

26th International
exhibition of equipment
for non-destructive
testing



NDT

RUSSIA

19|20|21 OCTOBER

2026

Moscow, Crocus Expo



ADVERTISING AND SPONSORSHIP OPPORTUNITIES



Organised by MVK
Office in St. Petersburg

MVK International
Exhibition
Company

ndt-russia.ru

18+

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NDT RUSSIA IS A KEY EVENT IN THE FIELD OF NON—DESTRUCTIVE TESTING IN RUSSIA AND NEIGHBORING COUNTRIES

NDT Russia is an effective tool to increase sales of equipment and strengthen brand awareness of the company and its products.

Sponsorship opportunities will help to attract more visitors to your stand, thereby increasing the number of potential partners and customers.

Attract the attention of a significant professional audience to your products both during the exhibition and long before its beginning.



GENERAL SPONSOR

General sponsorship of the exhibition is an exclusive offer that provides extensive advertising opportunities to attract the attention of the entire target audience of the exhibition to your company's products both during the exhibition and in advance.

General sponsorship includes the exclusive placement of information about your company in advertising and informational materials, as well as the most extensive use of the exhibition advertising campaign. This offer is the most advantageous in terms of coverage and duration of impact on the target audience. Only one company can become the general sponsor of the exhibition.



DIRECT MAILS

- Sponsor logo and description in the exhibition direct mails — logo (all mails) + text up to 400 characters (2 mails)

EXHIBITION GUIDE

- Logo with the sponsor status on the 1st cover of the exhibition guide
- Placement of 1 page of advertisement in the exhibition guide (4th cover)
- Logo on the exhibition plan in the exhibition guide
- Logo with the sponsor status in the official exhibition guide on the «thank you» page

OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the sponsor status on the exhibition website: in the section "official support" (sponsors of the exhibition)
- Placement of the sponsor internet banner (300*80 pxl) on the main page of the exhibition website
- Placement of sponsor news (up to 3 per month)
- Posting an article / interview with a sponsor representative

REGISTRATION OF VISITORS

- Logo with the sponsor status on the electronic ticket of the exhibition visitor

ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- Printed advertising materials of the sponsor in the visitor registration area
- Printed advertising materials of the sponsor on the press stands (if available)
- Printed advertising materials of the sponsor in the business hall for participants (if available)
- Printed advertising materials of the sponsor on information desks (if available)
- Placement of an advertising structure 2*2.9 m (provided by the organiser of the exhibition) with the sponsor advertisement in the foyer of the exhibition pavilion in the visitor registration area
- Logo on the exhibition floor plan at the entrance to the hall (if available)
- Logo on all navigation boards of the exhibition
- 2 badges of promoters (for the distribution of advertising on the territory of the exhibition)

The official partner status provides opportunity to have a direct impact on the target audience through promotion in all advertising and informational materials of the exhibition.

DIRECT MAILS

- Partner logo and description in the electronic mails of the exhibition (logo – all mails; text up to 400 characters – 2 mails)

EXHIBITION GUIDE

- Logo with the partner status on the 1st cover of the exhibition guide
- 1 page of advertisement strip in the exhibition guide (inner strip)
- Placement of the logo on the exhibition plan in the exhibition guide
- placement of the logo with the partner status on the «thank you» page

OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the partner status on the exhibition website: in the section "official support" (sponsors of the exhibition)
- Placement of the partner internet banner (300*80 pxl) on the main page of the exhibition website
- Placement to partner news (up to 3 per month)



ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- Partner logo on the exhibition floor plan at the entrance to the hall (if available)
- Partner logo on all navigation boards of the exhibition
- Placement of a roll-up advertising structure with (up to 1*2 m) on the territory of the exhibition (provided by a Partner)



Sponsorship of registration is a great opportunity for your company to get a wide coverage of the professional audience both long before the opening of the exhibition and on the days of its holding.

Registration is mandatory for all visitors of the exhibition. On the days of the exhibition, visitors can enter the territory of the exhibition only through the registration area, which will allow your company advertising to reach the entire audience of the exhibition.

REGISTRATION OF VISITORS

- logo with the Registration sponsor status on the electronic ticket
- Placement of the Sponsor advertising module on an electronic ticket
- logo with the status on page registration forms (if available)
- Placement of printed advertising materials of the Sponsor in the visitor registration area

DIRECT MAILING

- Mention of the Sponsor in the electronic mails of the exhibition (logo – all mails; text up to 400 characters – 2 mails)

EXHIBITION GUIDE

- 1 advertising strip in the exhibition guide (inner strip)
- Logo on the exhibition plan in the exhibition guide
- Logo with the status in the official guide of the exhibition on the page of gratitude to the sponsors of the exhibition



OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the registration sponsor
- Status on the exhibition website: section "official support" (sponsors of the exhibition)
- Placement of the sponsor internet banner (300*80 pxl) on the visitor registration page
- Placement to news (up to 3 per month)

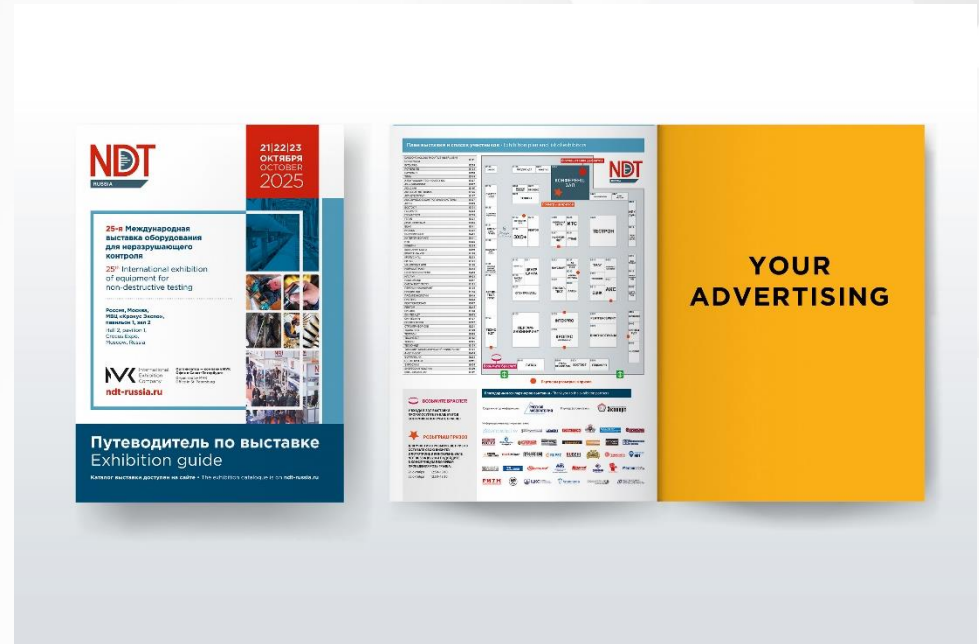
ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- Sponsor logo on all navigation boards of the exhibition
- Sponsor logo on the exhibition plan at the entrance to the hall (if available)
- The provision of badges of promoters (for the distribution of advertising on the territory of the exhibition) — 1 pc.

Sponsorship of the exhibition guide allows you to attract more visitors of the exhibition to your company stand, and also provides coverage of an additional audience after the exhibition.

Many visitors keep and use the exhibition guide in their work until the next year exhibition.

The exhibition guide is a brochure that includes a detailed plan of the hall, a complete list of participants and the schedule of the business program of the exhibition. The guide is available to every visitor and participant of the exhibition in the registration area and at special counters located in the most visited places of the exhibition.



EXHIBITION GUIDE

- Logo with the sponsor of the exhibition guide status on the 1st cover of the exhibition guide
- 1 strip of advertising in the exhibition guide (2nd cover)
- Logo on the exhibition plan in the exhibition guide
- Logo with the status sponsor of the exhibition guide in the official exhibition guide on the page of gratitude to the sponsors of the exhibition

DIRECT MAILING

- Mention of the Sponsor in the electronic mails of the exhibition (logo + text up to 400 characters) — 2 mails

OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the sponsor of the exhibition guide status on the exhibition website: in the section "official support" (sponsors of the exhibition)
- Placement of sponsor news (up to 3 per month)

ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- Sponsor logo on all navigation boards of the exhibition

NAVIGATION SPONSOR

Sponsorship of navigation makes it possible to attract more visitors to your company stand in a short period of time and increase brand awareness by reaching the entire audience of visitors of the exhibition.

The Sponsor logo, placed on all information and navigation constructions located on the territory of the exhibition complex, helps to attract the attention of visitors and makes it easy to find the Sponsor stand.

DIRECT MAILING

- Mention of the Navigation Sponsor in the direct mails of the exhibition (logo – all mails; text up to 400 characters – 2 mails)

EXHIBITION GUIDE

- 1 advertising strip in the exhibition guide (inner strip)
- Logo on the exhibition plan in the exhibition guide
- Logo with the status in the official exhibition guide of on the page of gratitude to the sponsors of the exhibition

OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the status on the exhibition website: in the section "official support" (sponsors of the exhibition)
- Placement of sponsor's news (up to 3 per month)



ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- Logo on all navigation boards of the exhibition
- Logo on the exhibition floor plan at the entrance to the hall (if available)
- Placement of a roll-up advertising structure with an area of up to 1*2 m on the territory of the exhibition (provided by the sponsor)



Sponsorship of packages allows you to increase brand awareness. Stand out from your competitors during the exhibition.

Advertising on packages works for a long time, promoting your brand not only on the territory of the exhibition complex, but also outside.

Packages are available to all visitors in the registration area.

BRANDED EXHIBITION bags

- Advertising on branded bags of the exhibition (over 1500 pcs) — 1 side (bags are made by the Organiser of the exhibition)
- Placement of the Sponsor logo on all navigation boards of the exhibition

EXHIBITION GUIDE

- 1 advertising strip in the exhibition guide (inner strip)
- Logo on the exhibition plan in the exhibition guide
- Logo with the status in the official guide of the exhibition on the page of gratitude to the sponsors of the exhibition

OFFICIAL WEBSITE OF THE EXHIBITION

- Logo with the sponsor status on the exhibition website: in the section "official support" (sponsors of the exhibition)
- Placement of sponsor news (up to 3 per month)



ADVERTISING ON THE TERRITORY OF THE EXHIBITION

- The provision of 2 badges of promoters (for the distribution of advertising on the territory of the exhibition)

SPONSORSHIP OF THE BUSINESS PROGRAMME

As part of the business programme of the NDT Russia International Exhibition, a practical conference on non-destructive testing will be held, which will be attended by leading specialists of equipment manufacturers, specialised industry organisations and diagnostic companies providing services at hazardous production facilities regulated by Rostekhnadzor.

This is an opportunity to:

- Strengthen your company position in the market
- Consolidate the image of your company successful brand
- To make your brand recognizable to a wide range of participants in the business program events



SPONSORSHIP PACKAGE OF THE NDT RUSSIA 2025 BUSINESS PROGRAMME

	Conference Partner
Partner Status	
Granting Partner status	V
Participation in the events of the business program of the exhibition	
Presentation of the Partner representative in the business programme of the exhibition (the content and time of the presentation are agreed with the organiser)	presentation (up to 20 minutes) as part of the conference program
Direct mails	
Partner logo and description in the direct mails about business program events (logo + text up to 200 characters)	all mails about business program events
Exhibition Guide	
Logo with the partner status in the official exhibition guide on the business programme page	V
Logo with the partner status in the official exhibition guide on the «thank you» page	V
PR / Media	
Logo with the partner status on the exhibition website: business programme page	V
Logo with the partner status on the exhibition website: "official support" page	V
Mentioning sponsor in the announcements of the exhibition dedicated to the events of the business programme (up to 200 characters): on the exhibition website, in the exhibition groups on social networks, in publications of the exhibition information partners	V
Conference room	
Logo with the partner status on a banner placed in the conference hall	V
Promotional materials and souvenirs of the partner on the site / in the event hall (materials and souvenirs are provided by the partner)	V
1 roll-up advertising structure (up to 1*2 m, provided by a partner) in the event hall	V

ADDITIONAL ADVERTISING OPPORTUNITIES WITHIN THE FRAMEWORK OF THE BUSINESS PROGRAMME



THE "SPEAKER" OPTION

The speaker's presentation (up to 20 minutes) as part of the conference program. The topics of the reports should correspond to the topics of the business program events and be coordinated with the organizing committee of the exhibition.

CONFERENCE BAG BRANDING (exclusive status)

Branding of conference bag portfolios, which are awarded to speakers of business programme events and VIP guests of the exhibition (exclusive status). It includes the application of a single-color logo with the status on the front side of the conference bag and the attachment of promotional materials of the company. The circulation is 200 pieces.

PLACEMENT OF AN ADVERTISING STRUCTURE / ROLL-UP

Placement of an advertising structure / roll-up up to 1x2 m on the territory of the conference hall.

PLACEMENT OF ADVERTISING MATERIALS IN THE CONFERENCE ROOM

BRANDING OF PENS (exclusive status)

Branding of pens, which are awarded to listeners and speakers of the business programme event (exclusive status). Includes the application of the logo. The circulation is 200 pcs.

ATTACHMENT OF ADVERTISING MATERIALS TO THE PARTICIPANTS' FOLDERS

BRANDING OF NOTEBOOKS (exclusive status)

Branding of notebooks that are awarded to listeners and speakers of the business programme event (exclusive status). It includes applying the logo on the cover and on the inner pages of the notebook. The circulation is 200 pcs. A5 format.

OUTDOOR ADVERTISING



Advertising structure 6x3 m



Advertising structure 4x3 m



Advertising structure "rectangle" with a side of 2x3 m



Advertising structure "triangle" 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 in the immediate vicinity of 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.



Screens 24x9 m (facade of pav.1)

Two LED screens are installed on the facade of Pavilion №1.

ADVERTISING INSIDE THE PAVILION



Construction 6x2.8 m



Construction 4x2,8 m



Construction 2x2,9 m



Lightboxes, 1.17x1.97 m
On the photo: side A
(towards the exhibition halls)



Floor stickers in the exhibition hall

ADVERTISING ON THE TERRITORY OF THE EXHIBITION

DISTRIBUTION OF PROMOTIONAL MATERIALS

- ✓ Placement of printing materials at the reception
- ✓ Permission to distribute products in the exhibition hall
- ✓ Permission to distribute products on the territory of the exhibition center



ADVERTISING ON THE VISITOR'S BADGE LANYARD

- ✓ Placing the logo on the visitors badge lanyard is an opportunity to attract maximum attention to your brand during the exhibition. Each visitor will receive a badge with a branded lanyard to enter the exhibition area.



ADVERTISING IN THE EXHIBITION GUIDE

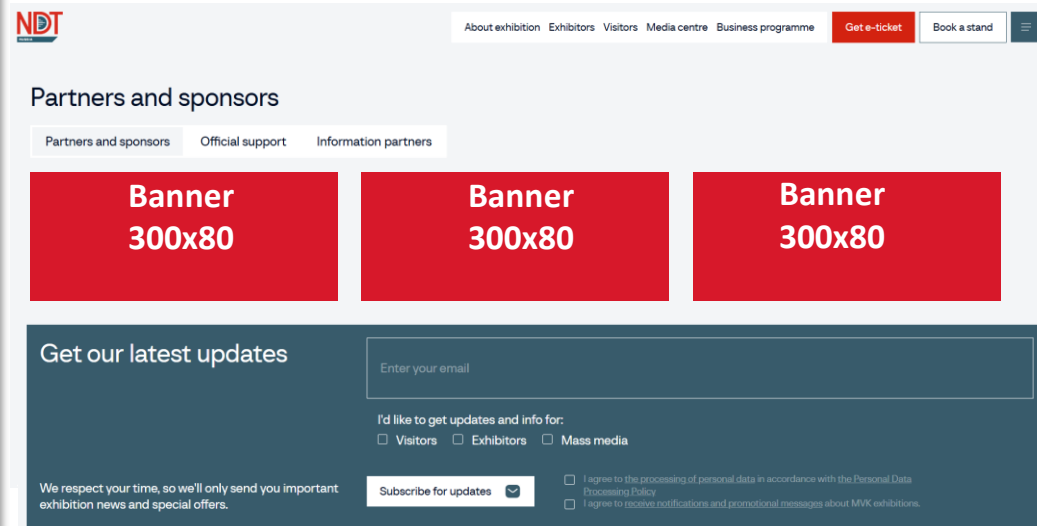


An additional opportunity to attract visitors to your company's stand during the days of the exhibition, as well as to promote the brand and products after its completion.

- ✓ Placement of the logo on the pavilion plan in the exhibition guide
- ✓ Placement of an advertising page (1 page, internal pages)
- ✓ One half of the page (internal pages)
- ✓ One page (2nd or 3rd cover)



ADVERTISING ON THE WEBSITE NDT-RUSSIA.RU



Placement of the logo and banner on the exhibition website



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

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 NDT Russia exhibition, please contact the exhibition management:

+7 (812) 401 69 55

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marketing.spb@mvk.ru

ndt-russia.ru