

## WHO IS THE FESTIVAL FOR?

### For owners and top managers

customers and consumers of services related to the exhibition and event industry

### For heads and specialists of business units

marketers, event managers, PR specialists, brand managers, heads of promotion and sales departments

### For all those who are interested in sustainable growth and development

designers, architects, creative persons, SMM specialists and experts in online sales and digital marketing segment

## PROMEDIATECH ADVANTAGES

Only at ProMediaTech one can learn:

how to

- select contractors for building and equipping exhibition stands
- to implement and promote the company's corporate exhibit
- increase work efficiency at the stand
- plan the optimal use of working time at the exhibition

Participation in the festival allows:

- to review successful cases of leading experts in digital marketing and to receive a maximum of ready lifehacks for marketing and successful sales
- to obtain market information and monitor competitive activity

> 5000 specialists visited the exhibition in 2019

63,4% are decision makers or directly influence procurement decisions

55% have forwarded their specialists with educational purposes

49% found new clients and partners

25% entered into new contracts resulting from participation in the festival

### Unique opportunity

To find new clients among representatives of the expo market, event industry, segments of MICE, IT and retail; support relations with loyal partners

To strengthen an expert's status in professional environment, obtain market information about the latest developments and the market development trends and tendencies

To conduct numerous direct negotiations and enter into profitable contracts within a short period of time, display new products and study their demand for the market

To establish ties with state authorities, branch associations and professional communities

12<sup>th</sup> International festival of promotion and advertising technologies



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MEDIA  
TECH



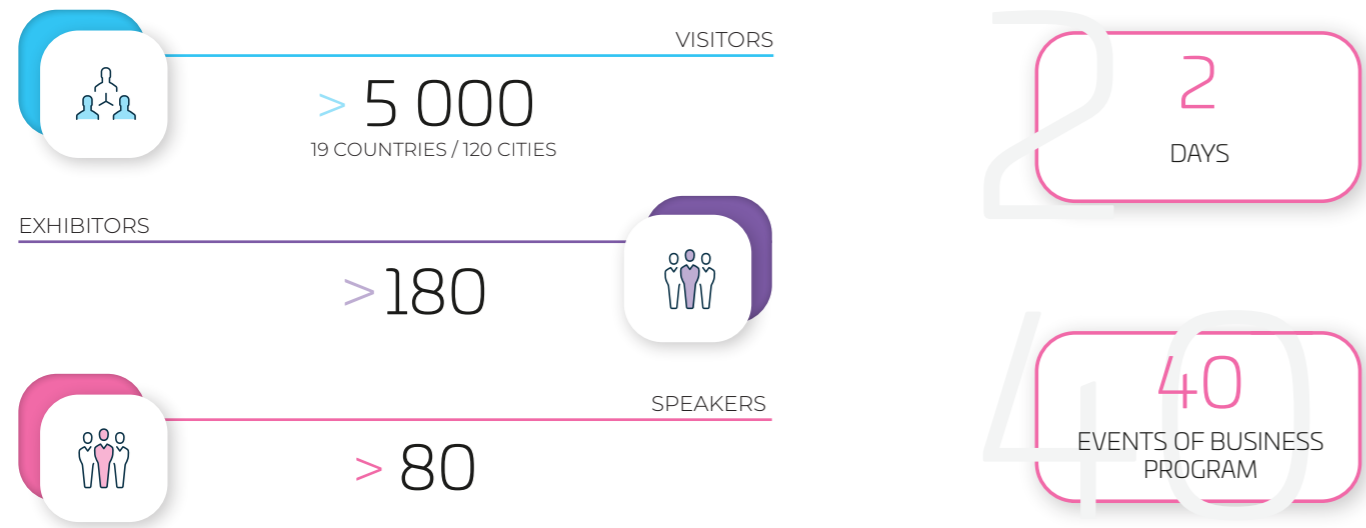
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# PROMEDIATECH STATISTICS

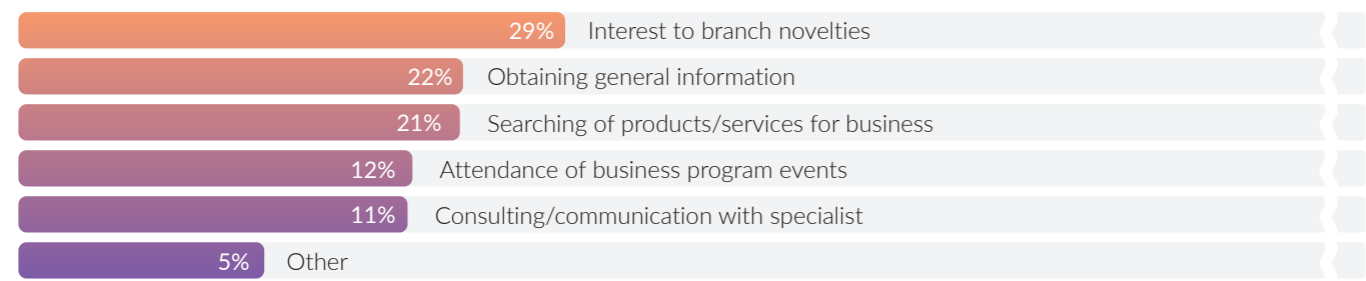


## EXHIBITORS' GEOGRAPHY (19 COUNTRIES)

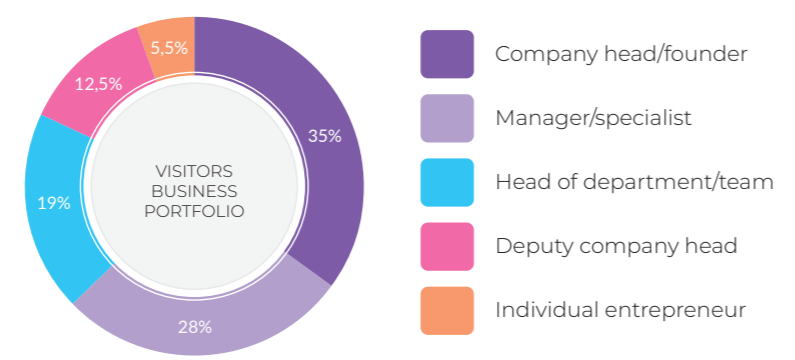
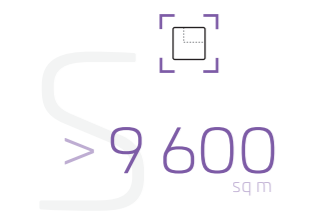
Russia, Germany, Great Britain, France, Belgium, the Netherlands, Italy, Sweden, Finland, Hungary, Georgia, Kazakhstan, Kyrgyzstan, China, Latvia, Belorussia, Ukraine, Tajikistan, UAE



## MAIN REASONS FOR VISITING



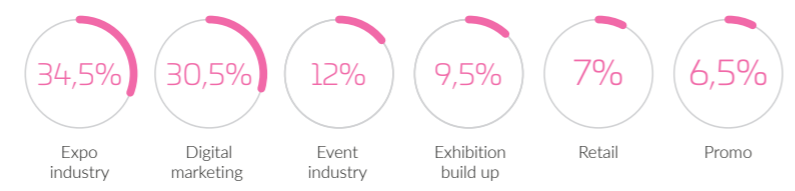
## EXHIBIT SPACE



## FREQUENCY



## THE MOST POPULAR THEMATICS



# FESTIVAL UNIQUENESS

**Significant B2B event** for professionals of the exhibition and event industries, MICE, retail, e-commerce and digital marketing in Russia

**Forming your own turnkey event**

**Principal business marketing channels on the same platform**

### Unites

**ONLINE** promotion channels: IT technologies, DIGITAL, e-commerce, promotion in networks, advertising in Internet



**OFFLINE** platforms of business communication: event industry, MICE, expo stands, advertising materials, equipment

**Demonstrates** effective sales techniques, proven marketing tools, recent trends and breakthrough technologies to promote the company

# PROMEDIATECH SECTIONS

## EXPO INDUSTRY

- Design and construction of exhibition stands
- Stand materials: MDF, LDF, LDSP, PVC, films, paints, banners, plexiglas and many others
- Expo equipment and components
- Expo furniture, floor coverings
- Mobile stands and pre-fabricated pavilions
- Specialized services, software

## EVENT INDUSTRY

- Organizers of exhibitions, forums, conferences and festivals
- Event agencies, event management and event production
- Light, sound, scenic and musical facilities
- Modular structures, pavilions, podiums, grandstands
- Hospitality industry, catering
- Live marketing
- Software and event technologies

## PROMO

- Advertising and production companies
- Advertising and PR agencies
- Architecture and design bureau
- Decoration, promotion objects
- POP marketing, BTL
- Interactive equipment
- Multimedia screens, projectors, videowalls, sensor panels
- Advertising and souvenir products

## DIGITAL MARKETING

- Internet advertising and specialized platforms
- Internet marketing, e-commerce
- CRM systems, introduction, leads fixation, sales
- Websites and landing pages creation and promotion
- Marketing in social networks
- Cloud services
- Mobile applications
- SMS and electronic mailing services
- VR/AR technologies
- AI