

ADVERTISING AND MARKETING OPPORTUNITIES



Global Fresh
MARKET

Exhibition & Business Forum

11-13 NOVEMBER 2025

Gostiny Dvor Expocentre, Moscow

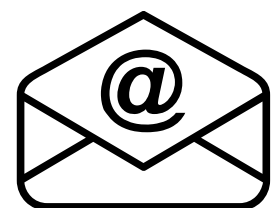
gfmexpo.com

Basic marketing options for exhibitors

Posting news on the website, social media of the Exhibition and the news digest of the Exhibitors, sent by e-mail

Stay in touch with the Exhibition audience throughout the year, provide all relevant information and share company news in advance.

The materials will be used in electronic mailings on the Organizer's own database and in publications on social networks of the Exhibition.



Send materials for posting to
world@gfmexpo.com with the subject
of the email «News from "your Company's Name"»

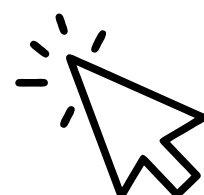


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Posting a thematic article on the Yandex Zen channel of the Exhibition

The publication of a thematic article on current topics in the agro-industrial complex industry makes it possible to convey detailed information about your product, technology and/or service to the channel's specialists and subscribers, and generally helps to increase the company's awareness.

Yandex  Zen



free

Banner placement in the "carousel" on the main page of the Exhibition website

- Placement of a clickable banner on the main page of the Exhibition website from the moment of signing the contract for this package offer until the end of the Exhibition
- It is a good way to convey information to all visitors of the Exhibition website and transfer some of the targeted traffic to yourself.
- The sooner you sign a contract, the more often visitors to the Exhibition website will see your banner.

free

УЧАСТНИКИ ВЫСТАВКИ GLOBAL FRESH MARKET 2024



Компания Агробiotрейд



Компания Megaphoton



Компания ЮЖУРАЛПАК



ООО «Растер»

An advertising module in the Exhibition catalogue

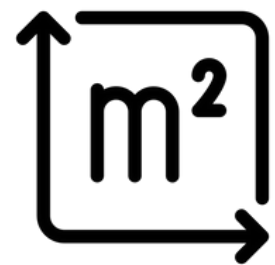
- Provision of 1 page in the Exhibition catalog for the placement of an advertising layout
- The layout placement page is determined by the Organizers
- The layout of the module according to the required dimensions is provided by the Customer



**45 000
rubles**

Placement of the Company's logo on the designation of its stand in the Exhibition layout

- Allows you to immediately draw the attention of visitors to your stand on the diagram and it makes it easier to find it.



Available only for stands with
an area of **12 m²** or more

**25 000
rubles**



Branded photo zone at the Exhibition

- Provision of a separate area of 12 m2 for the creation of a photo zone / recreation area in the style of your Company
- It is a good opportunity to get additional mentions in social networks of the target audience and photo reports of relevant media, to establish informal relationships and to emphasize the company's status as an industry leader.
- The location for the photo zone is determined by the Organizer. No more than 3 photo zones are provided on the territory of the Exhibition
- By additional agreement, we can not only provide the area, but also take to undertake the development and implementation of the zone development

for the exhibitors

**50 000
rubles**

for non-exhibitors

**200 000
rubles**

Audio advertisement on the Exhibition area

- It is a good opportunity to invite visitors to the Company's stand, announce additional features at your stand (for example, the possibility of testing, consultations, workshops or treats) or provide relevant information.



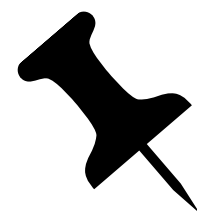
- The audio recording for playback is provided by the Customer in **MP3 format**
- The recording is played **3 times** on the day chosen by the customer throughout the Exhibition during the Business Program breaks

30 000*
rubles

*The price is for 30 seconds of recording

Placement of an advertising layout on the screen saver for registration and ticket receipt

- A 100% guarantee of contact with every visitor to the Exhibition, as interaction with the registration screen and ticket receipt is an integral part of the admission procedure to the Exhibition.

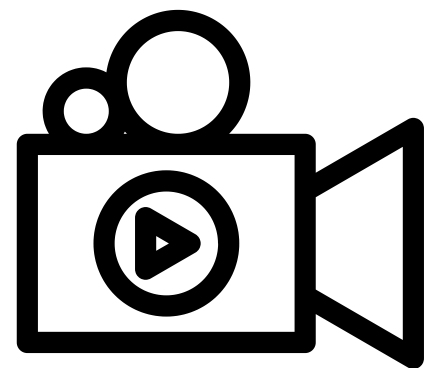


The option is **exclusive**, available only for one company

**300 000
rubles**

Playback of the company's promotional video on the screens in the VIP-hall of the Exhibition

An effective point of contact with VIP visitors of the Exhibition is in the area where they spend a significant amount of time relaxing and snacking.



The price includes a video demonstration lasting up to 1.5 minutes every 30 minutes.
The video in **MP4 or MOV format** is provided by the Customer

free

Placement of the Company's advertising layouts in the exterior design of the common areas of the Exhibition

- Advertising in the most passable common areas of the Exhibition – the exterior walls of conference rooms, coffee break areas, aisles
- The choice of a specific location is available after agreeing on the final exhibition plan.
- Please send your preliminary placement requests to world@gfmexpo.com



individually

Distribution of promotional materials by the promoter on the area of the Exhibition



- Promotional materials (flyers, souvenirs, flyers etc.) are provided by the Customer
- The form of the promoter's clothing is additionally agreed upon
- The price is indicated for all the days of the promoter's work

**35 000
rubles**



The possibility to attach materials in the Exhibition visitor's package

- A guaranteed way to deliver your materials directly into the hands of every visitor
- The materials for the attachment are provided by the Customer in the amount of 4,000 pieces.



- Preferential terms and a discount are possible up to 100% in case of provision practically applicable for work at an exhibition or valuable investments (notebooks, pens, promo codes and certificates, etc.)

**150 000
rubles**



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Package proposals

"Official partner of the Exhibition"

The set includes:

1. Sponsor's logo in all printed materials of the Exhibition
2. Mention of the sponsor in PR publications and e-mailings based on over 25,000 addresses
3. One electronic newsletter with the sponsor's text block for registered Exhibition visitors
4. Placement of the sponsor's promotional materials in the registration area and at the information desks in the Exhibition directorate
5. Placement of the sponsor's video on the screens on the exhibition grounds
6. Placement of the sponsor's mobile banner on the territory of the exhibition
7. The logo is a pointer on the exhibition plan
8. A banner with a hyperlink on the main page of the Exhibition website and in the "Sponsors" section
9. An advertising strip in the official Exhibition catalog
10. Sponsor's logo on Exhibition visitors' badges
11. Sponsor's logo on the electronic tickets of the Exhibition visitors
12. Posting two sponsor's news items on the website and on social networks

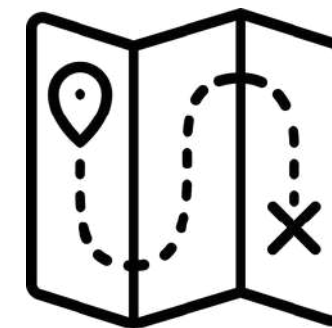


**1 500 000
rubles**

Sponsor of the Exhibition guide

The set includes:

1. Sponsor's logo on the first cover of the Exhibition Guide
2. Sponsor's logo on the exhibition plan
3. Advertising strip in the Exhibition guide
4. Banner in the online catalog of the Exhibition participants
5. Mention of the sponsor in PR publications and electronic mailings of the Exhibition based on over 25,000 addresses
6. Sponsor's banner with a hyperlink on the main page of the Exhibition website and in the "Sponsors" section



Sponsor of badges of participants and visitors of the Exhibition

The set includes:

1. Sponsor's logo on the ribbons for badges of participants and visitors of the Exhibition
2. Sponsor's logo on the exhibition plan
3. Sponsor's banner with a hyperlink on the main page of the Exhibition and in the "Sponsors" section
4. Banner in the online catalog of the Exhibition participants
5. Mention of the sponsor in PR publications and electronic mailings of the Exhibition on the database over 25,000 addresses
6. Posting two sponsor's news and/or announcements in the "News" section on the Exhibition website



**300 000
rubles**

Sponsor of the Exhibition Registration Area

The set includes:

1. The possibility of posting sponsor's promotional materials in the Registration Area
2. Applying the sponsor's logo to the large-format printing of information desks in the Registration Area
3. The logo is a pointer on the exhibition plan
4. The possibility of placing a mobile roller stand Roll Up in the Registration Area
5. Mention of the sponsor in PR publications and electronic mailings of the Exhibition based on over 25,000 addresses (3 times)
6. Sponsor's banner with a hyperlink on the main page of the website Exhibitions and in the "Sponsors" section
7. Sponsor's logo on Exhibition visitors' badges
8. The sponsor's logo on the electronic tickets of the Exhibition visitors
9. Sponsor's banner in the online catalog of the Exhibition participants



**800 000
rubles**

Unique offers

UNIQUE OFFERINGS

The offers from the list are **unique** and are offered **in a single copy**, so your Company will be the only holder of this status at the Exhibition.

- Partner of the thematic session of the business program (for example, Partner of the Packaging session)
- Partner of the young talent development program
- Partner of the VIP zones of the Exhibition
- Partner of the evening event
- Business Program Coffee Break Partner
- Business Private Breakfast Partner
- Partner of the “Network Procurement Center”

✓ The cost and conditions are discussed individually.
If you are interested, write to our email: **info@gfmexpo.com**



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We are ready to cooperate and answer all your questions!

On choosing the most effective solutions
for your business goals and booking them:

Irina Ryzhova
Deputy Director General



business@gfmexpo.com



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