯНВАРЯ 2025 | МОСКВА, РОССИЯ | ЦВК «ЭКСПОЦЕНТР»
- Visitor Instructions:**
  - УВАЖАЕМЫЙ ПОСЕТИТЕЛЬ!** С данным билетом вы можете пройти на выставку без посещения стойки регистрации используя FAST TRACK! Пожалуйста, возьмите с собой документ, удостоверяющий Вашу личность! Сохраните билет на мобильный телефон или распечатайте. Штрихкод с мобильного телефона или с распечатанного билета будет отсканирован на входе. Распечатанный билет Вы можете вложить в карман с ленточкой. Кармашки и ленточки будут доступны на входе.
  - DEAR VISITOR!** With this visitor ticket you don't need to visit registration counter. You can enter the fairground using FAST TRACK! Please take a passport or other ID with you! Save it on your mobile phone or print this PDF file in A4 size. The barcode will be scanned from your mobile phone or paper ticket at the entrance. Fold the paper ticket in half two times and put it into the pocket, which will be available at the entrance.
- Advertisement Area:** PLACE FOR ADVERTISING
- Map:** LOCATION: ЦВК «ЭКСПОЦЕНТР» МОСКВА, КРАСНОПРЕСНЕНСКАЯ НАБ., 14 123100, МОСКВА. Includes a 3D map of the exhibition grounds with hall numbers (Пав. 1, Пав. 2, Пав. 3) and entrance points (Стойка метро «Воскресенская», Стойка метро «Воскресенская», Стойка метро «Воскресенская»).
- Working Hours:**
  - ВРЕМЯ РАБОТЫ:** Понедельник-пятница: 10:00–18:00, Суббота: 10:00–16:00
  - OPENING HOURS:** Saturday/Thursday: 10:00am-6:00pm, Friday: 10:00am-6:00pm
- Contact for visitors:**
  - Евгений Грушин, +7 (495) 955 91 99, GrushinaE@expo-fusion.ru
  - Виталий Саусов, +7 (495) 955 91 99, SaustovV@expo-fusion.ru
- Registration Sponsor:** FAST TRACK!

Example of an e-ticket

\* Images may differ from the final product.

**Rate including VAT**

**EXPO FUSION**  
EXPO FUSION LLC,  
Timura Frunze str., 3/1,  
119021, Russia, Moscow  
tel. +7 495 955 91 99  
+7 495 320 65 40  
info@expo-fusion.ru

Company stamp and legally binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

10

Advertisement  
 banner newsletter

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_


E-Mail \_\_\_\_\_

**BANNER IN BRANDED NEWSLETTER**

We may place your banner in one or more email newsletters.  
 We place a static banner in jpg/png format. Size 600x110px.

The price of placing a banner, including placing a link to your site:

- 1 banner      EUR 325,00
- 2 banners      EUR 545,00
- 3 banners      EUR 670,00




**APPLICATIONS FOR RUPLASTICA 2024 NOW OPEN!**

We are pleased to announce a call for applications for the international specialized trade fair for plastics and rubber - RUPLASTICA, 2024 - that will take place in Moscow at Expocentre from 23-26 January 2024.

Ruplastica is the most relevant meeting point bringing together key industry players across the entire polymer market value chain from Russia, CIS, Europe and Asia to showcase innovations, discuss current trends and chart the course for the year ahead.

More than 500 exhibitors from 16 countries took part in the previous exhibition session. The companies' stands attracted about 25,000 visitors from 39 neighboring countries and 26 Russian regions.

- > 2023 Highlights video
- > Post-show report 2023
- > 2023 Photo gallery



**APPLICATION FORM**

**banner width 600px in png/jpg**

**SHOW PROFILE**

- > Machinery and equipment for the plastics and rubber industries
- > Machinery and equipment for waste management and plastics recycling
- > Raw materials and auxiliaries
- > Plastics and rubber products
- > Services for the plastics and rubber industries

An example of placing a banner in the mailing list

Rate including VAT

**EXPO FUSION**  
 EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



# ADVERTISING

ON THE TERRITORY OF EXPOCENTRE FAIRGROUNDS





21 – 24 JAN  
**2025**  
 Moscow, Russia

**13**

Outdoor / indoor  
 advertising

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Mikhail Shatov  
 T +7 (495) 955 91 99 ext. 634  
 ShatovM@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**OUTDOOR / INDOOR ADVERTISING (ADVERTISING BOARD)**

There are different opportunities to make outdoor/indoor advertising on the fairground. If you are interested you'll get more information and a special offer.

**We hereby order the production and placement of billboards with promotional products:**

Service	Price in Euro per sq.m.	Shield area sq.m	Total in Euro
Billboard (the price includes production, installation, placement)	305,00		

\* Possible banner sizes (W x H, m): 1x2 / 2x2 / 2x3 / 3x2 / 3x3 / 4x2 / 4x3 / 5x2 / 5x3 / 6x2 / 6x3

**TECHNICAL REQUIREMENTS FOR FILES >>**



Rate including VAT



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

14

# Advertising on LED panels at Expocentre Fairgrounds

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Mikhail Shatov  
 T +7 (495) 955 91 99 ext. 634  
 ShatovM@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

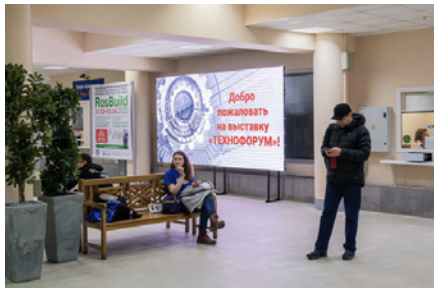
Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

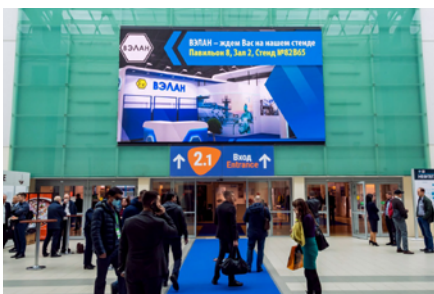
## ADVERTISING ON LED SCREENS OF THE EXPOCENTRE

The rate covers not less than 100 shows per day from 8 am to 6 pm for the event running period.



**Video advertising on the LED screen 4 x 2 m  
 (Pavilion №8; hall 5)**

- 15 sec – EUR 480,00
- 30 sec – EUR 780,00
- 60 sec – EUR 1 370,00



**Video advertising on the LED screen 7.7 x 4.6 m  
 (gallery in front of the entrance to Pavilion No. 2, Hall 1)**

- 15 sec – EUR 680,00
- 30 sec – EUR 1 200,00
- 60 sec – EUR 1 870,00

**TECHNICAL REQUIREMENTS FOR FILES >>**

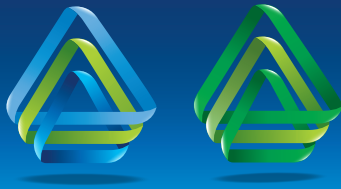
Rate including VAT



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**15**  
 Advertising  
 on LED pylons Hall 8

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Mikhail Shatov  
 T +7 (495) 955 91 99 ext. 634  
 ShatovM@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

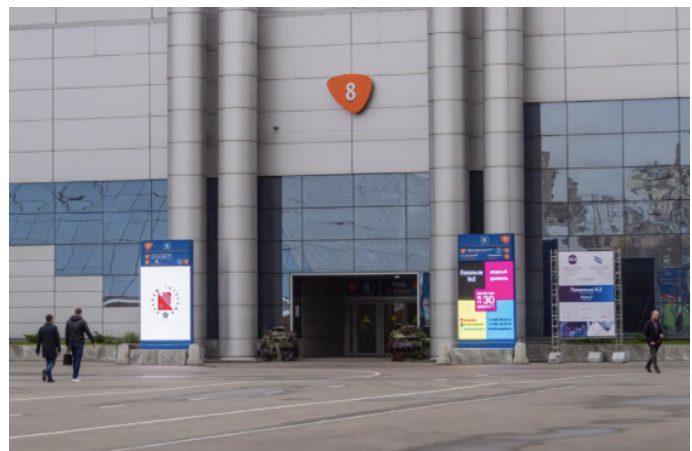
**VIDEO ADVERTISING ON THE LED PYLON ,  
 FOR THE PERIOD OF THE EXHIBITION, from 8 AM to 6 PM**

Video advertising on LED pylon 1,92m x 2,64m  
 of Pavilion No.8

The rate covers not less than 100 shows per day  
 from 8 am to 6 pm for the event running period.

- Left pylon
- Right pylon

- 15 sec – EUR 205,00\*
- 30 sec – EUR 345,00\*
- 60 sec – EUR 820,00\*



\* Price for 1 pylon

**TECHNICAL REQUIREMENTS FOR FILES >>**

Rate including VAT



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 119021, Russia, Moscow  
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 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**16**

# Advertising on LCD-panels at Expocentre Fairgrounds

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Mikhail Shatov  
 T +7 (495) 955 91 99 ext. 634  
 ShatovM@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## VIDEO ADVERTISING ON LCD-PANELS OF THE EXPOCENTRE

Plasma panels are located in registration zone of of the Western and Southern entrances – meeting points of exhibition visitors.

During the day (from 8 am to 6 pm) your commercial will be played 360 times.

### 4 LCD panels operating in synchronous mode

- 15 sec – EUR 550,00
- 30 sec – EUR 855,00
- 60 sec – EUR 1 485,00



### TECHNICAL REQUIREMENTS FOR FILES >>

#### Rate including VAT

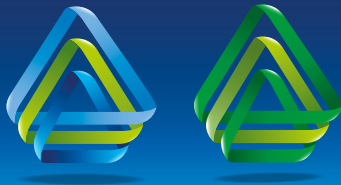


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 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_





21 – 24 JAN  
**2025**  
 Moscow, Russia

17

# Video advertising on the multimedia installation

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

**Please complete and submit:**

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## VIDEO ADVERTISING ON THE MULTIMEDIA INSTALLATION

Several multimedia installations will be located in the main areas of the exhibition center. This construction is the official photo zone of the exhibitions, as well as a navigation platform, so your video will be natively integrated into a series of displays of image screensavers of exhibitions and will allow you to capture the attention of 100% of visitors.

Your video will be played during the 4 days of the exhibition (from 8.00 to 18.00).

**Video advertising on a multimedia installation for the period of the exhibition, from 8:00 to 18:00.**

15 sec – EUR 2 700,00 / 4 days



**Rate including VAT**



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 Timura Frunze str., 3/1,  
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Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**18**

Pass for a distributor  
 of your promo materials

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

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Belousova Marina

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Melnikova Elena

T +7 (495) 955 91 99 ext. 646; MelnikovaE@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**PASS OF THE DISTRIBUTOR OF INFORMATION  
 AND ADVERTISING PRODUCTS (PROMOTER)**

The pass enables to distribute information and promotional materials within the venue of the show and in compliance with its thematic subjects.

Please provide us with the following services on a reimbursable basis:

Service	Price in EURO for 1 day	Number of promoters	Number of working days	Total in EURO
Pass of the distributor of information and promotional products (promoter) for 1 day for 1 person  Work dates: _____ _____ _____ _____	110,00			

Rate including VAT



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
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 +7 495 320 65 40  
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Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

19

Promotional materials  
 in guidebook

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. \_\_\_\_\_

Please complete and submit:

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Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## PROMOTIONAL MATERIALS IN GUIDEBOOK

Tell the most interested parties about your company's participation. Provide us with your information and promotional materials, and we will include them in the official **RUPLASTICA** exhibition guide, which will be offered to every visitor of the exhibition in the registration area.

- Deliver your promotional material (10,000 pieces) 4 days before the start of the exhibition.
- The delivery address is negotiated additionally (Expocentre Fairgrounds or the office of EXPO FUSION LLC).

**Format of materials: Euroflyer; A5**

**Quantity: no more than 10,000 pcs**

EUR 1 245,00



\* The offer is available exclusively for 3 companies.

\* The materials are developed, printed and delivered to the organizers by the exhibitor. The organizer is not responsible for materials that were lost in the mail or were delivered late.

### Rate including VAT



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



# **SPONSORSHIP PACKAGES**



21 – 24 JAN  
**2025**  
 Moscow, Russia

**21**

Package 1

Online registration partner

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**- ASSIGNING REGISTRATION PARTNER STATUS**

**- PLACEMENT OF YOUR COMPANY LOGO**

- On the electronic registration page in the «Your ticket» section\*
- In mailing lists to attract visitors
- In the response letter of the registered visitor
- In the electronic version of the printed ticket

**- MENTIONING THE COMPANY IN PRESS AND POST RELEASES**

\* Placement of a logo with an active link in all electronic sources.

We hereby confirm the booking of the Package 1  
 «Online Registration Partner»

Price – EUR 6 000,00



**Rate including VAT**

**EF.**  
**EXPO**  
**FUSION**  
 EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
Moscow, Russia

**22**  
Package 2  
Offline registration partner

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
Timura Frunze str., 3/1,  
119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
T +7 (495) 955 91 99 ext. 510  
NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**– PLACING ADVERTISING INFORMATION ON THE BACK SIDE OF THE VISITOR’S BADGE** (more than 30,000 visitors)

**– PLACEMENT OF YOUR COMPANY LOGO**

- On clothes of promo staff
- On general navigation banners in the «Partners» section
- In the guide - the status of the registration sponsor (Circulation over 15,000 copies)

**– PLACING OF ADVERTISING LEAFLETS AT REGISTRATION DESK**

**– MENTIONING THE COMPANY IN PRESS AND POST RELEASES**



We hereby confirm the booking of the Package 2 «Offline Registration Partner»

Price – EUR 10 500,00

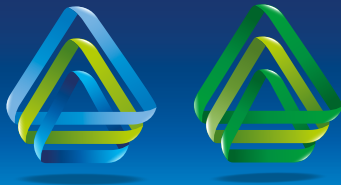
Rate including VAT



EXPO FUSION LLC,  
Timura Frunze str., 3/1,  
119021, Russia, Moscow  
tel. +7 495 955 91 99  
+7 495 320 65 40  
info@expo-fusion.ru

Company stamp and legally  
binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**23**

Package 3

Business program partner

SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**PARTNER PACKAGE INCLUDES:**

<p><b>EXCLUSIVE OPTION</b>          Distribution of advertising materials of the Partner</p>	<ul style="list-style-type: none"> <li>• Placement of Partner’s advertising materials in the Business Program Area.</li> <li>• Display of the Partner’s Commercial Video (up to 2 minutes) on the screens in the Business Program Area – 3 times a day.</li> </ul>
<p>Exhibition site ruplastica.ru</p>	<ul style="list-style-type: none"> <li>• Placement of the Partner’s advertising banner on the page of the Business Program webpage.</li> <li>• Placement of the Partner’s logo with an active link in the «Sponsors» section.</li> </ul>
<p>Email newsletters and PR</p>	<ul style="list-style-type: none"> <li>• Placement of the Partner’s logo indicating the status of «Business Program Partner» in all electronic mailing lists with information about the Polymer Plaza Business Program.</li> <li>• Mention of the Partner and indicating the status of «Partner of the business program» in the official Press Release and Post-Release.</li> </ul>
<p>Guide</p>	<ul style="list-style-type: none"> <li>• Placement of the Partner’s logo on the cover of the exhibition guide with the indication «Partner of the business program».</li> </ul>
<p>Exhibition navigation &amp; outdoor advertising</p>	<ul style="list-style-type: none"> <li>• Placement of the Partner’s logo indicating «Partner of the business program» on the Navigation banners of the exhibition dedicated to business program schedule.</li> </ul>

\* Partner status is granted to only one company.

We hereby confirm the booking of «Business Program Partner» status

Price – EUR 6 000,00

Rate including VAT

**EXPO FUSION**  
 EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**24**  
 Package 4  
 Guidebook partner

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**PARTNER PACKAGE INCLUDES:**

Exhibition site ruplastica.ru	<ul style="list-style-type: none"> <li>• Placement of the Partner’s logo with an active link in the «Partners» section</li> <li>• Placement of the partner’s news on the exhibition website (the partner provides the material for publication) and in social networks (the material can be adapted by the organizers).</li> </ul>
Email newsletters and PR	<ul style="list-style-type: none"> <li>• The inclusion of 1 information block about the partner in the newsletter on the visitor base (announcement of the partner’s status, description of the partner’s activities and products that will be presented at the exhibition) – a thematic newsletter before the exhibition, including information about the exhibition guide.</li> </ul>
Guide	<ul style="list-style-type: none"> <li>• Placement of the Partner’s logo on the first page of the exhibition guide, indicating the status of the «Guidebook Partner»</li> <li>• Placement of the Partner’s advertising module on the back cover of the exhibition guide</li> <li>• Placement of the partner’s logo and status on Thank You page</li> <li>• Highlighting the company name in the list of participants in color</li> </ul>
Distribution of advertising materials	<ul style="list-style-type: none"> <li>• Distributing promotional materials and souvenirs (provided by a partner) together with the exhibition guide in the registration area</li> </ul>

\* Partner status is granted to only one company.

**We hereby confirm the booking of  
 «Guidebook Partner» status**

Price – EUR 2 450,00

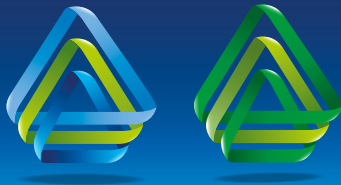
Rate including VAT

**EXPO FUSION**  
 EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_





21 – 24 JAN  
**2025**  
 Moscow, Russia

**25**  
 Package 5  
 Promotion

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

**Please complete and submit:**

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**INDIVIDUAL PACKAGE «PROMOTION»**

Take the opportunity to reach the maximum number of target audience by informing the active base of exhibition subscribers about your participation in **RUPLASTICA**. Invite potential customers to your company's stand; and after the exhibition is over, share your results and strengthen your expert position in the industry.

**THIS PACKAGE INCLUDES:**

- Customized mailing to the target base of exhibition subscribers (more than 113 thousand addresses).
- 3 native posts in social networks: 1 post – announcement of participation, 2 post – quote of the company representative, 3 post – results of the exhibition (dates and preparation of materials to be discussed).
- Advertising in the online catalog – highlighting the company in the general list of participants.

**We confirm the Package 5 «Promotion»**

Price – EUR 725,00



**Rate including VAT**



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**26**  
 Package 6  
 Promotion VIP

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

**Please complete and submit:**

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## INDIVIDUAL PACKAGE «PROMOTION VIP»

Take the opportunity to reach the maximum number of target audience by informing the active base of exhibition subscribers about your participation in **RUPLASTICA**. Invite potential customers to your company's stand; and after the exhibition is over, share your results and strengthen your expert position in the industry.

### THIS PACKAGE INCLUDES:

#### ALL OPTIONS OF THE «PROMOTION» PACKAGE:

- Customized mailing to the target base of exhibition subscribers.
- 3 native posts in social networks: 1 post - announcement of participation, 2 post - quote of the company representative, 3 post - results of the exhibition (dates and preparation of materials to be discussed).
- Advertising in the online catalog – highlighting the company in the general list of participants.

### AS WELL:

- Commentary of the company representative in the final report video of the exhibition
- Quote of the company representative in the official post-release of the exhibition

\* The offer is available for several companies.

**We confirm the Package 6 «Promotion VIP»**

Price – EUR 1 800,00



Rate including VAT



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 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
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 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**27**  
 Package 7  
 Segment sponsorship

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

Nikolina Yulia  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**INDIVIDUAL EXCLUSIVE PACKAGE «SEGMENT / PAVILION SPONSORSHIP» INCLUDES:**

Distribution of advertising materials of the Partner	<ul style="list-style-type: none"> <li>• Placement of Sponsor's promotional materials in individual prospectus in the Pavilion selected for sponsorship (materials are provided by the Sponsor).</li> </ul>
Email newsletters and PR	<ul style="list-style-type: none"> <li>• The inclusion of information block about the Sponsor in the newsletter on the visitor base (announcement of the Sponsor's status, description of the Sponsor's activities and products that will be presented at the exhibition) – a thematic newsletter before the exhibition, including information about the segment/section of the exhibition chosen by the Sponsor.</li> <li>• Commentary of the company representative in the final report video of the exhibition.</li> <li>• Quote of the company representative in the official post-release of the exhibition.</li> </ul>
Guide	<ul style="list-style-type: none"> <li>• Placement of the Sponsor's logo on the segment page in the exhibition guidebook indicating the status of the «Segment/Pavilion Sponsor».</li> <li>• Highlighting the company name in the list of participants in color.</li> </ul>
Exhibition navigation	<ul style="list-style-type: none"> <li>• Placement of the Sponsor's logo indicating the status of «Segment / Pavilion Sponsor» on the Navigation banners of the selected pavilion.</li> <li>• Highlighting the company name in the list of participants in color on the Navigation banners of the selected pavilion.</li> </ul>

We hereby confirm the booking of «Segment/Pavilion Sponsor» status

Price – EUR 1 500,00

Rate including VAT



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



**ADDITIONAL  
OPPORTUNITIES**



21 – 24 JAN  
**2025**  
Moscow, Russia

**29**  
Sponsorship  
of promotional products

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

**Please complete and submit:**

**Organizer:**

**EXPO FUSION LLC**  
Timura Frunze str., 3/1,  
119021, Russia, Moscow

**Contact:**

**Nikolina Yulia**  
T +7 (495) 955 91 99 ext. 510  
NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**SPONSORSHIP OF PROMOTIONAL PRODUCTS**

**RUPLASTICA** exhibition with all related projects is annually visited by about 30 thousand guests. Your promotional products at the exhibition is an ideal opportunity to reach the maximum number of audience on the territory of the Fairgrounds and beyond.

**Among possible products can be:**

- shoppers/packages;
- t-shirts of the registration area staff;
- water in individual packages

etc.

**Each released product necessarily includes placement of your logo.**

We are ready to consider any of your proposals, discuss terms and conditions and reach the most favorable and successful cooperation for both parties!

**Send your proposal for further discussion.**

**MAKE A REQUEST >>**

**Rate including VAT**



EXPO FUSION LLC,  
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119021, Russia, Moscow  
tel. +7 495 955 91 99  
+7 495 320 65 40  
info@expo-fusion.ru

Company stamp and legally  
binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
Moscow, Russia

**30**  
Visitor data  
collection service



**Contact:**

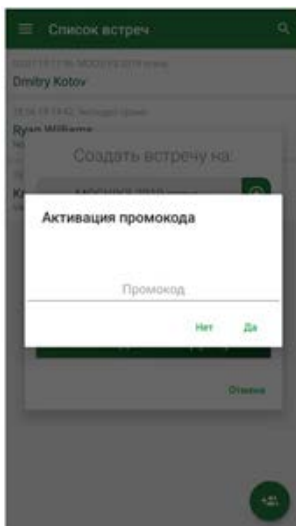
Elena Konovalova  
T +7 909 685 06 31  
E-Mail: ek@expodat.com

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## SERVICE APPLICATION REGISTRATION OF MEETINGS AT THE EVENT

LeadER EXPO mobile application:

- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



Add a meeting and choose a method of data collection



or read the barcode on the badge / invitation



Registration data of the visitor immediately on the screen



21 – 24 JAN  
**2025**  
 Moscow, Russia

**31**

Conference halls /  
 Meeting rooms rent

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

EXPO FUSION LLC  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

**Gassina Maria**  
 T +7 (495) 955 91 99 ext. 642A; GassinaM@expo-fusion.ru

**Belousova Marina**  
 T +7 (495) 955 91 99 ext. 632; BelousovaM@expo-fusion.ru

**Melnikova Elena**  
 T +7 (495) 955 91 99 ext. 646; MelnikovaE@expo-fusion.ru

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

## CONFERENCE HALL RENTAL

Expocentre fairground has a variety of conference halls available for rent. They are located close to the pavilions and convenient for holding presentations, meetings and other corporate events. The seating as well as the technical equipment in these conference rooms can be individually selected.

**Complementing the major conference halls, Expocentre also features individual meeting rooms suitable for private discussions or communication.**



**VIEW CONFERENCE HALL/ MEETING ROOMS MAP >>**

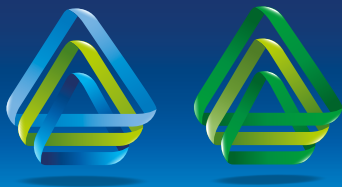
For more information regarding prices and available slots, please contact the organizers' team.



EXPO FUSION LLC,  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow  
 tel. +7 495 955 91 99  
 +7 495 320 65 40  
 info@expo-fusion.ru

Company stamp and legally  
 binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



21 – 24 JAN  
**2025**  
 Moscow, Russia

**32**  
 Video / photo  
 support

**SEND YOUR APPLICATION BY E-MAIL. DEADLINE ON REQUEST**

Stand No. \_\_\_\_\_

Please complete and submit:

**Organizer:**

**EXPO FUSION LLC**  
 Timura Frunze str., 3/1,  
 119021, Russia, Moscow

**Contact:**

**Nikolina Yulia**  
 T +7 (495) 955 91 99 ext. 510  
 NikolinaY@expo-fusion.ru

Company name \_\_\_\_\_

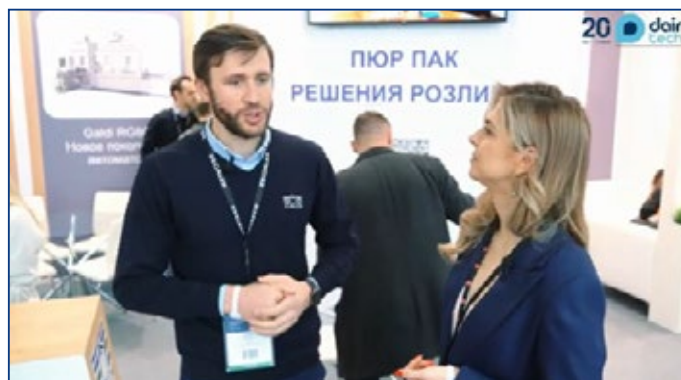
Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Use your presence at the exhibition to create unique and effective video content.  
 Professional videographers will help you record an impressive video that will attract the attention of the audience.



**FOR MORE INFORMATION REGARDING PRICES, PLEASE CONTACT THE ORGANIZERS' TEAM. >>**