

MARKETING MANUAL

incl. SPECIAL SPONSORSHIP PACKAGES

31/8–3/9/2021

CPM

International Fashion Trade Show
Moscow

cpm-moscow.com

18+

Maximmmum / shutterstock.com





2

CONTENTS

3	CPM PARTNER HOTELS
4	EXHIBITOR'S PASS
5	EXTRA EXHIBITOR'S PASS
6	ADVERTISING MEDIA DOWNLOAD
7	LEADERBOARD BANNER ON CPM WEBSITE
8	MEDIUM-SIZED BANNER ON CPM WEBSITE
9	ADVERTISEMENT BANNER CPM NEWSLETTER
10	E-MAILINGS
11	LOGO PLACEMENT BANNERS
12	OUTDOOR ADVERTISING
13	VISITORS SERVICE APPLICATION
14	ADVERTISING ON E-TICKET
15	PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*
16	ADVERTISING ON CPM INSTAGRAM AND FACEBOOK
17	CPM & DREAMS LOUNGE SPONSORSHIP
18	YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES*
19	SERVICE FOR ORGANIZING REMOTE WORK AT THE CPM EXHIBITION FOR EXHIBITORS
20	CELEBRITY MANAGEMENT OFFER
21	OFFER FASHION CONSULTING GROUP
22	MUSIC, VIDEO, FASHION SHOWS, EVENTS AT EXHIBITION STANDS
23	PRESS AND PUBLIC RELATIONS
24	ADVERTISING ON LED PANELS OF THE EXPOCENTRE
25	ADVERTISING ON LED PYLONS AT THE EXPOCENTRE
26	ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS
27	VIDEO ADVERTISING ON PLASMA PANELS

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




HOTEL NATIONAL
MOSCOW

Hotel National



 **azimut**
HOTELS

AZIMUT Hotel Smolenskaya




ОТЕЛЬ
ПЕТР I

Peter I hotel 5*

► **RATES AND INFORMATION HERE**



4

EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 23 JULY 2021

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 _____

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 free passes is due to your booked squaremeters and the issued ones are based on the names you provided. Four passes up to 30 m², one further pass for any additional 10 m².

Stand area	Up to 30 m ²	31 to 40 m ²	41 to 50 m ²	51 to 60 m ²
Number of passes	4	5	6	7

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.

If ordered in advance with the form, the extra pass can be payed with credit card at the fairground since 18 February.

The extra passes ordered directly at the fairground since 18 February will cost 30% extra, and can be payed with credit card.

A payment by cash is not possible.

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**



5

EXTRA EXHIBITOR'S PASS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 15 JULY 2021

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 _____

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 30 m², one further pass for any additional 10 m².

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 ordered up from the 1st construction day is EUR 35,00 + 30%

If ordered in advance with the form, the extra pass can be payed with credit card at the fairground since 18 February.

The extra passes ordered directly at the fairground since 18 February will cost 30% extra, and can be payed with credit card.

A payment by cash is not possible.

Company name	Stand No.	Quantity	Price for 1 extra pass	Price for 1 extra pass up from first construction day
			35 EUR	45,50 EUR
		Total		

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 _____



6

ADVERTISING MEDIA DOWNLOAD

POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MEDIA!

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 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](#)



7

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**

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

E-Mail: Schwenk@igedo.com

Company
name _____Address _____

Contact _____

Phone _____

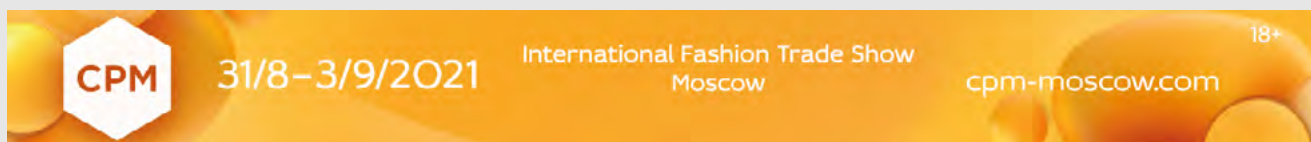
Fax _____

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: 1140 x 120px

☐ EUR 960,00 / one month☐ EUR 1.440,00 / from 03.08.2021 to 03.09.2021

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

Further restrictions:

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

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 _____



8

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**

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

E-Mail: Schwenk@igedo.com

Company
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

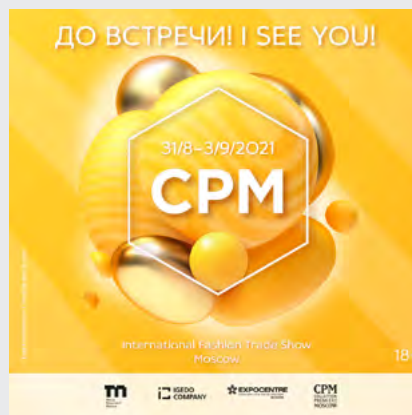
MEDIUM-SIZED BANNER ON CPM WEBSITE www.cpm-moscow.com

The banner is displayed on the start page, the exhibitors and visitors pages as well.

Size: 360 x 360 px

☐ EUR 600,00 / one month☐ EUR 960,00 / from 03.08.2021 to 03.09.2021**Format:** JPG / PNG / GIF**Size:** 360 px x 360 px**Weight:** max. 40 KB**Further restrictions:**

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

**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 _____



9

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
Emanuel-Leutze-Straße 8
40547 Düsseldorf
Germany**CONTACT:****Ingrid Kahlfuss**

+49 (0) 211.4396.302; F +49 (0) 211.4396.345

E-Mail: Kahlfuss@igedo.com

Company
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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 px x 110 pixel EUR 300,00
- ☐ 2 banners, size 600 px x 110 pixel EUR 500,00
- ☐ 3 banners, size 600 px x 110 pixel EUR 700,00

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

- ☐ Made in Russia
- ☐ Made in Italy
- ☐ Made in Germany
- ☐ Made in Turkey
- ☐ Made in France

Topic

- ☐ International exhibitors
- ☐ Dreams by CPM Body & Beach
- ☐ Seminars - Russian Fashion Retail Forum
- ☐ Highlights of CPM

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 _____



REPLY BY FAX OR BY E-MAIL | DEADLINE: 15 JULY 2021

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 _____

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: 10 AUGUST 2021

Stand No. _____

Please complete and return to:

Co-Organizer:

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

CONTACT:

Nina Schwenk

+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 4 m x 2 m).



EXAMPLE



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 _____

REPLY BY FAX OR BY E-MAIL | DEADLINE: 10 AUGUST 2021

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: 10 AUGUST 2021

Stand No. _____



CONTACT:

Elena Konovalova

T +7 909 685 06 31

E-Mail: ek@expodat.com

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

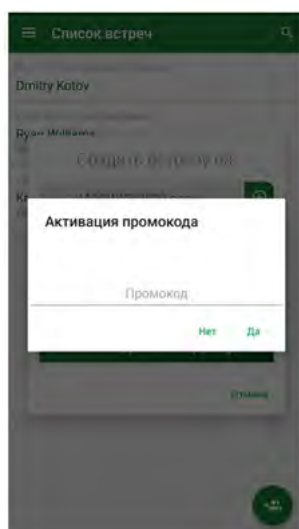
E-Mail _____

SERVICE APPLICATION

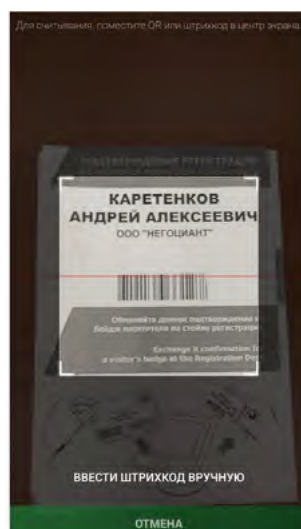
REGISTRATION OF MEETINGS AT THE EVENT

Leader EXPO mobile application:

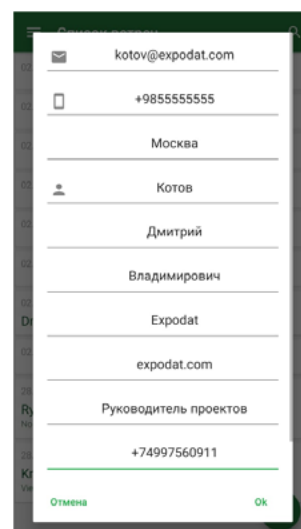
- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



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

REPLY BY FAX OR BY E-MAIL | DEADLINE: 15 AUGUST 2021

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 _____

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 e-ticket

☐ EUR 650,00



E-ticket example

All prices include Russian VAT

Chief-Organizer: Messe Düsseldorf Moscow ООО, 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 _____



15

PLACEMENT OF THE LOGO ON
THE VISITORS LANYARDS*

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**

+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**

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 _____



16

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“
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia**CONTACT:****Elena Oberemova**

+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 / 8 000 follower
- 3 posts on Instagram RU/ENG / 28 800 follower

photo and text of posts

are provided by the customer in two languages RU\Eng

☐ EUR 600,00

* This option is limited to individual deadline

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 _____



17

CPM & DREAMS
LOUNGE 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**

+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 85 x 202 sm at Gold Club from 22 to 25 February 2021;

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

* Please note that due to security measures to prevent the spread of coronavirus infection, the appearance of the Gold Club may differ from the example in the photo

**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

+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 (3 m x 2.5 m) 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

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



Anna Tikhomirova
Ballerina of the Bolshoi Theater



Larisa Verbitskaya
Russian announcer and TV host



Anastasiya Denisova
Russian announcer and TV host

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 _____



SERVICE FOR ORGANIZING REMOTE WORK AT THE CPM EXHIBITION FOR EXHIBITORS

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

Stand No. _____



profashion-consulting.com

CONTACT:

Yuri Gushchin

T +7 495 128 30 20; Mob +7 926 520 80 57

E-Mail: expo@profashion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

PROfashion Consulting provides a service for organizing remote work at the CPM exhibition for exhibitors.

SERVICE INCLUDES:

- 2 stand assistants with knowledge of the language (per 10 sq.m., larger footage is discussed additionally);
- Curator of the work of stand attendants;
- Preliminary training of stand attendants with the invitation of an experienced procurement and work specialist at fashion exhibitions in the B2B segment (1 day);
- Writing instructions and training a stand assistant on the range and price policy of the brand;
- Organization of acquaintance of stand attendants with the company, discussion of details and work scheme through ZOOM;
- Organization of reception of product samples and promotional materials, arrival at the stand (delivery is not included in the price);
- Liability in the amount of EUR 3.000,00 during the acceptance and dispatch of samples;
- Organization and supervision of the work of stand attendants during the exhibition;
- Organization of online communication by providing a laptop and Internet access during the whole time (check-in, exhibition work, check-out);
- Organization of departure from the exhibition and sending samples of products and promotional materials of the company (delivery is not included in the price);
- Report on the work carried out at the exhibition with recommendations from a specialist and a curator.

☐ EUR 3.000,00

☐ Additional stand assistant: EUR 700,00

This service is provided by PROfashion Consulting on its own responsibility.

All prices include Russian VAT



20

CELEBRITY MANAGEMENT OFFER

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

Stand No. _____

**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
- 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.



21

OFFER FASHION CONSULTING GROUP

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

Stand No. _____



125009 Moscow
Malyi Gnezdnikovski 4
<http://fashionconsulting.ru>

CONTACT:**Ekaterina Egorova**

Tel.: +7 495 629 69 85; Mob +7 915 071 23 92

E-Mail: katya.egorova@fashionconsulting.ruCompany
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

Fashion Consulting Group is a leading consulting agency in Russia that provides services for the development, support and reorganization of the fashion business, conducts fashion market research and organizes education for fashion professionals.

On <http://fcg.online>, we have collected online courses, webinars, checklists and presentations on the hottest industry topics:

- Online visual merchandising;
- Assortment strategies;
- Social media promotion;
- E-commerce;
- Client Service.

For CPM exhibitors we made a 15% discount on all online courses and webinars using the promo code: CPM2021.

Fashion is a business, study it with FCG.ONLINE!

This service is provided by Fashion Consulting Group on its own responsibility.

MUSIC, VIDEO, FASHION SHOWS, EVENTS
AT EXHIBITION STANDS**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:****Ingrid Kahlfuss**

T +49 (0) 211.4396.302 F +49 (0) 211 4396.345

E-Mail: Kahlfuss@igedo.com

Company
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

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.

☐ Music reproduction ☐ with fashion show ☐ event

times _____ times _____

☐ Video ☐ without fashion show ☐ 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:**Organizer:**

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

CONTACT:**Elena Oberemova**

+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.

ADVERTISING ON LED PANELS OF THE EXPOCENTRE

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

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company
name _____

Address _____

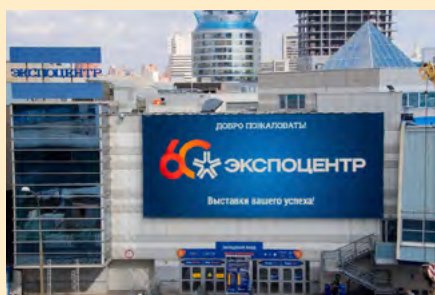
Contact _____

Phone _____

Fax _____

E-Mail _____

ADVERTISING ON LED PANELS OF THE EXPOCENTRE



**Video advertising on the LED facade advertising structure 20 x 8 m
of pavilion 7 (media facade «Western»)**

- ☐ 15 sec – EUR 500,00
- ☐ 30 sec – EUR 870,00
- ☐ 60 sec – EUR 1.600,00



**Video advertising on the LED screen 4 x 2 m pavilion 7
(hall 7)**

- ☐ 15 sec – EUR 400,00
- ☐ 30 sec – EUR 665,00
- ☐ 60 sec – EUR 1.155,00



**Video advertising on a LED screen 7.7 x 4.6 m, pavilion 2
(hall 1)**

- ☐ 15 sec – EUR 580,00
- ☐ 30 sec – EUR 1010,00
- ☐ 60 sec – EUR 1.600,00



25

ADVERTISING ON LED PYLONS
AT THE EXPOCENTRE

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**

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company
name _____Address _____

Contact _____

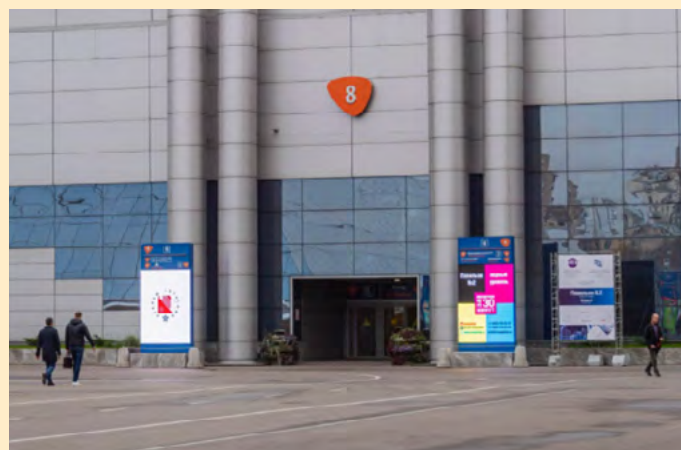
Phone _____

Fax _____

E-Mail _____

ADVERTISING ON LED PYLONS AT THE EXPOCENTRE

Video advertising on the LED pylons
of Pavilion No.8 during the exhibition running
period from 8.00 to 18.00
(excluding the mounting/dismantling periods).

☐ 15 sec – EUR 175,00☐ 30 sec – EUR 280,00☐ 60 sec – EUR 690,00

ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS

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

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

DEMONSTRATION OF ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS

☐ 10 sec – EUR 220,00



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

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@messe-duesseldorf.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

VIDEO ADVERTISING ON PLASMA PANELS

Plasma panels are located in all exhibition halls - in places accessible to the largest number of exhibition visitors.

Possible number of impressions at each point per day - 50, 100, 150, 200.

**Group of Pavilion No.7, Hall 7
(Registration Zone of West Entrance):
4 synchronized plasmas panels
during the exhibition running period
from 8.00 to 18.00
(excluding the mounting/dismantling periods).**

- ☐ 15 sec – EUR 461,00
☐ 30 sec – EUR 720,00
☐ 60 sec – EUR 1.253,00



**Group of Pavilion No.1:
7 synchronized plasma panels during
the exhibition running period from 8.00 to 18.00
(excluding the mounting/dismantling periods).**

- ☐ 15 sec – EUR 461,00
☐ 30 sec – EUR 720,00
☐ 60 sec – EUR 1.253,00