

MARKETING MANUAL

20–23/2/2023

CPM

International Fashion Trade Show
Moscow

cpm-moscow.ru

Philipp Turr / shutterstock.com

Организатор / Organizer:



Место проведения / Venue:





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20-23/2/2023

CPM

International Fashion Trade Show
Moscow

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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 the button below.




CROWNE PLAZA
MOSCOW - WORLD TRADE CENTRE

**Hotel Crowne Plaza Moscow
World Trade Centre**




RADISSON COLLECTION
HOTEL MOSCOW

Radisson Collection



 **azimut**
HOTELS

**AZIMUT Hotel Smolenskaya
Moscow**



Peter I hotel 5*



Marriott Novy Arbat



COURTYARD
BY MARRIOTT

Courtyard City Center

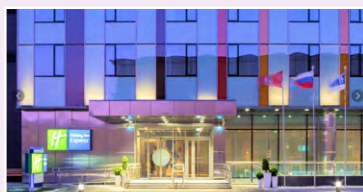


ibis Moscow Kievskaya



NOVOTEL
HOTELS & RESORTS

Novotel Moscow Kievskaya



COSMOS
DUBININSKAYA HOTEL

**Cosmos Smart
Dubininskaya Hotel**

► [RATES AND INFORMATION HERE](#)



Stand No. _____

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

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

EXHIBITOR'S PASS

Please order your exhibitor passes in your Personal Account on the website of the CPM exhibition <https://cpm-digital.ru/> for the exhibitor's employees participating in the exhibition.

Log in and passes will be sent to responsible person from your company from cpm@expodat.com

If you didn't receive login and pass, please contact Vitaly Samotaev samotaevv@expo-fusion.ru

General conditions:

You will need to 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 square meters and the issued ones are based on the names you provided. Three passes up to 20 m², one further pass for any additional 10 m².

Stand area	Up to 20 m ²	21 to 30 m ²	31 to 40 m ²	41 to 50 m ²	51 to 60 m ²
Number of passes	3	4	5	6	7

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

The extra passes ordered directly at the fairground starting from 1st construction day will cost 30% extra and can be paid by bank transfer or by credit card payment system MIR.

A payment by cash is not possible

INFORMATION ABOUT EXHIBITOR PASSES

All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru



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EXTRA EXHIBITOR'S PASS

Stand No. _____

Please complete and return to:**Organizer:**EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia**CONTACT:****Vitaly Samotaev**T +7 (495) 955 91 99 #660
E-Mail: SamotaevV@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

EXTRA 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.
Three passes up to 20 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%

The extra passes ordered directly at the fairground starting from 1st construction day will cost 30% extra and can be paid by bank transfer or by credit card payment system MIR.

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

EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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!



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



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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:

EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

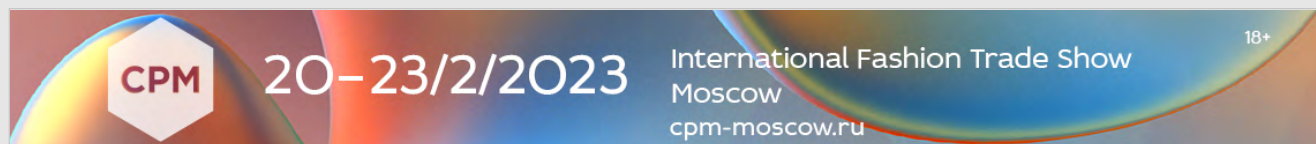
LEADERBOARD BANNER ON CPM WEBSITE www.cpm-moscow.ru

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 23.01.2023 to 23.02.2023



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



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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MEDIUM-SIZED BANNER ON CPM WEBSITE

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

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

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 23.01.2023 to 23.02.2023

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



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Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

BANNER IN CPM BRAND NEWSLETTER

(more than 45,000 e-mail addresses of exhibition visitors)

Depending on the topic you are interested in, we can place your banner in one or more email newsletters.

I hereby confirm the order of the banner in CPM branded mailings.

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

size 600 px x 110 px

- 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

Newsletter schedule and topics available upon request

(please select the items you are interested in)

- Clothing
- Accessories
- Premium
- Russian brands
- International brands
- Underwear and home clothes
- Newsletters

All prices include Russian VAT



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Place, date _____



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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:

Vitaly Samotaev

T +7 (495) 955 91 99 #660

E-Mail: SamotaevV@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

E-MAILINGS

Organizers CPM have an extensive potential data base of more than 45.000 addresses. **These addresses from our data-base 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 fee.**

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

- Store Chain
- Department Store
- Shopping mall
- Mail order company
- Purchasing association
- Commercial agent / Pre-supplier
- Manufacturer / Designer

Price range

- Low
- Medium
- High
- Exclusive

Language of mailings

- Russian
- English

Your preferred countries and their cities:

Order interest

- Coats / Jackets / Raincoats
- Suits / Dresses
- Blouses / Shirts
- Skirts / Trousers
- Evening Dresses / Cocktail-Dresses / Wedding fashion
- Knitwear / T-Shirts / Sweaters
- Leather and fur clothing
- Gloves / Bags / Belts
- Scarves / Shawls / Ties
- Hats
- Costume jewelry / Jewelry
- Shoes
- Other accessories
- Casual Clothing / Denim
- Fashion / Youth Fashion
- Home Clothing
- Home shoes / Home Accessories
- Hosiery products
- Erotic underwear / Costumes
- Fitness / Yoga Clothing
- Clothing for sports and outdoor activities
- Sports accessories
- Fashion for pregnant women
- Fabrics / materials / accessories
- Equipment / Store Design
- Technologies / Business Automation
- Logistics / Consulting services
- Franchising
- Fashion education

	Number of addresses / service	Price in EUR	Total in EUR
Number of addresses	_____ unit	0,50 per address	
Base processing	1	200,00	200,00

All prices include Russian VAT



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cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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

Stand No. _____

Please complete and return to:

Organizer:
EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

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

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

LOGO PLACEMENT HALL PLAN BANNERS

Organizers CPM 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



EXAMPLE

All prices include Russian VAT



REPLY BY FAX OR BY E-MAIL | DEADLINE: 15 JANUARY 2022

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION RUS LLC
Timura Frunze st., 3, bld. 1, fl. 1, r. 9
119021 Moscow,
Russia

CONTACT:

Mikhail Shatov

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

E-Mail: ShatovM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

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 _____

Service	Price (EUR/sq.m)	Area (sq.m)	Total (EUR)
Billboard (production, installation, placement)	210		



All prices include Russian VAT



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119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

REPLY BY FAX OR BY E-MAIL | DEADLINE: 15 JANUARY 2023

Stand No. _____



CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____ Fax _____

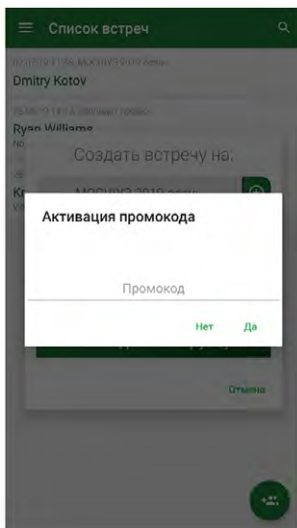
E-Mail _____

SERVICE APPLICATION

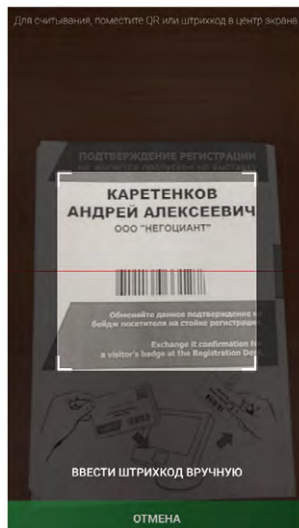
REGISTRATION OF MEETINGS AT THE EVENT

LeadER EXPO mobile application:

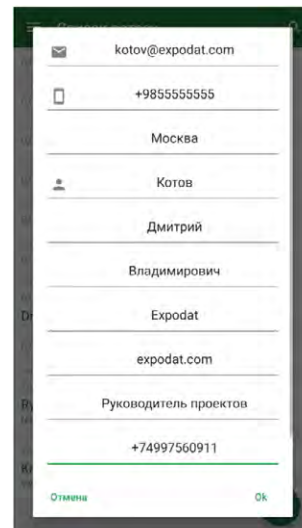
- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



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 JANUARY 2023

Stand No. _____

Please complete and return to:

Organizer:
EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:
Vitaly Samotaev
T +7 (495) 955 91 99 #660
E-Mail: SamotaevV@expo-fusion.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 1.500,00



E-ticket example

All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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:

Organizer:
EXPO FUSION RUS LLC
Timura Frunze st., 3, bld. 1
119021 Moscow,
Russia

CONTACT:
Nikolay Yarzew
T +7 (495) 955 91 99 #614
E-Mail: YarzewN@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

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



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Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
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Company stamp and legally binding signature _____

Place, date _____

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 ul. Timura Frunze, h. 3, b. 1
 119021 Moscow,
 Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

PROMO MATERIALS IN CPM BRANDED BAG*

We give you a unique opportunity to put your printed promotional products (flyer/booklet) in a CPM branded bag, which visitors receive directly at the exhibition.

We would like to order a service for placing our advertising materials in branded CPM bags.

You must deliver your advertising material (13,000 pieces) 4 days before the start of the exhibition.

The delivery address is discussed additionally (Expocentre Fairgrounds or the office of Expo Fusion LLC)

The organizer is not responsible for materials that were lost in the mail or were delivered late.

We would like to draw your attention to the fact that it is strictly forbidden to distribute promotional materials outside your booth!

* This option is limited by an individual deadline

EUR 1.780,00



All prices include Russian VAT



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 119021 Moscow, Russia;
 tel. +7 495 955 91 99;
 cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION RUS LLC
 ul. Timura Frunze, h. 3, b. 1
 119021 Moscow,
 Russia

CONTACT:

Karina Gornak
 T +7 (495) 955 91 99 #616
 E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

Fashion Consulting Group, a leading consulting agency in the Russian fashion industry, together with the international trend bureau FashionSnoops.com will present the most current fashion trends denominations in a unique trend gallery format within the framework of the exhibition. The selection of participants is carried out by Fashion experts Consulting Group in line with the presented trends. Billing and payment is made upon confirmation participation from both the participant and the organization congestion.

Interested in participating in:

Trend gallery at CPM exhibition (at least 3 products),
 participation in a printed brochure and online trend gallery on the exhibition website

EUR 800,00

in printed brochure and online trend gallery on the exhibition website

EUR 480,00



Excursion to the clothing trend gallery within the framework of the CPM exhibition

All prices include Russian VAT



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ADVERTISING ON CPM VKONTAKTE AND TELEGRAM

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

Stand No. _____

Please complete and return to:

Organizer:
EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

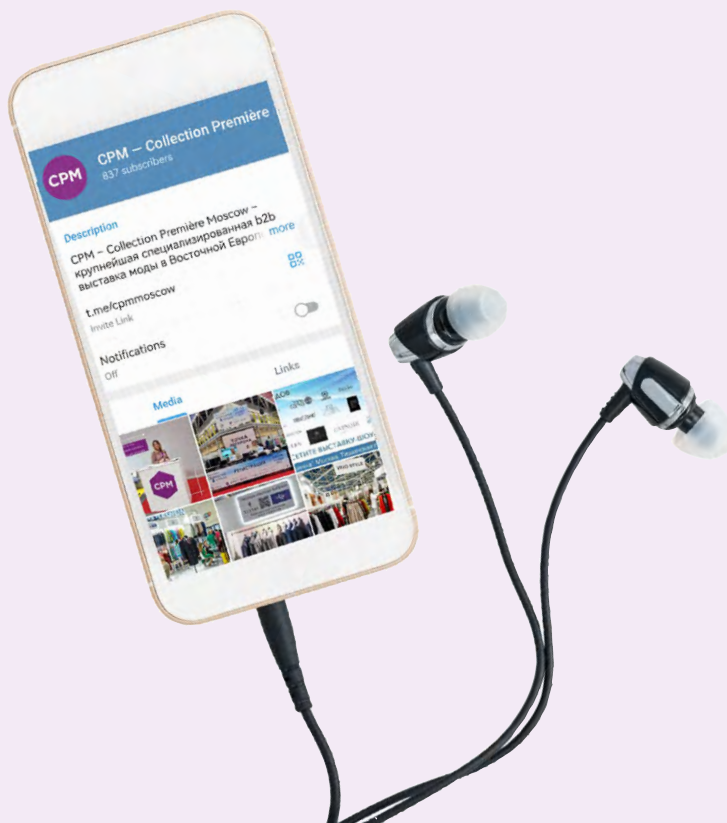
ADVERTISING ON SOCIAL NETWORKS OF THE CPM EXHIBITION



We offer a block of placements:

- 3 advertising posts on VKontakte RU/ENG
- 3 advertising posts in Telegram RU/ENG

Photo and text in two languages (RU/ENG) for posts provided by the customer



EUR 600,00

* This option is limited to individual deadline

All prices include Russian VAT



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119021 Moscow, Russia;
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cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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CPM & DREAMS LOUNGE SPONSORSHIP

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

Stand No. _____

Please complete and return to:

Organizer:

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ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CPM Lounge is a private club for VIP buyers, invited star guests and sponsors, where visitors can both negotiate and relax in a pleasant atmosphere. Within the framework of the exhibition, together with RAFI and the Union of Russian Buyers, the CPM team is actively working to attract VIP buyers.

The package includes the following options:

- Granting the status of the CPM Lounge sponsor with further placement of your logo on the following electronic and printed media:
 - On the exhibition website in the sponsors section <https://clck.ru/Fd5an>
 - On electronic invitations CPM Lounge
 - On posters A0 CPM Thank you and CPM Lounge thank you
 - On the reverse side of the CPM Lounge entrance badge
 - On the menu in CPM Lounge
- Possibility of laying out 100 copies of booklets in bags for buyers and guest stars;
- Possibility of putting 100 copies of souvenirs into bags for buyers and guest stars;
- The possibility of installing a roll-up 85 x 202 cm throughout the entire operation of the CPM Lounge from February 20–23 2023;
- The possibility of laying out the company's POS materials on the tables in the CPM Lounge (the number and type of products are discussed in advance)
- Provision of 2 name badges to company employees;
- Placing a post about the company in the official social networks of the exhibition (VKontakte and Telegram) in Russian and English. (The release date of the post is discussed in advance.)

100 copies of advertising or souvenir products.

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



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Company stamp and legally binding signature _____

Place, date _____



20

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:

EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

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.



Olga Kabo
Russian theater and film actress



Alexander Anatolievich
TV and radio presenter



Igor Gulyaev
Russian designer, couturier, TV presenter

All prices include Russian VAT



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cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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

Stand No. _____



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

CONTACT:

Svetlana Pyreskina
T +7.926.2056609;
E-mail: Pyreskina@mail.ru

Anastasia Mustafa
T +7.916.1018783;
E-mail: Anastasia@prtrendrussia.com

Company name _____

Address _____

Contact _____

Phone _____

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 CPM, '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.



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.ru

Company name	_____
Address	_____ _____
Contact	_____
Phone	_____
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: CPM2023.

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

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



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 _____

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



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CPM SELECTED SHOW

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:

Maria Zhdanova
T +7 (495) 955 91 99 # 618
E-Mail: ZhdanovaM@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CATWALK AREA, PAVILION 8 HALL 3

Participation in CPM SELECTED SHOW EUR 1.550,00 / for 8 looks

The service includes professional stylization, work of models, staging of the show, music, lighting, professional video and photography of the show, as well as additional promotion of the participants of the show in publications about the exhibition: mentions in press releases, social networks, the official catalog of the exhibition under the heading „Schedule shows“ etc.

CPM SELECTED SHOW will be held once a day for 30 minutes on days 1, 2 and 3 of the exhibition.

ATTENTION!

To prepare a fashion show, we need photos or sketches of your outfits before 01/27/2023

We will also need a 300 dpi brand logo in png or jpeg formats by 01/27/2023.

Please send it separately to e-mail: ZhdanovaM@expo-fusion.ru

On February 19, 2023, prepared kits must be backstage in Pavilion 8, Hall 3 no later than 12:00.

All items of clothing can be picked up at the organizers' office on the last day of the exhibition from 9:00 to 15:00 or from the backstage by prior arrangement.



All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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:

Organizer:
EXPO FUSION RUS LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

CONTACT:
Karina Gornak
T +7 (495) 955 91 99 #616
E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

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.

<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 _____



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119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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

Stand No. _____

Please complete and return to:

Organizer:
EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

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

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

PRESS AND PUBLIC RELATIONS

In the CPM press center, representatives of Russian and foreign media are invited to:

- Releases and photo materials covering all aspects of CPM – Collection Première Moscow
- Information about other exhibitions
- Promotional brochures of the exhibitors
- Brochures of sponsors and partners of the exhibition

We are interested in obtaining space for brochures in the Press Centre, Pavilion 8, Gallery, Lower Level

Yes

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 ul. Timura Frunze, h. 3, b. 1
 119021 Moscow,
 Russia

CONTACT:

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

Company name _____

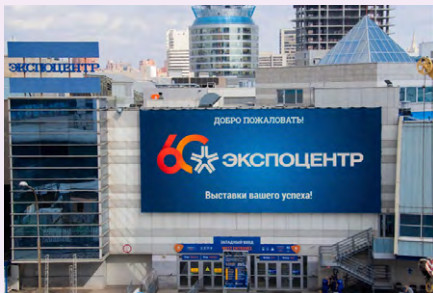
Address _____

Contact _____

Phone _____

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

All prices include Russian VAT



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:
EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

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

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

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

10 sec – EUR 220,00



All prices include Russian VAT



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:
EXPO FUSION LLC
ul. Timura Frunze, h. 3, b. 1
119021 Moscow,
Russia

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

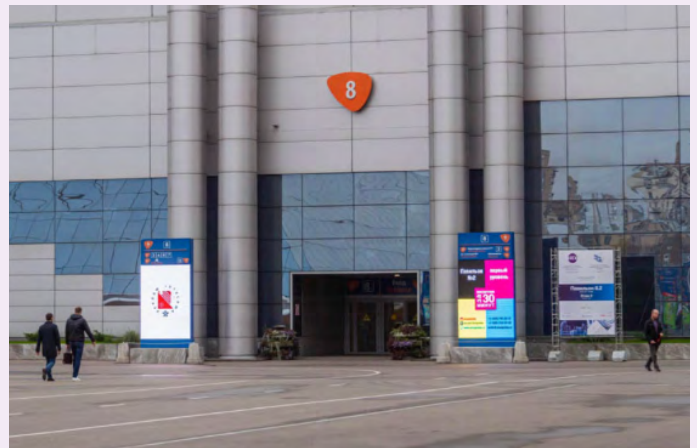
Company name _____
Address _____
Contact _____
Phone _____
E-Mail _____

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).

- Left pylon
- Right pylon
- 15 sec – EUR 175,00*
- 30 sec – EUR 280,00*
- 60 sec – EUR 690,00*

* – Price for one pylon



All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

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

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 ul. Timura Frunze, h. 3, b. 1
 119021 Moscow,
 Russia

CONTACT:

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

Company name _____

Address _____

Contact _____

Phone _____

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 3
 (Registration Zone of West Entrance):
 4 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

**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



All prices include Russian VAT