



Global Fresh
MARKET

Exhibition & Business Forum

**Advertising &
Marketing
Options**

November 6-8, 2024

gfmexpo.com



The background is a solid green color with a repeating pattern of stylized, light green leaves. The leaves are arranged in a dense, overlapping manner, creating a textured effect. The text is centered in the lower-left quadrant of the image.

Standard Options for the Exhibitors

Posting news on the Show Website, Social Media and Exhibitors' newsfeed sent by e-mail.

Stay in touch with the Exhibition audience throughout the year, provide all relevant information and share company news in advance. These materials will be used in e-mailings on the Organizer's own database and in publications on Exhibition social media.

FREE of charge

*** Recommend your customers to subscribe to our social media ([VK](#), [TG](#), [Zen](#))**

*** * Please send your materials to info@gfmexpo.com under topic "News from ___Name of your Company"**

Placement of a thematic article on the Zen channel of the Exhibition

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

FREE of charge

Placing a banner in the “Carousel” on the main page of the Show website

Placement of a clickable banner on the Main page of the Show website from the moment of signing the contract for this package offer until the end of the Show.

A good way to convey information to all visitors of the Show website and transfer some of the targeted traffic to your company.

*** The earlier you sign the contract, the more often your banner will be seen by Show website visitors.**

30 000 Rubles

Full Page advertising in the official Show printed Catalogue

**Provision of one full page of the Show printed catalogue
for placing Customer's ads layout.**

**Exact page is defined by the Organizer. Layout is produced
and provided by the Customer as per the technical
requirements.**

35 000 Rubles

Placing Company Logo on the official Show Floorplan

Allows to immediately attract the visitors' attention to your stand on the floorplan and makes it easier to find it onsite.

Available only for the Booths from 12 sqm size.

15 000 Rubles

Branded Photo Zone at the Exhibition

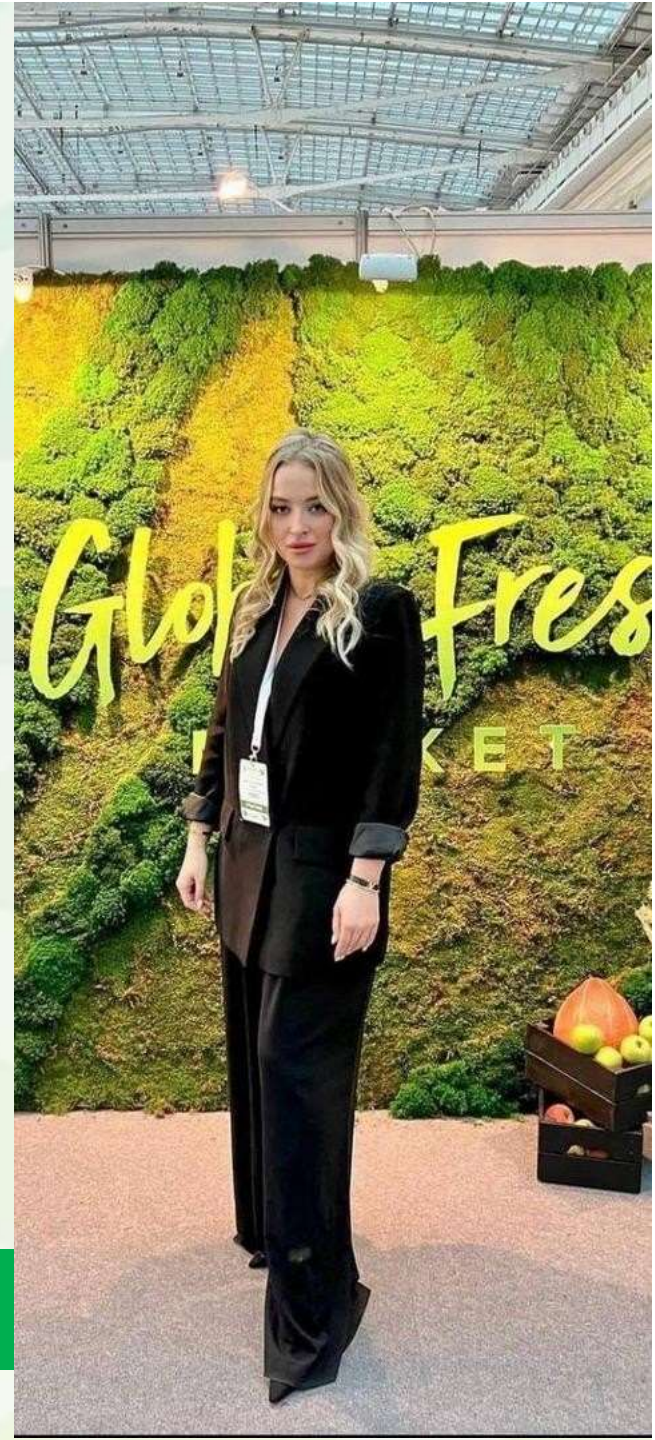
Providing a separate area of 12 m2 for the creation of a photo zone / recreation area in your Company style.

Good opportunity to get additional mentions among the target audience in social media and photo reports of specialized media, establish informal relationships and emphasize the status of the company as an industry leader.

Photo zone location to be defined by the Organizer. Totally there can be max.3 (three) Photo Zones at the exhibition.

Upon additional agreement, we can both provide the area and also take over the zone design and build-up.

**200 000 Rubles for non-exhibitors
50 000 Rubles for exhibitors**



Audio advertisement on the Exhibition area

Good opportunity to invite visitors to the Company's stand, announce additional features/activities at your stand (for example testing, consultations, master classes or treats), and to provide up-to-date information.

The audio recording should be provided by the Customer in MP3 format. The price is for 30 seconds of recording.

The recording is played 3 times on the day chosen by the customer throughout the Exhibition during Conference Program breaks.

30 000 Rubles

Advertising on the screen saver in the Registration & Ticketing area

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

The option is EXCLUSIVE, available only for one company.

300 000 Rubles

Company's promotional video on the screens in the VIP Lounge of the Exhibition

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

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.

60 000 Rubles

Advertising layouts of the Company in the exterior design of the common areas of the Exhibition

Placing ads in the most passable common areas of the Exhibition – exterior walls of conference rooms, coffee break areas, aisles.

The choice of a specific location is available after final approval of the Exhibition floorplan.

Please send preliminary applications to info@gfmexpo.com

To be negotiated



Distribution of promotional materials by promoter onsite during Exhibition operation hours

Hostess-Promoter to be recruited by the Customer.

Promotional materials (flyers, leaflets, souvenirs, etc.) are provided by the Customer.

Promoter's dressing design to be approved by the Organizer.

Price is indicated as total for all 3 operating days

35 000 Rubles

Embedding promotional materials in the Visitor's Pack

**A guaranteed way to deliver your materials
directly into the hands of every visitor.**

**Embedding materials are provided by the Customer in the
amount of max. 4,000 pieces.**

**Preferential conditions and discount are possible in case
of providing practical valuables (notebooks, pens, promo
codes and certificates, etc.)**

150 000 Rubles

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Package Proposals

Package “Official Sponsor of the Exhibition”

Package includes:

- 1. Sponsor’s Logo in all Exhibition printed materials.**
- 2. Reference to sponsor in PR publications and e-mailings on a database of over 25,000 addresses.**
- 3. One e-mailing with the sponsor's text block sent to registered visitors of the Exhibition.**
- 4. Placement of sponsor’s promotional materials in the Registration area and at information desks at the Organizer’s Office.**
- 5. Placement of the sponsor’s video on the screens on the territory of the exhibition.**
- 6. Placement of the sponsor’s mobile banner/roll-up onsite during Exhibition operating days.**
- 7. Sponsor’s Logo on the official Floorplan of the exhibition.**
- 8. Banner with hyperlink on the Main page of the show website and on the page “Sponsors”.**
- 9. Full page advertising in the Exhibition official Catalogue.**
- 10. Sponsor’s Logo on the Visitor’s Printed Badges.**
- 11. Sponsor’s Logo on the Visitor’s E-Badges.**
- 12. Placement of two Sponsor’s news on the website and in social media.**

1 500 000 Rubles

Sponsor of the Exhibition printed Guide

Package includes:

- 1. Sponsor's Logo on the Front page of the Exhibition official printed Guide.**
- 2. Sponsor's Logo on the official Floorplan of the Exhibition.**
- 3. Full page advertising in the Exhibition printed Guide.**
- 4. Banner in the online Exhibitors' List on the official show website.**
- 5. Reference to sponsor in PR publications and e-mailings on a database of over 25,000 addresses.**
- 6. Banner with hyperlink on the Main page of the show website and on the page "Sponsors".**

300 000 Rubles

Sponsor of Lanyards for Exhibition Printed Badges

Package includes:

- 1. Sponsor's Logo on Lanyards for Exhibition Printed Badges (all types: Exhibitors, Visitors, VIPs, Press, Delegates, Service etc.)**
- 2. Sponsor's Logo on the official Floorplan of the Exhibition.**
- 3. Banner with hyperlink on the Main page of the show website and on the page "Sponsors".**
- 4. Banner in the online Exhibitors' List on the official show website.**
- 5. Reference to sponsor in PR publications and e-mailings on a database of over 25,000 addresses.**
- 6. Placement of two Sponsor's news on the website and in social media.**

300 000 Rubles

Sponsor of the Exhibition Registration Area

Package includes:

- 1. Placement of Sponsors' promotional materials in the Registration Area.**
- 2. Sponsor's Logo on the Information desks in the Registration Area.**
- 3. Sponsor's Logo on the official Floorplan of the Exhibition.**
- 4. Placement of the Sponsor's Roll Up in the Registration Area.**
- 5. Reference to sponsor in PR publications and e-mailings on a database of over 25,000 addresses (3 times).**
- 6. Banner with hyperlink on the Main page of the show website and on the page "Sponsors".**
- 7. Sponsor's Logo on Visitor's printed Badges.**
- 8. Sponsor's logo on Visitor's E-Badges.**
- 9. Banner in the Online Exhibitors' List on the official show website.**

800 000 Rubles



Unique Proposals

Unique Proposals

The offers from this 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 Specific topic session at the Conference Programme (e.g., Partner of “Irrigation” Section)**
- **Partner of the “Young Talent Development Programme”**
- **Partner of the VIP-Lounges**
- **Partner of the Evening Party**
- **Partner of the Conference Coffee-breaks**
- **Partner of the Closed Business Breakfast for Ambassadors and Trade Commissioners**
- **Partner of the “Retail Chains Center”**

Terms and conditions to be negotiated additionally.

In case you are interested please apply to info@gfmexpo.com

We are ready to answer all your questions

For choosing the most effective solutions for your tasks and booking them, please contact:

Irina RYZHOVA
Marketing manager

info@gfmexpo.com
+7(916)644 01 44

Didn't find a suitable option?

Let's work it out together!

gfmexpo.com