

3-6/9/2019

MARKETING MANUAL
incl. SPECIAL SPONSORSHIP PACKAGES

CPM

**International Fashion Trade Show
Moscow**



**IGEDO
COMPANY**

**EXPOCENTRE
MOSCOW**

**CPM
COLLECTION
PREMIÈRE
MOSCOW**

cpm-moscow.com



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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 the button below.



CROWNE PLAZA®
MOSCOW - WORLD TRADE CENTRE

**Hotel Crowne Plaza
World Trade Centre**



RADISSON COLLECTION
HOTEL MOSCOW

Radisson Collection Hotel



1905
City hotel

Business City Hotel 1905



azimut
HOTELS

AZIMUT Hotel Smolenskaya



HOTEL NATIONAL
MOSCOW

Hotel National



Hotel Petroff Palace

[▶ RATES AND INFORMATION HERE](#)



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EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 01 – 16 AUGUST

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Vitaly Samotaev

T +7 (495) 955 91 99 #660

E-Mail: SamotaevV@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

EXHIBITOR'S PASS

It is absolutely necessary that you place your order in advance, as the Organizer 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 13a and which are not free of charge.

The price for one extra exhibitor pass is EUR 35.00. Payment must be done in advance.

If ordered in advance with the form, the extra pass can be payed 35 with credit card at the fairgroun on Sept 2nd
The extra passes ordered directly at the fairground on september 2nd will cost 30% extra, and can be payed with credit card.

HOW IT WORKS:

To get your exhibitor pass, please, follow the link below and fill the form.

You will get the answer by email.

▶ [GET THE PASS](#)

All prices include Russian VAT



13a

EXTRA EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1-16 AUGUST

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Vitaly Samotaev

T +7 (495) 955 91 99 #660

E-Mail: SamotaevV@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

EXHIBITOR'S PASS

It is absolutely necessary that you place your order in advance, as the Organizer 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%

If ordered in advance with the form, the extra pass can be payed 35 with credit card at the fairgroun on Sept 2nd
The extra passes ordered directly at the fairground on september 2nd will cost 30% extra, and can be payed with credit card.

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



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FASHION NIGHT TICKETS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 16 AUGUST 2019

Stand No. _____

Please complete and return to:

Co-Organizer:

Igedo Company GmbH & Co. KG
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Nina Schwenk

T +49 (0) 211.4396.379; F +49 (0) 211.4396.345

E-Mail: Schwenk@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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).

All prices include Russian VAT



Sample of the ticket

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 _____



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ADVERTISING MEDIA DOWNLOAD

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: 5 JULY 2019

Stand No. _____

Please complete and return to:

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

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

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

All prices include Russian VAT



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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:

Co-Organizer:

Igedo Company GmbH & Co. KG
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Nina Schwenk

T +49 (0) 211.4396.379; F +49 (0) 211.4396.345

E-Mail: Schwenk@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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

EUR 960.00 / one month

EUR 1,440.00 / from 03.08.2019 to 06.09.2019



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

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 _____



MEDIUM-SIZED BANNER ON CPM WEBSITE

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

Stand No. _____

Please complete and return to:

Co-Organizer:

Igedo Company GmbH & Co. KG
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Nina Schwenk

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

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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

- EUR 600.00 / one month
- EUR 960.00 / from 03.08.2019 to 06.09.2019

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



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

Stand No. _____

Please complete and return to:

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

CONTACT: Olga Laser T +49 (0) 211.4396.367; F +49 (0) 211.4396.345 E-Mail: Laser@igedo.com

Company name, Address, Contact, Phone, Fax, E-Mail form fields.

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):

- 1. Thank you, 2. See you, 3. CPM Preview, 4. Russia 1, 5. CPM Body & Beach 1, 6. CPM Premium, 7. Italy 1, 8. International 1, 9. CPM Acc + Shoes, 10. Italy 2, 11. Russia, 12. CPM Body & Beach 2, 13. CPM Start Up, 14. International 2, 15. Mode in France, 16. Italy 3, 17. CPM Body & Beach 3, 18. Seminars: RFRF+WGSN, 19. Highlights, 20. Thank you

All prices include Russian VAT



REPLY BY FAX OR BY E-MAIL | DEADLINE: 19 JULY 2019

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Vitaly Samotaev

T +7 495 955 91 99 #660; F +7 499 246 92 77

E-Mail: SamotaevV@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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:



REPLY BY FAX OR BY E-MAIL | DEADLINE: 21 JUNE 2019

Stand No. _____

Please complete and return to:

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

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

LOGO PLACEMENT HALL PLAN BANNERS

Messe Düsseldorf Moscow and Igedo Company offer 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: 9 AUGUST 2019

Stand No. _____

Please complete and return to:

Organizer:

ООО „Messe Duesseldorf Moscow“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Mikhail Shatov

T +7 495 955 91 99 #634; F +7 499 246 92 77

E-Mail: ShatovM@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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: 9 AUGUST 2019

Stand No. _____

Please complete and return to:

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

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

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

All prices include Russian VAT





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LOGO PRINT ON CPM BAG*

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

Stand No. _____

Please complete and return to:

Co-Organizer:

Igedo Company GmbH & Co. KG
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Nina Schwenk

T +49 (0) 211.4396.379; F +49 (0) 211.4396.345

E-Mail: Schwenk@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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 fair guide 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

EUR 7,800.00

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
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Nina Schwenk

T +49 (0) 211.4396.379; F +49 (0) 211.4396.345

E-Mail: Schwenk@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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!





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ADVERTISING ON E-TICKET

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

Stand No. _____

Please complete and return to:

Organizer:

ООО „Messe Duesseldorf Moscow“
 Timura Frunze st., 3, bld. 1
 119021 Moscow,
 Russia

CONTACT:

Vitaly Samotaev
 T +7 (495) 955 91 99 #660
 E-Mail: SamotaevV@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

Placement of your logo and stand number on the e-ticket of the exhibition.

Your logo will be placed on the back of each visitor badge.

EUR 650.00

All prices include Russian VAT



E-ticket 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 _____



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ADVERTISEMENT BADGE

REPLY BY FAX OR BY E-MAIL | DEADLINE: 19 JULY 2019

Stand No. _____

Please complete and return to:

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

CONTACT: Nina Schwenk, T +49 (0) 211.4396.379; F +49 (0) 211.4396.345, E-Mail: Schwenk@igedo.com

Company name, Address, Contact, Phone, Fax, E-Mail form fields.

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 7,080.00 (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

Place, date _____ Company stamp and legally binding signature _____



PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

REPLY BY FAX OR BY E-MAIL | DEADLINE: 28 JUNE 2019

Stand No. _____

Please complete and return to:

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

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

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

EUR 9,600.00

All prices include Russian VAT





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“
 Timura Frunze st., 3, bld. 1
 119021 Moscow,
 Russia

CONTACT:
Elena Oberemova
 T +7 (495) 955 91 99 # 502
 E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

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

EUR 2,700.00

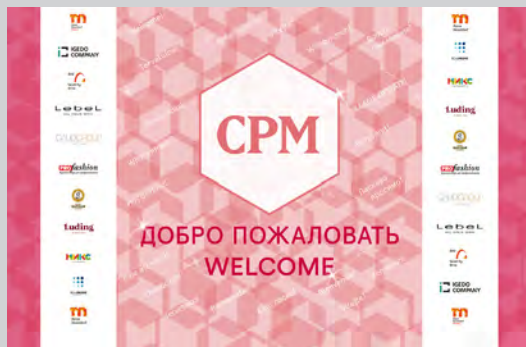
All prices include Russian VAT



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 _____



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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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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

EUR 2,700.00

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 _____



31

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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

BROADCASTING AN AD DURING CPM FASHION SHOW*

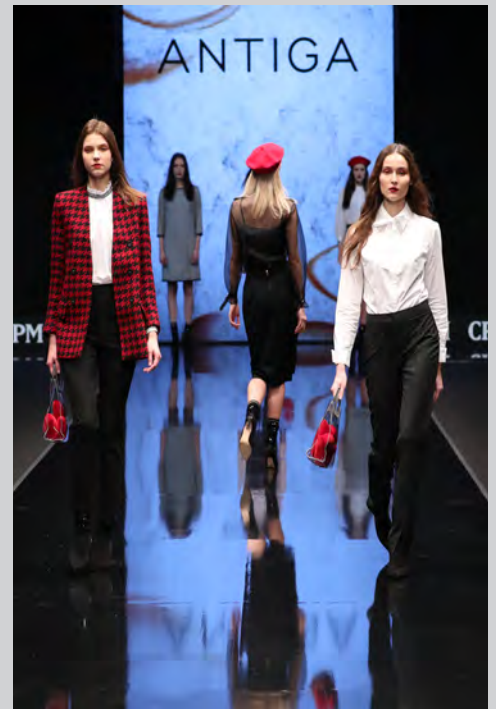
You provide us with your promotional video, which is demonstrated shortly before each consolidated CPM Fashion Show (CPM Opening / CPM Selected).

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

* Exclusive offer for only one exhibitor

EUR 1,800.00

All prices include Russian VAT





ADVERTISING ON CPM INSTAGRAM AND FACEBOOK

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

Stand No. _____

Please complete and return to:

Organizer:

ООО „Messe Duesseldorf Moscow“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

ADVERTISING PLACEMENT IN SOCIAL MEDIA OF CPM

We offer a block of posts:

- 3 posts on Facebook RU/ENG / 7 500 follower
- 3 posts on Instagram RU/ENG / 27 300 follower

photo and text of posts are provided by the customer in two languages RU/Eng



EUR 600.00

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
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Place, date _____ Company stamp and legally binding signature _____



33

GOLD CLUB SPONSORSHIP

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

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

Gold Club is a closed club for VIP buyers, celebrities and sponsors, where visitors can negotiate and relax in a pleasant atmosphere. Together with RAFI and the Union of Russian Buyers, the CPM team is actively working to attract VIP buyers within the trade fair.

The package includes the following options:

1. Granting the status of the sponsor of the Gold Club with the further placement of your logo on the following online and print media:

- On the exhibition website in the sponsors section <https://clck.ru/Fd5an>
- On Gold Club online invitations
- On A0 CPM and Gold Club Thank you posters
- On the back of the Gold Club entry badge
- On the menu at the Gold Club

2. Ability to lay out 100 copies of booklets in bags for buyers and guest celebrities;

3. The ability to lay out 100 copies of souvenirs in bags for buyers and guest celebrities;

4. The ability to install a roll-up of 85x202 sm at Gold Club from 03 to 06 September 2019;

5. Possibility to lay out POS materials of the company on the tables in the Gold Club (the quantity and type of production is discussed in advance)

6. Providing 2 personal entrance badges for company employees;

7. Posting information about company on the official social networks of CPM (FB and instagram) in Russian and English. (date is negotiated in advance.)

100 copies of advertising material or souvenirs.

The offer is limited

EUR 1,500.00

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 _____



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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

Presents for VIP guests / celebrities

At the invitation of the organizers, about 30 to 40 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 the CPM photo wall (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

EUR 1,300.00

All prices include Russian VAT

The amount and type of provided gifts is discussed individually. This means providing products of at least.



Anfisa Chekhova – Russian radio and TV presenter, music journalist, DJ.



Elena Biryukova – theatre and film actress



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



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**

CONTACT:

Elena Nechaeva

T +7.916.1018783;

E-mail: Elena@prtrendrussia.com

Anastasia Mustafa

T +7.916.1018783;

E-mail: Anastasia@prtrendrussia.com

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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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OFFER

WORLD FASHION CHANNEL

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

Stand No. _____



123112, Moscow,
1st Krasnogvardeisky passage,
15, 5th floor

www.wfc.tv

CONTACT:

Asya Tatevosyan

T +7 (495) 648 00 00

Mob +7 926 206 86 02

E-Mail: at@wfc.tv

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

World Fashion Channel – an international channel about fashion, success and style, broadcasting in Russian and English across 50 countries worldwide, offers

• Shooting a promotional video with a NEW Model Show participant:

Duration 1 minute,

Rotation on the channel 3 times per day during the month on Russian and European versions; Integration into Success Story movie for at least 3 minutes.

Each series is aired a minimum of 8 times on Russian and European versions.

Price list cost - EUR 8,000.00

Cost for CPM participants – EUR 5,000.00

• Shooting an advertising campaign with a participant of the New Model Show:

3-5 creative photos with the show participants (including stylist, photographer, producer, as well as the selection of locations), Integration into Success Story movie for a minimum of 3 minutes.

Each series is aired at least 8 times on Russian and European versions.

Price list cost - EUR 8,000.00

Cost for CPM participants – EUR 5,000.00

• Shooting a brand film with a visit to the company's head office:

The film is 20 minutes, which includes shooting in the showroom, boutique, at the factory;

interview with the creative director, home and family of the creative director.

Rights to use video without restrictions.

Video rotation once per day on Russian version of the channel during the month.

Price list cost - EUR 20,000.00

Cost for CPM participants – EUR 14,000.00

Rotation video once per day on Russian and European versions of the channel during the month.

Price list cost - EUR 40,000.00

All prices include Russian VAT

[DOWNLOAD MEDIAKIT](#)

[WATCH ADVERTISING CAMPAIGN IN MONACO](#)

[WATCH MABOUSSIN ADVERTISING CAMPAIGN](#)

[WATCH SHOOTING EXAMPLE](#)

[WATCH MOVIE ABOUT DIEGO M](#)

[WATCH MOVIE ABOUT FENDI](#)



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

Stand No. _____

Please complete and return to:

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

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

E-Mail _____

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.





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YOUR OWN FASHION 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
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Alexander Radermacher

T +49.(0)211.4396.470; F +49 (0) 211.4396.345

E-Mail: Radermacher@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

CATWALK, HALL 2₃

your own company slot

once during the trade show for EUR 5,000.00

twice during the trade show for EUR 7,500.00

three times during the trade show times for EUR 9,000.00

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.

All prices include Russian VAT

PLEASE NOTE!

In order to prepare the fashion show, we need pictures or sketches of your outfits at the beginning of August.

The complete outfits need to be backstage in hall 2₃ on September 2nd, 2019, no later than noon.

All show garments will be returned to your stand on the 3rd exhibition day, in the afternoon.



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 _____



MUSIC, VIDEO, FASHION SHOWS, EVENTS AT EXHIBITION STANDS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 19 JULY 2019

Stand No. _____

Please complete and return to:

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

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

Company name, Address, Contact, Phone, Fax, E-Mail form fields.

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.

Form with checkboxes for Music reproduction, Video, with/without fashion show, and event, including time fields.

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 or a contracted third party form.



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CPM SELECTED 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
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

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

Company name, Address, Contact, Phone, Fax, E-Mail form fields.

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.

All prices include Russian VAT

PLEASE NOTE!

In order to prepare the fashion show, we need pictures or sketches of your outfits at the beginning of August. The complete outfits need to be backstage in hall 23 on September 2nd, 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:

Co-Organizer:

Igedo Company GmbH & Co. KG
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany

CONTACT:

Alexander Radermacher

T +49.(0)211.4396.470; F +49 (0) 211.4396.345

E-Mail: Radermacher@igedo.com

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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.

All prices include Russian VAT

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 September 2nd, 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:

ООО „Мesse Duesseldorf Moscow“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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
- 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.



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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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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 – EUR 18,000.00

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 _____



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

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Elena Oberemova
T +7 (495) 955 91 99 # 502
E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

- **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 – EUR 9,000.00

All prices include Russian VAT

* This option is limited to individual deadline



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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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

- **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 – EUR 3,600.00

All prices include Russian VAT

* This option is limited to individual deadline