

# POST RELEASE

## 11th International festival of promotion and advertising technologies PROMEDIATECH

*ProMediaTech 2019 (facts and figures):*

*Exposition space: 9 650 sq m*

*Exhibitors: 200*

*Foreign participants: Belgium, Germany and the UAE*

*Visitors: > 5 000*

[The International festival of promotion and advertising technologies ProMediaTech](#), one of the largest B2B event in Russia for specialists of exhibition and event industries, retail segment, e-commerce, MICE and online/offline promotion, was successfully held January 29 and 30, 2019 in Crocus Expo. Thus the event has opened the new expo season for the own Crocus Expo projects. The venue is one of the largest and modern expo grounds of the world which has successfully proved its reputation in the sphere of organization and holding of exhibition and congress events of any level of complexity.

This year ProMediaTech was held under the patronage of the Chamber of Commerce and Industry of the Russian Federation and with assistance of the leading national industry organizations. Guests of substantial standings participated in the ceremony of festival official opening: Vladimir Dmitriyev, Vice president of the Chamber of Commerce and Industry of the Russian Federation; Andrey Ambartsumyan, Executive Director of the Exhibition Builders Union SRO; Sergey Egorychev, Director of the Crocus Expo Department of special exhibition projects.

ProMediaTech is a **B2B event with a saturated and topical program** including thematic conferences, closed business meetings and other business and educational events. Modern practices and tendencies in spheres of MICE, media and web promotion were presented to the targeted audience, so everybody had an opportunity to learn how to effectively combine kinds of promotions and to increase sales.

### Exposition

The exposition of ProMediaTech 2019 comprised 9 650 sq m. About 200 companies from Russia, Belgium, Germany and the UAE presented novelties for the exhibition and event industries, told about trends and opportunities of products and services promotion, showed examples of successful business realization of the latest developments and digital technologies. The number of visitors exceeded 5 000 people from 13 countries: Belarus, Great Britain, Hungary, Germany, Georgia, Kazakhstan, Kyrgyzstan, China, Latvia, Russia, Tajikistan, Ukraine and Sweden.

Today ProMediaTech represents numerous opportunities for the business development and customer attraction, acting as the universal platform for business communication, ties establishment, presentation of products and services, obtaining new ideas and knowledge. This year the organizers increased the project scales due to expansion of its thematic sections and attraction of new participants and partners.

In the **#GameZone** dedicated to co-working (organizer: OOOOO.Events agency, one of ProMediaTech partners) visitors had an opportunity to come to know about popular business games. Trend and practical tools assisting in solution of business challenges were also presented at the event.

### Calendar of events

A dense and topical program of professional conferences, forums, seminars of the leading practitioners and other events were in store for the festival guests.



International festival  
of promotion and  
advertising technologies

January 29-30, 2019

Moscow, Crocus Expo



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Organizer:

 **CROCUS EXPO**  
International Exhibition Center



Modern trends and novelties of digital technologies in E-commerce and retail aimed at successful sales of goods and services and management of image and demand in Internet were presented to the audience at the conference **#ProMediaConf: Technologies and Novelties in the Sphere of E-commerce and Retail** (organizers: One Touch Digital Agency & The Russian Association of Electronic Communications (RAEK)). The lecturers shared knowledge of infrastructure changes and trends in digital marketing, discussed new strategic solutions and innovative business models, told about commerce transformation process and digital technologies applied by retailers, discussed digital-technologies for successful sales.

Participation in the conference benefitted the audience an opportunity to be the first to get acquainted with trends, new technologies and tools in various branches of the business, to study successful cases from leading companies, to receive a maximum of ready lifehacks for marketing and sales.

Modern practices and tendencies in MICE, media and Internet promotion, successful business cases on effective reconciliation of online/offline promotion and increase of sales became the issues of the conference **#ETDconf Winter: Leads and Sales with MICE and Internet** (organizer: XFaces, one of ProMediaTech partners). More than 20 speakers in a manner that should prove as engaging as it is informative told about marketing practices and technologies, advising promotion methods in online trading.

Experts from the leading domestic branch organizations – the Russian Association of Marketing Services (RAMU) and the Interactive Advertising Bureau (IAB) Russia – offered lectures within the frames of the **Digitalization 2019: Advertising, Marketing, Branding** program, which covered the issues of the most up-to-date digital trends.

**#SMOTRI** workshop on creation of dynamic content and video commercials directed at sales increase and company promotion, initiated and organized by **VIDEOWOW.RU**, attracted many attendees.

Digital technologies and Hi-Tech products in retail and online sales were the key focus of the **Russian Techno Forum**.

The 2nd All-Russian conference of the exhibition building industry **Digital Technologies in Exhibition Organization and Building** became the highlight of the ProMediaTech 2019 program. The organizers of the event were the Chamber of Commerce and Industry of the Russian Federation and the Exhibition Builders Union SRO with assistance of the Ministry of Industry and Trade of the Russian Federation, the Federal Service on Taxes and Fees, the Federal Agency on Technical Regulation and Metrology. Vladimir Dmitriyev, Vice president of the Chamber of Commerce and Industry of the Russian Federation, acted as the moderator of the plenary session.

**Annual meetings of the Exhibition Builders Union SRO** members were traditionally held within the frames of the project. Strategic goals and challenges at the exhibition industry market for the coming year and development prospects of the industry as a whole were defined. The meeting attendees discussed aspects of holding seminars on labour safety measures, the organization and implementation of monitoring and research of the exhibition services market, raised issues of interaction with government institutions for industrial standards development as well.

ProMediaTech is annually supported by the leading Russian and foreign branch organizations: the Russian Association of Electronic Communications (RAEK), the National Association of Event Specialists (NAOM), the Russian Association of Marketing Services (RAMU), the Association of Russian Communications Agencies (AKAR) and the Interactive Advertising Bureau (IAB) Russia.



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The 12th International festival of promotion and advertising technologies  
ProMediaTech will take place January 28 and 29, 2020.

*See you in Crocus Expo!*



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