

# comtrans

## 16th international commercial vehicle show

September 6–11, 2021

IEC Crocus Expo,  
Moscow, Russia

[www.comtransexpo.ru](http://www.comtransexpo.ru)

## ADVERTISING SERVICES CATALOGUE

Organizers:



Supported by:







## About the Exhibition:

COMTRANS is the only large-scale commercial vehicle show in Russia, which gives leading global and Russian manufacturers of commercial vehicles the opportunity to showcase their achievements on the biggest exhibition platform in Eastern Europe at the Crocus Expo International Exhibition Center. The exhibition date is included in the official calendar of the International Organization of Motor Vehicle Manufacturers OICA.

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## How can the efficiency of participating in the COMTRANS commercial vehicle show be increased?

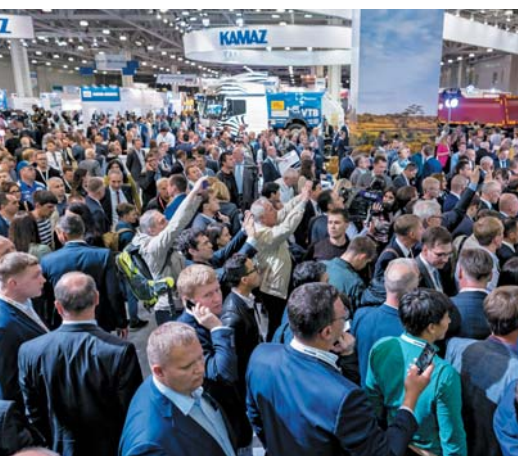


Using the partnership and advertising opportunities of COMTRANS, your company will have a great opportunity to attract the attention of a significant professional audience to its products and brands both during the exhibition and long before it begins.



These additional promotional tools make it possible to reach and leave an impression on a large number of professionals across a broad spectrum of the commercial and passenger transport industry, from the construction and utility service sectors, and fleet services for the repair and maintenance of commercial vehicles.

The partnership and advertising opportunities offered in this catalogue will help to attract more visitors to your booth and increase brand awareness, which will increase the number of potential partners and customers.



### Audience reach:

- more than **11,000,000** points of contact with the target audience
- more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)
- 836,246** e-mail newsletters volume
- 27,490** electronic tickets received
- more than **19,000** professional visitors of the exhibition

25,500 €

## COMTRANS 2021 GENERAL PARTNER

Exhibition General Partnership is an exclusive offer that provides a wide range of advertising opportunities to attract the attention of the entire COMTRANS target audience, both during the exhibition and long before it is held.

General partnership means maximum involvement for the company, not only in the work of the exhibition, but also in the work of all business events held as part of the COMTRANS exhibition Business Programme.

This offer is the most effective, in terms of reaching a large audience and of making a long-lasting impression on your target audience.

### General Partnership includes:

1. Placement of the General Partner printed advertising banner, 18x9 meters in size, on the facade of Pavilion 3 of the Crocus Expo International Exhibition Center on COMTRANS 2021 exhibition days
2. Badges for promoters working for the General Partner (6 pcs.)
3. Placement of advertising information of the General Partner on information stands, in the press center, in the VIP Lounge, and in the Business Programme area
4. Advertising placement in the ComTrans magazine: 3 releases of 1 advertising page (August, October, November 2021)
5. Screening the General Partner's commercial on the widescreen displays in the Comtrans Arena Business Program area (the General Partner provides the commercial, which should be no longer than 30 seconds and include sound, with showings every day from 10 a.m. to 5 p.m. in rotation between Business Program sessions)
6. Advertising display on the first page of the official COMTRANS guide (2/1 pages)
7. Placement of the company logo:
  - In the printed diagrams with the layout of the exhibition in the press (in the drafts submitted to be printed in the publications once the partnership agreement has been signed)
  - In the printed advertising materials of the exhibition: cover of the guidebook, press-/post-release, invitation ticket to the exhibition
  - On the main page of the official exhibition website [comtransexpo.ru](http://comtransexpo.ru)
  - In e-mails sent to the COMTRANS mailing list of visitors to the exhibition
  - On the organizer's banner on the facade of Pavilion 3 of the Crocus Expo International Exhibition Center
  - On the back of the COMTRANS Arena's business event venue banner
8. Publication of General Partner's news on the exhibition website [comtransexpo.ru](http://comtransexpo.ru)

### Audience reach:

more than **11,000,000** points of contact with the target audience  
 more than **177,000** unique visitors of the website [comtransexpo.ru](http://comtransexpo.ru)  
**836,246** e-mail newsletters volume  
**27,490** electronic tickets received  
 more than **19,000** professional visitors of the exhibition



14,000 €

## VISITOR REGISTRATION PARTNER



Registration partnership is an excellent opportunity for your company to reach a professional audience who represent a broad spectrum of the industry, starting well before the exhibition commences, and continuing throughout the days when it is being held. Registration is mandatory for all COMTRANS visitors without exception.

On COMTRANS exhibition days, visitors can only enter the exhibition space once they have passed through the registration zone and scanned an electronic registration ticket at the terminals, which means your company's advertisement will be seen by all the visitors attending the exhibition.

### Visitor registration partnership includes:

1. Branding of check-in counters for visitors in front of the entrance to each exhibition hall with the Partner's logo when events are being held there
2. Making advertising materials from the Partner available on visitor registration desks during the event
3. Placement of the Partner logo:
  - On the COMTRANS 2021 e-tickets
  - On printed registration forms for COMTRANS 2021, which must be filled out by visitors who have not already registered in advance on the website
  - In e-mails sent to the COMTRANS mailing list for visitors to the exhibition
4. Advertising display in the official COMTRANS 2021 guide (1/1 pages)
5. Displaying the Partner's banner on the official COMTRANS website: [comtransexpo.ru](http://comtransexpo.ru)
6. Publication of Partner's news on the exhibition website [comtransexpo.ru](http://comtransexpo.ru)



### Audience reach:

more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)

**836,246** e-mail newsletters volume

**27,490** electronic tickets received

more than **19,000** professional visitors of the exhibition

14,000 €

## ADVERTISING ON VISITOR LANYARDS



Advertising on visitor lanyards means being able to reach 100% of all visitors at the exhibition. Having your company's logo on the official visitor lanyards will simultaneously ensure constant visual representation in all of the three halls which make up the COMTRANS exhibition space, which will make the company more recognizable and leave a lasting impression, and will also help to attract more visitors to your booth. Every visitor to COMTRANS 2021 will receive a lanyard.



### Advertising on visitor lanyards includes:

1. Branding of visitor lanyards with the company logo
2. Advertising display in the official COMTRANS 2021 guide (1/1 pages)
3. Placement of advertising information of the company in recreation areas located in the exhibition halls and in the press center
4. Publication of company news on the exhibition website [comtransexpo.ru](http://comtransexpo.ru)



### Audience reach:

more than **19,000** professional visitors of the exhibition

more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)

10,000 €

ВАШ ЛОГОТИП



## VISITOR GUIDE PARTNER

Partnership of the official guide makes it possible to attract more COMTRANS visitors your company's booth, and makes it possible to reach a wider audience after the exhibition has been held. Many of the visitors will continue to use the guide in their work until the next COMTRANS exhibition is held.

The COMTRANS guide is a brochure that contains detailed schemes with the layout of the exhibition halls and a full list of exhibitors.

Every exhibition visitor and exhibition participant can access the exhibition guide in the registration zones and on the special stands located in the most popular areas of the exhibition complex.

### Visitor guide partnership includes:

1. Placement of the company logo:
  - On the cover of the guide
  - On the floor plan in the guide
2. Display of the company banner on the e-catalog page of the official exhibition website [comtransexpo.ru](http://comtransexpo.ru)
3. Placement of the company advertising in the official exhibition guide (1/1 page) on the fourth cover page
4. Highlighting of the company name in color in the guide (in an alphabetical list and column) and highlighting of the company booth in color in the official COMTRANS guide diagrams



### Audience reach:

**49,351** unique visitors to the e-catalog page [comtransexpo.ru](http://comtransexpo.ru)  
more than **19,000** professional visitors of the exhibition



8,500 €

ВАШ ЛОГОТИП



## ADVERTISING ON PRINTED INVITATION TICKETS

Advertising on invitation tickets will enable your company to reach a wide audience of potential clients.

Provides exclusivity and personalization of contacts, not limited to the audience of the exhibition.

A total of 50,000 invitation tickets are distributed, enclosed in the ComTrans magazine (circulation of more than 15,000 copies sent in a targeted mail-out), through the participants of COMTRANS 2021 who represent the largest manufacturers of commercial vehicles, and through representatives of the municipal authorities supporting the event.



### Partnership of printed invitation tickets includes:

1. Display of the company logo on the front of the printed invitation card for COMTRANS 2021, indicating the company's status as a partner.
2. Advertising display in the official COMTRANS 2021 guide (1/1 pages)
3. Placement of advertising information of the company in recreation areas located in the exhibition halls and in the press center



### Audience reach:

**50,000** invitation tickets

Distributed through exhibitors and partners, and also in issues of the ComTrans magazine

more than **19,000** professional visitors of the exhibition



8,500 €

## ADVERTISING ON VISITOR BAGS



Advertising on visitor bags allows your company to make and maintain eye contact with everyone present at the exhibition. The surface of the bags allows you to put on it any advertising information, from the company logo and brand symbols to contacts, product names and special promotions.

Advertising on bags works for a long time, promoting your brand not only in the exhibition area, but also outside it. The packages are available to all visitors in the registration zones.



### Advertising on visitor bags includes:

1. Advertising of the company on the first side of the visitor bags
2. Advertising display in the official COMTRANS 2021 guide (1/1 pages)
3. Placement of advertising information of the company in recreation areas located in the exhibition halls and in the press center



### Audience reach:

more than **19,000** professional visitors of the exhibition

## PARTNERSHIP OF THE BUSINESS PROGRAMME



Large-scale programme of business events will be held on the specially arranged zone COMTRANS Arena, prepared by the organizers of the exhibition in cooperation with the Association of European Businesses (AEB), the Transport Association of the Moscow Agglomeration (TAMA), the International Road Transport Union (IRU) and other partners.

Speakers and programme moderators will include top automotive industry and road transport sector experts, heads of vehicle manufacturing companies, and representatives of the Russian Ministry of Industry and Trade, the Russian Ministry of Transport and other governmental organizations.



### Business Programme Partnership options

1. COMTRANS Arena General Partner
2. Partner of the Award Ceremony for winners of the Best Commercial Vehicle of the Year in Russia
3. COMTRANS Arena Partner of the Day
4. COMTRANS Arena Partner of the Session



### Unique target audience:

Representatives from **250** companies participating in the COMTRANS exhibition

more than **19,000** professional visitors of the exhibition

more than **2,500** Business Programme delegates for 4 days

more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)

**52,500** subscribers on the regular mailing list

**COMTRANS Arena: 150** seats / **15** sessions / more than **80** speakers over **4** days / free entry for all participants and visitors to COMTRANS 2021



14,500 €

## COMTRANS Arena GENERAL PARTNER



COMTRANS Arena General Partnership allows:

- To get the most out of the Business Programme by maximizing the potential it offers to promote the partner's brand during the exhibition
- To gain an advantage over competitors by increasing brand awareness among road transport professionals
- To take advantage of the opportunities for a large-scale advertising campaign offered by the exhibition
- To attract more attention at the exhibition and attract visitors to your booth

### General partner package includes:

#### Advertising campaign before the exhibition:

1. Logo display with the company's partner status indicated in newsletter mail-outs to attract visitors to the Business Programme (more than 52,000 unique mail-out subscribers in the database of COMTRANS and Busworld professional visitors)
2. Logo placement on the Business Programme page of the exhibition's official website [comtransexpo.ru](http://comtransexpo.ru)
3. Placement of an article or interview with the head of the company General partner on the official exhibition website [comtransexpo.ru](http://comtransexpo.ru)
4. Placement of the company General partner information in the news feed on the official exhibition website
5. Mention of the company General partner in the exhibition's official press releases and those of the Business Programme (more than 300 partners in Russian and foreign media outlets)
6. Advertising layout 1/1 in 2 issues of ComTrans magazine in 2021 (August, September)

#### During the exhibition:

1. Advertising display of 1/1 advertising page in the official COMTRANS guide
2. Placement of the logo:
  - On the brand wall behind the presidium area
  - In the entrance area of the COMTRANS Arena and on the navigation elements of the exhibition's Business Program (near the hall exits)
3. Commercial screening on the screens in the hall and the entrance area of the COMTRANS Arena:
  - Before the start of the Business Programme
  - During the breaks between sessions
4. Placement of printed information about the company General partner:
  - On information stands located in front of the entrance to each exhibition hall
  - On the back of chairs in special pockets in the COMTRANS Arena hall
5. Badge for promoters working for the company General partner (2 pcs.)

#### After exhibition:

Placement of the company General partner logo and mention of the company General partner company, including news and results from the exhibition and Business Programme (video interviews, post-releases)



### Audience reach:

more than **19,000** professional visitors of the exhibition  
 more than **2,500** Business Programme delegates for 4 days  
 more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)  
**52,500** subscribers on the mailing list who receive regular newsletters about the COMTRANS exhibition

7,500 €



## PARTNER OF THE AWARD CEREMONY THE BEST COMMERCIAL VEHICLE OF THE YEAR IN RUSSIA

The Best Commercial Vehicle of the Year in Russia is an annual non-profit contest, where the best journalists from the most prestigious independent Russian automotive publications have been voting to choose winners across 7 categories for the last 20 years

Truck of the Year | Van of the Year | Bus of the Year | Trailer/ Semi-Trailer of the Year | Special Prize (for success in developing the Russian market) | Prospect of the Year | Person of the Year

### Target audience of the Award Ceremony:

- Heads of the largest companies in the road transport industry
- Leading experts and speakers of the Business Program
- Key individuals from ministries, transport associations and unions
- Representatives of leading Russian and foreign media outlets

### The partner package includes:

#### Advertising campaign before the exhibition:

1. Placement of the Partner logo and information about the Partner on the contest's website and in the magazine ComTrans (published as soon as the partnership agreement is signed and is kept on the website up until the end of October 2021)
2. Advertising display of 1/1 advertising page in one of the issues of the specialized ComTrans industry magazine

#### During the exhibition:

1. Presenter thanks the Partner publicly during the Award Ceremony
2. Option of having a co-host from the Partner
3. Presentation of a special prize from the Partner (to be agreed separately with the chairman of the jury)
4. Commercial screening before and after the Award Ceremony on screens in the COMTRANS Arena

#### After exhibition:

1. Placement of the Partner logo in the final video presentation in both Russian and English, inclusion of an interview with representatives of the Partner
2. Placement of the Partner logo and mention of the Partner, including news and results from the Business Programme exhibition (video interviews, post-releases)



### Audience reach:

more than **19,000** professional visitors to the exhibition

more than **200,000** unique visitors to the websites: [comtransexpo.ru](http://comtransexpo.ru), [www.bcvrus.ru](http://www.bcvrus.ru) and subscribers to ComTrans magazine



**5,000 €**

## COMTRANS Arena PARTNER OF THE DAY

COMTRANS Arena Partnership of the Day allows:

- To get the most out of the Business Programme by maximizing its potential to promote the Partner's brand on the supported day of the exhibition
- To gain an advantage over competitors by increasing brand awareness among road transport professionals



### The partner package includes:

#### Advertising campaign before the exhibition:

1. Logo placement on the Business Programme page and on the exhibition's official website [comtransexpo.ru](http://comtransexpo.ru)
2. Placement of the Partner information in the news feed on the official exhibition website [comtransexpo.ru](http://comtransexpo.ru)

#### During the exhibition:

1. Advertising display of 1/2 advertising page in the official COMTRANS guide
2. Placement of printed Partner information on information stands located in front of the entrance to every exhibition hall
3. Screening of partner commercial in the entrance area of the COMTRANS Arena and on the screens in the hall during breaks between sessions on the day of the Business Programme (these are provided by the Partner with a maximum of 30 seconds)
4. Badge for the promoter working for the Partner of the Day (1 pc.)

#### After exhibition:

Logo placement and mention of the Partner in the post-release of the exhibition and Business Programme



### Audience reach:

more than **800** Business Programme delegates in 1 day  
more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)

2,500 €

## COMTRANS Arena PARTNER OF THE SESSION



COMTRANS Arena Partnership of the Session makes it possible:

- To get the most out of the Business Programme by maximizing its potential to promote the Partner's brand during the supported session
- To gain an advantage over competitors by increasing brand



### The partner package includes:

#### Advertising campaign before the exhibition:

1. Logo placement on the Business Programme page of the exhibition's official website [comtransexpo.ru](http://comtransexpo.ru)

#### During the exhibition:

1. Logo placement in the official COMTRANS guide next to the description of the supported session
2. Thanking to the Partner by the host during the supported session
3. Screening of the company's commercial on the screens in the COMTRANS Arena hall before the beginning of the supported session (the commercial is provided by the Partner, and must not exceed 30 seconds)

#### After exhibition:

Logo placement and mention of the Partner with an indication of the Partner's status in the post-release of the exhibition and Business Programme



### Audience reach:

more than **300** Business Programme delegates

more than **177,000** unique visitors to the website [comtransexpo.ru](http://comtransexpo.ru)





COMTRANS Arena	COMTRANS Arena General Partner	Partner of the Award Ceremony	COMTRANS Arena Partner of the Day	COMTRANS Arena Partner of the Session
Audience reach (number of people):	2,500 over 4 days	250	800	300
Logo displayed in mail-outs (30,000 recipients)	✱			
Logo display on the exhibition website	✱	✱	✱	✱
Logo Inclusion of article/interview on the exhibition website	✱			
Placement of information in the news feed on the exhibition website	✱		✱	
Mention of the Partner in press releases	✱	✱	✱	✱
Advertising placement in the ComTrans magazine	in two issues	in one issue		
Advertising display in the exhibition guide	1/1 pages	1/1 pages	1/2 pages	beside the description of the supported session
Logo on the brand wall behind the presidium area	✱			
Logo on navigation elements and in the entrance area of the COMTRANS Arena	✱			
Commercial screening	before the Award Ceremony, and between sessions	during the Award Ceremony	during breaks between the sessions on the supported day	before the supported session begins
Badge for the working promoter	2 pcs. for every day of the Business Programme		1 pcs. on the supported day	
Logo in deliverables of the exhibition and Business Programme	✱	✱	✱	✱
Placement of printed information on information stands	✱		✱	
Placement of printed information on the back of chairs in the COMTRANS Arena hall	✱			
Thanking of the Partner		✱		✱
Presentation of special prize		✱		
Logo placement on the contest website and in the magazine		✱		
Placement of the Partner logo in the final video presentation in both Russian and English, inclusion of an interview in the video with representatives of the Partner company		✱		
<b>COST</b>	<b>14,500 €</b>	<b>7,500 €</b>	<b>5,000 €</b>	<b>2,500 €</b>

### PLEASE NOTE:

All prices in this brochure  
exclude VAT.

All packages can be adapted to meet your company's marketing goals, objectives and interests.

We are also prepared to consider and discuss the possibility of creating individual non-standard advertising packages.

You can find out more about the type of partnership you have chosen from the organizers of COMTRANS 2021:

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