

## 29<sup>TH</sup> INTERNATIONAL TRAVEL & HOSPITALITY SHOW

16–18 MARCH 2023

CROCUS EXPO, MOSCOW, RUSSIA

# SPONSORSHIP OPPORTUNITIES



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#	Type of sponsorship General Partner	Package 1	Package 2	Package 3
Option	Costs	55,000 €	45,000 €	35,000 €
<b>Exclusive status</b>	Assigned MITT 2023 General Partner status			
<b>MITT Opening Ceremony</b>	Welcome speech of the Partner's representative at the Opening Ceremony (no more than 3 min.)			
<b>Logo OR Logo and status placement</b>	On event signage throughout venue where applicable			
	On the first cover of the Exhibition Guide			
	On the "thank you" page in the Exhibition Guide			
	In the alphabetical exhibitor list in the Exhibition Guide			
	On the exhibition plan in the guide & on the plan construction near the hall			
	At main page of mitt.ru & in "Partners & Sponsors" section			
	On business programme backing where applicable			
	On all visitor e-tickets			
	In visitor e-mailing (100 000+ target audience) Jan-Mar 2023	10 e-mails	5 e-mails	3 e-mail
<b>Placing on the mitt.ru</b>	A 1366x144 banner (09 of Jan – 31 of Mar)			
	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3 news	2 news	1 news
<b>Exhibition guide placement</b>	3rd cover full page advert			
	Highlighting in the exhibitor list & on the exhibition plan			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	3 e-mails	1 e-mails	
<b>SMM &amp; PR</b>	Posts in social media (Instagram, VK.com) with note «text is provided with partners»	6 posts	4 posts	2 posts
	Mentions in social media (Instagram, VK.com)	6 mentions	4 mentions	2 mentions
	Mentions in official press- and post-release			
<b>Indoor advertising</b>	Lightbox in the registration zone 1,17x1,97 m. (front side)			
	10 posters throughout venue, A0 format			
	Advertising materials distribution in the registration area of Pavilion 1 foyer and on information desks throughout venue			
<b>Outdoor advertising</b>	Advertising structure on concrete blocks 6x3 m.			
	Advertising video on outdoor LED screens, 20 sec (5 days), 24x9 m.			
<b>Promo badges</b>	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2 pcs	1 pcs	

#	Type of sponsorship Partner Country	Package 1	Package 2	Package 3
Option	Costs	100000 €	75,000 €	50,000 €
<b>Exclusive status</b>	Assigned MITT 2023 Partner Country status			
<b>MITT Opening Ceremony</b>	Welcome speech of the Partner's representative at the Opening Ceremony (no more than 3 min.)			
<b>Logo OR Logo and status placement</b>	On event signage throughout venue where applicable			
	On the first cover of the Exhibition Guide			
	On the "thank you" page in the Exhibition Guide			
	In the alphabetical exhibitor list in the Exhibition Guide			
	On the exhibition plan in the guide & on the plan construction near the hall			
	At main page of mitt.ru & in "Partners & Sponsors" section			
	On business programme backing where applicable			
	On all exhibition printed materials (brochures, leaflets)			
	On the cubes with the exhibition guide (foyer of the Pavilion 1)			
	On all visitor e-tickets			
	On all visitor printed badges			
	In visitor's emailing (100 000+ target audience) Jan-Mar 2023		10 e-mails	5 e-mails
<b>Placing on the mitt.ru</b>	100-word profile in "Partners & Sponsors" section			
	A 1366x144 banner (09 of Jan – 31 of Mar)			
	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3 news	2 news	1 news
<b>Exhibition guide placement</b>	Inside back cover full page advert			
	Placement in the header			
	Highlighting in the exhibitor list & on the exhibition plan			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	5 e-mails	3 e-mails	1 e-mails
<b>SMM &amp; PR</b>	Posts in social media (Instagram, VK.com)	4 mentions	2 mentions	
	Mentions in social media (Instagram, VK.com)			
<b>Indoor advertising</b>	Lightbox in the registration zone 1,17x1,97 m. (any vacant side)			
	Advertising two-sided banner on ceiling girders in the foyer of the Pavilion 1			
	10 posters throughout venue, A0 format			
<b>Outdoor advertising</b>	Advertising structure on concrete blocks 2x3 m.			
	Advertising video on outdoor LED screens, 20 sec (5 days), 24x9 m.			
<b>Advertising materials distribution</b>	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2 badges	1 badges	
	On information desks throughout venue			
	In registration area in the foyer of Pavilion 1			
	Corporate literature seat drop at Conference			

#	Type of sponsorship Strategic Partner	Package 1	Package 2	Package 3
Option	Costs	25,000 €	20,000 €	15,000 €
<b>Exclusive status</b>	Assigned MITT 2023 Strategic Partner status			
<b>MITT Opening Ceremony</b>	Welcome speech of the Partner's representative at the Opening Ceremony (no more than 3 min.)			
<b>Business programme</b>	Participation of speakers in the MITT business program. Time and topics are discussed with the organizer.	2 speakers	1 speaker	
<b>Logo OR Logo and status placement</b>	On event signage throughout venue where applicable			
	On the first cover of the Exhibition Guide			
	On the "thank you" page in the Exhibition Guide			
	On the exhibition plan in the guide & on the plan construction near the hall			
	At main page of mitt.ru & in "Partners & Sponsors" section			
	On business programme backing where applicable			
	On all visitor e-tickets			
	In visitor's emailing (100 000+ target audience) Jan-Mar 2023	2 e-mails	1 e-mails	
<b>Placing on the mitt.ru</b>	A 435x80 banner (09 of Jan – 31 of Mar)			
	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3 news	2 news	1 news
<b>Exhibition guide placement</b>	1/1 page advert			
	Placing information about Partner's event at the stand or in the conference hall			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	2 e-mails	1 e-mails	
<b>SMM &amp; PR</b>	Mentions in social media (Instagram, VK.com)	2 mentions		
	Mentions in official press- and post-release			
<b>Indoor advertising</b>	Lightbox in the registration zone 1,17x1,97 m. (any vacant side)			
<b>Advertising materials distribution</b>	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2 badges	1 badges	

#	Type of sponsorship Partner Region	Package 1	Package 2	Package 3
Option	Costs	25,000 €	20,000 €	15,000 €
<b>Exclusive status</b>	Assigned MITT 2023 Partner Region status			
<b>MITT Opening Ceremony</b>	Welcome speech of the Partner's representative at the Opening Ceremony (no more than 3 min.)			
<b>Business programme</b>	Participation of speakers in the MITT business program. Time and topics are discussed with the organizer.	2 speakers	1 speaker	
<b>Logo OR Logo and status placement</b>	On event signage throughout venue where applicable			
	On the first cover of the Exhibition Guide			
	On the "thank you" page in the Exhibition Guide			
	In the alphabetical exhibitor list in the Exhibition Guide			
	On the exhibition plan in the guide & on the plan construction near the hall			
	At main page of mitt.ru & in "Partners & Sponsors" section			
	Logo on all visitor e-tickets			
	In visitor's emailing (100 000+ target audience) Jan-Mar 2023	2 e-mails	1 e-mails	
<b>Placing on the mitt.ru</b>	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3 news	2 news	1 news
<b>Exhibition guide placement</b>	1/1 page advert			
	Placing information about Partner's event at the stand or in the conference hall			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	2 e-mails	1 e-mails	
<b>SMM &amp; PR</b>	Mentions in social media (Instagram, VK.com)	2 mentions		
	Mentions in official press- and post-release			
<b>Indoor advertising</b>	Lightbox in the registration zone 1,17x1,97 m. (any vacant side)			
<b>Advertising materials distribution</b>	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2 badges	1 badges	

#	Type of sponsorship Partner City	Package 1	Package 2	Package 3
Option	Costs	25,000 €	20,000 €	15,000 €
<b>Exclusive status</b>	Assigned MITT 2023 Partner City status			
<b>MITT Opening Ceremony</b>	Welcome speech of the Partner's representative at the Opening Ceremony (no more than 3 min.)			
<b>Business programme</b>	Participation of speakers in the MITT business program. Time and topics are discussed with the organizer.	2 speakers	1 speaker	
<b>Logo OR Logo and status placement</b>	On event signage throughout venue where applicable			
	On the first cover of the Exhibition Guide			
	On the "thank you" page in the Exhibition Guide			
	In the alphabetical exhibitor list in the Exhibition Guide			
	On the exhibition plan in the guide & on the plan construction near the hall			
	At main page of mitt.ru & in "Partners & Sponsors" section			
	Logo on all visitor e-tickets			
	In visitor's emailing (100 000+ target audience) Jan-Mar 2023	2 e-mails	1 e-mails	
<b>Placing on the mitt.ru</b>	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3 news	2 news	1 news
<b>Exhibition guide placement</b>	1/1 page advert			
	Placing information about Partner's event at the stand or in the conference hall			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	2 e-mails	1 e-mails	
<b>SMM &amp; PR</b>	Mentions in social media (Instagram, VK.com)	2 mentions		
	Mentions in official press- and post-release			
<b>Indoor advertising</b>	Lightbox in the registration zone 1,17x1,97 m. (any vacant side)			
<b>Advertising materials distribution</b>	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2 badges	1 badges	

#	Type of sponsorship Business Programme Partnership	Package 1	Package 2	Package 3
Option	Costs	25,000 €	20,000 €	15,000 €
<b>Exclusive status</b>	Assigned MITT 2023 Partnership status	General Partner of the Business Programme	Official Partner of the Forum of Travel Industry Leaders	Official Partner of the MITT Academy
<b>Business programme</b>	Participation of speakers in the MITT business program OR Participation in one Conference session	3 speakers OR 1 session	2 speakers OR 1 session	3 speakers OR 1 session
	Branding of business programme backing where applicable	All halls	Forum hall	MITT Academy hall
	Welcome speech	3 conference halls	1 conference hall	1 conference hall
	Advertising materials distribution in registration zones of Conference halls	All halls	1 conference hall	1 conference hall
	Opportunity to make gifts to speakers			MITT Academy speakers
	Video advertisement on screens inside the halls	3 halls, all days	1 hall, all days	1 hall, all days
<b>Logo OR Logo and status placement</b>	On the "thank you" page in the Exhibition Guide			
	At mitt.ru & in "Partners & Sponsors" section			
	In visitor's Business programme emailing (18 000+ ) Jan-Mar 2023	all emails	all emails	all emails
<b>Placing on the mitt.ru</b>	Interview from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	1 interview		
<b>Exhibition guide placement</b>	1/1 page advert			
	Highlighting in the exhibitor list & on the exhibition plan			
<b>E-mailing</b>	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	1 e-mails		
<b>SMM &amp; PR</b>	Mentions in official press- and post-release			



# MITT Opening Ceremony Sponsor

**25 000 €**

All information necessary for promotion within the sponsorship package is provided to the exhibitor who purchased this package

## EXCLUSIVE STATUS:

Assigned **MITT 2023 Opening Ceremony Sponsor** status

## MITT OPENING CEREMONY

Welcome speech of the Partner's representative at the Opening Ceremony (no more than 5 min.)

## ADVERTISING MATERIALS DISTRIBUTION

- Opportunity to provide branded pos-materials and table tents on VIP-cocktail tables (plates, dishes, souvenirs, etc.).
- The option of handing over a bag with souvenirs and information booklets to VIP guests of the Opening Ceremony (the materials are provided by the Sponsor).
- 2 promoter badges that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

## LOGO OR LOGO AND STATUS PLACEMENT

- On the backing during the Opening Ceremony
- On the "thank you" page in the Exhibition Guide
- On all visitor e-tickets
- At main page of mitt.ru & in "Partners & Sponsors" section
- In 3 visitor's emailing (100 000+ target audience) Jan-Mar 2023

## PLACING ON THE MITT.RU

3 news from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))

## EXHIBITION GUIDE PLACEMENT

1/1 page advert

## E-MAILING

Text block in 3 visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)

## CONFERENCE HALL

Providing of an 1 hour in the conference hall to do your own event

## PR

Mention in official press- and post-release

# Exhibitors Awards Ceremony Sponsor

**6 000 €**

All information necessary for promotion within the sponsorship package is provided to the exhibitor who purchased this package

## **EXCLUSIVE STATUS:**

Assigned **MITT 2023 Exhibitors Award Ceremony Sponsor** status

## **EXHIBITORS AWARDS CEREMONY**

Welcome speech of the Partner's representative at the Exhibitors Awards Ceremony (no more than 3 min.)

## **ADVERTISING MATERIALS DISTRIBUTION**

- The option of handing over a bag with souvenirs and information booklets to the winners of the Exhibitors Awards Ceremony (the materials are provided by the Sponsor).
- 2 promoter badges that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

## **LOGO OR LOGO AND STATUS PLACEMENT**

- On the backing during the Exhibitors Awards Ceremony
- On the "thank you" page in the Exhibition Guide
- At main page of [mitt.ru](http://mitt.ru) & in "Partners & Sponsors" section
- In 1 visitor's emailing (100 000+ target audience) Jan-Mar 2023

## **PLACING ON THE MITT.RU**

1 news from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))

## **EXHIBITION GUIDE PLACEMENT**

1/2 page advert

## **E-MAILING**

Text block in 1 visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)

## **PR**

Mention in official press- and post-release

# Badge lanyards Sponsor

**30 000 €**

All information necessary for promotion within the sponsorship package is provided to the exhibitor who purchased this package

## EXCLUSIVE STATUS:

- Assigned **MITT 2023 Badge lanyards Sponsor** status

## ADVERTISING MATERIALS DISTRIBUTION

- Lanyards and plastic pouches are to be provided by the Organiser. No less than 10 000 items produced (with the Sponsors's logo and MITT logo printed).
- 2 promoter badges that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)
- 10 posters throughout venue, A0 format

## LOGO OR LOGO AND STATUS PLACEMENT

- On the "thank you" page in the Exhibition Guide
- At main page of [mitt.ru](http://mitt.ru) & in "Partners & Sponsors" section

## PLACING ON THE MITT.RU

1 news from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))

## EXHIBITION GUIDE PLACEMENT

- 1/1 page advert
- Highlighting in the exhibitor list & on the exhibition plan

## E-MAILING

Text block in 1 visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)

## PR

Mention in official press- and post-release

# MITT bags Sponsor

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**30 000 €**

All information necessary for promotion within the sponsorship package is provided to the exhibitor who purchased this package

**EXCLUSIVE STATUS:**

- Assigned **MITT 2023 bags Sponsor** status

**ADVERTISING MATERIALS DISTRIBUTION**

- No less than 500 items produced (with the Sponsors's logo and MITT logo printed).
- Advertising or informational Sponsor's leaflet inside each visitor bag (the materials are provided by the Sponsor)
- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

**LOGO OR LOGO AND STATUS PLACEMENT**

- On the "thank you" page in the Exhibition Guide
- At [mitt.ru](http://mitt.ru) & in "Partners & Sponsors" section
- In the alphabetical exhibitor list

**PLACING ON THE MITT.RU**

3 news from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))

**EXHIBITION GUIDE PLACEMENT**

- Highlighting in the exhibitor list & on the exhibition plan

**PR**

Mention in official press- and post-release

#	Promotion Digital Advertising Packs	Package 1	Package 2
Option	Costs	3,899 €	2,399€
Placing on the mitt.ru	News from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	3	1
	Interview from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))	1	1
	Highlighting the exhibitor's stand on the interactive plan-hall		
E-mailing	Text block in visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)	3	1
SMM & PR	Mentions in social media (Instagram, VK.com)	2 IG, 2 VK	1 IG, 1 VK
Advertising materials distribution	Display of the exhibitor's video on the screens of the charging stations. Stations are located on the territory of the exhibition (the video is not more than 60 seconds, provided by the partner according to TR)	2	
	Promoter badges (Permission to distribute promotional material inside exhibition halls)	2	

# 'Turn-key' Event Promotion

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All information necessary for promotion within the promo package is provided to the exhibitor who purchased this package

The package is available to exhibitors who have bought a conference hall under their own event.

## NAVIGATION

- Event notifications to visitors (three announcements on speakerphone an hour, half an hour and 10 minutes before)
- Two information carriers in the registration area with information about the event

## LOGO OR LOGO AND STATUS PLACEMENT

- In the alphabetical exhibitor list in the Exhibition Guide
- On Conference Hall scheme in the Exhibition Guide
- On the Event Page in the Exhibition Guide
- On the page «Client events» in the Exhibition Guide

## PLACING ON THE MITT.RU

3 news from the partner (78 000+ unique visitors and 125 000+ views of the main page (Jan - Mar 2022))

## SMM & PR

Posts in social media (per 1 in IG & VK) with note «text is provided with partners»

## E-MAILING

- 1 emailing about the planned event (25,000+ visitors) a week before the start of the show
- Text block in 2 visitors e-mailing (no more than 450 characters with spaces), 1 photo in jpeg (100 000+ target audience)

## ADVERTISING MATERIALS DISTRIBUTION

1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

Contents of the Sponsorship packages can be modified according to marketing goals, objectives, and the individual requirements of your company. We are also open to discussing specific Sponsorship options in the frame of MITT Business Programme.

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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