



busworld®

RUSSIA MOSCOW

Crocus Expo International Exhibition Center (IEC) Pavilion 2

26–28 OCTOBER 2020

www.busworld-moscow.ru

ADVERTISING SERVICES CATALOGUE

Organized by:



Official Partner



busworld.



About the Exhibition:

International exhibition of buses and coaches Busworld Russia powered by Autotrans is part of the international network of exhibitions Busworld International, which are currently held in 7 countries: Belgium, Turkey, Russia, India, Latin America, Indonesia, Kazakhstan.

Busworld Russia is held in Russia once every two years for even years and gives an opportunity to the leading world and domestic companies manufacturing buses and coaches to present their achievements at the largest exhibition site in Eastern Europe: Crocus Expo IEC.

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How to increase the efficiency of participation in the exhibition

Using the partnership and advertising opportunities of Busworld Russia, your company gets a great opportunity to attract the attention of a significant professional audience to its products and brands both during the exhibition and long before and after it.

Additional promotional tools provide wide coverage and impact on a large number of professionals in the passenger transport industry, any other organizations with a bus fleet, as well as bus dealers and service providers.

The partnership and advertising opportunities offered in this brochure will help to attract more visitors to your booth and increase brand awareness, thereby increasing the number of potential partners and customers.

Audience reach:

8,182,092 points of contact with the target audience

51,145 unique visitors to www.busworld-moscow.ru

E-mail newsletters 1,181,898

8,229 electronic tickets received

More than 5,000 professional visitors to the exhibition

More than 15,000 readers of ComTrans magazine



13 600 €

General partner



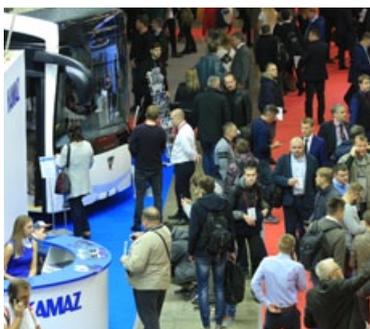
General partnership of the exhibition is an exclusive offer that provides a wide range of advertising opportunities to attract the attention of the entire target audience of Busworld Russia both during the exhibition and long before it is held.

General partnership is the maximum involvement of the company not only in the work of the exhibition, but also in the work of all business events held within the framework of the Busworld Academy Business Program of Busworld Russia.

This offer is the most effective, in terms of reaching a large audience and of making a long-lasting impression on your target audience.

The General Partnership includes:

1. Placement of the General Partner Internet banner on the main page of the official website www.busworld-moscow.ru for the period from the signing of the partnership agreement until the end of the event
2. Publication of General Partner news on the exhibition www.busworld-moscow.ru.
3. Placement of the General Partner commercial on the exhibition website www.busworld-moscow.ru.
4. Advertising module of the General Partner in the ComTrans magazine: 3 outputs of 1 page each
5. Placement of the company logo:
 - in the printed models of the exhibition in the press (on the models submitted to the press in the publications from the signing of the partnership agreement);
 - in the printed advertising materials of the exhibition: cover of the guidebook, press/post-release, invitation ticket to the exhibition;
 - in Busworld Russia's newsletters for professional visitors (52,500 contacts);
 - on the organizer's banner on the facade of Pavilion 3 of Crocus Expo IEC, placed during Busworld Russia;
 - on the back of the Busworld Academy's business event venue banner.
6. Placement of a printed advertising banner of the General Partner size 18x9 meters on the facade of Pavilion 2 of Crocus Expo IEC during the exhibition.
7. Advertising module on the first page of the official Busworld Russia guidebook (2/1 pages).
8. A badge for work during the days of the exhibition of promoters of the General Partner: 3 pcs.
9. Placing advertising information of the General Partner at the visitors' registration desk and at the Busworld Academy business program site on the days of the exhibition.
10. Placing the General Partner's commercial on the large screen of the Busworld Academy Business Program site (the commercial is provided by the General Partner, duration up to 30 seconds, with sound/no sound, and outputs from October 26-28, 2020 from 10 a.m.-5 p.m. in rotation between the sessions of the Business Program).



Audience reach:

8,182,092 points of contact with the target audience

51,145 unique visitors to www.busworld-moscow.ru

E-mail newsletters 1,181,898

8,229 electronic tickets received

More than 5,000 professional visitors to the exhibition

More than 15,000 readers of ComTrans magazine



8600 €

Registration partner



Registration Partnership is an opportunity for your company to get a wide coverage of the professional audience, both long before the opening of the exhibition, starting from the day of opening of the electronic registration on the website www.busworld-moscow.ru, and directly on the days of its holding, covering the registration area at the site.

Registration is mandatory for all visitors without exception.

During the days of Busworld Russia visitors can get to the exhibition site only after registering and scanning an electronic registration ticket at the terminals.

This type of partnership allows advertising your company to cover not only all those who have come, but also those who have passed electronic registration, but could not visit the exhibition.

Registration Partnership includes:

1. Branding of check-in counters in front of the entrance to the exhibition hall with the logo of the company during the event.
2. Placing advertising materials of the company at the visitor registration desks during the event.
3. Placement of the company logo:
 - on electronic tickets for the exhibition Busworld Russia 2020, which receive all visitors that have been electronically registered on the website www.busworld-moscow.ru;
 - on printed registration forms of Busworld Russia 2020, mandatory for visitors who have not registered on the site;
 - in Busworld Russia 2020 newsletters for professional visitors (52,500 contacts);
4. Placement of the advertising module in the official guide Busworld Russia 2020 (1/1 page).
5. Placement of the company banner on the registration page of the official website www.busworld-moscow.ru.
6. Publications of the company news on the exhibition website www.busworld-moscow.ru.



Audience reach:

51,145 unique visitors to www.busworld-moscow.ru

E-mail newsletters 1,181,898

8,229 electronic tickets received

More than 5,000 professional visitors to the exhibition



7200 €

Advertising on visitor packages



Advertising on visitor packages allows your company to establish eye contact with everyone present at the exhibition many times. The surface of the package allows you to put on it any advertising information, from the company logo and brand symbols to contacts, product names and special promotions. Advertising on packages works for a long time, promoting your brand not only in the exhibition area, but also outside it. Packages are available to all visitors in the registration area.

Partnership of visitor packages includes:

1. Advertising of the company on the 1 side of the package of visitors.
2. Placement of the advertising module in the official guide Busworld Russia (1/1 page).
3. Placement of the company banner on the main page of the official website www.busworld-moscow.ru.
4. Placement of advertising information of the company by investing in the package, as well as in the recreation area, placed in the exhibition hall.



Audience reach:

More than **5,000** professional visitors to the exhibition
51,145 unique visitors to www.busworld-moscow.ru



5700 €

Advertising on visitor lanyards



Partnership of visitor lanyards is 100% coverage of the entire exhibition audience. The logo of your company on the official visitor's lanyards will provide a constant visual contact simultaneously in all three halls of the exhibition area of Busworld Russia, will increase the recognition and retention of the company, will help to increase the attendance of your booth. Every visitor of Busworld Russia gets a lanyard.



Advertising on visitor lanyards includes:

1. Branding of the visitor lanyard with the company logo.
2. Placement of the advertising module in the official guide Busworld Russia 2020 (1/1 page).
3. Placing advertising materials of the company at the visitor registration desks during the event.
4. Placement of the company advertising module in the ComTrans magazine: 1 output 1/1 page.
5. Publications of the company news on the exhibition website www.busworld-moscow.ru.

Audience reach:

More than **5,000** professional visitors to the exhibition
51,145 unique visitors to www.busworld-moscow.ru
More than **15,000** readers of ComTrans magazine



4300 €

Advertising on printed invitation tickets

The **Ticket Partnership** will enable your company to reach a large potential client audience and influence it long before the Exhibition Provides exclusivity and personalization of contacts, not limited to the audience of the exhibition.

Invitation tickets in the amount of 25,000 tickets are distributed by investing in the magazine ComTrans (more than 15,000 copies in targeted mailing), through the participants of Busworld Russia, the largest manufacturers of commercial equipment and spare parts, through partners and representatives of municipal authorities supporting the event.

YOUR LOGO



Advertising on printed invitation tickets includes:

1. Placement of the company logo with the status on the front of the printed invitation card to Busworld Russia.
2. Placement of the advertising module in the official guide Busworld Russia (**1/1 page**).
3. Placing advertising information of the company in the recreation areas located in the exhibition halls.
4. Placement of the company advertising module in the ComTrans magazine: **1 output 1/1 page**.

Audience reach:

25,000 invitation tickets
 Distributed through exhibitors and partners
 More than 15,000 readers of ComTrans magazine



2900 €



ВАШ ЛОГОТИП



Guide partner

Guide Partnership allows you to attract more visitors to Busworld Russia to your company's booth, and also provides coverage of additional audience after the exhibition.

The majority of visitors use the guide in their work until the opening of the next Busworld Russia exhibition. Busworld Russia Guide is a brochure that includes detailed plans of the exhibition halls and a full list of exhibitors.

The guide is available to every visitor and exhibitor in the registration area. It is placed in special cubes in front of the entrance, at registration desks at the Busworld Academy business program site.

Guide Partnership includes:

1. Placement of the company logo with the status indication:
 - on the cover of the guidebook;
 - on the floor plan in the guidebook.
2. Placement of the partner advertising module in the official exhibition guide (1/1 page) 4th cover.
3. Highlight the company name in the guide (in the alphabetical list and column) and select the partner's booth in the official Busworld Russia guide diagrams.
4. Placement of the company Internet banner on the main page of the official website www.busworld-moscow.ru

Audience reach:

More than **5,000** professional visitors to the exhibition
51,145 unique visitors to www.busworld-moscow.ru



Partnership of the Business program



BUSWORLD RUSSIA will be accompanied by an extensive business program at Busworld Academy. This business platform provides an opportunity for specialists and experts in the field of bus and coach industry, as well as representatives of public authorities to exchange views, highlight a wide range of topical issues through participation in panel discussions and roundtables.



Partnership business program packages

1. General partner of Busworld Academy
2. Partner of the award ceremony for the Best Commercial Vehicle of the Year in Russia
3. Partner of the Busworld Academy Day
4. Partner of the Busworld Academy session





7900 €

General partner Busworld Academy



General Partnership of Busworld Academy allows:

- to make the most of the potential of the business program to promote the partner's brand during the exhibition;
- to gain an advantage over competitors by increasing brand awareness among road transport professionals;
- to use the opportunities of the large-scale advertising campaign of the exhibition;
- to attract additional attention of the exhibition visitors to their booth.

The Partnership Package includes:

Advertising campaign before the exhibition:

1. Logo placement with the status in the newsletters to attract visitors to the business program (more than 52,500 unique addresses in the database of Busworld and COMTRANS participants).
2. Logo placement on the business program page on the official website of the exhibition www.busworld-moscow.ru.
3. Placement of the article or interview with the head of the Partner company on the official website of the exhibition www.busworld-moscow.ru.
4. Placement of the Partner information in the news feed of the official website of the exhibition.
5. Mention of the Partner in the official press releases of the exhibition and business program (more than 300 Russian and foreign media partners).
6. Advertising layout 1/1 in 2 issues of ComTrans magazine in 2020 (August; October).

During the exhibition:

1. Placement of a 1/1 advertising page in the official guide of Busworld Russia.
2. Placement of the logo:
 - on the brand wall behind the presidium area;
 - in the entrance area of the Busworld Academy business platform and on the navigation elements of the business program of the exhibition.
3. Demonstration of the commercial on the screens in the hall and the entrance area of the Busworld Academy business site:
 - before the start of the business program;
 - between the sessions.
4. Placing advertising information of the General Partner at the visitors' registration desk and at the Busworld Academy business program site on the days of the exhibition.
5. Badge for the work of the promoter of the General Partner (2 pcs.).

After exhibition:

Placement of the logo and mentioning of the Partner company with indication of the status in all information materials with the results of the exhibition and business program (video interviews, post-releases).



Audience reach:

More than **5,000** professional visitors to the exhibition
450 business program delegates in 3 days
51,145 unique visitors to www.busworld-moscow.ru
 E-mail newsletters **1,181,898**
 More than **15,000** readers of ComTrans magazine



3600 €

Partner of the award ceremony for the Best Commercial Vehicle of the Year in Russia

The contest The Best Commercial Vehicle of the Year in Russia is an annual non-commercial event, where the best journalists of the most prestigious and independent Russian automotive publications have been choosing the winners in 7 categories for 20 years:

Truck of the year | Van of the year | Bus of the year | Trailer/semi-trailer of the year | Special prize (for success in developing the Russian market) | Prospects of the year | Person of the year

Target audience of the Ceremony:

- heads of the largest companies in the road transport industry;
- leading experts and speakers of the business program;
- key individuals from ministries, transport associations and unions;
- representatives of leading Russian and foreign media.



The Partnership Package includes:

Advertising campaign before the exhibition:

1. Placement of the logo and information about the Partner on the website of the contest and the magazine (published from signing of the partnership agreement and is on the website until the end of October 2020).
2. Placement of a 1/1 advertising page in one of the rooms in the specialized magazine ComTrans.

During the exhibition:

1. Public gratitude to the Partner from the presenter during the ceremony.
2. Possibility to provide a co-host from the Partner Company.
3. Presentation of a special prize from the Partner Company (to be negotiated separately with the chairman of the jury).
4. Demonstration of the commercial before and after the ceremony on the screens in the hall of the Busworld Academy business platform.

After exhibition:

1. Placement of the Partner logo in the final video presentation in Russian and English, inclusion in the video interview with representatives of the Partner company.
2. Placement of the logo and mentioning of the Partner with indication of the status in all information materials with the results of the exhibition of the business program (video interviews, post-releases).



Audience reach:

More than **5,000** professional visitors to the exhibition
100,000 unique visitors to www.busworld-moscow.ru,
visitors to the contest website www.bcvrus.ru and subscribers to ComTrans magazine



2600 €

Partner of the Busworld Academy Day

Partner of the Busworld Academy Day package allows you:

- to maximize the potential of the business program to promote the brand on the day of the exhibition;
- to gain an advantage over competitors by increasing brand awareness among road transport professionals.



The Partnership Package includes:

Advertising campaign before the exhibition:

1. Logo placement on the business program page and on the official website of the exhibition www.busworld-moscow.ru.
2. Placement of the Partner's information in the news feed of the official website of the exhibition www.busworld-moscow.ru.

During the exhibition:

1. Placement of a 1/2 advertising page in the official guide of Busworld Russia.
2. Placement of printed partner information on the entrance area of the Busworld Academy business site.
3. Demonstration of the commercial on the entrance area of the Busworld Academy business site and on the screens in the hall in between sessions of the supported business program day. (provided by the Partner, duration up to 30 seconds).
4. Badge for the work of the promoter of the Partner of the Day (1 pc.).

After exhibition:

Logo placement and mention of the Partner in the post-release of the exhibition and business program.

Audience reach:

150 business program delegates in 1 day

51,145 unique visitors to www.busworld-moscow.ru





1500 €

Partner of the session Busworld Academy

The status of Partner of the session of Busworld Academy gives an opportunity:

- to maximize the potential of the business program to promote the Partner's brand during the supported session;
- to gain an advantage over competitors by increasing brand awareness among road transport professionals.



The Partnership Package includes:

Advertising campaign before the exhibition:

Logo placement on the business program page on the official website of the exhibition www.busworld-moscow.ru.

During the exhibition:

- 1 Logo placement in the official Busworld Russia guide next to the description of the supported session.
2. Thanks to the Partner from the host during the supported session.
3. Demonstration of the commercial on the screens in the hall of the Busworld Academy business platform before the beginning of the supported session (provided by the Partner, duration up to 30 seconds).

After exhibition:

Logo placement and mention of the Partner in the post-release of the exhibition and business program.

Audience reach:

More than 80 delegates of the session

51,145 unique visitors to www.busworld-moscow.ru





Partnership opportunities of Busworld Russia 2020

Partnership	Target audience reach	Cost (euro excluding VAT)
General Partner (Duration of impact: from signing of the contract: before, during and after the exhibition)	<ul style="list-style-type: none"> • 8,182,092 points of contact with the target audience • 51,145 unique visitors to www.busworld-moscow.ru • E-mail newsletters 1,181,898 • 8,229 electronic tickets received • More than 5,000 professional visitors to the exhibition • More than 15,000 readers of ComTrans magazine 	13 600
Registration Partner (Duration of impact: from opening of the registration of visitors on the site: 7 months before and during the exhibition)	<ul style="list-style-type: none"> • 51,145 unique visitors to www.busworld-moscow.ru • E-mail newsletters 1,181,898 • 8,229 electronic tickets received • More than 5,000 professional visitors to the exhibition 	8600
Advertising on Visitor Packages (Impacts during and after the exhibition)	<ul style="list-style-type: none"> • More than 5,000 professional visitors to the exhibition • 51,145 unique visitors to www.busworld-moscow.ru 	7200
Advertising on Visitor Lanyards (Duration of impact: during the exhibition)	<ul style="list-style-type: none"> • More than 5,000 professional visitors to the exhibition • 51,145 unique visitors to www.busworld-moscow.ru • More than 15,000 readers of ComTrans magazine 	5700
Advertising on Printed Invitations (Impact before the exhibition during the promotion period)	<ul style="list-style-type: none"> • 25,000 invitation tickets • Distributed through exhibitors and partners • More than 15,000 readers of ComTrans magazine 	4300
Guide Partner (Duration of impact: during the exhibition)	<ul style="list-style-type: none"> • More than 5,000 professional visitors to the exhibition • 51,145 unique visitors to www.busworld-moscow.ru 	2900
General Partner Busworld Academy (Impacts during and after the exhibition)	<ul style="list-style-type: none"> • More than 5,000 professional visitors to the exhibition • 450 business program delegates in 3 days • 51,145 unique visitors to www.busworld-moscow.ru • E-mail newsletters over 1,181,898 • More than 15,000 readers of ComTrans magazine 	7900
Partner of the award ceremony for the Best Commercial Vehicle of the Year in Russia. (Impacts during and after the exhibition)	<ul style="list-style-type: none"> • More than 5,000 professional visitors to the exhibition • 100,000 unique visitors to www.busworld-moscow.ru, visitors to the contest website www.bcvrus.ru and subscribers to ComTrans magazine 	3600
Partner of the Busworld Academy Day (Impacts during and after the exhibition)	<ul style="list-style-type: none"> • 120 business program delegates in 1 day • 51,145 unique visitors to www.busworld-moscow.ru 	2600
Partner of the session Busworld Academy (Impact during and after the exhibition)	<ul style="list-style-type: none"> • More than 80 delegates of the session • 51,145 unique visitors to www.busworld-moscow.ru 	1500



PLEASE NOTE:

All prices in this appendix are given without VAT.

The content of Partnership packages can be adapted to your company's marketing goals, objectives and interests.

We are also ready to discuss the possibility of creating individual non-standard partnership and advertising packages.

Find out more about the type of partnership you have chosen from the organizers of BUSWORLD 2020:

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