

MARKETING MANUAL

2-5/9/2025

CPM

International
Fashion Trade Show
Moscow

cpm-moscow.ru

Venue:

 **CROCUS EXPO**
International Exhibition Center

Organizer:

 **EXPO
FUSION**



3. ADVERTISING MEDIA DOWNLOAD
4. ADVERTISEMENT BANNER CPM NEWSLETTER
5. E-MAILINGS
6. ADVERTISING IN THE CPM EXHIBITION GUIDE
7. PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE
8. ADVERTISING ON E-TICKET
9. PROMO MATERIALS IN CPM BRANDED BAG
10. YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES*
11. CPM SELECTED SHOW
12. YOUR PERSONAL CATWALK
13. PRESS AND PUBLIC RELATIONS
14. AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS
15. LOGO PLACEMENT BANNERS
16. FACADE BANNER TURNKEY
17. STREET LIGHTBOXES
18. FOOD COURT GLASSES
19. COLUMN BRANDING
20. PENDANT IN THE FOYER
21. SCREENS ABOVE THE ENTRANCE GROUPS
22. LIGHTBOXES IN THE FOYER
23. RENTAL OF PORTABLE STRUCTURES TRITEKS
24. RENTAL OF PORTABLE STRUCTURES OCTANORM
25. PORTABLE STREET STRUCTURES (PLANE, CONCRETE)
26. PORTABLE STREET STRUCTURES (TRIANGLE, CUBE)
27. CPM PARTNER HOTELS

SPECIAL SPONSORSHIP PACKAGES AND OFFERS

1. CPM VIP LOUNGE
2. CPM SPECIAL SHOW



3

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!

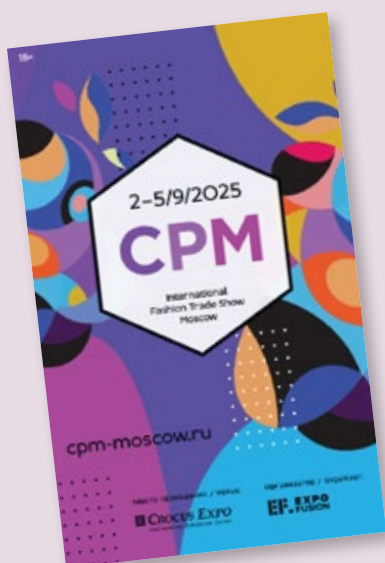


WALLPAPER



DIGITAL STICKERS

Turn your daily correspondence into an eyecatcher! Integrate the digital sticker in your email signature, invoices, letters etc.



▶ [DOWNLOAD ALL FILES HERE](#)



4

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:

- | | |
|---|------------|
| <input type="checkbox"/> a) 1 banner, size 600 px x 110 px | EUR 285,00 |
| <input type="checkbox"/> b) 2 banners, size 600 px x 110 px | EUR 495,00 |
| <input type="checkbox"/> c) 3 banners, size 600 px x 110 px | EUR 635,00 |

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 _____



5

E-MAILINGS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

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:**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	170,00 EUR	170,00 EUR

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 _____



6

ADVERTISING IN THE CPM EXHIBITION GUIDE

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

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: A4 (210 x 297 mm)

Size and cost of advertising modules:

Format	Size	Price
<input type="checkbox"/> Band 1/1	210 x 297 mm	EUR 705,00
<input type="checkbox"/> 1/2 horizontal	189 x 135 mm	EUR 410,00
<input type="checkbox"/> 1/3 vertical	60 x 275 mm	EUR 355,00
<input type="checkbox"/> 2 nd and 3 rd cover	210 x 297 mm	EUR 1 645,00

Ad module file requirements:

- Layout size 210 x 297 mm + 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 _____



7

PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

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 355,00



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 _____



8

ADVERTISING ON E-TICKET

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

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

Размеры и стоимость баннеров:

	Size	Price
<input type="checkbox"/> Banner 1	99 x 17 mm	EUR 495,00
<input type="checkbox"/> Banner 2	204 x 17 mm	EUR 970,00



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 _____



9

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.

* this option is limited by an individual deadline

☐ 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!

☐ EUR 1 780,00



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 _____



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 _____

YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES*

Each CPM exhibition is attended by 30-40 celebrities invited by the organizers, who receive promotional bags with exclusive products/brochures and gifts. All VIP guests and invited celebrities are photographed during the exhibition day against the background of the CPM banner with the logos of the sponsors of the exhibition. These photos are made available to specialized publications. This is where you can place your logo.

**Pav. 3,
Hall 13**

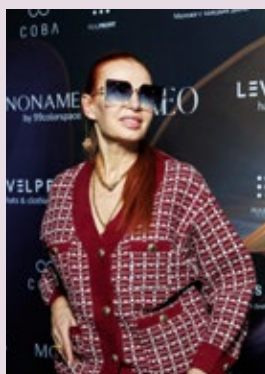
CPM Lounge is a closed club for VIP buyers, invited celebrity guests and sponsors, where visitors can negotiate and relax in a pleasant atmosphere. Within the framework of the exhibition, together with RAFI and the Union of Russian Buyers, the CPM team is actively working to attract VIP buyers.

The package includes the following options:

1. Granting the status of a CPM Lounge sponsor with subsequent placement of your logo on the following electronic and printed media:
 - On the exhibition website in the sponsors section
 - On CPM Lounge electronic invitations
 - On A0 CPM Thank you and CPM Lounge thank you posters
 - On the back of the CPM Lounge entrance badge
 - On the menu in the CPM Lounge
2. The possibility of placing 100 copies of booklets in bags for buyers and invited stars;
3. Providing 2 personalized entrance badges to company employees;
4. Posting about the company in the official social networks of the exhibition (VKontakte and Telegramm) in Russian and English. (the date of the post is discussed in advance.)

☐ **EUR 1 300,00 + 30 gifts**

* this option is limited by an individual deadline



Evelina Bledans
actress of theater, cinema, television



Olesya Sudzilovskaya
actress of theater and cinema



Margarita Mitrofanova
Russian radio and TV presenter

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 _____



11

CPM SELECTED 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

T +7 (495) 955 91 99 #616

E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CATWALK AREA, Pav. 3 Hall 15

☐ 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 August 1, 2025.

We will also need a 300 dpi brand logo in .png or .jpeg format by August 1, 2025.

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 _____



12

YOUR PERSONAL CATWALK

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

T +7 (495) 955 91 99 #616

E-Mail: GornakK@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CATWALK AREA, Pav. 3 Hall 15

☐ 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.

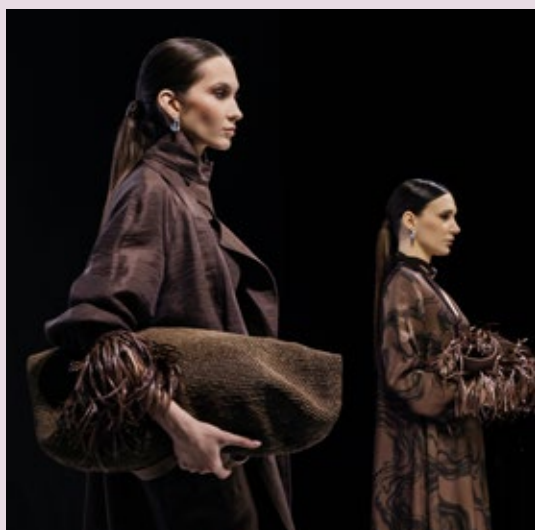
☐ I have been warned and give my consent to the use of decorative cosmetics for the face and body of models by the stylists of the fashion shows.

ATTENTION!

To prepare the fashion show, we need photos or sketches of your outfits by August 1, 2025.

We will also need a 300 dpi brand logo in .png or .jpeg format by August 1, 2025.

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 _____



13

PRESS AND PUBLIC RELATIONS

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 _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

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

Pav. 3,
Hall 14

We are interested in getting a place to place brochures in the press center

☐ YesAll 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 _____

2-5/9/2025

CPM

International
Fashion Trade Show
Moscow

14

AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS

SEND THE APPLICATION BY E-MAIL OR VIA THE FORM ON THE WEBSITE

Stand No. _____



CONTACT:

Elena Kononova

T +7 909 685 06 31

E-Mail: ek@expodat.ru

www.expodat.ru/cpm

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

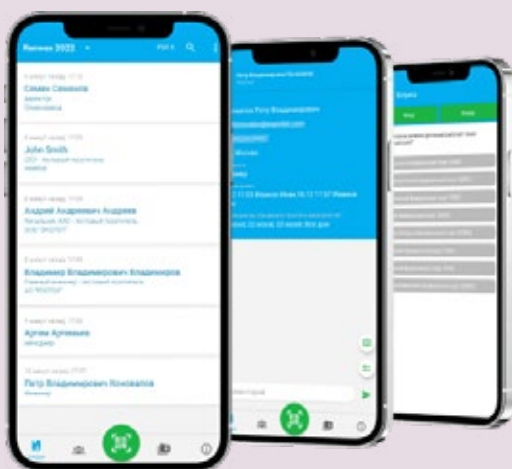
AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS

Automated collection of contact information of visitors to your stand. No paper questionnaires. No business card collection. No errors or human factors.

- Instant data exchange with visitors by scanning their badges. Formation of a contact database of managers who worked with the stand visitor;
- Adding notes/photos to the collected contacts, both during the meeting and after it;
- Questionnaires to identify the interests and capabilities of the visitor;
- Online reports with the results of the stand's work, without waiting for the end of the event..

THE SERVICE IS AVAILABLE IN 2 OPTIONS:

- Desktop / floor terminal;
- Mobile application (installed on the manager's phone).



LeadER Expo Mobile App



You can choose the service via the Expodat terminal
or the LeadER Expo application



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 _____

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:

☐ **EUR 705,00**



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 _____



REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025
(if applying after 04.08.2025 the price increases by 15%)

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 _____

FACADE BANNER

- Size 18,0 x 9,0 m
- External lighting

* This item is limited in quantity and requires additional approval.

We hereby order the production and placement of billboards with advertising products:

	Service	Price in euro (per one surface)
<input type="checkbox"/>	rent of space in pavilions No. 3 (facade) – 18.0 x 9.0 m	6 880,00 EUR



All prices include Russian VAT



17

STREET LIGHTBOXES

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

Timura Frunze st., 3, bld. 1

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

STREET LIGHTBOXES

- Outdoor light boxes, at the entrance to the pavilion
- Dimensions of static light structures 1.23 x 2.50 m

* This item is limited in quantity and requires additional approval.

We hereby order the placement of a banner in a street lightbox:

Cost	Quantity	Placement	Total in euro
EUR 280,00 for one surface turnkey	screens	<input type="checkbox"/> front side <input type="checkbox"/> back side	



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: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

Timura Frunze st., 3, bld. 1

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

FOOD COURT GLASSES

- The front side is branded, above halls 14, 15
- Wide view from the foyer
- Glass size 5.32 x 3.8 m; 5.56 x 3.8 m; 5.32 x 3.8 m

* This item is limited in quantity and requires additional approval.

We hereby order branding of the food court glass:

☐ EUR 7 645,00

Cost for three surfaces turnkey (one-sided)



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: 4 AUGUST 2025
(if applying after 04.08.2025 the price increases by 15%)

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 _____

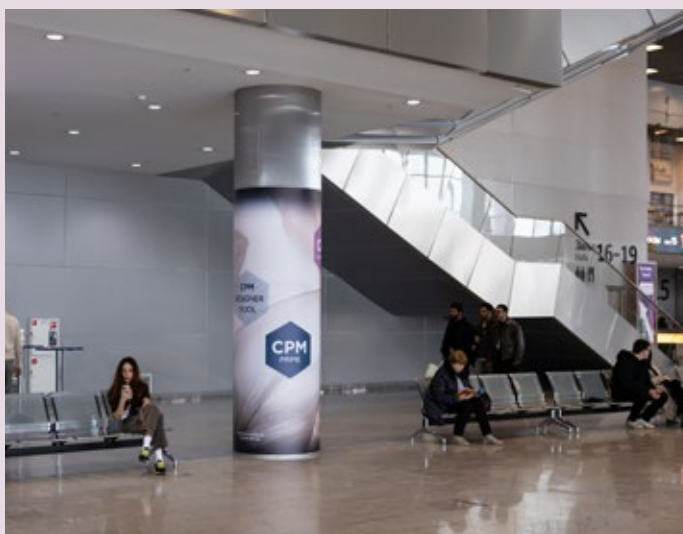
COLUMN BRANDING

- Column branding
- Halls 14, 15
- Size 3.17 x 3,0 m

* This item is limited in quantity and requires additional approval.

We hereby order the design of columns:

Cost	Number of columns	Total in euro
EUR 1 050,00 Cost per one column turnkey	pcs.	



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 _____



20

PENDANT IN THE FOYER

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025
(if applying after 04.08.2025 the price increases by 15%)

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 _____

PENDANT IN THE FOYER

- Double-sided pendant in the foyer
- Size 8,0 x 12,0 m

* This item is limited in quantity and requires additional approval.

We hereby order a pendant for the foyer:

☐ **EUR 6 825,00**

Price for one pendant, including manufacturing, excluding installation work (double-sided)



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 _____



21

SCREENS ABOVE THE ENTRANCE GROUPS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

Timura Frunze st., 3, bld. 1

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

SCREENS ABOVE THE ENTRANCE GROUPS

- Screens above the entrance groups halls 14, 15
- Size 17,0 x 1,0 m (3392 x 192 pixels)
- Airtime from 9:00 to 19:00

* This item is limited in quantity and requires additional approval.

We hereby order the broadcast of the video:

Cost per video (one screen)	Quantity	Total in euro
EUR 1 480,00	screens	



► Technical requirements for video files

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: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

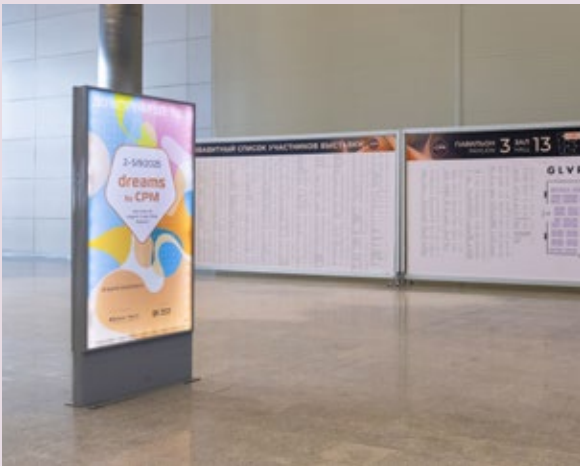
Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

LIGHTBOXES IN THE FOYER

- Lightboxes in front of halls 13, 14, 15
- Dimensions of static light structures 1.17 x 1.97 m
- Lightboxes in the foyer
- Dimensions of static light structures, 1.14 x 2.44 m

* This item is limited in quantity and requires additional approval

The structure	Cost in EURO for one surface turnkey for the duration of the exhibition	Quantity	Side	Total in EURO
Lightboxes in front of halls 13, 14, 15	EUR 650,00	pcs.	front side	
Lightboxes in front of halls 13, 14, 15	EUR 435,00	pcs.	back side	
One-sided lightbox in the foyer (1.14 x 2.44 m)	EUR 705,00	pcs.	front side	



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 _____



23

RENTAL OF PORTABLE STRUCTURES
TRITEKS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

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 _____

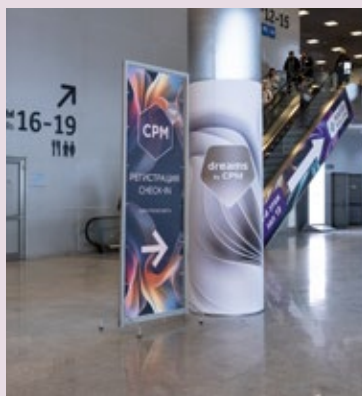
RENTAL OF PORTABLE STRUCTURES TRITEKS

- For indoor use
- Dimensions: 1,0 x 2,8 m; 2,0 x 2,0 m; 2,2 x 2,8 m; 4,5 x 2,5 m; 6,7 x 2,5 m

* This item is limited in quantity and requires additional approval.

We hereby order the production and placement of billboards with advertising products:

Size of the structure	Price in euro (for one structure turnkey)		Number of structures	Total in euro
1,0 x 2,8 m	one-sided	EUR 255,00	pcs.	
	double-sided	EUR 320,00	pcs.	
2,0 x 2,0 m	one-sided	EUR 335,00	pcs.	
	double-sided	EUR 425,00	pcs.	
2,2 x 2,8 m	one-sided	EUR 435,00	pcs.	
	double-sided	EUR 570,00	pcs.	
4,5 x 2,5 m	one-sided	EUR 570,00	pcs.	
	double-sided	EUR 825,00	pcs.	
6,7 x 2,5 m	one-sided	EUR 730,00	pcs.	
	double-sided	EUR 950,00	pcs.	



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 _____



24

RENTAL OF PORTABLE STRUCTURES
OCTANORM

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

Timura Frunze st., 3, bld. 1

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

PORTABLE STRUCTURES OCTANORM

- For indoor use
- Dimensions: 1,0 x 2,9 m; 2,0 x 2,9 m; 3,0 x 2,9 m; 4,0 x 2,8 m; 6,0 x 2,8 m

* This item is limited in quantity and requires additional approval.

We hereby order the production and placement of billboards with advertising products:

Size of the structure	Price in euro (for one structure turnkey)	Number of structures	Total in euro
1,0 x 2,9 m	one-sided double-sided EUR 285,00 EUR 355,00	pcs. pcs.	
2,0 x 2,9 m	one-sided double-sided EUR 425,00 EUR 560,00	pcs. pcs.	
3,0 x 2,9 m	one-sided double-sided EUR 515,00 EUR 715,00	pcs. pcs.	
4,0 x 2,8 m	one-sided double-sided EUR 615,00 EUR 870,00	pcs. pcs.	
6,0 x 2,8 m	one-sided double-sided EUR 840,00 EUR 1 220,00	pcs. pcs.	



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 _____



25

PORTABLE STREET STRUCTURES

REPLY BY FAX OR BY E-MAIL | DEADLINE: 4 AUGUST 2025

(if applying after 04.08.2025 the price increases by 15%)

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

Timura Frunze st., 3, bld. 1

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

PORTABLE STREET STRUCTURES

- Structures Plane, Concrete
- Dimensions: 2,0 x 3,0 m; 3,0 x 3,0 m; 4,0 x 3,0 m; 6,0 x 3,0 m

* This item is limited in quantity and requires additional approval.

We hereby order the production and placement of billboards with advertising products:

Size of the structure	Price in euro (for one structure turnkey)	Number of structures	Total in euro
2,0 x 3,0 m	one-sided double-sided EUR 730,00 EUR 830,00	pcs. pcs.	
3,0 x 3,0 m	one-sided double-sided EUR 940,00 EUR 1 150,00	pcs. pcs.	
4,0 x 3,0 m	one-sided double-sided EUR 1 150,00 EUR 1 430,00	pcs. pcs.	
6,0 x 3,0 m	one-sided double-sided EUR 1 495,00 EUR 2 050,00	pcs. pcs.	



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: 4 AUGUST 2025
(if applying after 04.08.2025 the price increases by 15%)

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 _____

PORTABLE STREET STRUCTURES

- Constructions Triangle, Cube
 - Dimensions: 2,0 x 3,0 m, three sides Triangle
 - Dimensions: 2,0 x 3,0 m, four sides Cube
- * This item is limited in quantity and requires additional approval.

We hereby order the production and placement of billboards with advertising products:

Size of the structure	Price in euro (for one structure turnkey)	Number of structures	Total in euro
2,0 x 3,0 m (one Triangle structure, three sides 2,0 x 3,0 m)	EUR 1 205,00	pcs.	
2,0 x 3,0 m (one Cube structure, four sides 2,0 x 3,0 m)	EUR 1 455,00	pcs.	

* Can be placed on both sides for structures Plane 2,0 x 3,0 m; 4,0 x 3,0 m; 6,0 x 3,0 m



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 _____

2-5/9/2025

CPM

International
Fashion Trade Show
Moscow

27

CPM PARTNER HOTELS



Hampton by Hilton Moscow
Strogino



AQUARIUM HOTEL
KRASNOGORSK



Novotel
Moscow Kievskaya



Arium Hotel

* a shuttle service will be organized



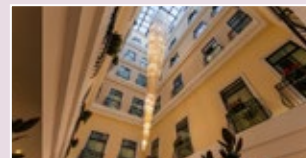
ibis
Moscow Kievskaya



Edge
Seligerskaya-Moscow



Apart-Hotel
"Hanoi-Moskva"



Brosko Hotel Moscow



Vertical Boutique



Diamond Apart-Hotel



GREENWOOD



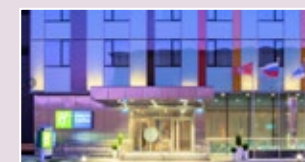
Peter I hotel



Apart-Hotel
YES Technopark



Apart-Hotel
YES Botanica



Cosmos Smart Dubininskaya
Hotel



AEROSTAR HOTEL

► Rates and information here



SPECIAL SPONSORSHIP PACKAGES AND OFFERS



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 _____

SPONSORSHIP PACKAGE CPM VIP LOUNGE

CPM VIP LOUNGE is a closed club for VIP buyers, invited star guests and sponsors, where visitors can 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.

TITLE SPONSORSHIP OF CPM VIP LOUNGE SPACE:

- area of 250 m², entrance by badges of VIP buyers, RFRF speakers, international partners and key participants from Russia and the EAEU countries;
- lounge audience – owners and top managers of brands and representatives of fashion retail;
- special guests – celebrities (actors, singers, TV presenters, designers);
- hot and cold drinks, lunch menu, snack bar;
- branding: “powered by _____”, handouts, videos on screens, promo stand.



We would like to order a CPM VIP LOUNGE sponsorship package

☐ EUR 12 900,00

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 _____



2

CPM SPECIAL 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:

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

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

DATE:

September 3, 2025
Catwalk area 15, pavilion 3

PRELIMINARY TIME:

16.00 – 16.30 Welcome
16.30 – 17.00 Catwalk Shows
17.00 – 18.00 Networking

ESTIMATED NUMBER OF GUESTS: 200 people.

TARGET AUDIENCE: buyers and press.

INVITATION OF GUESTS: carried out by the organizer and the customer jointly.

FORMAT: open upon preliminary registration.

ONLINE REGISTRATION FORM: developed by the event organizer.

REGISTRATION: carried out by the organizer upon agreement with the customer with subsequent provision of data on event visitors.

- DEVELOPMENT OF A GENERAL CONCEPT OF THE EVENT
- CUSTOMER BRANDING AT THE EVENT
 - Branded photo zone - photo from the link with a green wall
 - Pasting the bar counter
 - Creation of a promo video for broadcasting on the screen before the show and during networking

PHOTO / VIDEO SHOOTING:

- Providing a photo report from the event
- Providing a video show
- Filming and editing a report video for the entire event (up to 5 min.)

CATERING:

- Sparkling wine
- Cocktail bar
- Service, product, glasses

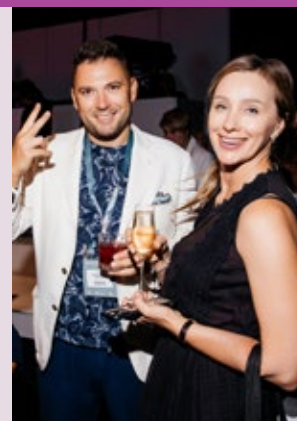
MUSIC:

- DJ for Welcome and networking

GUEST MANAGEMENT:

- Invitation of celebrity guests*

* Provision by the customer of gifts / certificates with a value of 20,000 rubles (up to 10 pcs.)



We would like to order a sponsorship package

☐ EUR 14 000,00

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 _____