

MARKETING MANUAL

19–22/2/2024

CPM

International
Fashion Trade Show
Moscow

cpm-moscow.ru

Copyright: ru.123rfcom/profile_mindspax

Место проведения:



Организатор:



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



3

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 _____

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

Stand area	Up to 20 m ²	Up 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

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



4

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 VATEXPO 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 _____



5

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](#)



6

ADVERTISEMENT BANNER CPM
NEWSLETTER

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**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 12 JANUARY 2024

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

REPLY BY FAX OR BY E-MAIL | DEADLINE: 1 FEBRUARY 2024

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: 1 FEBRUARY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION 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.

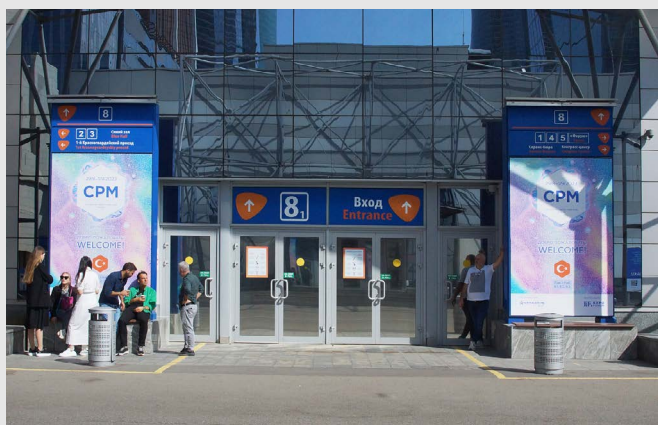
We are interested in outdoor advertising on the Expocentre fairground.
Please contact:

Name _____

Phone _____

E-mail _____

Service	Price (EUR/sq.m)	Area (sq.m)	Total (EUR)
Billboard (production, installation, placement)	210,00		



All prices include Russian VAT



10

ADVERTISING IN THE CPM
EXHIBITION GUIDE

SEND AN APPLICATION BY E-MAIL. DEADLINE 15 JANUARY 2024

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 IN THE CPM EXHIBITION GUIDE

The CPM Exhibition Guide is a printed brochure that contains information about all exhibitors, a schedule of events and a plan of the exhibition complex. It is also the perfect place to advertise your company. The advertising module in the guidebook will attract the attention of visitors who will search for the information they need about the exhibition.

Advertising in the CPM exhibition guide will help increase your company's visibility and attract new customers. In addition, this is a great opportunity to convey your unique advantages and offers to a wide audience.

Distribution: in registration areas

Guide format: A5 (148 x 210 mm)**Size and cost of advertising modules:**

Format	Size	Price
<input type="checkbox"/> Band 1/1	148 x 210 mm	EUR 535,00
<input type="checkbox"/> 2 nd and 3 rd cover pages	148 x 210 mm	EUR 1.350,00

Ad module file requirements:

- Layout size 148 x 210mm + 5 mm bleed on all sides
- File format TIF, AI, PDF
- CMYK color model
- Bitmap resolution 300 dpi
- Fonts must be converted to curves
- Indentation of significant elements from the cutting edge of the layout is at least 5 mm

**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 _____

19-22/2/2024

CPMInternational Fashion Trade Show
Moscow

11

PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

SEND AN APPLICATION BY E-MAIL. DEADLINE 12 JANUARY 2024

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 _____

PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

- Help your regular customers quickly find you among many other exhibitors.
- Attract the attention of new customers to your company.

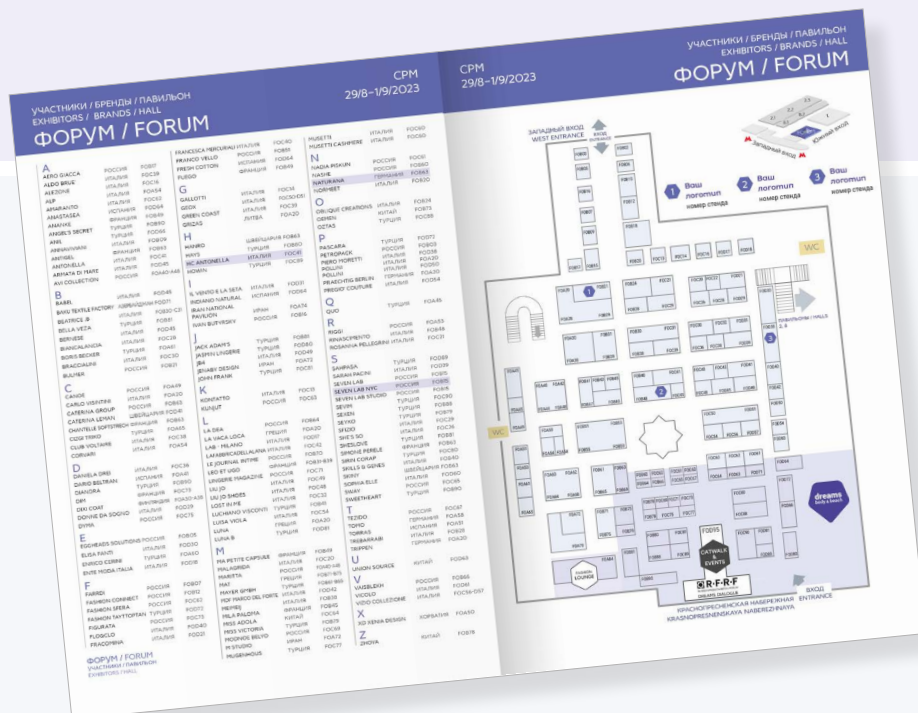
Placing your logo on the pavilion plan will give your company an advantage over other exhibitors.

Seize the opportunity to draw attention to your company at the CPM show, place your logo on the pavilion plan in the printed guide and let visitors easily find you and learn about your company.

Price for placing your logo:



EUR 240,00

**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 _____



12

ADVERTISING ON E-TICKET

REPLY BY FAX OR BY E-MAIL | DEADLINE 15 JANUARY 2024

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 _____



13

PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

REPLY BY FAX OR BY E-MAIL | DEADLINE 15 JANUARY 2024

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



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 _____

PROMO MATERIALS IN CPM BRANDED BAG*

REPLY BY FAX OR BY E-MAIL | DEADLINE 15 JANUARY 2024

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



15

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 _____

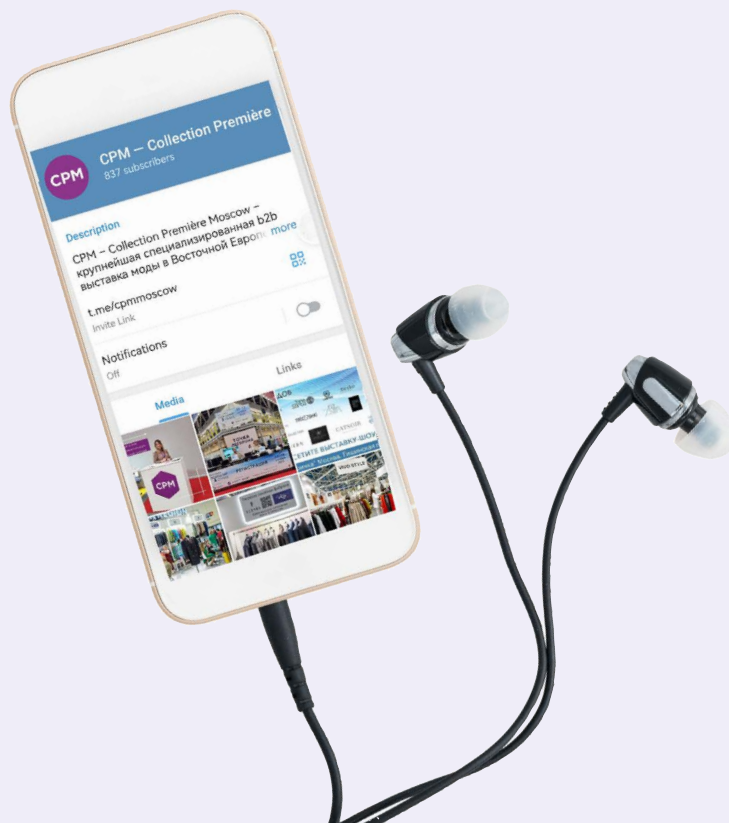
E-Mail _____

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

* – Marking is carried out by the advertiser

☐ EUR 600,00

* This option is limited to individual deadline

All prices include Russian VATEXPO 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 _____

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:

1. 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
2. Possibility of laying out 100 copies of booklets in bags for buyers and guest stars;
3. Possibility of putting 100 copies of souvenirs into bags for buyers and guest stars;
4. The possibility of installing a roll-up 85 x 202 cm throughout the entire operation of the CPM Lounge from February 19 to 22, 2024;
5. 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)
6. Provision of 2 name badges to company employees;
7. 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

REPLY BY FAX OR BY E-MAIL | DEADLINE: 26 JANUARY 2024

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Karina Gornak

T +7 495 955 91 99 доб. 616

E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CATWALK AREA, PAVILION 8 HALL 3



Participation in CPM SELECTED SHOW EUR 1.400,00 / for 10 looks

The service includes 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 as part of publications about the exhibition.

CPM SELECTED SHOW will be held once a day according to the show schedule.



I have been warned and give my consent to the use of decorative cosmetics for the face and body of models by the stylists of the fashion shows.

ATTENTION!

To prepare the fashion show, we need photos or sketches of your outfits by January 26, 2024.

We will also need a 300 dpi brand logo in .png or .jpeg format by January 26, 2024.

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



All prices include Russian VAT

REPLY BY FAX OR BY E-MAIL | DEADLINE 26 JANUARY 2024

Stand No. _____

Please complete and return to:

Organizer:

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

CONTACT:

Andrey Yakobi

T + 7 903 720 75 40

E-Mail: Ayakobi@gmail.com

Karina Gornak

T +7 495 955 91 99 доб. 616

E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CATWALK AREA, PAVILION 8 HALL 3



Individual show EUR 2.880,00 / for 30 bows

The service includes stylization, work of models, staging of the show, music, lighting, professional video and photography of the show, as well as additional promotion of the show participants: inviting stars and bloggers, publications in the media, etc.

Providing 50 invitation tickets for 2 persons to each participant of shows for clients and partners.



I have been warned and give my consent to the use of decorative cosmetics for the face and body of models by the stylists of the fashion shows.

ATTENTION!

To prepare the fashion show, we need photos or sketches of your outfits by January 26, 2024.

We will also need a 300 dpi brand logo in .png or .jpeg format by January 26, 2024.

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



All prices include Russian VAT

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

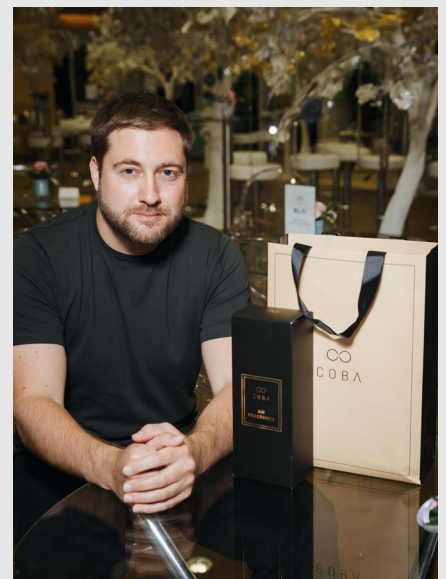
The amount and type of provided gifts is discussed individually. This means providing products of at least.



Margarita Mitrofanova,
radio and TV host, music journalist



Yulia Kuvarzina,
theater and film actress



Maxim Sharafutdinov,
Russian journalist, TV presenter on Channel One

All prices include Russian VAT



20

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 _____

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: CPM2024.

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

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



21

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



22

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.

☐ 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 _____

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 _____

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. _____



CONTACT:

Elena Konovalova

T +7 909 685 06 31

E-Mail: ek@expodat.com

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

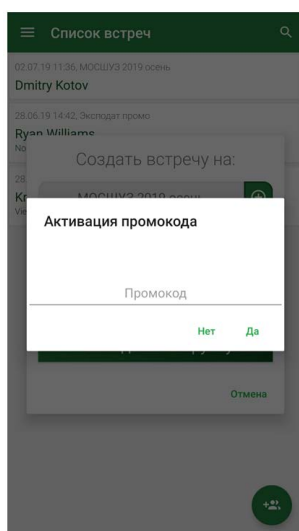
E-Mail _____

SERVICE APPLICATION

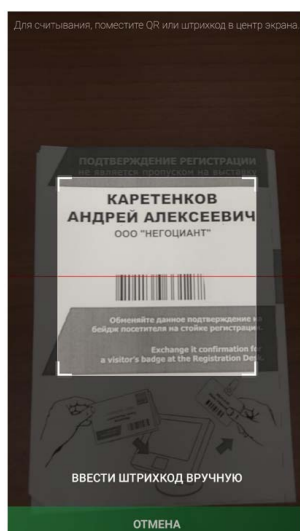
REGISTRATION OF MEETINGS AT THE EVENT

Leader EXPO mobile application:

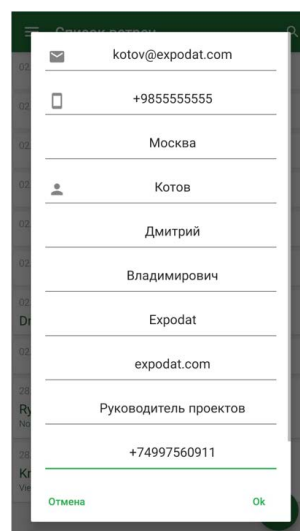
- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



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

EXPODATA provides this service and is fully responsible for it.

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:

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 _____

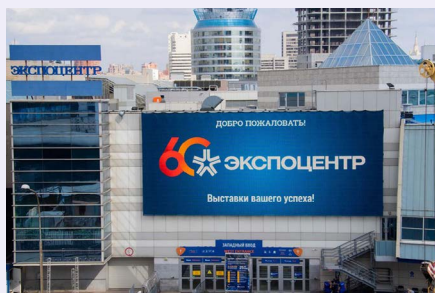
Address _____

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

The production of a promotional video is not included in the price



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

The production of a promotional video is not included in the price



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

The production of a promotional video is not included in the price

► **Technical requirements for video files**

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

The production of a promotional video
is not included in the price.



► **Technical requirements for video files**

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*

The production of a promotional video
is not included in the price.



► **Technical requirements for video files**

* – Price for one pylon

All prices include Russian VAT

VIDEO ADVERTISING ON PLASMA PANELS

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 7
(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

The production of a promotional video
is not included in the price.



► **Technical requirements for video files**

All prices include Russian VAT

19-22/2/2024

CPM

International Fashion Trade Show
Moscow

29

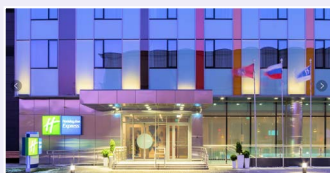
CPM PARTNER HOTELS

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.



Hotel „Peter I“

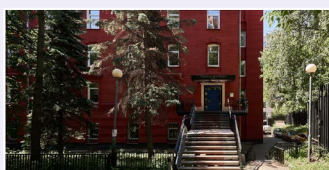


COSMOS
DUBININSKAYA HOTEL

Cosmos Smart Dubininskaya
Hotel



Pana White Moscow



VERTICAL
APARTHOTEL

VERTICAL



Hotel Seligerskaya
(Ex. Holiday Inn Seligerskaya)



ХАНОЙ-МОСКВА
АПАРТ-ОТЕЛЬ
★★★★

Aparthotel
„HANOI-MOSCOW“

► [RATES AND INFORMATION HERE](#)