

25–28/2/2019

MARKETING MANUAL
incl. SPECIAL SPONSORSHIP PACKAGES

CPM

International Fashion Trade Show
Moscow



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REPLY BY FAX OR BY E-MAIL | DEADLINE: 9 JANUARY 2019

Stand No. _____

Please complete and return to:

**BCD Travel
Mrs. Beate Jäger
i.H. Messe Düsseldorf
Stockumer Kirchstr. 61
40474 Düsseldorf
Germany**

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
Email _____

CONTACT:

Mrs. Beate Jäger T +49 211 5187870 F +49 211 51878713 E-mail: 347.01@bcdtravel.de

Please contact for further information.

Hereby we order the following services:

ACCOMODATION IN MOSCOW

Day of arrival _____ Day of departure _____ Name 1 _____
Hotel _____ Name 2 _____
Room type: Name 3 _____
 Smoker Non-smoker Name 4 _____

Number of rooms:
 Single Double

FLIGHTS TO MOSCOW

Please ask us for a competitive offer for flights to Moscow. Please select your airport, airline and fare basis:

Preferred airport of departure _____

Business-Class Economy-Class

VISA SUPPORT / LETTER OF INVITATION

yes no

As payment we accept bank transfer or credit card payment only Service fees on request.
We accept: AMERICAN EXPRESS, MASTERCARD and VISA.



11b

CPM PARTNER HOTELS

We are glad to inform you, that we have several partnerships with hotels in the city center of Moscow.

Special rates are offered to our exhibitors and visitors.

To know more about our partner hotels and their rates please click here (BUTTON)




CROWNE PLAZA
MOSCOW - WORLD TRADE CENTRE

Hotel Crowne Plaza Moscow
World Trade Centre



Radisson
ROYAL HOTEL
MOSCOW

Radisson Royal Hotel



LOTTE
HOTELS & RESORTS

Lotte Hotel Moscow



 **azimut**
HOTELS

AZIMUT Hotel Smolenskaya
Moscow




HOTEL NATIONAL
MOSCOW

Hotel National



swissôtel **KRASNYE HOLMY**
MOSCOW

Swissotel Krasnye Holmy
Moscow



Petroff Palace

Hotel Petroff Palace

► [PRESS HERE TO GET SPECIAL OFFERS](#)



12

EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2019

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Vitaly Samotaev
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

Email _____

CONTACT:

Vitaly Samotaev T +7 495 955 91 99 #660 F +7 499 246 92 77 E-mail: SamotaevV@messe-duesseldorf.ru

EXHIBITOR'S PASS

It is absolutely necessary that you place your order in advance, as Igedo Company cannot guarantee the printing of the passes on location.

Please register all personnel from your company and associated companies who will be manning the exhibition stand. The number of passes issued will be based on the names provided. Four passes up to 30m², one further pass for any additional 10m².

Please consider that we will charge additional passes, that were ordered with the form 12a and which are not free of charge.

The price for one extra exhibitor pass is EUR 35.00. Payment must be done in advance.
All prices include Russian VAT

HOW IT WORKS:

Please follow the instructions:

1. Please click the button below and you will be forwarded to the CPM website.
2. Enter all the details in the relevant empty fields and submit the order.
3. Your exhibitor passes will be produced in advance and should be picked up at the Organizer Office in the Gallery (Basement) from 09:00 a.m. – 06:00 p.m.

▶ ORDER YOUR EXHIBITOR PASSES HERE



12a

EXTRA EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2019

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Vitaly Samotaev
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

Email _____

CONTACT:

Vitaly Samotaev T +7 495 955 91 99 #660 F +7 499 246 92 77 E-mail: SamotaevV@messe-duesseldorf.ru

EXHIBITOR'S PASS

It is absolutely necessary that you place your order in advance, as Igedo Company cannot guarantee the printing of the passes on location.

Please register all personnel from your company and associated companies who will be manning the exhibition stand. The number of passes issued will be based on the names provided. Four passes up to 30m², one further pass for any additional 10m².

Please consider that we will charge additional passes, that were ordered with the form and which are not free of charge.

The price for one extra exhibitor pass is EUR 35.00. Payment must be done in advance.
The price for one extra exhibitor pass since first construction day is EUR 35.00 + 30%

Company name	Stand No.	Quantity	Price for 1 pass	Price for 1 pass since first construction day
			35 EUR	45.50 EUR
		Total		

All prices include Russian VAT



13

FASHION NIGHT TICKETS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2019

Stand No. _____

Please complete and return to:

**Co-Organizer:
Igedo Company GmbH & Co. KG
Nina Schwenk
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany**

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Nina Schwenk T +49.(0)211.4396.379 F +49.(0)211.4396.345 E-mail: Schwenk@igedo.com

FASHION NIGHT TICKETS

The Organizer would like to invite you to an evening reception at the first evening of the fair.

During the reception you will have a chance to meet in a relaxed environment business colleagues, representatives of ministries, embassies and selected VIP buyers.

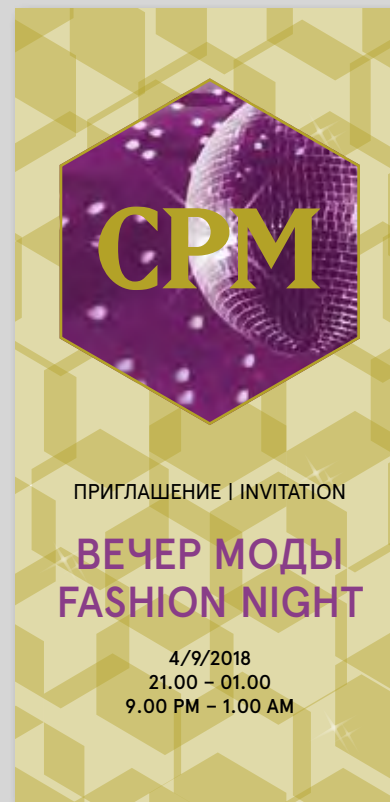
Please note: Only, if you want to buy extra tickets, please send us this form back.

Two tickets are free for each exhibitor.

The price for extra tickets is EUR 75.00/each.
The numbers of tickets are limited. Please place your orders in advance.

We order _____ extra tickets.

Tickets will be distributed on site at the Organizer's Office (Gallery Basement).



Sample of the ticket



POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MEDIA!

Beautify your Desktop with our wallpaper or turn your 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 CPM logo on your advertising media you point out your participation!

CPM

DIGITAL STICKER

Turn your daily correspondence into an eyecatcher! Integrate the digital sticker in your email signature, invoices, letters etc.



WALLPAPER



► [DOWNLOAD ALL FILES HERE](#)



REPLY BY FAX OR BY E-MAIL | DEADLINE: 9 JANUARY 2019

Stand No. _____

Please complete and return to:

Co-Organizer:
Igedo Company GmbH & Co. KG
Nina Schwenk
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Nina Schwenk T +49.(0)211.4396.379 F +49.(0)211.4396.345 E-mail: Schwenk@igedo.com

FAIR GUIDE

Format 180 x 240 mm
Circulation 15,000
Ad material Preferable software: Illustrator, Photoshop or made by Print-PDF-file
CMYK, 350 dpi, fonts should be converted to curves.
Indentation of significant elements from the cut edge of the layout is not less than 5 mm
5 mm departures for the edges of the layout under the sawn-off.

ADVERTISEMENT

Please choose	Size	Prices in EUR
<input type="checkbox"/> Format 1/1 page	180 x 240 mm + 5 mm trim	2,100.00
<input type="checkbox"/> 2nd/3rd inside cover	180 x 240 mm + 5 mm trim	2,500.00
<input type="checkbox"/> 4th back cover	180 x 240 mm + 5 mm trim	3,000.00
<input type="checkbox"/> Spread	360 x 240 mm + 5 mm trim	2,800.00
<input type="checkbox"/> Format 1/2 page	180 x 120 mm + 5 mm trim	1,000.00
<input type="checkbox"/> Format medium	180 x 60 mm + 5 mm trim	600.00
<input type="checkbox"/> Format small	90 x 60 mm + 5 mm trim	400.00



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LEADERBOARD BANNER ON CPM WEBSITE

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

LEADERBOARD BANNER ON CPM WEBSITE www.cpm-moscow.com

The banner is displayed on the start page, the exhibitors and visitors pages as well.
Size: 1140px x 120px

- 960.00 EUR / one month
- 1,440.00 EUR / from 28.01.2019 to 28.02.2019



Name: Sponsored Button
Format: JPG / PNG / GIF
Size: 1140px x 120px
Weight: max. 40 KB

Further restrictions:

- 20px inner distance
- max. 3 keyframes, if GIF animation
- colored border (min. 1px)

All prices include Russian VAT



MEDIUM-SIZED BANNER ON CPM WEBSITE

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

MEDIUM-SIZED BANNER ON CPM WEBSITE www.cpm-moscow.com

The banner is displayed on the start page, the exhibitors and visitors pages as well.
Size: 360px x 360px

- 600.00 EUR / one month
- 960.00 EUR / from 28.01.2019 to 28.02.2019

Name: Sponsored Button
Format: JPG / PNG / GIF
Size: 360px x 360px
Weight: max. 40 KB

Further restrictions:

- 25px inner distance
- max. 3 keyframes, if GIF animation
- colored border (min. 1px)



All prices include Russian VAT



ADVERTISEMENT BANNER CPM NEWSLETTER

REPLY BY FAX OR BY E-MAIL | DEADLINE | UPON REQUEST

Stand No. _____

Please complete and return to:

Co-Organizer:
Igedo Company GmbH & Co. KG
Olga Laser
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Olga Laser

T +49.(0)211.4396.367

F +49.(0)211.4396.345

E-mail: Laser@igedo.com

BANNER CPM NEWSLETTER

Messe Düsseldorf Moscow and Igedo Company carries out electronic mailings to the visitors registered in its database and to further parties upon request. Now, we offer you the opportunity to place your banner in this exclusive newsletter. Our database includes approx. 45,000 addresses from all over Russia, the CIS states, Baltic States and Europe. The newsletter is written in Russian and English. It provides the visitors with a wide range of information about CPM and is issued every two weeks. Please have a look at the topics mentioned below.

The price for placing a banner, including the link to your website, is:

- 1 banner, size 600 x 110 pixel EUR 300.00
- 2 banners, size 600 x 110 pixel EUR 500.00
- 3 banners, size 600 x 110 pixel EUR 700.00

We want to order a banner in the following newsletter (please choose as appropriate):

- | No. | Topic | No. | Topic |
|------------------------------|------------------------|------------------------------|-------------------------------|
| <input type="checkbox"/> 1. | Thank You | <input type="checkbox"/> 11. | Italy2 |
| <input type="checkbox"/> 2. | See You Body&Beach 1 | <input type="checkbox"/> 12. | International Brands 2 |
| <input type="checkbox"/> 3. | See You | <input type="checkbox"/> 13. | Russian Brands Seminare/ RFRF |
| <input type="checkbox"/> 4. | CPM Preview | <input type="checkbox"/> 14. | Mode in France |
| <input type="checkbox"/> 5. | International Brands 1 | <input type="checkbox"/> 15. | Italy3 |
| <input type="checkbox"/> 6. | CPM Body&Beach1 | <input type="checkbox"/> 16. | CPM Body&Beach 3 |
| <input type="checkbox"/> 7. | CPM Premium | <input type="checkbox"/> 17. | Seminare RFRF + WGSN |
| <input type="checkbox"/> 8. | CPM Body&Beach 2 | <input type="checkbox"/> 18. | Highlights |
| <input type="checkbox"/> 9. | Italy1 | <input type="checkbox"/> 19. | Thank You |
| <input type="checkbox"/> 10. | Accessories & Shoes | | |



REPLY BY FAX OR BY E-MAIL | DEADLINE: 9 JANUARY 2019

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Vitaly Samotaev
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Vitaly Samotaev T +7 495 955 91 99 #660 F +7 499 246 92 77 E-mail: SamotaevV@messe-duesseldorf.ru

E-MAILINGS

Messe Düsseldorf Moscow and Igedo Company have an extensive potential data base of more than 45,000 addresses. **These addresses from our database cannot be given directly to address users due to data protection laws. We would be glad to organize a mailing before or after the CPM for your company.** Our service is the dispatch of your advertisement by e-mail. A precise selection is necessary for an e-mailing.

Please note, that your mailing has to be done the latest 4 weeks before the beginning of an upcoming CPM trade fair. Thank you for your understanding that we cannot accept mailing applications received after this date. The mailing can be done the soonest 5 days after all required information has been received. Please send us a fully prepared Newsletter as html.

Lease price is 50 cent per address and EUR 200.00 handling free.

We want to do an e-mailing: To optimize the quality of the mailing you can define the audience you wish to target:

Area of responsibility

- Owner
- CEO/COO
- Branch manager
- Divisional manager/Purchasing Manager
- Sales Personal
- Professional buyer
- Designer
- Student
- Other

Type of Business

- Specialized Store
- Boutique
- Chainstore
- Department Store
- Shopping mall
- Online Store
- Wholesaler/Export
- Concept Store
- Purchasing association
- Commercial agent
- Pre-supplier
- Manufacturer
- Designer
- Other

Order interest

- Womens wear
- Menswear
- Young Fashion/Casual/Jeans
- Kids wear and shoes
- Accessoires
- Evening Wear
- Wedding
- Bodywear and beachwear
- Designer
- Premium
- Leather wear/Furs
- Sportswear
- Plus Size
- Shoes
- Maternity
- Fabrics, garniture and accessories for underwear production
- Other

Type of company

- Head office
- Main branch
- Group
- Branch
- Holding

Price range

- Low
- Medium
- High
- Exclusive

Language of mailings

- Russian
- English

Your preferred countries and their cities:



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LOGO PLACEMENT BANNERS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 18 DECEMBER 2018

Stand No. _____

Please complete and return to:

Co-Organizer:
Igedo Company GmbH & Co. KG
Nina Schwenk
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Nina Schwenk T +49.(0)211.4396.379 F +49.(0)211.4396.345 E-mail: Schwenk@igedo.com

LOGO PLACEMENT HALL PLAN BANNERS

Messe Düsseldorf Moscow and Igedo Company offers you the possibility to place your logo and stand number on our banners which show the plan of the fairground (see below). These are placed on several different positions on the fairground, e.g. close to the entrances of the halls.

Exclusive service for just a few exhibitors!

The price for placing your logo is:

Logo placement EUR 600.00 (banner measurement 4x2 m). **All prices include Russian VAT**



EXAMPLE

Chief-Organizer: Messe Düsseldorf Moscow OOO, Ulitsa Timura Frunze 3-1, 119021 Moscow, Russia
Co-Organizer (named as Organizer): Igedo Company GmbH & Co. KG, Emanuel-Leutze-Straße 8, 40547 Düsseldorf, Germany T +49 (0)211 4396-01, F +49 (0)211 4396-345, cpm@igedo.com

Place, date _____ Company stamp and legally binding signature _____

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2019

Stand No. _____

Please complete and return to:

Alexandr Zhuravlev
Leningradsky prospect 33-372
125284 Moscow
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT

Alexandr Zhuravlev

T +7.495.720.0709

F +7.495.945.9585

E-mail: info@exert.ru, www.exert.ru

OUTDOOR ADVERTISING

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

**We are interested in outdoor advertising on the Expocentre fairground.
Please contact:**

Name _____

Phone _____

E-mail _____





REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2019

Stand No. _____

Please complete and return to:

**Co-Organizer:
Igedo Company GmbH & Co. KG
Tatiana Boutler
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany**

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Tatiana Boutler T +49.(0)211.4396.368 F +49.(0)211.4396.345 E-mail: Boutler@igedo.com

BARCODE SCANNER

Now you can capture your customers' data fast and conveniently – by renting a barcode scanner.

Make use of our new service to simplify your follow-up of the trade fair.

The service for the entire duration of the trade fair will cost: EUR 300.00/scanner

Please, place your order in due time since we only have a limited number of scanners available. Every evening after the end of the fair the scanner will be collected and handed out again the following morning. We will provide you with your customers' data in Cyrillic three weeks after the end of the fair.

Please note:

You are only permitted to scan the barcodes of the customers who have visited your stand!

It is not permitted to scan the data of visitors in the aisles.

The Igedo Company shall not be held responsible for the data submitted at the registration.

I would like to order for the duration of CPM:

- one scanner, EUR 300.00
- two scanner, EUR 600.00
- three scanner, EUR 900.00





REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

LOGO PRINT ON CPM BAG*

Each visitor of the exhibition receives a CPM bag, which could show your Logo. In this bag is a free catalog of the exhibition. Placement of the logo from the Partner Company on the branded bag of the exhibition is a sign of deep integration and trust of the organizers to the brand of the Partner Company.

* This option is limited to individual deadline

7,800.00 EUR **All prices include Russian VAT**





PROMOTION MATERIAL IN CPM BAG FOR VISITORS*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

**Co-Organizer:
Igedo Company GmbH & Co. KG
Nina Schwenk
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany**

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Nina Schwenk T +49.(0)211.4396.379 F +49.(0)211.4396.345 E-mail: Schwenk@igedo.com

PROMOTION MATERIAL IN CPM BAG

Every visitor will get a nice CPM BAG at the entrance, including the Fair Guide. Your company also has the opportunity to put your ad material into the bag.

* This option is limited to individual deadline

- We would like to book the service of the CPM BAG for the price of EUR 1,800.00.**

You have to deliver your advertising material (13,000 pieces) 4 days before the exhibition starts. We suggest to print your promotion material in Moscow to avoid problems or additional costs at the custom.

The advertising material should not be send to Moscow by courier and not weight more than 10 kg. You have the possibilities to send it by Schenker (contact see form 10) or send it in singular packages. The organizer assumes no liability for materials that are lost on the postway or guarantees for the inlay instead of a late delivery.

We would like to inform you that it is strictly forbidden to hand out your promotion material outside of your booth!

All prices include Russian VAT





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ADVERTISEMENT BADGE

REPLY BY FAX OR BY E-MAIL | DEADLINE: 9 JANUARY 2019

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

ADVERTISEMENT VISITOR BADGE

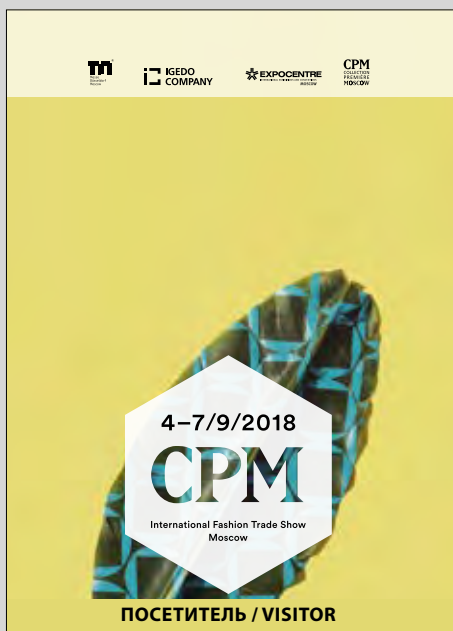
Messe Düsseldorf Moscow and Igedo Company offers the option to place an advertising on the backside of the badge. Every trade visitor, trade journalist & blogger receives a badge after the registration. Due to this, your motive will be seen everywhere on the venue. The best attraction to your company!

This service is possible for one exhibitor only.

The price for placing your logo is:

Logo placement EUR 7.080 (Advertisement format 105x148 mm)

All prices include Russian VAT



Sample of the frontside



Printable part of the backside

Chief-Organizer: Messe Düsseldorf Moscow OOO, Ulitsa Timura Frunze 3-1, 119021 Moscow, Russia
Co-Organizer (named as Organizer): Igedo Company GmbH & Co. KG, Emanuel-Leutze-Straße 8, 40547 Düsseldorf, Germany T +49 (0)211 4396-01, F +49 (0)211 4396-345, cpm@igedo.com

Place, date _____ Company stamp and legally binding signature _____



PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

REPLY BY FAX OR BY E-MAIL | DEADLINE: 11 DECEMBER 2018

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

Your logo will be placed on a ribbon for each type of passes (for visitors, exhibitors, press and VIP).

* This option is limited to individual deadline and exclusive for only one exhibitor

9,600.00 EUR **All prices include Russian VAT**



Chief-Organizer: Messe Düsseldorf Moscow OOO, Ulitsa Timura Frunze 3-1, 119021 Moscow, Russia
Co-Organizer (named as Organizer): Igedo Company GmbH & Co. KG, Emanuel-Leutze-Straße 8, 40547 Düsseldorf, Germany T +49 (0)211 4396-01, F +49 (0)211 4396-345, cpm@igedo.com

Place, date _____ Company stamp and legally binding signature _____



LOGO ON THE INFORMATION PRODUCTS FOR FASHION NIGHT PARTY*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Elena Oberemova
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Elena Oberemova T +7 495 955 91 99 #502 F +7 499 246 92 77 E-mail: OberemovaE@messe-duesseldorf.ru

PLACEMENT OF THE LOGO ON THE INFORMATION PRODUCTS FOR FASHION NIGHT PARTY*:

Invitation card, menu in the club, photo wall and Welcome-movie.

* This option is limited to individual deadline

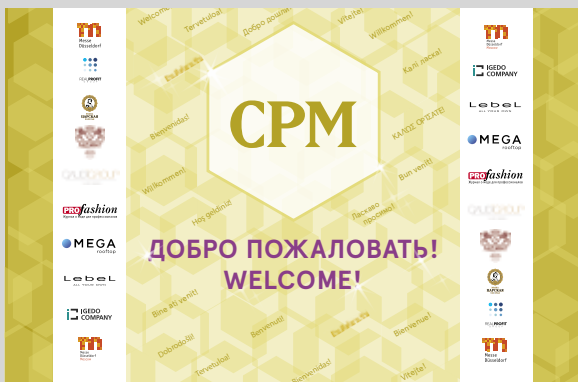
2,700.00 EUR **All prices include Russian VAT**



Sample of the Invitation card



Sample of the menu in the club



Sample of the photo wall



Sample screen of the Welcome-movie

Chief-Organizer: Messe Düsseldorf Moscow OOO, Ulitsa Timura Frunze 3-1, 119021 Moscow, Russia
Co-Organizer (named as Organizer): Igedo Company GmbH & Co. KG, Emanuel-Leutze-Straße 8, 40547 Düsseldorf, Germany T +49 (0)211 4396-01, F +49 (0)211 4396-345, cpm@igedo.com

Place, date _____ Company stamp and legally binding signature _____



PROMO MATERIALS ON THE SEATS DURING CPM FASHION SHOW*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

PLACEMENT OF PROMO MATERIALS ON THE SEATS DURING CPM FASHION SHOW*

Before the beginning of each CPM Fashion Show (CPM Opening / CPM Selected), your Promo materials are put on the guest seats.

* Exclusive offer for only one exhibitor

2,700.00 EUR **All prices include Russian VAT**





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BROADCASTING AN AD DURING CPM FASHION SHOW*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

BROADCASTING AN AD DURING CPM FASHION SHOW*

You provide us with your promotional video, which is demonstrated shortly before each consolidated CPM Fashion Show (CPM Opening / CPM Selected).

Maximum 1 movie lasting up to 2 minutes (no sound).

* Exclusive offer for only one exhibitor

1,800.00 EUR **All prices include Russian VAT**





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ADVERTISING ON CPM INSTAGRAM AND FACEBOOK

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Elena Oberemova
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Elena Oberemova T +7 495 955 91 99 #502 F +7 499 246 92 77 E-mail: OberemovaE@messe-duesseldorf.ru

ADVERTISING PLACEMENT IN SOCIAL MEDIA OF CPM

We offer a block of posts:

- 3 posts on Facebook RU/ENG / 7 400 follower
- 3 posts on Instagram RU/ENG / 23 000 follower

photo and text of posts are provided by the custor



600.00 EUR **All prices include Russian VAT**

* This option is limited to individual deadline

Chief-Organizer: Messe Düsseldorf Moscow OOO, Ulitsa Timura Frunze 3-1, 119021 Moscow, Russia
Co-Organizer (named as Organizer): Igedo Company GmbH & Co. KG, Emanuel-Leutze-Straße 8, 40547 Düsseldorf, Germany T +49 (0)211 4396-01, F +49 (0)211 4396-345, cpm@igedo.com

Place, date _____ Company stamp and legally binding signature _____



YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Elena Oberemova
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Elena Oberemova T +7 495 955 91 99 #502 F +7 499 246 92 77 E-mail: OberemovaE@messe-duesseldorf.ru

Presents for VIP guests / celebrities

At the invitation of the organizers, about 20 to 30 celebrities regularly visit the CPM and receive advertising gifts, which are presented promotionally effective. You provide us with your products (on site or in advance per parcel). In addition, all VIPs will be photographed in front of a photo wall CPM (3m x 2.5m) with the logos of all sponsors during the show days. These pictures will be made available to the journalists. Your logo will also be placed on this photo-wall.

(30 pieces / per sponsor)
Maximum 10 companies

The amount and type of provided gifts is discussed individually.



Margarita Mitrofanova – Russian radio and TV presenter, music journalist, DJ.



Lyubov Tolkalina – Russian theater and film actress



Mitya Fomin – Russian singer, dancer, actor, broadcaster



PROMOTIONAL BAGS FOR VIP GUESTS AND TOP-BUYERS

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

Promotional bags for VIP and Top-Buyers

The Organizers of CPM offer exhibitors/sponsors many opportunities to present your company/products to TOP-buyers. Provide some small gifts in promotional bags for special guests on site. In a specially organized Gold Club Lounge they receive an exclusive advertising bag with products/brochures and other gifts.

(100 pieces / per sponsor)
Maximum 10 companies

This means providing products worth:

1.200,00 EUR **All prices include Russian VAT**





REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina

T +7 (495) 955 91 99 #504

F +7 (499) 246 92 77

E-mail: Rotkinal@messe-duesseldorf.ru

Your products on CPM Hostess

You can provide different pieces of your collection that will be presented by our employees at registration areas, Catwalk area, information desks and in the exhibition hall.





REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Co-Organizer:
Igedo Company GmbH & Co. KG
Alexander Radermacher
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Alexander Radermacher T +49.(0)211.4396.470 F +49.(0)211.4396.345 E-mail: Radermacher@igedo.com

CATWALK, HALL 2₃

- your own company slot
- once during the trade show for EUR 5,000.00
- twice during the trade show for EUR 6,500.00
- three times during the trade show times for EUR 8,000.00

These slots comprise 45-50 women’s outfits and take approximately 15 minutes on fair day 1, 2 and 3.

They include special scenery on a professional catwalk, technical show equipment such as lighting and sound, choreography, international models, backstage staff, stylist and accessories, DVD taping and photos, press service and TV distribution (Fashion TV etc.). It is also possible to show menswear. Please ask for your individual quote.

PLEASE NOTE!

In order to prepare the fashion show, we need pictures or sketches of your outfits at the beginning of February. The complete outfits need to be backstage in hall 2₃ on February 24th, 2019, no later than noon. All show garments will be returned to your stand on the 3rd exhibition day, in the afternoon.





MUSIC, VIDEO, FASHION SHOWS, EVENTS AT EXHIBITION STANDS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 11 DECEMBER 2018

Stand No. _____

Please complete and return to:

**Co-Organizer:
Igedo Company GmbH & Co. KG
Christian Kasch
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany**

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Christian Kasch T +49.(0)211.4396.444 F +49.(0)211.4396.345 E-mail: Kasch@igedo.com

MUSIC / VIDEO

The playing of music or videos at the stand require the prior consent of the organizer. The exhibitor must observe the relevant regulations. To ensure that noise levels stay within acceptable limits both for neighbouring stands and the exhibition hall in general, the reproduction of music and/or videos is subject to permission.

Recommendation:

The volume of the music at the stand depends on the stand design and, in particular, on the type and mounting of loudspeakers, i.e. if you use several small loudspeakers and install them in a downward direction the volume will be sufficiently high and uniformly spread across your entire stand.

If music is reproduced without a permit from the fair management, the power supply to the stand will be disconnected. This also applies in the event of problems with excessive volume. We pledge your understanding on behalf of all parties involved in the fair.

<input type="checkbox"/> Music reproduction	<input type="checkbox"/> with fashion show	<input type="checkbox"/> event
	times _____	times _____
<input type="checkbox"/> Video	<input type="checkbox"/> without fashion show	<input type="checkbox"/> event
	times _____	times _____

FASHION SHOWS / EVENTS

Fashion shows and events during the opening hours are principally forbidden without a permit from the fair management. Please ask for a separate offer.

The installation will be carried out by:

exhibitor's own staff name _____

a contracted third party make/series _____



REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Co-Organizer:
Igedo Company GmbH & Co. KG
Alexander Radermacher
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Alexander Radermacher T +49.(0)211.4396.470 F +49.(0)211.4396.345 E-mail: Radermacher@igedo.com

CATWALK, HALL 2₃

Participation at the CPM selected catwalk show for EUR 1,500.00/ for 8 Outfits including professional styling, international models, choreography, music and light

The mixed show will take place on fair day 1, 2 and 3 for approx. 20 minutes.
The Igedo Company reserves the right to choose the participants.

PLEASE NOTE!

In order to prepare the fashion show, we need pictures or sketches of your outfits at the beginning of February. The complete outfits need to be backstage in hall 2₃ on February 24th, 2019, no later than noon. All show garments will be returned to your stand on the 3rd exhibition day, in the afternoon.





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CPM OPENING SHOW

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Co-organizer:
Igedo Company GmbH & Co. KG
Alexander Radermacher
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Alexander Radermacher T +49.(0)211.4396.470 F +49.(0)211.4396.345 E-mail: Radermacher@igedo.com

CATWALK, HALL 2₃

- Participation at the CPM opening catwalk show for EUR 1,200.00/ for 8 Outfits** including professional styling, international models, choreography, music and light
The mixed show will take place on fair day 1 at 12.00, noon.
The Igedo Company reserves the right to choose the participants.

PLEASE NOTE!

In order to prepare the fashion show, we need pictures or sketches of your outfits at the beginning of February. The complete outfits need to be backstage in hall 2₃ on February 24th, 2019, no later than noon. All show garments will be returned to your stand on the 3rd exhibition day, in the afternoon.





REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Elena Oberemova
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Elena Oberemova T +7 495 955 91 99 #502 F +7 499 246 92 77 E-mail: OberemovaE@messe-duesseldorf.ru

PRESS AND PUBLIC RELATIONS

Messe Düsseldorf Moscow and Igedo Company is more than just one of the leading trade fair organizers with a core competency in fashion. Over the past 20 years as the organizers of one of the world’s largest fashion fairs has organized more than 2,000 fashion shows, press conferences, social functions, award ceremonies and anniversary events in Düsseldorf, Berlin, Moscow, Istanbul, London, Shanghai, Vienna, Zurich, Amsterdam, Brussels etc. Messe Düsseldorf Moscow and Igedo Company provide a unique combination of experience, competency and innovative power.

We offer the following services to the international media at our press centre at CPM:

- Information & photo material covering all aspects of CPM – Collection Première Moscow (provision of press texts and photo material)
· Facts & figures about the organizers
· Provision of exhibitors’ press folders with detailed product information
· Press conferences/round table discussions
· Arrangement of interviews
· Total media coverage by TV teams, radio, print and online media as well as bloggers

We would be delighted if you decided to take advantage of the experience of the organizers.

Please contact us. I am interested in:

- renting a press pigeon hole at the press centre at CPM.
 holding my own press conference/round table discussion and request assistance in implementing the project and its inclusion in the show calendar on display in the CPM press centre.
 holding my own press conference / round table discussion and request assistance in mailing the invitation letter to the corresponding press, choice of location, catering, technical equipment etc.



REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

PR TREND
Stolesnikov line, 7
build. 2, office 9
Moscow, Russia

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Elena Nechaeva
Anastasia Mustafa

T +7.916.1018783
T +7.916.1018783

E-mail: Elena@prtrendrussia.com
E-mail: Anastasia@prtrendrussia.com

CELEBRITY MANAGEMENT OFFER

One of the leading PR and event agencies in Moscow, PR TREND, provides CPM exhibitors with a special service. Get your own celebrity for your promotion at CPM. This is an absolute effective way to improve the PR value of your participation at CPM.

In cooperation with the press department of Messe Düsseldorf Moscow, 'PR TREND will send a daily celebrity report during CPM to all main lifestyle websites and glossy magazines. Our goal is to strengthen the image of CPM and its participants in the Russian and European fashion and lifestyle media.

For the first participation, this service is free of charge for exhibitors at CPM.

General options (free of charge):

- Invitation of one celebrity (singer, actress, model, designer etc.) to your booth with photo report
- Invitation of one celebrity to one catwalk show with photo report (only if the company takes part in a catwalk show)
- A mailing of any campaign case to all the lifestyle websites and glossy magazines;
- Conditions: main information and lookbook – for PR TREND; one present for celebrity (for example, a dress or a bag etc.)

Additional options:

- Invitation of one additional celebrity for 350.00 EUR – photo report and mailing
- PR TREND could also invite the participating brand to its showroom – to work with stylists, fashion editors and celebrities at the most fashionable street in the center of Moscow – Stolesnikov lane (prices and conditions upon request)

This service is provided by PR Trend on its own responsibility.



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1. ADVERTISING PACKAGE „PREMIUM“*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

Throughout the pre-registration period, over 85% of visitors are registering online. We offer you a compact advertising package with a wide range of features to attract the attention of visitors and provide competitive advantages, before and during CPM trade fair. This is our exclusive offer!

- **Leaderboard banner on CPM website www.cpm-moscow.com**
The banner is displayed on the start page, the exhibitors and visitors pages as well.
Size: 1140px x 120px – 1 month according to the schedule.
- **Promo materials in branded CPM bags**
We provide you with a unique opportunity to put your printed advertising products (flyer / booklet) in a branded CPM bag. The Trade visitors receive it directly at the exhibition.
- **Logo placement**
On Thank you poster and CPM website on sponsors page.
- **Celebrity-marketing – Placement of the logo on CPM photo-wall**
All VIP guests and invited celebrities during exhibition days are photographed in front of a CPM banner (3m x 2,5m) with the logos of the exhibition sponsors. These photos are available for specialized media. You can place your logo on this photo-wall.
- **Logo placement**
On personalized badges for the Gold Club Lounge.
- **Promotional materials at the Gold Club Lounge,**
which is visited by specially invited TOP-buyers and celebrities
- **Placement of an advertising page in the Fair Guide**
1/1 page 180 x 240 mm + 5 mm trimm
- **Advertising and newsletter mailing**
on CPM visitor database (more than 45,000 e-mail addresses)
- **Placement of the logo on the information products for the Fashion Night party**
Invitation card, menu in the club, photo wall and Welcome-movie.

Price of the package – 18,000.00 EUR All prices include Russian VAT

* This option is limited to individual deadline



2. ADVERTISING PACKAGE „OPTIMUM“*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____
Address _____
Contact _____
Phone _____ Fax _____
E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

- **Medium-sized banner on CPM website www.cpm-moscow.com**
The banner is displayed on the start page and on the exhibitor and visitor pages.
Size: 360px x 360px - 1 month according to the schedule
- **Logo placement**
On Thank you poster and CPM website on sponsors page.
- **Mobile stand (placing a roll-up) in Fashion Show hall**
- **Placement of an advertising page in the CPM Fair guide**
1/1 page 180 x 240 mm + 5 mm trimm
- **Celebrity-marketing – Placement of the logo on CPM photo-wall**
All VIP guests and invited celebrities during exhibition days are photographed against CPM banner (3m x 2,5m) with the logos of the exhibition sponsors. These photos are available to specialized media.
You can place your logo on this photo-wall
- **Placement of promotional materials at the Gold Club Lounge, which is visited by specially invited TOP-buyers and celebrities**
- **Placement of the logo on the information products for Fashion Night party**
Invitation card, menu in the club, photo wall and Welcome-movie
- **Information desk 2 m²**

Price of the package – 9,000.00 EUR

All prices include Russian VAT

* This option is limited to individual deadline



3. ADVERTISING PACKAGE „BASE“*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:
OOO „Messe Duesseldorf Moscow“
Inna Rotkina
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

CONTACT:

Inna Rotkina T +7 (495) 955 91 99 #504 F +7 (499) 246 92 77 E-mail: Rotkinal@messe-duesseldorf.ru

- **Medium-sized banner on CPM website www.cpm-moscow.com**
The banner is displayed on the start page and on the exhibitor and visitor pages.
Size: 360px x 360px – 1 month according to the schedule
- **Placement of an advertising page in the CPM Fair Guide**
1/2 page 120 x 180 mm + 5 mm trimm
- **Celebrity-marketing – Placement of the logo on CPM photo-wall.**
All VIP guests and invited celebrities during exhibition days are photographed against CPM banner (3m x 2,5m) with the logos of the exhibition sponsors. These photos are available to specialized media.
You can place your logo on this photo-wall
- **Information desk 2 m²**

Price of the package – 3,600.00 EUR

All prices include Russian VAT

* This option is limited to individual deadline