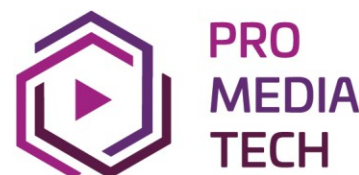


# PRESS RELEASE

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

Crocus Expo, Pavilion 2, hall 9



*Figures and facts of ProMediaTech 2018:*

*Exposition space: 10 000 sq m*

*Exhibitors: more than 170*

*Foreign participants: Austria, Belgium, China and the UAE*

*Visitors: more than 5 000*

International festival  
of promotion and  
advertising technologies

January 29-30, 2019

Moscow, Crocus Expo

The next edition of the [International festival of promotion and advertising technologies ProMediaTech](#), one of the largest B2B event for specialists of the exhibition and event industry, retail segment, e-commerce and MICE in Russia and online and offline promotion, will be held January 29 and 30, 2019 in Crocus Expo, one of the largest and modern expo venues 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.

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 Internet Promotion will be presented to the targeted audience. Everybody will have an opportunity to learn everything about how to effectively combine online/offline promotion and to increase sales.

### Who is the festival for?

The festival's audience is diverse:

- the leading companies contractors on stands building and equipping, producers and suppliers of equipment for facilitation and decoration of thematic, event sites and trade spaces;
- organizers of business forums and events of any scale;
- leaders of modern advertising and promotion technologies – companies successfully operating in spheres of digital marketing, e-commerce, introduction of VR/AR technologies and also creators of digital content and software.

About 70% of ProMediaTech visitors are top managers (CEOs, heads of marketing departments and etc.); persons responsible for promotion and business development; heads of the companies which are consumers of exhibition related services.

### Exposition

The festival acquaints visitors with the full complex of the branch related services: from production of distribution materials and up to selection of a contractor for building and promotion of a brand in online and offline space.

ProMediaTech is one of the most significant professional events for specialists of the exhibition and event industry, retail segment, e-commerce, digital marketing and MICE in Russia and an effective presentation platform of opportunities of modern marketing technologies.



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Organizer:

 **CROCUS EXPO**  
International Exhibition Center



On the exposition exceeding 10 000 sq m, specialists will have an opportunity to get acquainted with a wide range of possibilities for promotion: from business development in online and offline spaces and up to the most various promotional products.

More than 170 companies from Russia, Belgium, Germany and the UAE will display their innovative ideas for design and buildup of exclusive stands, organization of expo spaces and also the newest technologies of the event industry – modern solutions for promotion, organizations and decoration of events of various formats.

The visitors of the festival are consumers of exhibition industry services; marketing specialists, event/PR/brand managers; SMM specialists; experts in the sphere of e-commerce; heads of sales departments, promotion specialists; participants of event and exhibition projects and specialists of digital marketing segment

### Business program

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

Modern practices and tendencies in MICE, media and Internet promotion, successful business cases on effective reconciliation of online / offline promotion and increase of sales will become the issues of the conference **#ETDconf: leads and sales with MICE and Internet** (organizer: XFaces).

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 will be presented to the audience at the conference **#ProMediaConf** (organizers: the One Touch Digital Agency & the Russian Association of Electronic Communications (RAEK)). The lecturers will tell about introduction and application of blockchain technologies in digital marketing and retail.

Modern trends and new technologies in offline marketing and communications, digital marketing and multiplication marketing including effective solutions increasing the level of events and projects will be discussed at the **#PMTF Open mic** conference. One of the key participants of the festival – Russian Post – will introduce the unique principle of focus audience targeting and integration of new technologies into direct mail.

The issue of the most up-to-date digital trends of the branch will be covered within the lectures area **#Digitalization 2019: advertising, marketing and branding** (organizers: The Interactive Advertising Bureau (IAB) Russia, the Association of Russian Communications Agencies (AKAR) and the Russian Association of Marketing Services (RAMU)).

The 2nd All-Russian conference **Digital Technologies in Expo Organization and Space Building** (organizers: the Chamber of Commerce and Industry of the Russian Federation and the Exhibition Builders Union SRO) will become a significant event of the calendar of events held within the frames of the ProMediaTech 2019. The main topic of the conference is digitalization at all stages of organization and holding of congress and exhibition events and also introduction of information technologies and standards at construction and modernization of exhibition and congress centers.

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



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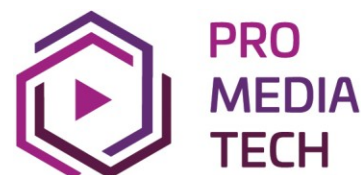
Visitors will have an opportunity to come to know about popular business games in the Business **#GameZone** (organizer: OOOOO.Events agency, ProMediaTech partner) where trend and practical tools assisting in solution of business challenges will be presented.

Master class **#SMOTRI** on creation of dynamic content and video commercials directed at sales increase and promotion of the company will attract many attendees. The master class has been initiated and organized by VIDEOWOW.RU company.

Annual meetings of the Exhibition Builders Union are traditionally held within the project. Strategic goals and challenges at the exhibition industry market for the coming year and development prospects of the industry as a whole are defined at the meeting.

ProMediaTech 2019 festival is supported by the leading Russian and foreign branch organizations: the Russian Association of Electronic Communications (RAEK), the National Association of Event Specialists (NAOM), the Augmented and Virtual Reality Association (AVRA), the Russian Association of Marketing Services (RAMU), the National Association of Promotion Products Industry (NARSI), the Association of Russian Communications Agencies (AKAR) and the Interactive Advertising Bureau (IAB) Russia.

**#ProMediaTech** – new business partners, profitable cooperation options and effective solutions for your business promotion!



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