

29TH INTERNATIONAL TRAVEL & HOSPITALITY SHOW

16–18 MARCH 2023

CROCUS EXPO, MOSCOW, RUSSIA

MARKETING OPPORTUNITIES





MITT – is the largest must-attend international travel & hospitality show in Russia & CIS held in Moscow for more than 28 years. MITT is one of the world's TOP 5 leading travel and tourism shows. Annually thousands of market players meet at MITT as it is a b2b venue where innovative travel products are exhibited and important strategic agreements are reached.

Visitors:

9,197 representatives of travel industry from **44** countries and **79** regions of Russia.

Exhibitors:

541 exhibitors from **16** countries and **57** regions of Russia.

Marketing opportunities offered by the exhibition give your business a chance to increase brand awareness either during the event, or well ahead of it, thus boosting your marketing effect of exhibiting and provide additional promotional opportunities in the travel market.

- ➔ Present your products and services most effectively to the largest target audience in Russia
- ➔ Increase the number of business contacts and boost sales
- ➔ Solidify your leadership in the market
- ➔ Improve your brand recognition and reinforce company image
- ➔ Distinguish yourself from your competitors



➔ Additional passes



Entry to the exhibition venue is valid only with an Exhibitor Badge, valid from 08:00-20:00 throughout the exhibition including installing and dismantling.

Order item	Option	Price, €
	1 badge per 4 sq.m.* of the exhibition area	Included in the Contract
1.1	Additional exhibitor badge	20
1.2	Promo badge (permission to promote)	215



* On the outdoor exhibition area, badges are issued on the basis of 1 badge per 12 sq.m. On the second floor of the stand - 1 pass per 8 sq.m

Badge issuing process:

- Using the table above, calculate the number of badges, which are included in your Contract cost. If needed, order additional badges.
- Supply the information of your staff in your Personal Account by 01 March 2023 (all the badges are personalized).
- Find your badges at the Hyve stand during installation between 12 - 15 March 2023.



Advertising materials distribution:

- Distribution is permitted across the entire exhibition area except visitor registration areas
- The promoter may distribute materials only if they have a Promoter ID card (Promo badge)
- The promoter is not permitted to use sound amplifying devices or other technical devices
- The Organiser doesn't provide promoter hiring services



Website banners

mitt.ru statistics¹

78 000+ unique website visitors in January-March

16 000+ active users during the exhibition days

18 000+ e-tickets

Placing a banner on mitt.ru informs the target audience of your products and brand before and during the exhibition and attracts more visitors to your stand. Thousands of potential buyers visit the exhibition website every day. Advertising banners are placed on the main and interior pages.

99% of MITT visitors register and receive their visitor badge through the exhibition website.

Placing a banner on the website of Russia's most visited tourism exhibition is your opportunity to reach the maximum target audience and invite key visitors to your stand.

Order item	Option	Price, €
2.1	Banner 1366x114 (main page), 1 month	1304
2.2	Banner 435x80 (main page), 1 month	913

Number of banner slots is limited.

Banner specifications are provided on request.

¹ MITT 2022 Statistics





Printed catalogue



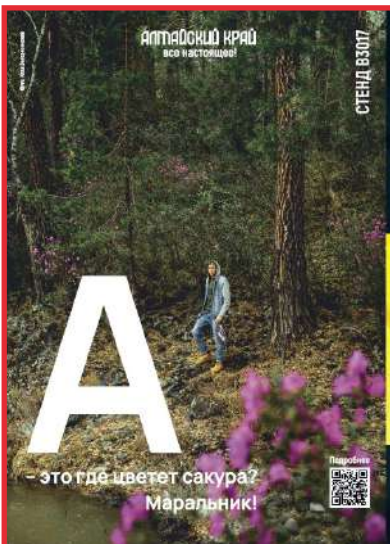
MITT Official Guide is distributed among the visitors and exhibitors. The guide includes business events schedule, detailed floorplan and a full list of exhibitors.

Characteristics: A4 size, full-colored.

Language: RUS/ENG

Edition: 5 000—15 000 copies

Distribution: in the exhibition area included registration area; as attachment to exhibitor' folders.



Order item	Option	Price, €
3.1	Subexhibitor entry	405
3.2	Logo on the exhibition plan	360
3.3	Advertising page 1/1	720
3.4	Advertising page 1/2	650
3.5	Double page spread 2/1	1600
3.6	Second cover page ⁴	1600
3.7	Third cover page	1800
3.8	Forth cover page ³	1600
3.9	Logo in headers or footers of the guide pages (exclusively for one company) ¹	1600
3.10	Highlighting in the exhibitor list	250

Layout specifications are provided on request.

¹ This option is available if there is no General Partner of the show

³ This option is available if there is no Sponsor of the Route Planner

⁴ This option is available if there is no Partner country of the show



➔ Outdoor advertising

Outdoor advertising tools at the exhibition gives maximum reach to your target audience. All the advertising structures are located in places with the greatest concentration of exhibition visitors.

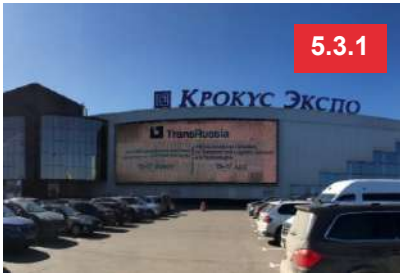


Order item	Option	Price, €
4.1	Advertising banner on the facade of the Pavilion 1 (rear side), 10,5x5 m	4600
4.2	Street lightbox near Pavilion 1, 1,23x2,5 m	390
4.3	Billboard along the Moscow Ring Road, 1 side	1305
4.4	Rent of an area on flagpoles (the hight of a flagpole – 7 m, the flag is 1,35x0,9m)	260
Advertising banners		
4.5.1	Banner on concrete racks, 2x3	915
4.5.2	Banner on concrete racks, 3x3	1045
4.5.3	Banner on concrete racks, 4x3	1565
4.5.4	Banner on concrete racks, 6x3	1955
4.5.5	Advertising construction, triangular shape at the base, 2x3	1565
4.5.6	Advertising construction, rectangular shape in the base, 2x3	1955

The indicated price includes carrier production, installation, dismantling and rental of the required structure for the period of placement. LED screen video clip is provided by the Exhibitor.



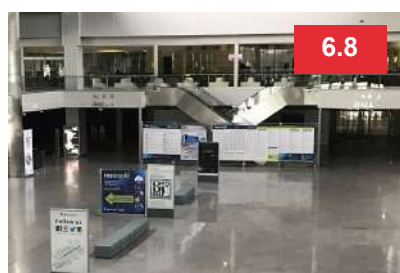
➔ Video commercial



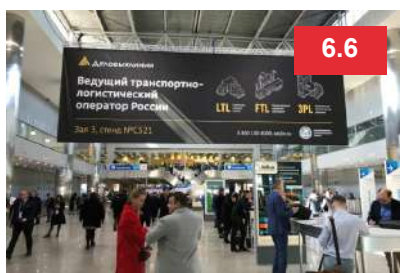
Order item	Option	Price, €
5.1.1	Video on the stela between the pavilions, 10 sec (for 5 days)	850
5.1.2	Video on the stela between the pavilions, 20 sec (for 5 days)	1530
5.1.3	Video on the stela between the pavilions, 30 sec (for 5 days)	1955
5.2	Video on the screen in the foyer Pavilion 1, 96x1	1955
5.3.1	Advertising video on outdoor LED screens screen size, Pavilion 1, 10 sec (for 5 days)	1600
5.3.2	Advertising video on outdoor LED screens screen size, Pavilion 1, 20 sec (for 5 days)	2100
5.3.3	Advertising video on outdoor LED screens screen size, Pavilion 1, 30 sec (for 5 days)	2600



➔ Indoor advertising



6.8



6.6



6.2

Order item	Option	Price, €
6.1	Advertising on the glass surfaces of the second floor balcony, Pavilion 1, 5,68x0,9, 1 pcs	652
6.2	Advertising on the glass surfaces of the second floor around the perimeter, Pavilion 1, 5,6x3 m, 1 pcs	4565
6.3	Turnstile branding in front of halls 1, 2	1175
6.4	Turnstile branding in front of halls 3, 4	1760
6.5	Double-sided ceiling banner on hangers, 18x6 m	7825
6.6	Lightbox in the registration area 1,17x1,97 (front side)	780
6.7	Lightbox in the registration area 1,17x1,97 (back side)	590
6.8	Floor sticker 1x1	195
Portable advertising banners		
6.16.1	Advertising banner 1x2,9 m	325
6.16.2	Advertising banner 2x2,9 m	455

¹Цена указана без учета НДС



➔ Rent a conference hall and equipment for your own events at the exhibition



Conference halls are available at the exhibition to host your own event outside your stand.

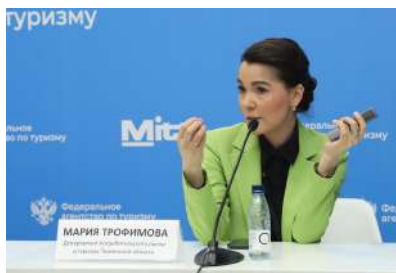
Event topics must be coordinated with the Organiser. Topics similar to events held by the Organiser are not permitted.

The Organiser reserves the right to change the event schedule at its discretion and notify all parties involved.

Please contact the Organiser for the latest information on the type of seating, seating options, equipment and number of seats.



Enquires in Asia Pacific
Monica Chan
Tel: + 6016 272 4648
Monica.Chan@ite.group



The advertising opportunities can be adjusted according to marketing goals, objectives and individual characteristics of your company, country or region. We are also ready to discuss special projects in Exhibition Business Programme Sponsorship.

MITT also presents Sponsorship and Partnership Packages:

MITT General Partner

Partner Country

Strategic Partner

Partner Region

NEW! Partner City

Business Programme Partnership

MITT Opening Ceremony Sponsor

Exhibitors Award Ceremony Sponsor

Badge lanyards Sponsor

Visitor Bags Sponsor

NEW! Digital promotion packages (2 variants)

NEW! 'Turn-key event' promotion package

If you are planning your advertising campaign and are interested in the above Sponsorship Packages or some individual advertising options, please do not hesitate to contact us.

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ORDER FORM FOR MITT 2022 ADVERTISING

Venue: Crocus Expo, Moscow, Russia

Date: 16-18 March 2023

1. EXHIBITOR

 Company name

2. CONTACT INFORMATION

Name

Telephone

e-mail

3. OPTIONS AND PRICES

		Price	pcs	Total
1. Additional passes				
1.1	Additional exhibitor badge	20 EUR		
1.2	Promo badge (permission to promote)	215 EUR		
2. Website banners				
2.1	Banner 1366x114 (main page), 1 month	1,305 EUR		
2.2	Banner 435x80 (main page), 1 month	900 EUR		
3. Printed catalogue				
3.1	Subexhibitor entry	405 EUR		
3.2	Logo on the exhibition plan	360 EUR		
3.3	Advertising page 1/1	720 EUR		
3.4	Advertising page 1/2	650 EUR		
3.5	Double page spread 2/1	1,600 EUR		
3.6	Second cover page	1,600 EUR		
3.7	Third cover page	1,800 EUR		
3.8	Forth cover page	1,600 EUR		
3.9	Logo in headers or footers of the guide pages (exclusively or one company)	1,600 EUR		
3.10	Highlighting in the exhibitor list	260 EUR		
4. Outdoor advertising				
4.1	Advertising banner on the facade of the Pavilion 1 (rear side), 10,5x5	4,600 EUR		
4.2	Street lightbox (double-sided) near Pavilion 1, 1 side (front or back)	390 EUR		
4.3	Billboard along the Moscow Ring Road, 1 side	1,305 EUR		
4.4	Flagpoles, 1 pcs	260 EUR		
Advertising banners				
4.5.1	Banner on concrete racks 2x3	915 EUR		
4.5.2	Banner on concrete racks 3x3	1,045 EUR		
4.5.3	Banner on concrete racks 4x3	1,565 EUR		
4.5.4	Banner on concrete racks 6x3	1,955 EUR		
4.5.5	Three-sided banner, 2x3	1,565 EUR		
4.5.6	Four-sided banner, 2x3	1,955 EUR		

5. Video advertising, Pavilion 1			
5.1.1	Video on the stela between the pavilions, 10 sec (5 days)	850 EUR	
5.1.2	Video on the stela between the pavilions, 20 sec (5 days)	1,530 EUR	
5.1.3	Video on the stela between the pavilions, 30 sec (5 days)	1,955 EUR	
5.2	Video in the Hall, Pavilion 1, 96x1	1,955 EUR	
5.3.1	Advertising video on outdoor LED screens, 10 sec (5 days)	1,600 EUR	
5.3.2	Advertising video on outdoor LED screens, 20 sec (5 days)	2,100 EUR	
5.3.3	Advertising video on outdoor LED screens, 30 sec (5 days)	2,600 EUR	
6. Indoor advertising, Pavilion 1			
6.1	Stickers on the balcony, 5,68x0,9 m, 1 pcs	652 EUR	
6.2	Advertising on the glass surfaces of the second floor around the perimeter, 5,6x3 m, 1 pcs	4,565 EUR	
6.3	Turnstile branding in front of halls 1, 2	1,175 EUR	
6.4	Turnstile branding in front of halls 3, 4	1,760 EUR	
6.5	Double-sided ceiling banner on hangers, 18x6 m	7,825 EUR	
6.6	Lightbox in the registration area 1,17x1,97 (front side)	780 EUR	
6.7	Lightbox in the registration area 1,17x1,97 (back side)	590 EUR	
6.8	Floor sticker, 1x1	195 EUR	
Portable advertising banners			
6.16.1	Banner 1x2,9	325 EUR	
6.16.2	Banner 2x2,9	455 EUR	

The completed form will be the basis for invoicing for marketing services.

mitt.ru

4. SIGNATURE

Date _____ Name _____

Signature: _____