

18+

# MARKETING MANUAL



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

Venue:

 **CROCUS EXPO**  
International Exhibition Center

Organizer:

 **EXPO**  
FUSION

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4. ADVERTISEMENT BANNER CPM NEWSLETTER
5. E-MAILINGS
6. ADVERTISING IN THE CPM EXHIBITION GUIDE
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9. PROMO MATERIALS IN CPM BRANDED BAG
10. YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES\*
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20. PENDANT IN THE FOYER
21. SCREENS ABOVE THE ENTRANCE GROUPS
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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

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## ADVERTISING MEDIA DOWNLOAD

### POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MEDIA!

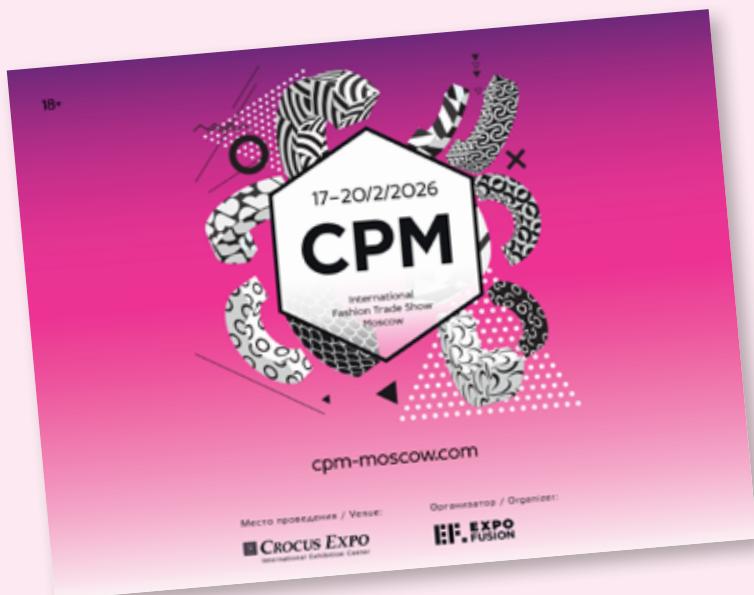
Beautify your Desktop with our wallpaper or turn you daily correspondence into an eye catcher with our logo. You can also integrate our digital sticker in your email signature, invoices, letters etc.

#### LOGO

By using the CPM logo on your advertising media you point out your participation!

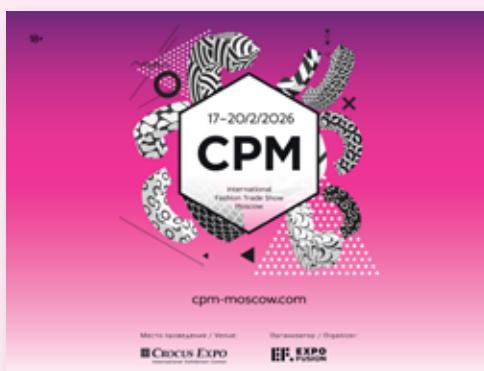
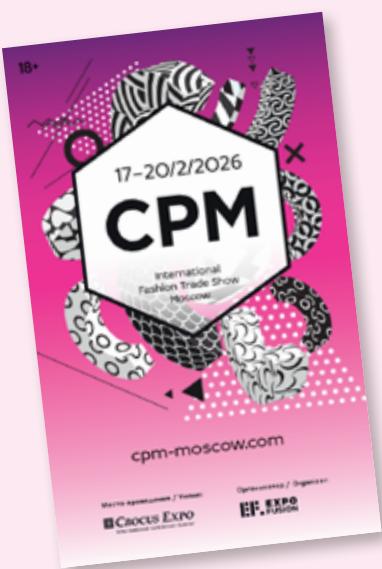


#### WALLPAPER



#### DIGITAL STICKERS

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



► [DOWNLOAD ALL FILES HERE](#)

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## 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

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**

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

### 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 290,00
<input type="checkbox"/> b) 2 banners, size 600 px x 110 px	EUR 505,00
<input type="checkbox"/> c) 3 banners, size 600 px x 110 px	EUR 645,00

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: 12 DECEMBER 2025

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:**

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

**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

**Price range**

- Low
- Medium
- High
- Exclusive

**Language of mailings**

- Russian
- English

**Type of Business**

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

**Your preferred countries and their cities:**


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**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

	<b>Number of addresses / service</b>	<b>Price in EUR</b>	<b>Total in EUR</b>
Number of addresses	_____ unit	0,50 per address	
Base processing	1	<b>175,00 EUR</b>	<b>175,00 EUR</b>

**All prices include  
Russian VAT**

17-20/2/2026

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Moscow

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**ADVERTISING IN THE CPM EXHIBITION GUIDE****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

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**

**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

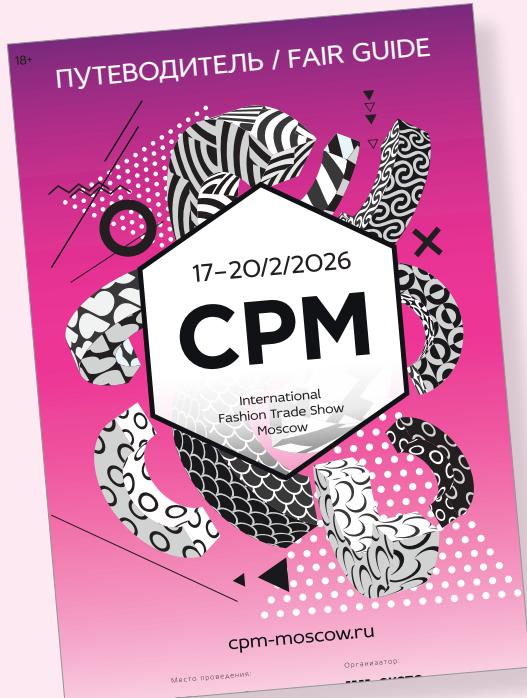
Guide format: A4 (210 x 297 mm)

**Size and cost of advertising modules:**

Format	Size	Price
<input type="checkbox"/> Band 1/1	210 x 297 mm	<b>EUR 715,00</b>
<input type="checkbox"/> 1/2 horizontal	189 x 135 mm	<b>EUR 415,00</b>
<input type="checkbox"/> 1/3 vertical	60 x 275 mm	<b>EUR 360,00</b>
<input type="checkbox"/> 2 <sup>nd</sup> and 3 <sup>rd</sup> cover	210 x 297 mm	<b>EUR 1 675,00</b>

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

17-20/2/2026

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

REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025

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

### 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 360,00



**All prices include Russian VAT**



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

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Moscow

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**ADVERTISING ON E-TICKET****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

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:**

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

**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	<b>EUR 505,00</b>
<input type="checkbox"/> Banner 2	204 x 17 mm	<b>EUR 985,00</b>



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](mailto:cpm@expo-fusion.ru)

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

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

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Moscow

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## PROMO MATERIALS IN CPM BRANDED BAG\*

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

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

Please complete and return to:

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

**ORGANIZER:**

Address \_\_\_\_\_

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

\_\_\_\_\_

**CONTACT:**

Contact \_\_\_\_\_

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

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 1 810,00



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cpm@expo-fusion.ru

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

17-20/2/2026

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International  
Fashion Trade Show  
Moscow

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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

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**

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

Pav. 3,  
Hall 13

**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.

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 1 320,00 + 30 gifts**

\* this option is limited by an individual deadline



Alexander Anatolyevich  
Russian TV and radio host



Svetlana Zeynalova  
Russian TV and radio host



Margarita Mitrofanova  
Russian TV and radio host

**All prices include Russian VAT**

**EXPO  
FUSION**

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 \_\_\_\_\_

17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

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**CPM SELECTED SHOW**

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

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

**Please complete and return to:**

**ORGANIZER:**

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

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**

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

**CATWALK AREA, Pav. 3 Hall 15**

**Participation in CPM SELECTED SHOW EUR 1 425,00 / 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.

**I have read and agree:**

Photos and videos from the CPM Fashion Show may be used:

- On the Internet in the accounts of fashion show participant brands, with a reference to the CPM exhibition.
- In specialized fashion publications in promotional and review articles, with a reference to the CPM exhibition, excluding use in advertising posters and banners.
- In invitations for show visitors within the framework of the CPM exhibition.
- For brand client demonstrations in individual settings (in showrooms).

Any other use of photos and videos must be approved by the copyright holder (EXPO FUSION LLC). Unauthorized use of materials entails financial liability.

**ATTENTION!**

To prepare the fashion show, we need photos or sketches of your outfits by January 23, 2026.

We will also need a 300 dpi brand logo in .png or .jpeg format by January 23, 2026.

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



**All prices include Russian VAT**

17-20/2/2026

**CPM**

International  
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Moscow

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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

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**

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

**CATWALK AREA, Pav. 3 Hall 15**

**Individual show EUR 2 930,00 / 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.

**I have read and agree:**

Photos and videos from the CPM Fashion Show may be used:

- On the Internet in the accounts of fashion show participant brands, with a reference to the CPM exhibition.
- In specialized fashion publications in promotional and review articles, with a reference to the CPM exhibition, excluding use in advertising posters and banners.
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We will also need a 300 dpi brand logo in .png or .jpeg format by January 23, 2026.

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



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**EF.**  
**EXPO**  
**FUSION**

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 \_\_\_\_\_

17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

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## 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

Pav. 3,  
Hall 14

### 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 getting a place to place brochures in the press center

Yes



**EXPO  
FUSION**

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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 \_\_\_\_\_

17-20/2/2026

**CPM**

International  
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## AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS

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

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



### CONTACT:

Elena Konovalova  
T +7 909 685 06 31  
E-Mail: ek@expodat.ru  
www.expodat.ru/cpm

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

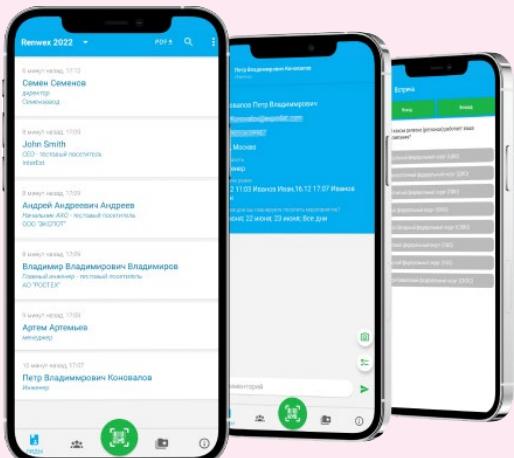
## AUTOMATED COLLECTION OF CONTACTS FROM STAND VISITORS

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

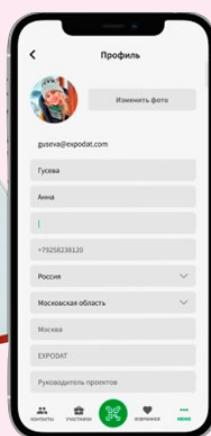
- Instant data exchange with visitors by scanning their badges. Formation of a contact database of managers who worked with the stand visitor;
- Adding notes/photos to the collected contacts, both during the meeting and after it;
- Questionnaires to identify the interests and capabilities of the visitor;
- 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

17-20/2/2026

**CPM**

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Moscow

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## LOGO PLACEMENT BANNERS

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

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

Please complete and return to:

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

**ORGANIZER:**

Address \_\_\_\_\_

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

Contact \_\_\_\_\_

**CONTACT:**

Phone \_\_\_\_\_

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

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

### LOGO PLACEMENT HALL PLAN BANNERS

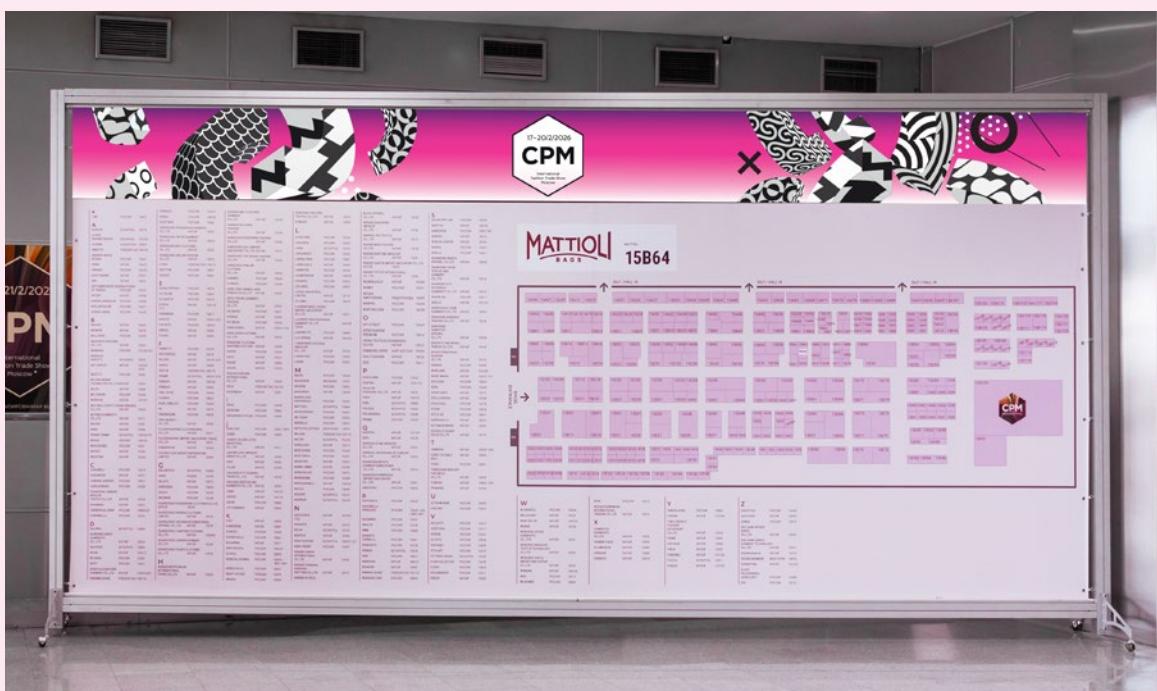
Organizers CPM offer you the possibility to place your logo and stand number on our banners which show the plan of the fairground (see below).

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 715,00



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 \_\_\_\_\_

17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow**REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

**Please complete and return to:**

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

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**Elena Oberemova  
+7 (495) 955 91 99 #502  
E-Mail: OberemovaE@expo-fusion.ru**FAÇADE 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 (façade) – 18.0 x 9.0 m	<b>6 995,00 EUR</b>

**All prices include Russian VAT**EXPO FUSION LLC  
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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 \_\_\_\_\_

17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow

17

**STREET LIGHTBOXES****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

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**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 285,00 for one surface turnkey	screens	<input type="checkbox"/> front side <input type="checkbox"/> back side	

**All prices include Russian VAT**
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17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

18

## FOOD COURT GLASSES

**REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

Please complete and return to:

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**ORGANIZER:**

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

Address \_\_\_\_\_

\_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

**CONTACT:**

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

### FOOD COURT GLASSES

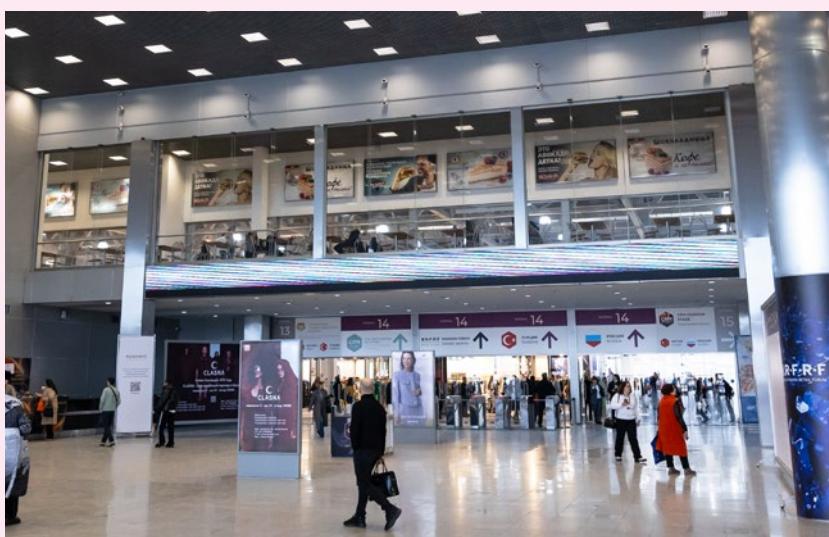
- The front side is branded, above halls 14, 15
- Wide view from the foyer
- Glass size 5.32 x 3.8 m; 5.56 x 3.8 m; 5.32 x 3.8 m

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

**We hereby order branding of the food court glass:**

**EUR 7 775,00**

Cost for three surfaces turnkey (one-sided)



**All prices include Russian VAT**



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17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow**REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

**Please complete and return to:**

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Address \_\_\_\_\_

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Phone \_\_\_\_\_

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

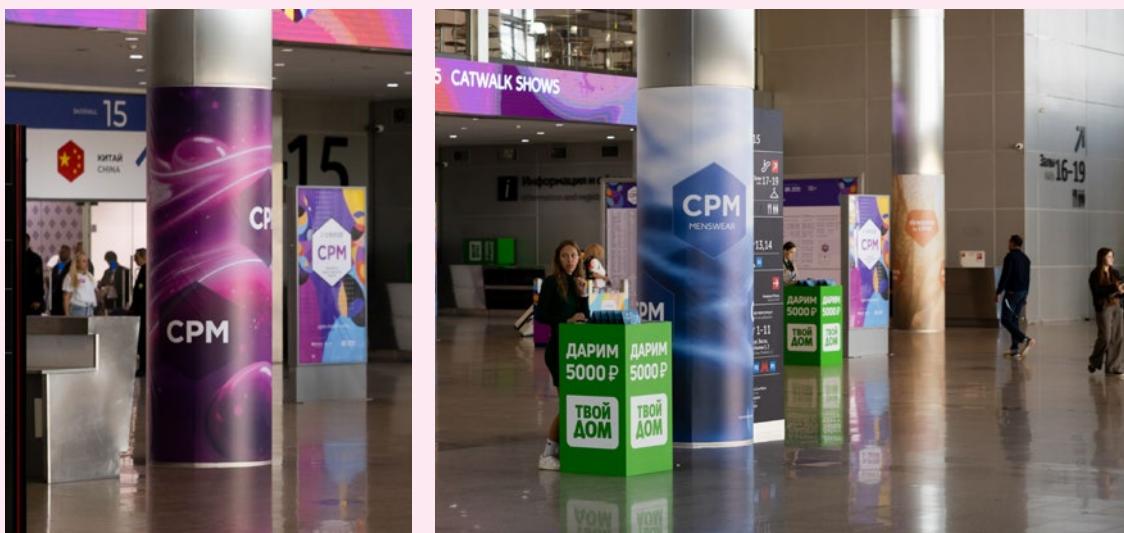
**COLUMN BRANDING**

- 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
<b>EUR 1 070,00</b> Cost per one column turnkey	pcs.	

**All prices include Russian VAT**

17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

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PENDANT IN THE FOYER

**REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

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**CONTACT:**

Elena Oberemova  
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## PENDANT IN THE FOYER

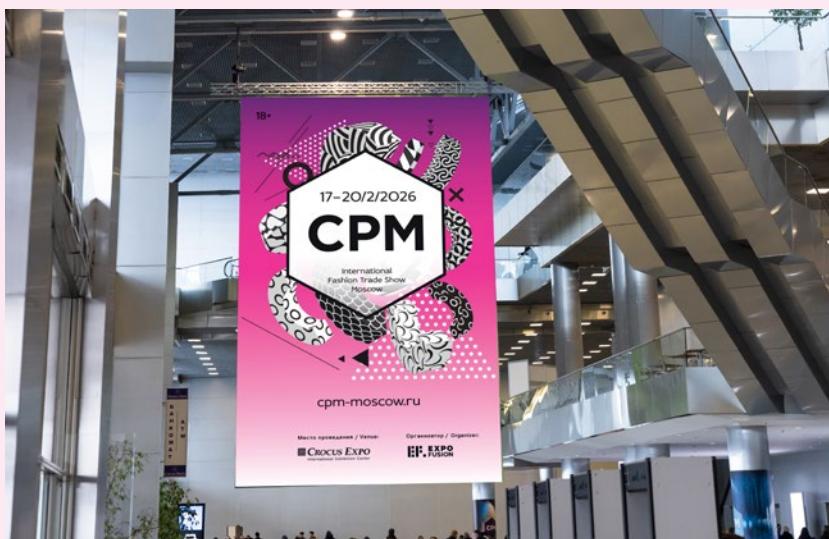
- Double-sided pendant in the foyer
- Size 8,0 x 12,0 m

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

**We hereby order a pendant for the foyer:**

**EUR 6 940,00**

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



**All prices include Russian VAT**



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

17-20/2/2026

**CPM**International  
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**SCREENS ABOVE  
THE ENTRANCE GROUPS****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

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\_\_\_\_\_

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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 1 505,00	screens	



► Technical  
requirements  
for video files

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17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow

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**LIGHTBOXES IN THE FOYER****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

**Please complete and return to:**

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Timura Frunze st., 3, bld. 1  
119021 Moscow, RussiaAddress \_\_\_\_\_  
\_\_\_\_\_

Contact \_\_\_\_\_

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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	<b>EUR 660,00</b>	pcs.	front side	
Lightboxes in front of halls 13, 14, 15	<b>EUR 445,00</b>	pcs.	back side	
One-sided lightbox in the foyer (1.14 x 2.44 m)	<b>EUR 715,00</b>	pcs.	front side	

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

17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow

23

**RENTAL OF PORTABLE  
STRUCTURES TRITEKS****REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

**Please complete and return to:****ORGANIZER:**

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**Timura Frunze st., 3, bld. 1**  
**119021 Moscow, Russia**

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

**CONTACT:**

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

**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 double-sided <b>EUR 260,00</b> <b>EUR 325,00</b>	pcs. pcs.	
2,0 x 2,0 m	one-sided double-sided <b>EUR 340,00</b> <b>EUR 435,00</b>	pcs. pcs.	
2,2 x 2,8 m	one-sided double-sided <b>EUR 445,00</b> <b>EUR 580,00</b>	pcs. pcs.	
4,5 x 2,5 m	one-sided double-sided <b>EUR 580,00</b> <b>EUR 840,00</b>	pcs. pcs.	
6,7 x 2,5 m	one-sided double-sided <b>EUR 745,00</b> <b>EUR 965,00</b>	pcs. pcs.	

**All prices include Russian VAT**

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17-20/2/2026

**CPM**International  
Fashion Trade Show  
Moscow

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RENTAL OF PORTABLE  
STRUCTURES OCTANORM

REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025

(if applying after 04.08.2025 the price increases by 20%)

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

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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 <b>EUR 290,00 EUR 360,00</b>	pcs. pcs.	
2,0 x 2,9 m	one-sided double-sided <b>EUR 435,00 EUR 570,00</b>	pcs. pcs.	
3,0 x 2,9 m	one-sided double-sided <b>EUR 525,00 EUR 725,00</b>	pcs. pcs.	
4,0 x 2,8 m	one-sided double-sided <b>EUR 625,00 EUR 885,00</b>	pcs. pcs.	
6,0 x 2,8 m	one-sided double-sided <b>EUR 855,00 EUR 1 240,00</b>	pcs. pcs.	

All prices include Russian VATEXPO FUSION LLC  
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17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

25

## PORTABLE STREET STRUCTURES

**REPLY BY FAX OR BY E-MAIL | DEADLINE: 12 DECEMBER 2025**

(if applying after 04.08.2025 the price increases by 20%)

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

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**CONTACT:**

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### 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 <b>EUR 745,00</b> <b>EUR 845,00</b>	pcs. pcs.	
3,0 x 3,0 m	one-sided double-sided <b>EUR 955,00</b> <b>EUR 1 170,00</b>	pcs. pcs.	
4,0 x 3,0 m	one-sided double-sided <b>EUR 1 170,00</b> <b>EUR 1 455,00</b>	pcs. pcs.	
6,0 x 3,0 m	one-sided double-sided <b>EUR 1 520,00</b> <b>EUR 2 085,00</b>	pcs. pcs.	



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17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

26

## PORTABLE STREET STRUCTURES

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### 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)	<b>EUR 1 225,00</b>	pcs.	
2,0 x 3,0 m (one Cube structure, four sides 2,0 x 3,0 m)	<b>EUR 1 480,00</b>	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



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17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

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## 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

17-20/2/2026

**CPM**

International  
Fashion Trade Show  
Moscow

1

CPM VIP LOUNGE

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 \_\_\_\_\_

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

**CONTACT:**

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## 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 m<sup>2</sup>, 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 13 115,00

All prices include Russian VAT



EXPO FUSION LLC  
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Fashion Trade Show  
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**CONTACT:**

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**E-Mail: OberemovaE@expo-fusion.ru**

**DATE:**

February 17/18/19, 2026  
 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
- 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\*

**We would like to order a package** **EUR 14 235,00**

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

**All prices include Russian VAT**