

NDT

RUSSIA

**SPONSORSHIP
AND ADVERTISING
OPPORTUNITIES**

ndt-russia.ru

22nd International
exhibition
of equipment
for non-destructive
testing

**25|26|27
OCTOBER
2022**

Moscow, Russia



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Coverage of the NDT Russia exhibition target audience

More than **4 000**
e-tickets received

More than **3 000**
specialists — visitors
of the exhibition

More than **20 000**
ndt-russia.ru website
visitors per year

More than **14 000**
subscribers of the visitors
direct mailing



About the exhibition

NDT Russia is the key event in the field of non—destructive testing in Russia and neighboring countries.

NDT Russia is an effective tool for increasing sales of modern equipment and increasing brand awareness of the company and its products.

By using the sponsorship and advertising opportunities of NDT Russia, your company gets an excellent opportunity to attract the attention of a significant professional audience to its products both during the exhibition and long before it takes place.

Additional promotion tools provide a wide coverage and impact on a large number of specialists of manufacturing enterprises of various industries, non-destructive testing laboratories and regional dealers from all over Russia and neighboring countries.

All prices are exclusive of VAT.

SPONSORSHIP PACKAGES

	GENERAL SPONSOR 6 160 €	OFFICIAL PARTNER 3 980 €	VISITORS REGISTRATION SPONSOR 2 750 €	EXHIBITION GUIDE SPONSOR 2 540 €	ONSITE SIGNAGE SPONSOR 2 575 €	VISITORS BAGS SPONSOR 4 885 €
OFFICIAL EXHIBITION WEBSITE						
Placement of the web-banner	✓ (on all pages of the site)	✓ (on all pages of the site)	✓ (on the visitors registration page)	✓ (on the homepage of the site)	✓ (on all pages of the site)	✓ (on all pages of the site)
Posting an article / interview with a Sponsor's representative	✓					
Company logo on the "Sponsors" page in the "Official support" section	✓	✓	✓			
Posting Sponsor's news on the exhibition website	✓	✓	✓	✓	✓	
PR / MEDIA						
Sponsor's logo on the exhibition printed materials	✓					
Mentioning Sponsor in the exhibition PR materials and direct mails		✓	✓	✓	✓	
VISITORS REGISTRATION						
Sponsor's logo on the visitors e-tickets			✓			
Sponsor's advertising image on the visitors e-tickets			✓			
Sponsor's logo on the visitors printed registration forms			✓			
ADVERTISING ON THE EXHIBITION TERRITORY						
Placement of Sponsor printed advertising materials (provided by the Sponsor):						
in the visitor registration area	✓		✓			
in the press office / in the press holders	✓					
in the business hall for participants	✓					
at the information desks	✓					
Advertising in the official exhibition guide:						
logo on the 1 st cover	✓	✓		✓		
logo on the "Thank you / Sponsors of the exhibition" page	✓	✓	✓	✓	✓	✓
1 page of advertisement	✓ (4 th cover)	✓ (inside page)	✓ (inside page)	✓ (2 nd cover)	✓ (inside page)	✓ (inside page)
logo on the exhibition plan	✓	✓	✓	✓		✓
Placement of Sponsor's advertising constructions:						
in the visitors registration area (2.2x2.5 m construction is provided by the exhibition organizer)	✓					
roll-up construction on the exhibition territory (provided by the Sponsor)		✓				
logo on the exhibition floor plan at the entrance to the hall		✓			✓	
placement of posters with Sponsor's advertising in the business hall for participants (posters are printed by the exhibition organizer)	✓					
logo on all onsite signage boards of the exhibition					✓	
Advertising on branded packages of the exhibition						
						✓ (one side)
Promoter bages (for distribution of advertising materials on the exhibition territory)	2 bages		1 bage			2 bages

ADVERTISING ON THE EXHIBITION TERRITORY

Advertising on the exhibition territory is an effective solution that allows you to increase your visual presence at the exhibition, stand out among competitors and guide visitors to your company's stand.

Outdoor advertising

Advertising constructions located at the entrance to the exhibition complex are a traditional and popular way to attract the attention of the target audience, guide visitors to your company's stand and increase brand awareness.

Advertising construction 6x3 m	1 540 €
Advertising construction 4x3 m.....	1 375 €
Advertising construction 3x3 m	1 210 €
Advertising construction 2x3 m.....	825 €
Advertising construction «triangle» with a side of 2x3 m	1 340 €
Advertising construction «rectangle» with a side of 2x3 m	1 540 €
Video clip 30 sec. long on the outdoor screen 9.2*6.9 m during 4 days	1 650 €
Video clip 10 sec. long on the outdoor screen 9.2*6.9 m during 4 days	835 €
Video clip 10 sec. long on the outdoor LED screen 24*9 m (facade of the pavilion 1) during 4 days	1 135 €

Audience coverage on the exhibition territory:

In 2021, ExpoCoating Moscow, HEAT&POWER, PCVExpo, GasSuf, Power Electronics, Testing&Control exhibitions were held simultaneously with the NDT Russia exhibition.

More than 7,653 specialists responsible for the selection and purchase of industrial equipment at enterprises got acquainted with the products presented by the participants.

Advertising constructions of various sizes



Advertising construction «rectangle» with a side of 2x3 m

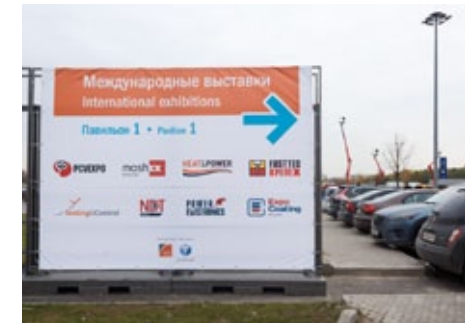


Screens 9,2x6,9 m



Two screens (sides « A » and « B ») are installed on a 30-meter stele on the territory of Crocus City, close to the Moscow Ring Road. The commercials are clearly visible from the inside and outside of the highway. The broadcast is carried out simultaneously on two screens.

Advertising constructions of various sizes



Advertising construction «triangle» with a side of 2x3 m



Screens 24x9 m (facade pf pavilion 1)



Two LED screens are installed on the facade of pavilion 1.

ADVERTISING ON THE EXHIBITION TERRITORY

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Advertising inside the pavilion

Advertising constructions located in the registration area and at the entrance to the exhibition area are an effective way to attract the attention of the target audience, guide visitors to your company's stand and increase brand awareness.

Advertising construction 6.7x2.5 m, one side	935 €
Advertising construction 4.5x2.5 m, one side	660 €
Advertising construction 2.2x2.5 m, one side	495 €
Lightbox 1.17x1.97 m, side A (towards the exhibition halls)	605 €
Lightbox 1.17x1.97 m, side B (towards the entrance to the pavilion)	420 €
Sticker on the floor in the exhibiton hall, price for 1 sq. m	130 €

Audience coverage on the exhibition territory:

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Advertising constructions
of various sizes, one side
Advertising construction 6.7x2.5 m



Advertising construction 4.5x2.5 m



Advertising construction 2.2x2.5 m



Lightbox 1.17x1.97 m
side A (towards the exhibition halls)
side B (towards the entrance to the pavilion)



Sticker on the floor in the exhibiton hall



ADVERTISING ON THE EXHIBITION TERRITORY

Advertising on the exhibition territory is an effective solution that allows you to increase your visual presence at the exhibition, stand out among competitors and guide visitors to your company's stand.

Distribution of advertising materials

The distribution of information materials is an effective solution to increase the company's presence at the exhibition. Information materials will be available to every visitor.

Permission to distribute products
in exhibition halls 220 €

Permission to distribute products
on the territory of the exhibition center 440 €



Audience coverage on the exhibition territory:

In 2021, ExpoCoating Moscow, HEAT&POWER, PCVExpo, GasSuf, Power Electronics, Testing&Control exhibitions were held simultaneously with the NDT Russia exhibition. More than 7,653 specialists responsible for the selection and purchase of industrial equipment at enterprises got acquainted with the products presented by the participants.

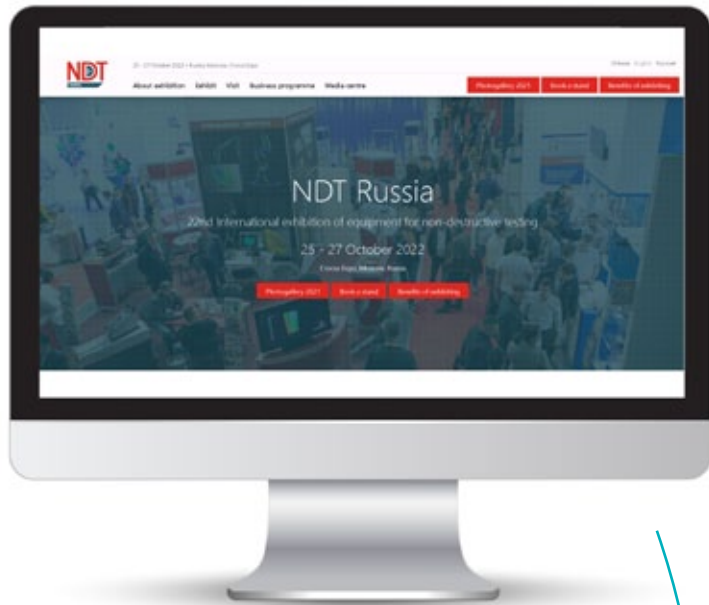
ADVERTISING IN THE EXHIBITION GUIDE



Advertising in the exhibition guide is an additional opportunity to attract visitors to your company's stand during the days of the exhibition, as well as to promote the brand and products after the end of the exhibition. Many visitors use the exhibition guide in their work until the opening of the exhibition next year.



Company logo on the pavilion plan in the exhibition guide	200 €
One-page advertisement inside the exhibition guide	550 €
One half page advertisement inside the exhibition guide	440 €
One-page advertisement in the exhibition guide (2 nd or 3 rd cover)	880 €
One-page advertisement in the exhibition guide (4 th cover)	990 €



ADVERTISING ON THE EXHIBITION WEB-SITE ndt-russia.ru

Placing a web-banner on the exhibition website allows you to inform the target audience about your products and brands before and during the exhibition, as well as attract more visitors to your company's stand.

Thousands of potential customers visit the exhibition website every day. Advertising banners are placed on the main and internal pages of the site.

Site traffic before the exhibition is over 10,000 unique visitors per month.

Placement	Shows	Period	Price
Banner 300x80, homepage	100%	1 month	450 €
Banner 300x80, visitors registration page	100%	1 month	640 €



The content of sponsorship packages can be adapted to the marketing goals, objectives and interests of your company.

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

For all questions related to the sponsorship and advertising opportunities of the exhibition, please, contact the exhibition team:

+7 (812) 401 69 55 | ndt@mvk.ru

ndt-russia.ru