

# MARKETING MANUAL

26–29/8/2024

# CPM

International  
Fashion Trade Show  
Moscow

[cpm-moscow.ru](http://cpm-moscow.ru)

Copyright: ru.123rf.com/profile\_mindspax

Venue:



Organizer:



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# 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!



### 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](#)



# 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  
Timura Frunze st., 3, bld. 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**

**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: 15 JULY 2024**

Stand No. \_\_\_\_\_

**Please complete and return to:**

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

**CONTACT:**  
**Vitaly Samotaev**  
+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 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 fee.**

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

<p><b>Area of responsibility</b></p> <p><input type="checkbox"/> Owner</p> <p><input type="checkbox"/> CEO/COO</p> <p><input type="checkbox"/> Branch manager</p> <p><input type="checkbox"/> Divisional manager/Purchasing Manager</p> <p><input type="checkbox"/> Sales Personal</p> <p><input type="checkbox"/> Professional buyer</p> <p><input type="checkbox"/> Designer</p> <p><input type="checkbox"/> Student</p> <p><input type="checkbox"/> Other</p> <p><b>Type of Business</b></p> <p><input type="checkbox"/> Store Chain</p> <p><input type="checkbox"/> Department Store</p> <p><input type="checkbox"/> Shopping mall</p> <p><input type="checkbox"/> Boutique</p> <p><input type="checkbox"/> Mail order company</p> <p><input type="checkbox"/> Purchasing association</p> <p><input type="checkbox"/> Commercial agent / Pre-supplier</p> <p><input type="checkbox"/> Manufacturer / Designer</p>	<p><b>Price range</b></p> <p><input type="checkbox"/> Low</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Exclusive</p> <p><b>Language of mailings</b></p> <p><input type="checkbox"/> Russian <input type="checkbox"/> English</p> <p><b>Your preferred countries and their cities:</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>Order interest</b></p> <p><input type="checkbox"/> Coats / Jackets / Raincoats</p> <p><input type="checkbox"/> Suits / Dresses</p> <p><input type="checkbox"/> Blouses / Shirts</p> <p><input type="checkbox"/> Skirts / Trousers</p> <p><input type="checkbox"/> Evening Dresses / Cocktail-Dresses / Wedding fashion</p> <p><input type="checkbox"/> Knitwear / T-Shirts / Sweaters</p> <p><input type="checkbox"/> Leather and fur clothing</p> <p><input type="checkbox"/> Gloves / Bags / Belts</p> <p><input type="checkbox"/> Scarves / Shawls / Ties</p> <p><input type="checkbox"/> Hats</p> <p><input type="checkbox"/> Costume jewelry / Jewelry</p> <p><input type="checkbox"/> Shoes</p> <p><input type="checkbox"/> Other accessories</p> <p><input type="checkbox"/> Casual Clothing / Denim</p> <p><input type="checkbox"/> Fashion / Youth Fashion</p> <p><input type="checkbox"/> Home Clothing</p> <p><input type="checkbox"/> Home shoes / Home Accessories</p> <p><input type="checkbox"/> Hosiery products</p> <p><input type="checkbox"/> Erotic underwear / Costumes</p> <p><input type="checkbox"/> Fitness / Yoga Clothing</p> <p><input type="checkbox"/> Clothing for sports and outdoor activities</p> <p><input type="checkbox"/> Sports accessories</p> <p><input type="checkbox"/> Fashion for pregnant women</p> <p><input type="checkbox"/> Fabrics / materials / accessories</p> <p><input type="checkbox"/> Equipment / Store Design</p> <p><input type="checkbox"/> Technologies / Business Automation</p> <p><input type="checkbox"/> Logistics / Consulting services</p> <p><input type="checkbox"/> Franchising</p> <p><input type="checkbox"/> Fashion education</p>
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	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
Total:			

**All prices include Russian VAT**

**LOGO PLACEMENT BANNERS**

**REPLY BY FAX OR BY E-MAIL | DEADLINE: 5 JULY 2024**

Stand No. \_\_\_\_\_

**Please complete and return to:**

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

**CONTACT:**  
**Mikhail Shatov**  
 +7 (495) 955 91 99 # 634  
 E-Mail: ShatovM@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**



**OUTDOOR ADVERTISING**

**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

Company name \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_

**CONTACT:**  
**Mikhail Shatov**  
 +7 (495) 955 91 99 # 634  
 E-Mail: ShatovM@expo-fusion.ru

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**



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 \_\_\_\_\_



# ADVERTISING IN THE CPM EXHIBITION GUIDE

**SEND AN APPLICATION BY E-MAIL. DEADLINE 2 AUGUST 2024**

Stand No. \_\_\_\_\_

**Please complete and return to:**

**Organizer:**  
EXPO FUSION LLC  
Timura Frunze st., 3, bld. 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 <sup>nd</sup> and 3 <sup>rd</sup> 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**



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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 \_\_\_\_\_





# PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

**SEND AN APPLICATION BY E-MAIL. DEADLINE: 2 AUGUST 2024**

Stand No. \_\_\_\_\_

**Please complete and return to:**

**Organizer:**  
EXPO FUSION LLC  
Timura Frunze st., 3, bld. 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 \_\_\_\_\_

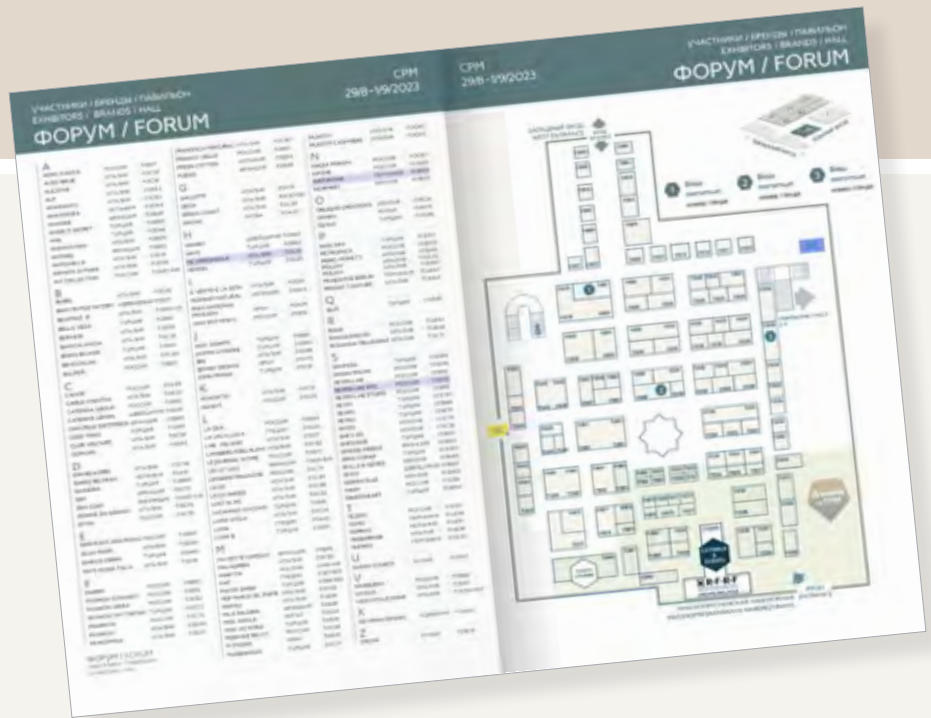
## PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

- 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



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

Company stamp and legally binding signature \_\_\_\_\_

Place, date \_\_\_\_\_



ADVERTISING ON E-TICKET

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**  
+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



# PROMO MATERIALS IN CPM BRANDED BAG \*

**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:**  
**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 \_\_\_\_\_



10

# CPM & DREAMS LOUNGE SPONSORSHIP

**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:**

**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 19 to 22, 2024;
- 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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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 \_\_\_\_\_



11

# CPM OPENING SHOW

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

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

### CATWALK AREA, PAVILION 8 HALL 3

**Participation in CPM OPENING 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.

CPM OPENING SHOW will take place on fair day 1 at 12.00, noon.  
The Organizer reserves the right to choose the participants.

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 July 26, 2024.  
We will also need a 300 dpi brand logo in .png or .jpeg format by July 26, 2024.  
Please send it separately to e-mail: GornakK@expo-fusion.ru



**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 \_\_\_\_\_



12

CPM SELECTED SHOW

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

Stand No. \_\_\_\_\_

Please complete and return to:

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

CONTACT:  
Karina Gornak  
+7 (495) 955 91 99 #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.

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 July 26, 2024.  
We will also need a 300 dpi brand logo in .png or .jpeg format by July 26, 2024.  
Please send it separately to e-mail: GornakK@expo-fusion.ru



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 \_\_\_\_\_



13

# YOUR PERSONAL CATWALK

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

Stand No. \_\_\_\_\_

**Please complete and return to:**

**Organizer:**

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

**CONTACT:**

**Karina Gornak**  
+7 (495) 955 91 99 #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.

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 July 26, 2024. We will also need a 300 dpi brand logo in .png or .jpeg format by July 26, 2024. Please send it separately to e-mail: GornakK@expo-fusion.ru



**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 \_\_\_\_\_

**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  
 Timura Frunze st., 3, bld. 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

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

EUR 1.300,00

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

\* this option is limited by an individual deadline



**Polya Polyakova,**  
actress



**Margarita Mitrofanova,**  
radio and TV presenter, music journalist



**Elena Biryukova,**  
theater and film actress

**All prices include Russian VAT**





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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:**

**Viktor Malygin**  
+7 (495) 955 91 99 #614  
E-Mail: [viktor@fashionconsulting.ru](mailto:viktor@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: CPM2024.

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

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



PRESS AND PUBLIC RELATIONS

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

Stand No. \_\_\_\_\_

Please complete and return to:

Organizer:  
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Timura Frunze st., 3, bld. 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



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 \_\_\_\_\_



# VISITORS SERVICE APPLICATION

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

Stand No. \_\_\_\_\_



Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

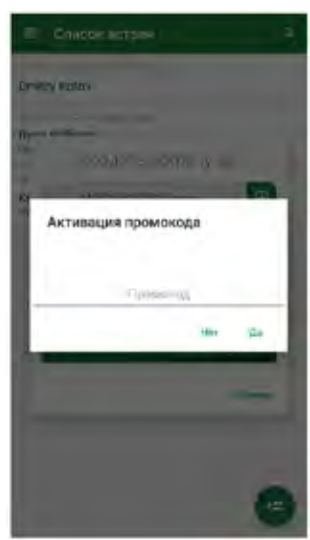
**CONTACT:**  
**Elena Konovalova**  
+7 (909) 685 06 31  
E-Mail: ek@expodat.com

## 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  
 Timura Frunze st., 3, bld. 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 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  
Timura Frunze st., 3, bld. 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 10:00 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.

\* – Price for one pylon



**▶ Technical requirements for video files**

**All prices include Russian VAT**



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Place, date \_\_\_\_\_



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# 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:**  
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Timura Frunze st., 3, bld. 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

The demonstration is conducted during the entire period of the exhibition, from 10:00 to 18:00. Running time is 10 seconds, 600 impressions (1 impression per minute) per day.

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**



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Company stamp and legally binding signature \_\_\_\_\_

Place, date \_\_\_\_\_

**VIDEO ADVERTISING ON PLASMA PANELS**

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

Stand No. \_\_\_\_\_

**Please complete and return to:**

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 EXPO FUSION LLC  
 Timura Frunze st., 3, bld. 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 10:00 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 10:00 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**

26-29/8/2024

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.



Hotel „Peter I“



COSMOS  
SMART HOTEL

Cosmos Smart Dubininskaya  
Hotel



Pana White Moscow



VERTICAL  
APARTHOTEL

VERTICAL



edge  
Seligerskaya - Moscow

Edge  
Seligerskaya-Moscow



ХАНОЙ-МОСКВА  
АПАРТ-ОТЕЛЬ  
★★★★

Aparthotel  
„HANOI-MOSCOW“

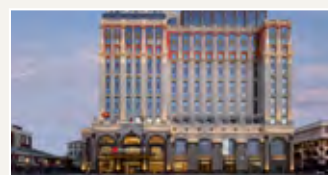


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