

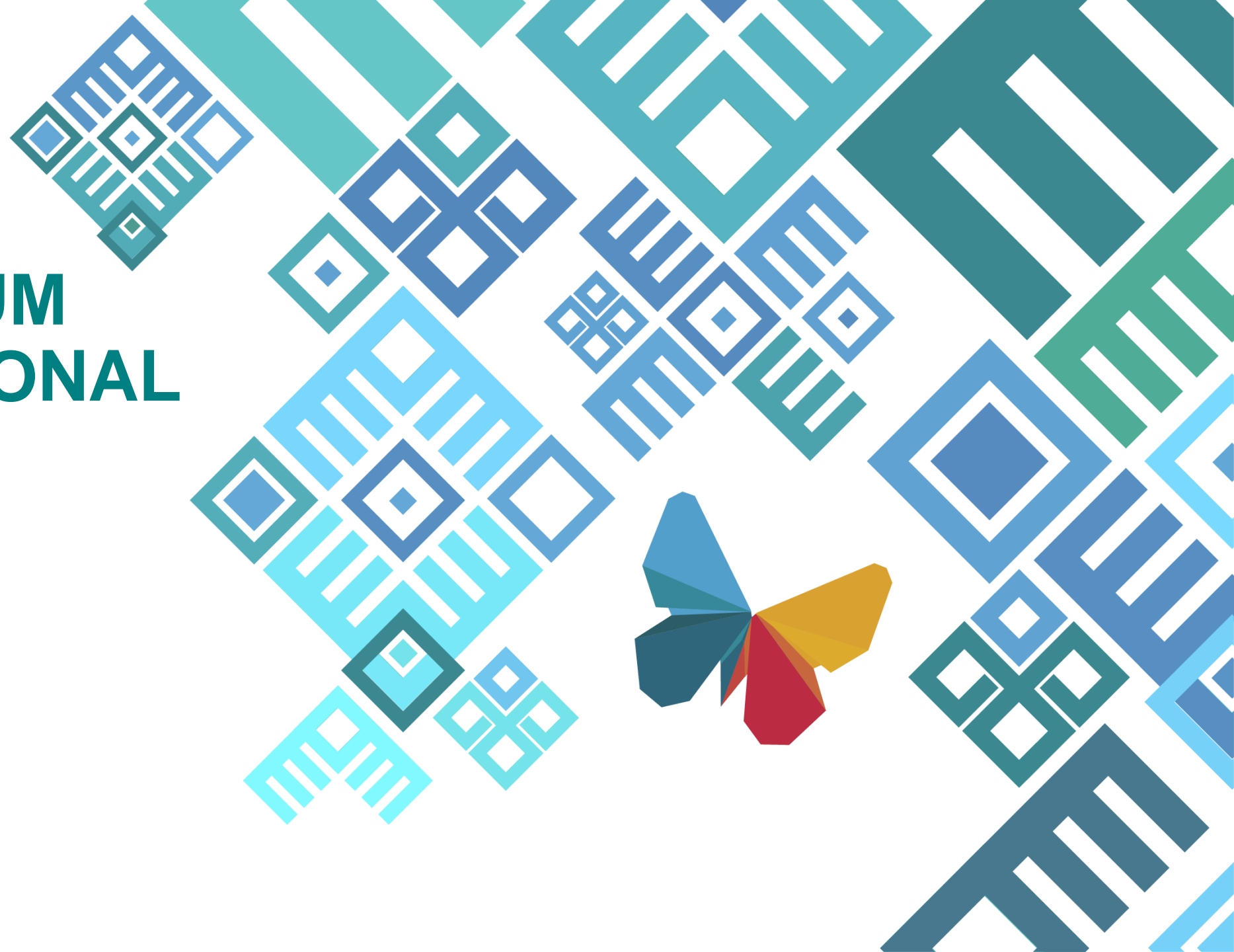
# ADVERTISING OPPORTUNITIES AT EXPOFORUM CONVENTION AND EXHIBITION CENTRE

St. Petersburg

**EXPOFORUM**



# EXPOFORUM INTERNATIONAL



# EXPOFORUM INTERNATIONAL in figures

- E** EXPOFORUM OPENING DATE – OCTOBER 2014
- E** THE MOST ADVANCED CONVENTION AND EXHIBITION CENTRE IN EUROPE AND RUSSIA

## EVENTS STATISTICS 2014–2020

**NUMBER OF EVENTS: 1,260**

**NUMBER OF EXHIBITORS: 65,676**

**NUMBER OF VISITORS: 6,320,000**

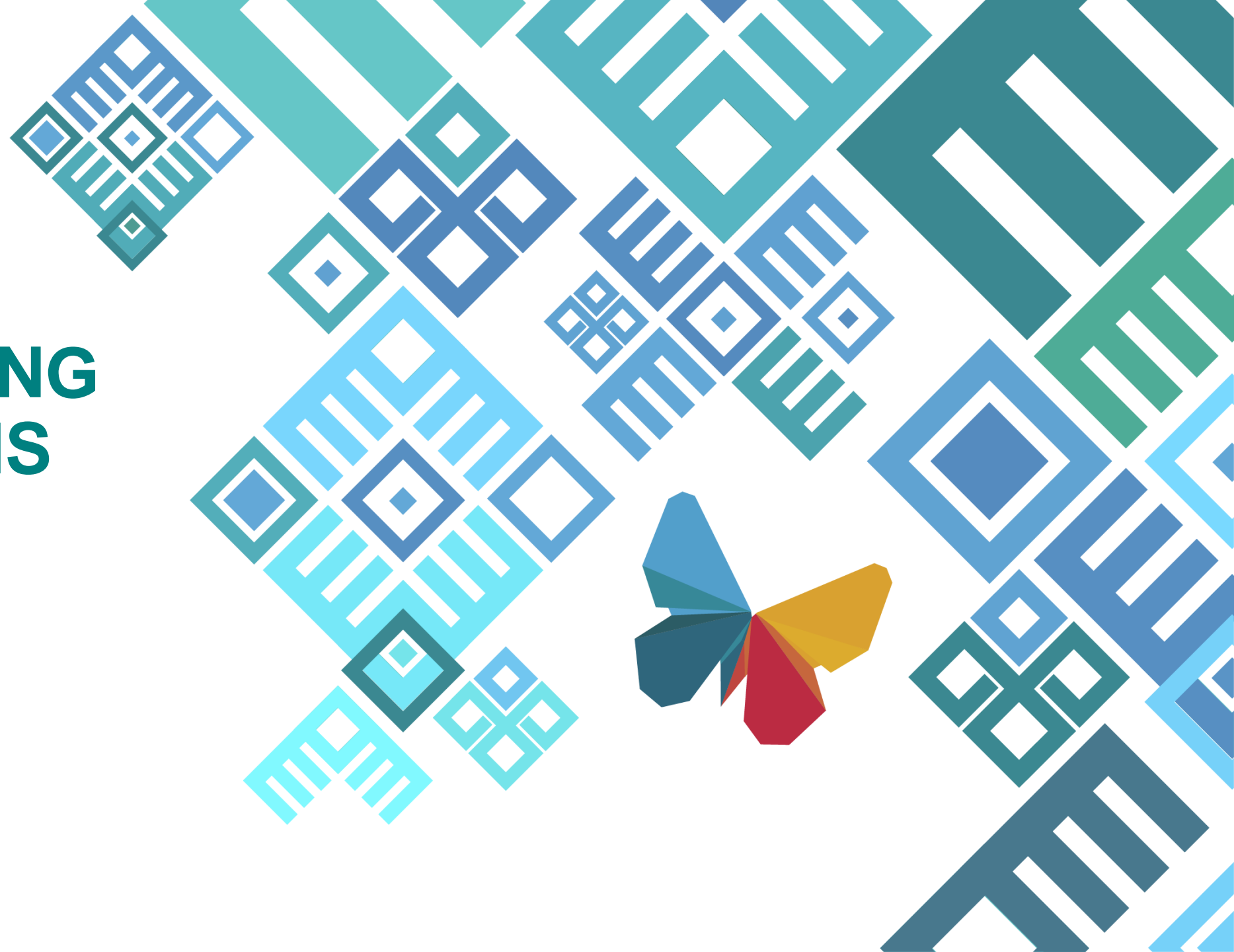


# ADVANTAGES

- E ADVERTISING AREAS DIRECTLY FROM OWNER**
- E MORE THAN 500 ADVERTISING SURFACES ON SITE**
- E VAST AND SEGMENTED TARGET AUDIENCE**
- E LONG VALIDITY PERIOD OF AN ADVERTISING CONTACT**
- E BRAND INTEGRATION WITH EXPOFORUM VENUE AND EVENTS**
- E POSSIBILITY OF LOCAL ADVERTISING CAMPAIGNS**
- E IMAGE ADVERTISING**
- E ORIGINAL ADVERTISING SOLUTIONS**
- E CREATING AN ADVERTISING PLOT FROM A SERIES OF LOGICALLY INTERRELATED STORYBOARD DESIGNS**
- E TAILORED APPROACH TO EACH CUSTOMER**



# EXTERNAL ADVERTISING PLATFORMS



# EXTERNAL ADVERTISING PLATFORMS

## 14 FACADE FRAMES

## INSIDE THE PASSAGE



### LOCATION

LEFT (A), RIGHT (B)  
FROM ENTRANCE AREA



### SIZE OF STRUCTURES

**5,240 x 9,360 mm**

### VISIBLE FIELD

**5,040 x 9,160 mm**





# EXTERNAL ADVERTISING PLATFORMS

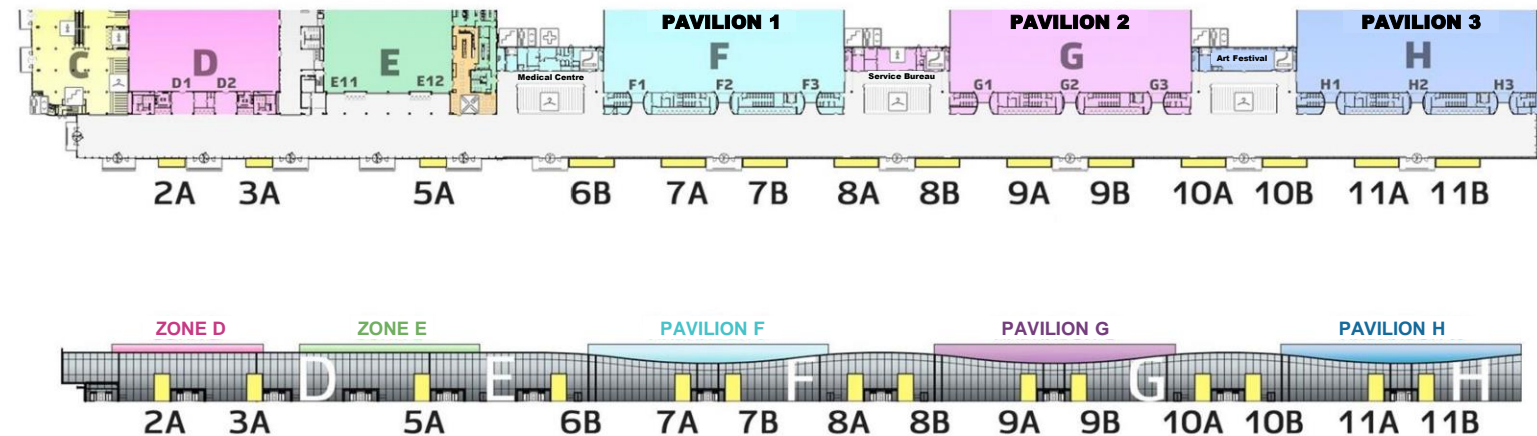
## PLACEMENT LAYOUT FOR EXTERNAL FACADE FRAMES

**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

### LAYOUT FOR EXTERNAL FACADE FRAMES OF PASSAGE

**LEGEND:**

— EXTERNAL FACADE  
FRAME OF PASSAGE



# EXTERNAL ADVERTISING PLATFORMS

## 47 LIGHTBOXES

## IN THE CENTRE'S CAR PARK



### LOCATION

OPEN CAR PARK AREA



### SIZE OF STRUCTURES

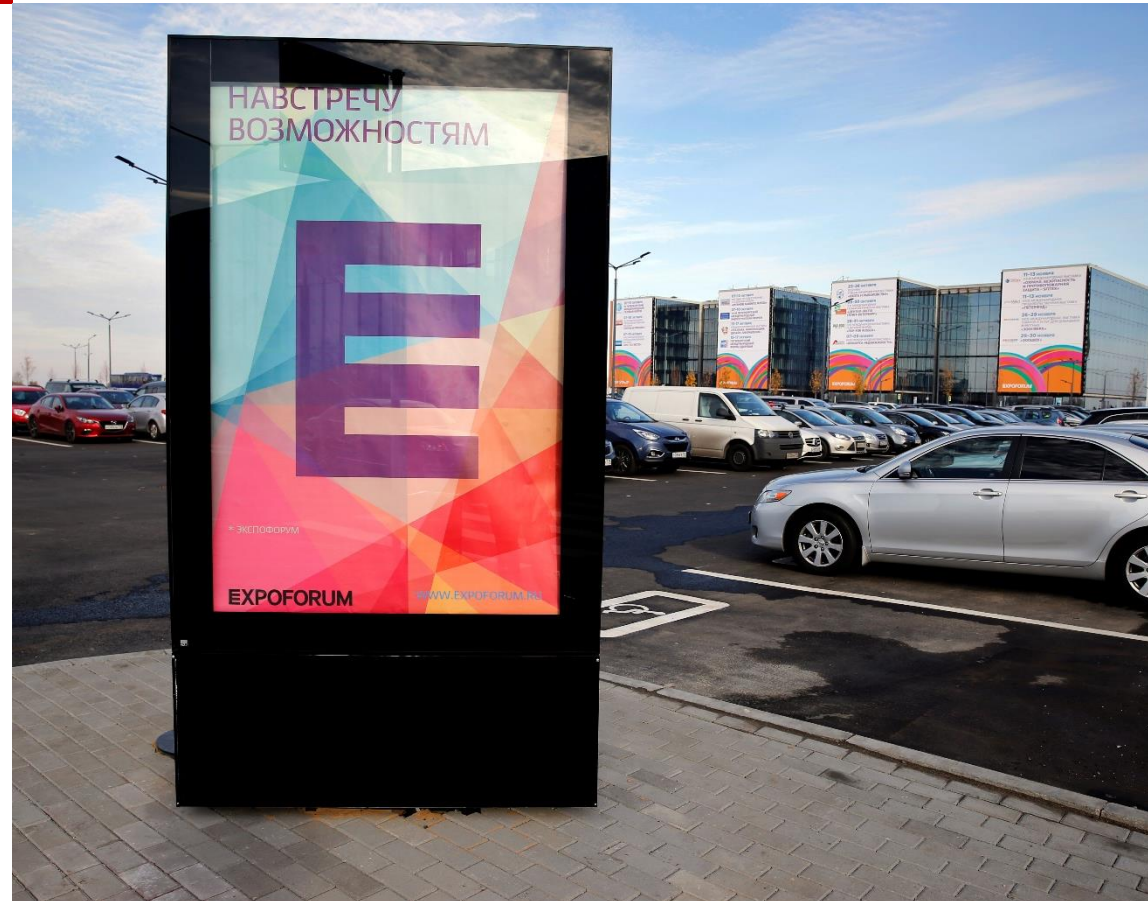
1,423 x 2,583 mm

### SIZE OF ADVERTIZING PLATFORM

1,200 x 1,860 mm

### VISIBLE FIELD

1,150 x 1,700 mm





# EXTERNAL ADVERTISING PLATFORMS

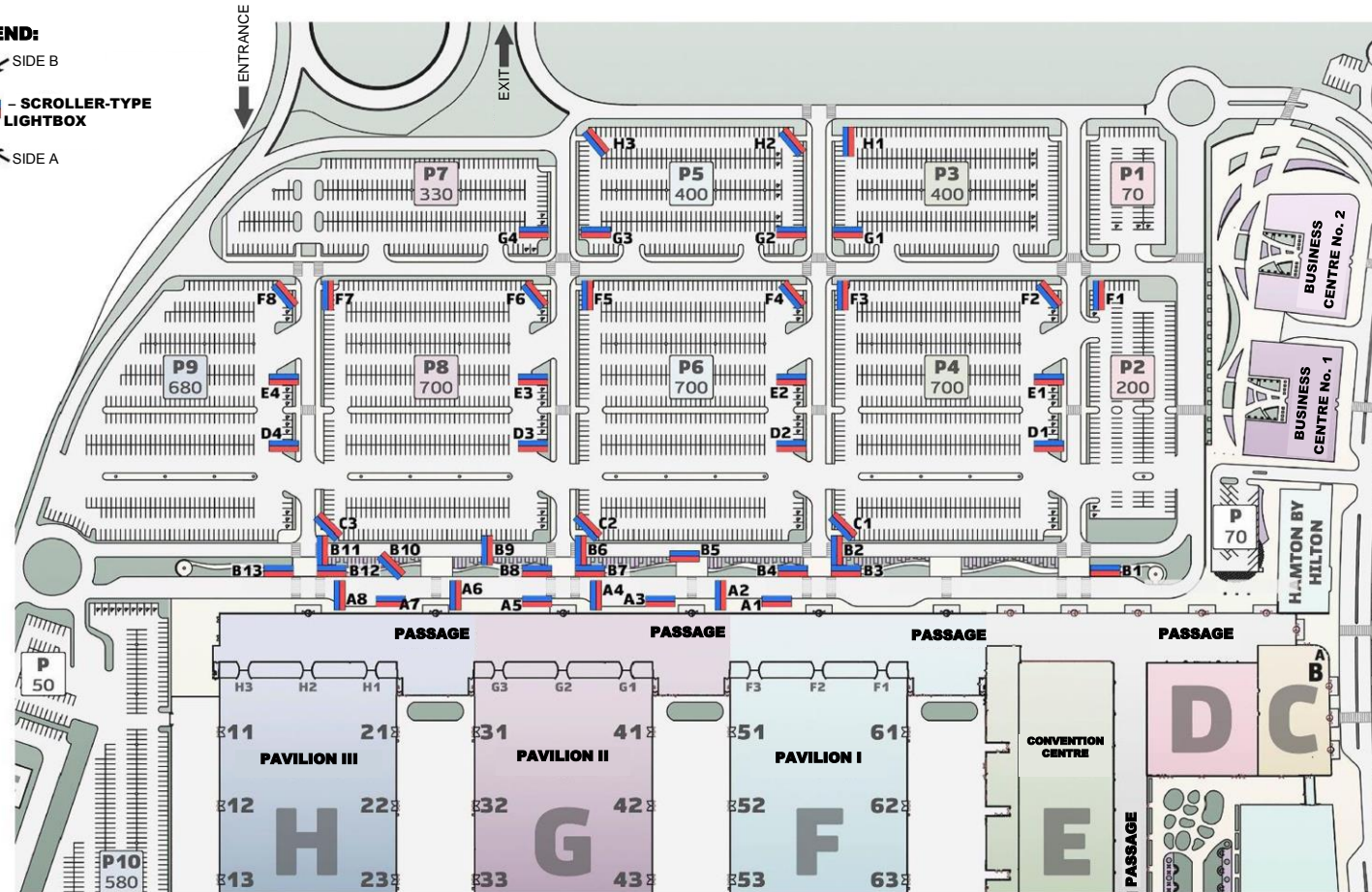
## LIGHTBOX LAYOUT IN THE CENTRE'S CAR PARK

**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

### LIGHTBOX LAYOUT

**LEGEND:**

- ← SIDE B
- B** - SCROLLER-TYPE LIGHTBOX
- A** ← SIDE A



# EXTERNAL ADVERTISING PLATFORMS

## 44 LIGHTBOXES



### LOCATION

ENTRANCE AREA OF THE PASSAGE FACING  
PAVILIONS F, G, H AND THE CONVENTION CENTRE



### SIZE OF STRUCTURES

**1,635 x 3,830** mm

### SIZE OF ADVERTIZING PLATFORM

**1,150 x 1,750** mm

### VISIBLE FIELD

**1,130 x 1,730** mm

## AT ENTRANCE AREA OF THE PASSAGE



# EXTERNAL ADVERTISING PLATFORMS

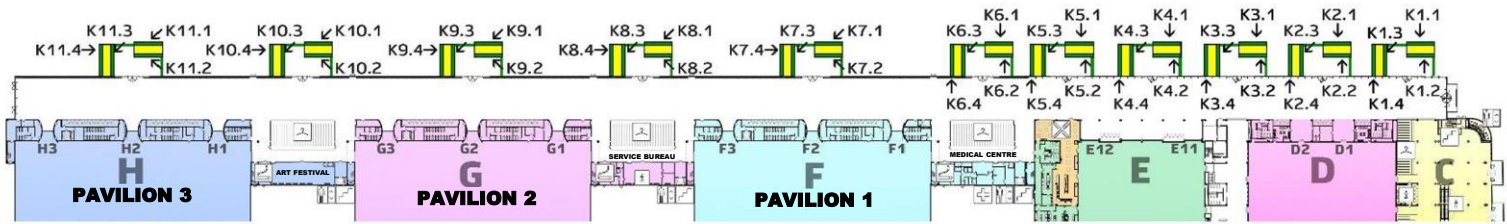
## LIGHTBOX LAYOUT AT ENTRANCE AREA OF THE PASSAGE

**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

**ADVERTISING PLATFORM LAYOUT AT  
ENTRANCE AREA OF THE PASSAGE**

**LEGEND:**

 - ADVERTISING PLATFORMS  
AT THE ENTRANCE AREA OF  
THE PASSAGE





# EXTERNAL ADVERTISING PLATFORMS

## FLAG



### LOCATION

OPEN AREA  
EXPOFORUM CONVENTION AND EXHIBITION  
CENTRE



### SIZE OF ADVERTISING PLATFORMS

**1,200 x 1,800 mm**

LAYOUT TO BE APPROVED INDIVIDUALLY

## STREET



# EXTERNAL ADVERTISING PLATFORMS

## ADVERTISING IN SHUTTLE BUSES

**EXPOFORUM**  
**ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

### MONITOR LAYOUT IN SHUTTLE BUSES

PLACEMENT OF MONITORS IN HIGH-CAPACITY BUSES

SIZE 19" (16:9)



### **E** ADVERTISING PLACEMENT OPTIONS

SCREENS, VIDEO FORMAT

QUANTITY – **9** PCS

ADVERTISING UNIT – **2** MINUTES

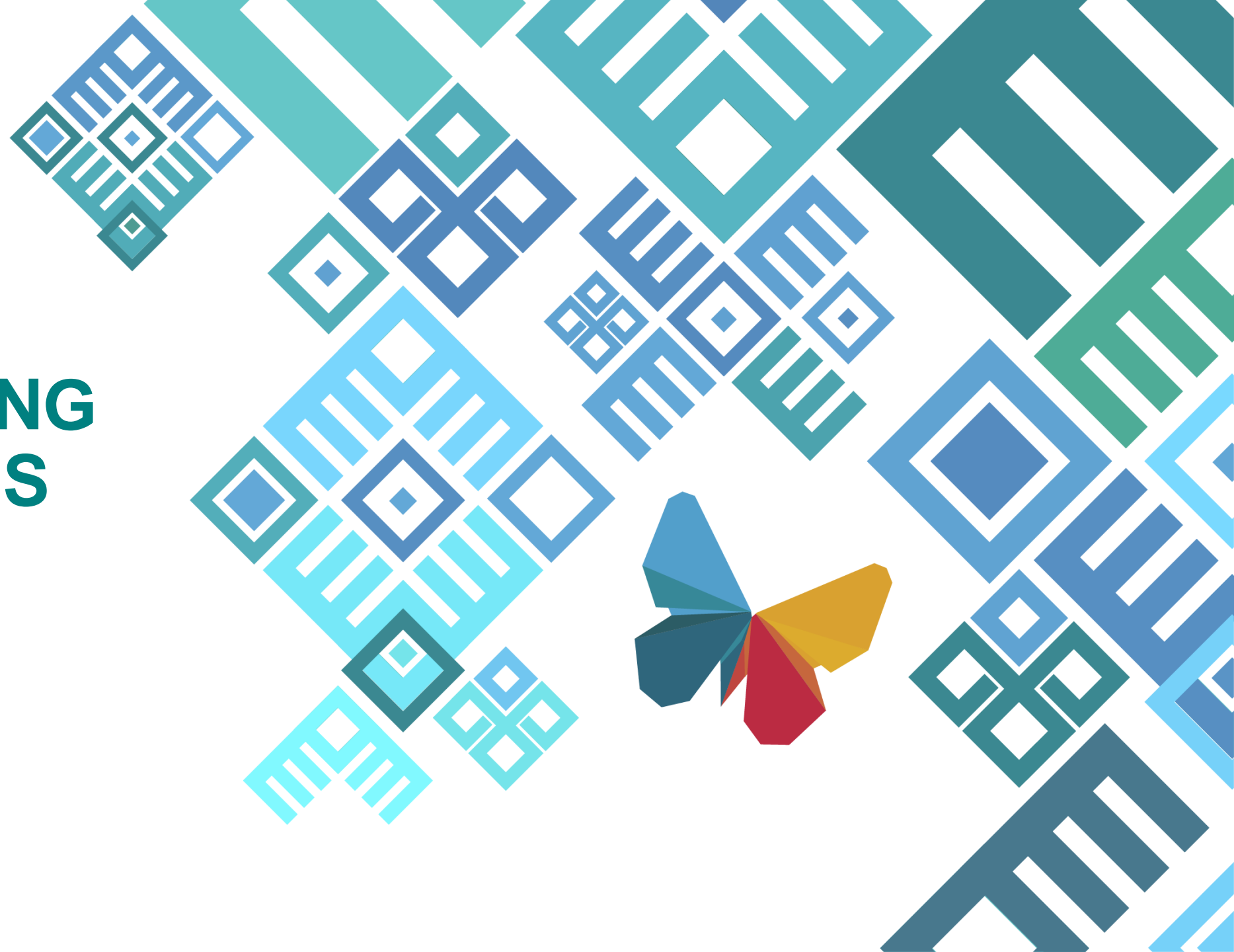
HEADRESTS, FORMAT **A4**

QUANTITY – **280** PCS

**7** BUSES, **40** PCS IN EACH BUS



# INTERNAL ADVERTISING PLATFORMS



# INTERNAL ADVERTISING PLATFORMS

## 15 VERTICAL FACADE FRAMES



### LOCATION

LEFT (A), RIGHT (B)

FROM ENTRANCE AREA TO PASSAGE

AND CONVENTION CENTRE



### SIZE OF ADVERTIZING PLATFORM

AND VISIBLE FIELD

**5,740 x 8,970 mm**

## INSIDE THE PASSAGE



# INTERNAL ADVERTISING PLATFORMS

## 5 HORIZONTAL FACADE FRAMES

### LOCATION

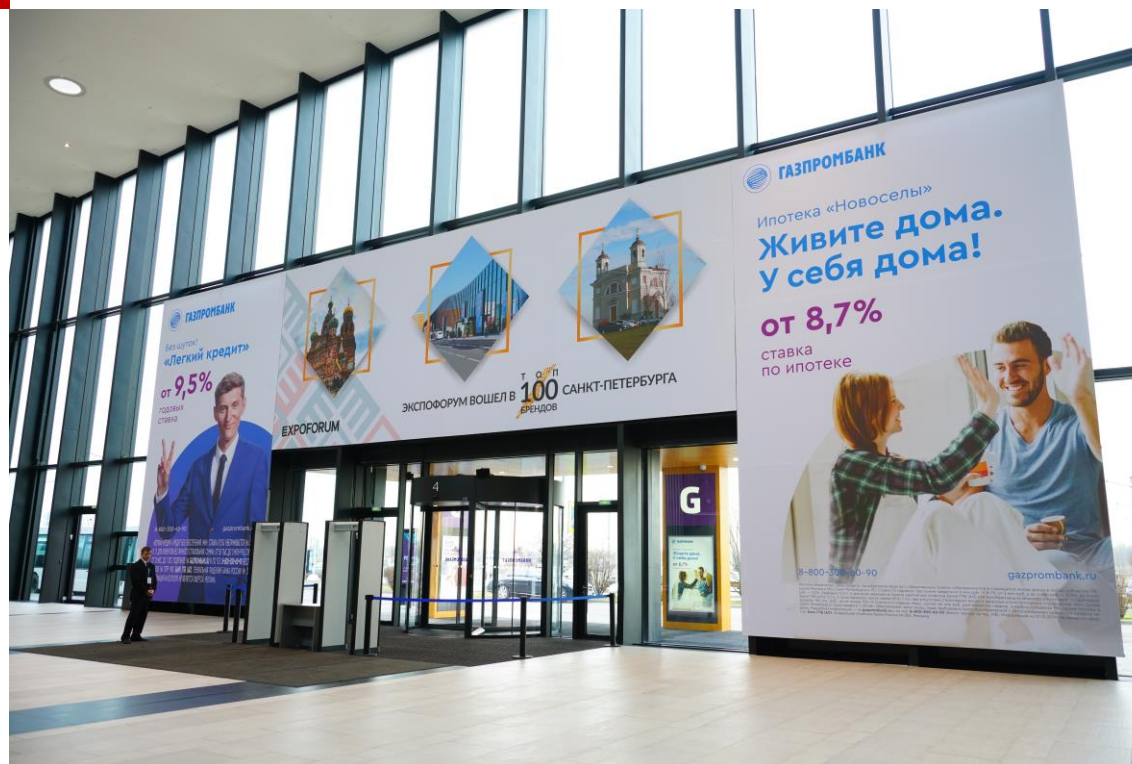
ABOVE THE ENTRANCE AREA TO PASSAGE

### SIZE OF ADVERTIZING PLATFORM

AND VISIBLE FIELD

13,150 x 4,975 mm

## INSIDE THE PASSAGE



# INTERNAL ADVERTISING PLATFORMS

## 1 HORIZONTAL FACADE FRAME



### LOCATION

ABOVE THE CONVENTION CENTRE ENTRANCE AREA

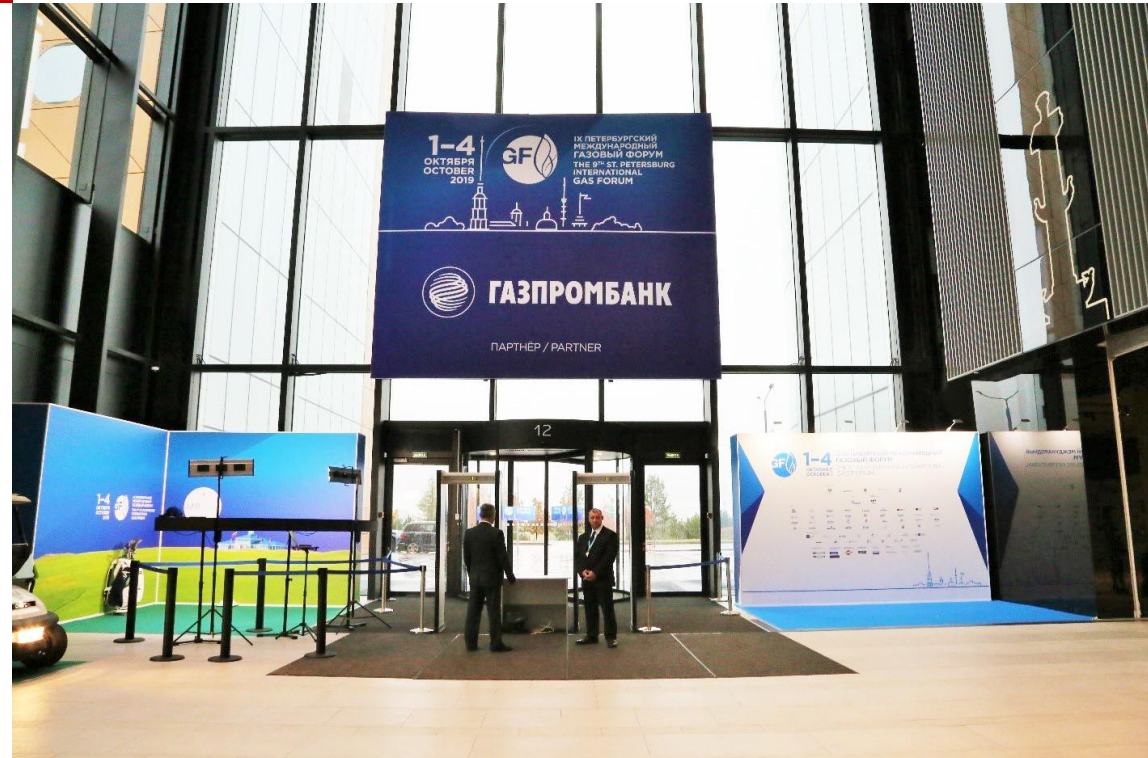


### SIZE OF ADVERTIZING PLATFORM

AND VISIBLE FIELD

6,850 x 5,680 mm

## INSIDE THE PASSAGE





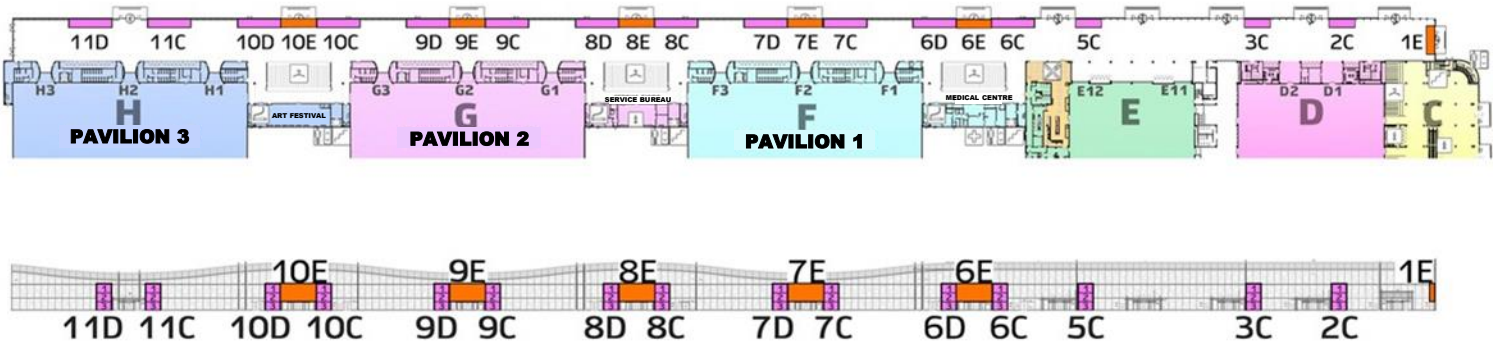
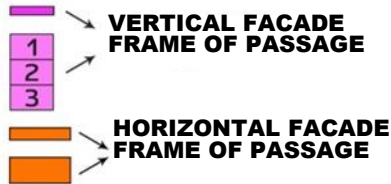
# INTERNAL ADVERTISING PLATFORMS

## LAYOUT FOR INTERNAL FACADE FRAMES OF PASSAGE

**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

### LAYOUT FOR INTERNAL FACADE FRAMES OF PASSAGE

LEGEND:





# INTERNAL ADVERTISING PLATFORMS

## 11 LIGHTBOXES

### SMALL PASSAGE



#### LOCATION

CONVENTION CENTRE

SMALL PASSAGE



#### ACTUAL SIZE

940 x 2,560 mm

#### VISIBLE FIELD

940 x 2,560 mm

VERTICAL ORIENTATION




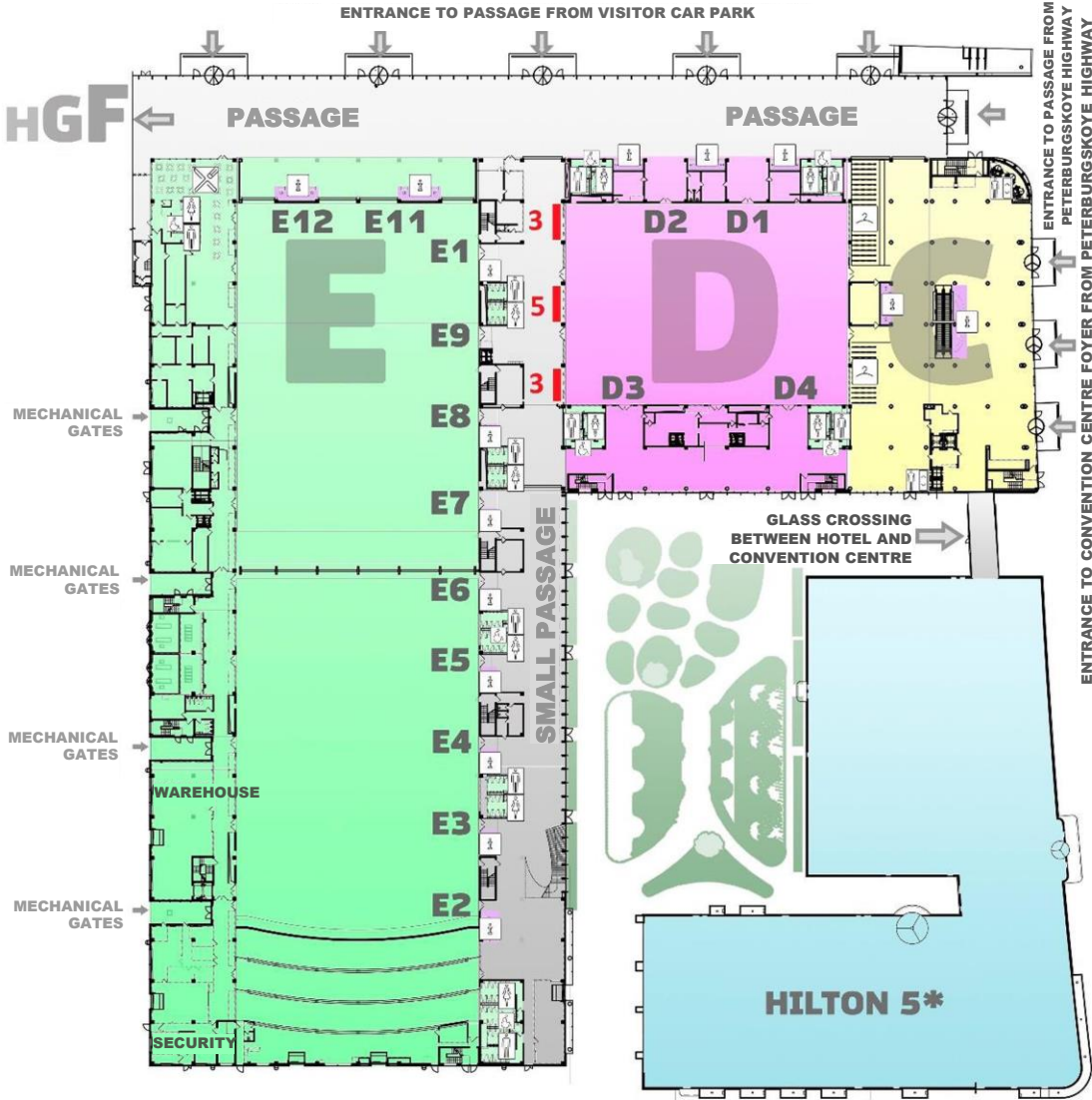
# INTERNAL ADVERTISING PLATFORMS

## LIGHTBOX LAYOUT IN SMALL PASSAGE

EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY

LIGHTBOX  
LAYOUT IN SMALL  
PASSAGE

 - SMALL PASSAGE LIGHTBOXES 11  
PIECES



# INTERNAL ADVERTISING PLATFORMS

## 4 LIGHTBOXES

## ENTRANCE FROM PETERBURGSKOYE HIGHWAY



### LOCATION

CONVENTION CENTRE

ENTRANCE FROM PETERBURGSKOYE HIGHWAY



### ACTUAL SIZE

**640 x 1,930 mm**

### VISIBLE FIELD

**640 x 1,930 mm**

VERTICAL ORIENTATION



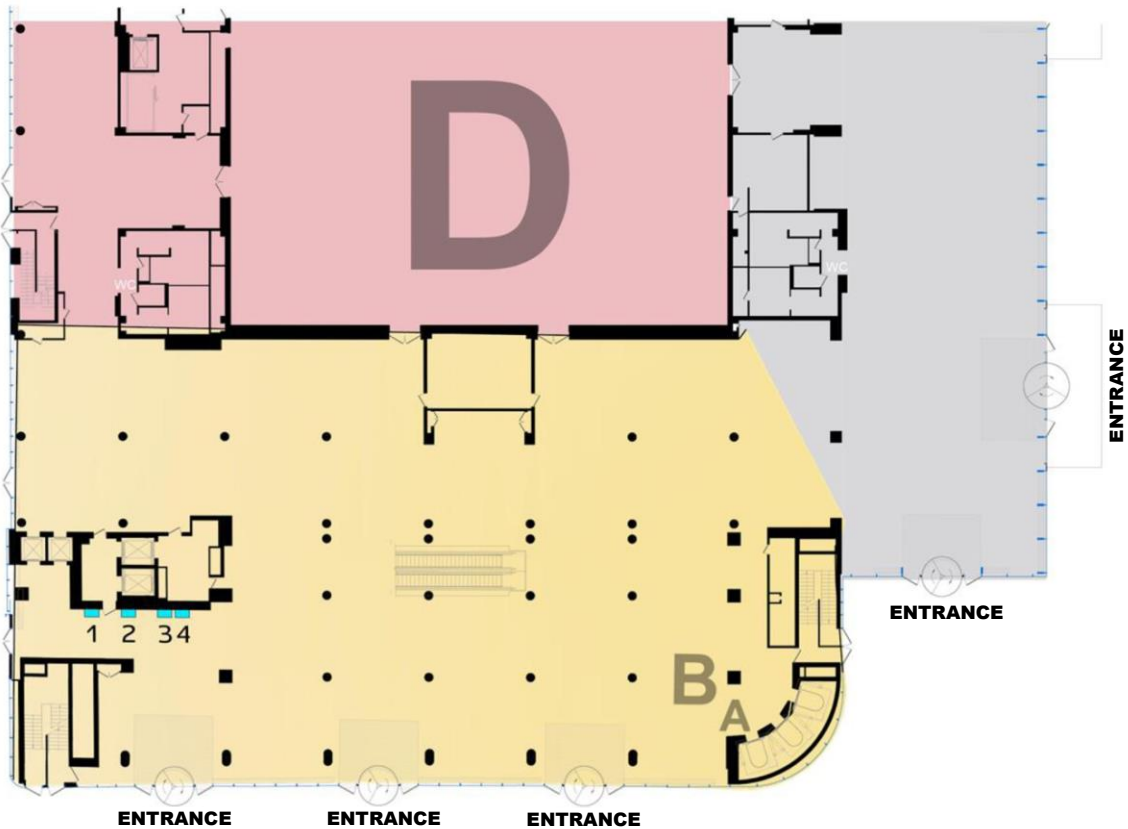
# INTERNAL ADVERTISING PLATFORMS

LIGHTBOX  
LAYOUT  
ENTRANCE FROM  
PETERBURGSKOYE  
HIGHWAY

EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY

LIGHTBOX LAYOUT ON  
THE 1ST LEVEL OF THE  
CONVENTION CENTRE

 LIGHTBOXES





# INTERNAL ADVERTISING PLATFORMS

## MOBILE METAL STRUCTURES

## FROM CHROME-PLATED PIPES

### E ACTUAL SIZE

OPTION 1 – **1,200 x 2,000** mm

OPTION 2 – **2,000 x 2,000** mm





# INTERNAL ADVERTISING PLATFORMS

## MOBILE METAL STRUCTURES

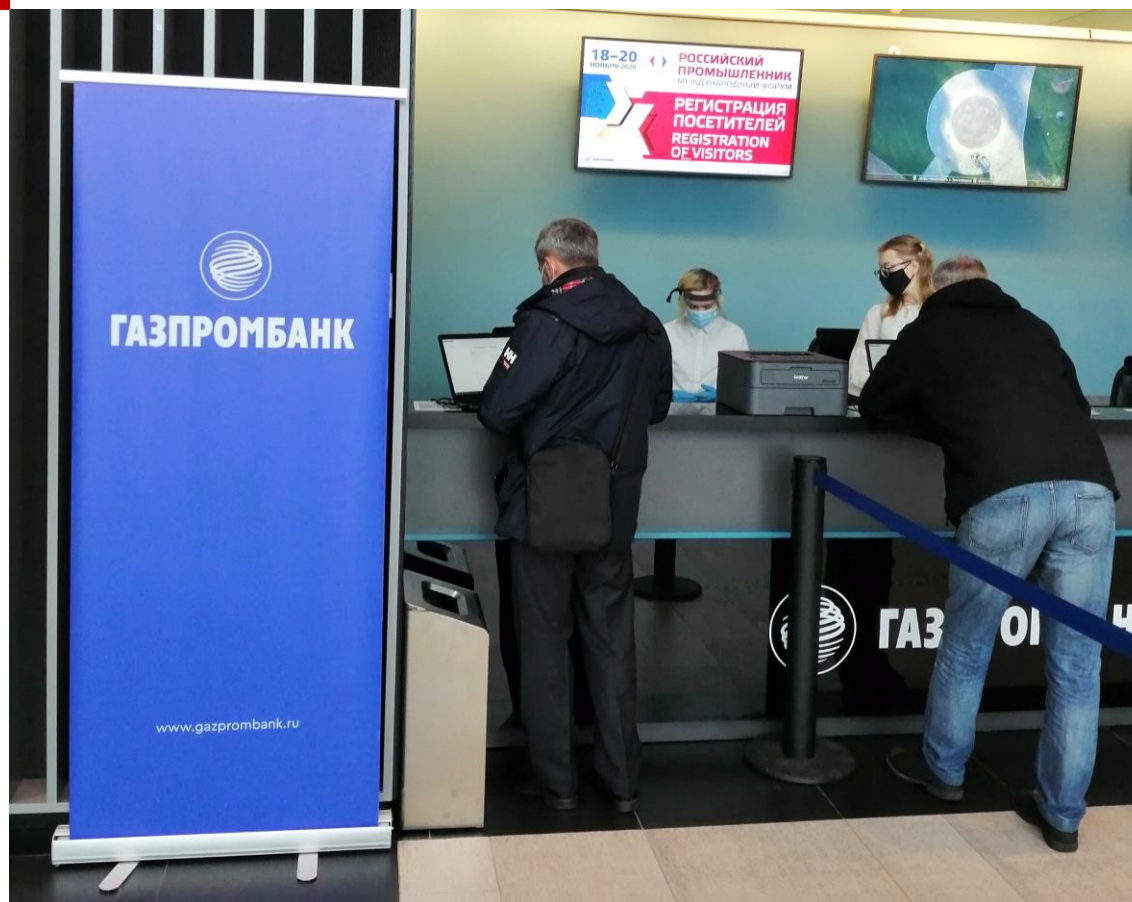
## ROLL-UP



ACTUAL SIZE

800 x 2,000 mm

OTHER SIZES ARE AVAILABLE



# INTERNAL ADVERTISING PLATFORMS

## 85 SCREENS



### LOCATION

REGISTRATION DESKS IN PASSAGE AND IN FRONT OF ENTRANCES TO CONVENTION CENTRE HALLS



### MONITOR SIZES

**1,230 x 720 x 40 mm**

### SCREEN RESOLUTION

**1,920 x 1,080 px**

**SCREEN DIAGONAL 55"** (139 cm)

**ASPECT RATIO 16:9**

## SCALA MONITORS



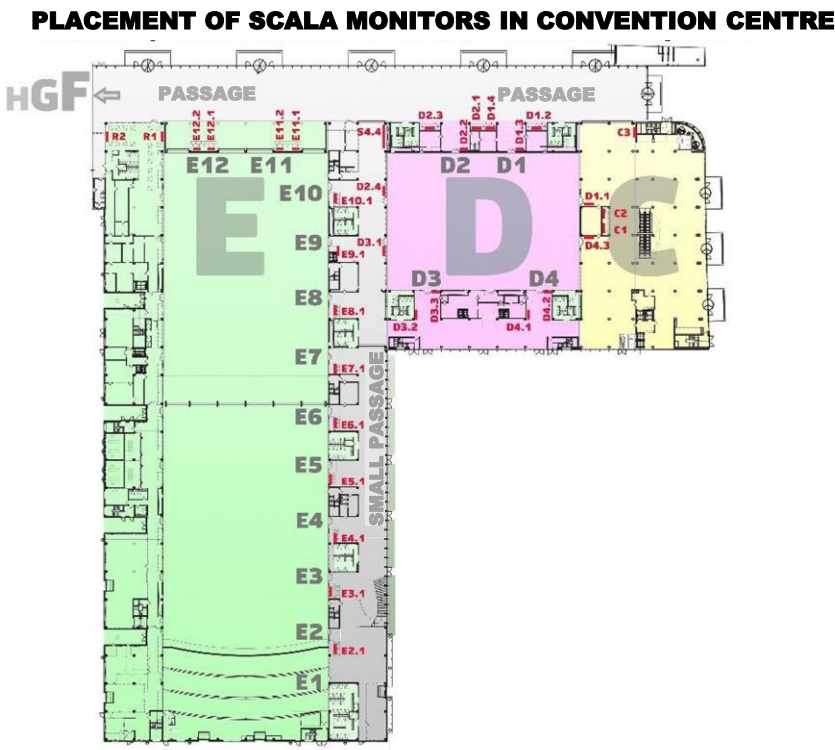
# INTERNAL ADVERTISING PLATFORMS

## LAYOUT OF SCREENS (SCALA MONITORS) LEVEL 1

**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

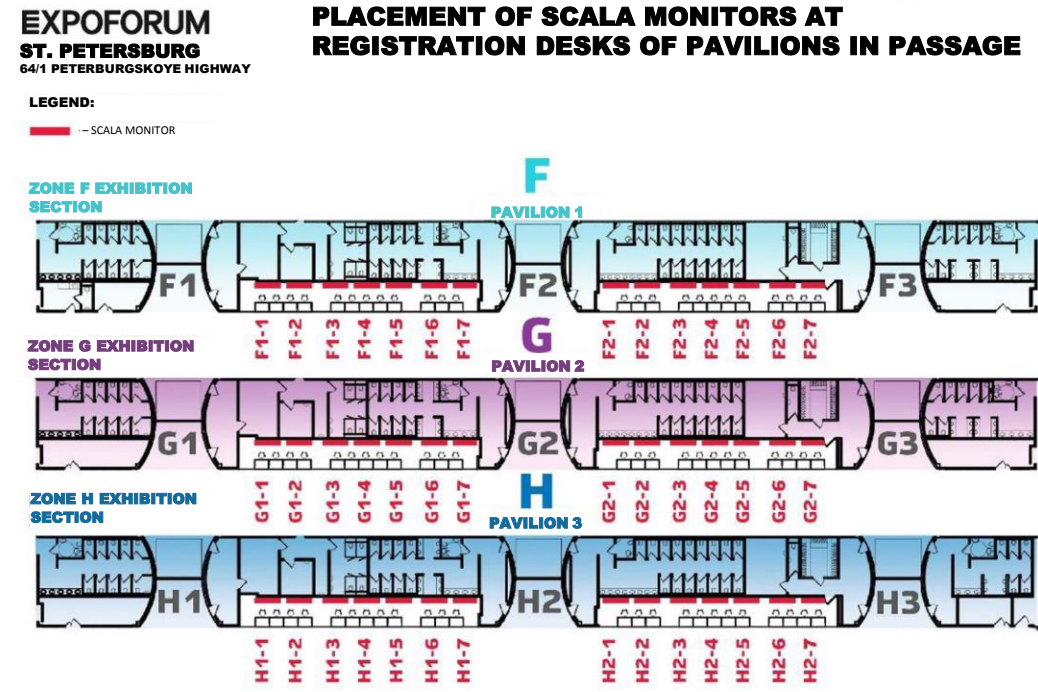
**LEVEL 1**

**LEGEND:**  
— SCALA MONITORS



**EXPOFORUM  
ST. PETERSBURG**  
64/1 PETERBURGSKOYE HIGHWAY

**LEGEND:**  
— SCALA MONITOR



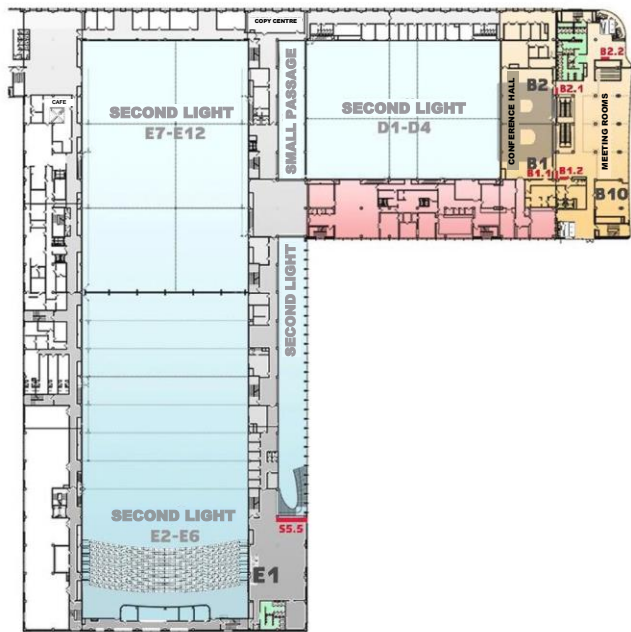


# INTERNAL ADVERTISING PLATFORMS

## LAYOUT OF SCREENS (SCALA MONITORS) LEVELS 2 AND 3

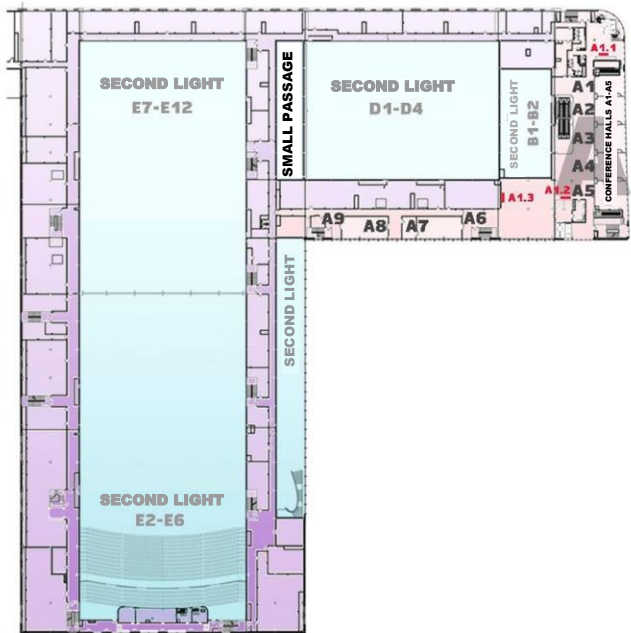
EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY  
**LEVEL 2**  
LEGEND:  
— SCALA MONITORS

PLACEMENT OF SCALA MONITORS IN CONVENTION CENTRE



EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY  
**LEVEL 3**  
LEGEND:  
— SCALA MONITORS

PLACEMENT OF SCALA MONITORS IN CONVENTION CENTRE



# INTERNAL ADVERTISING PLATFORMS

## 2 VIDEO WALLS

6,076 x 3,430 mm

4,680.8 x 2,744 mm

### LOCATION

SMALL PASSAGE

### SIZE OF VIDEO WALLS

6,076 x 3,430 mm

4,680.8 x 2,744 mm

ASPECT RATIO **16:9**

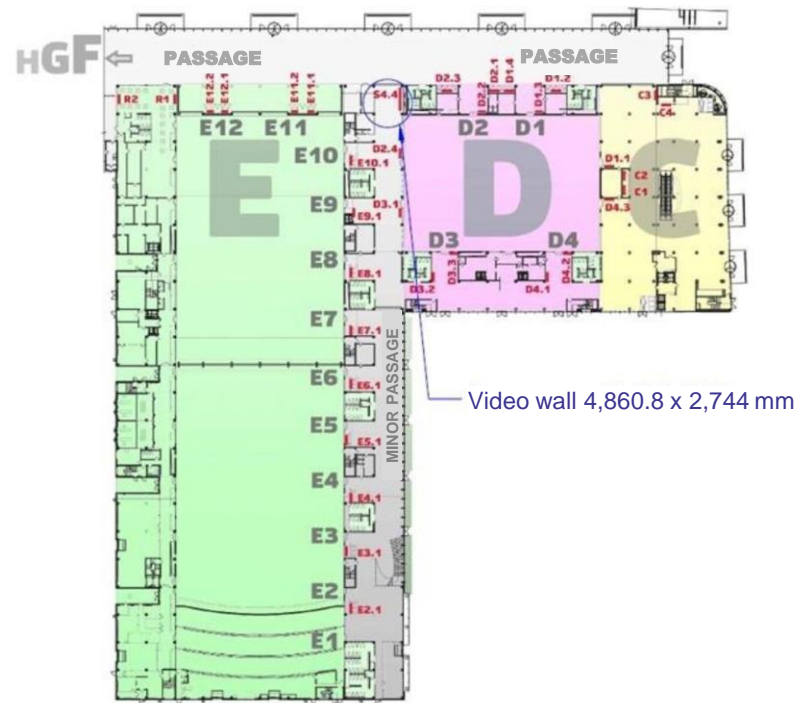




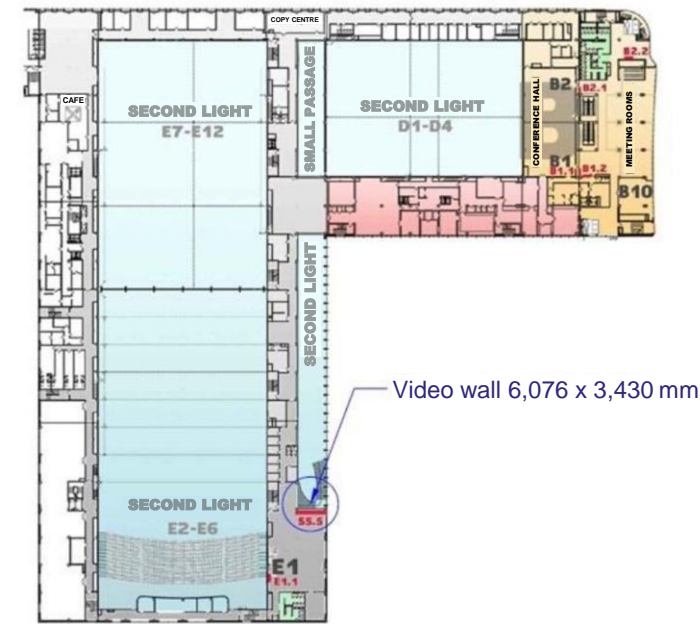
# INTERNAL ADVERTISING PLATFORMS

## VIDEO WALLS LAYOUT IN SMALL PASSAGE

EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY  
**LEVEL 1**  
LEGEND:  
— SCALA MONITORS



EXPOFORUM  
ST. PETERSBURG  
64/1 PETERBURGSKOYE HIGHWAY  
**LEVEL 2**  
LEGEND:  
— SCALA MONITORS



# INTERNAL ADVERTISING PLATFORMS

## RADIO BROADCAST

 LOCATION

PASSAGE



# INTERNAL ADVERTISING PLATFORMS

## ADVERTISING FRAMES

## IN BATHROOMS



### LOCATION

PAVILIONS F, G, H



### FORMAT A4

UP TO 38 PCS – 4 TOILETS

IN ONE GROUP

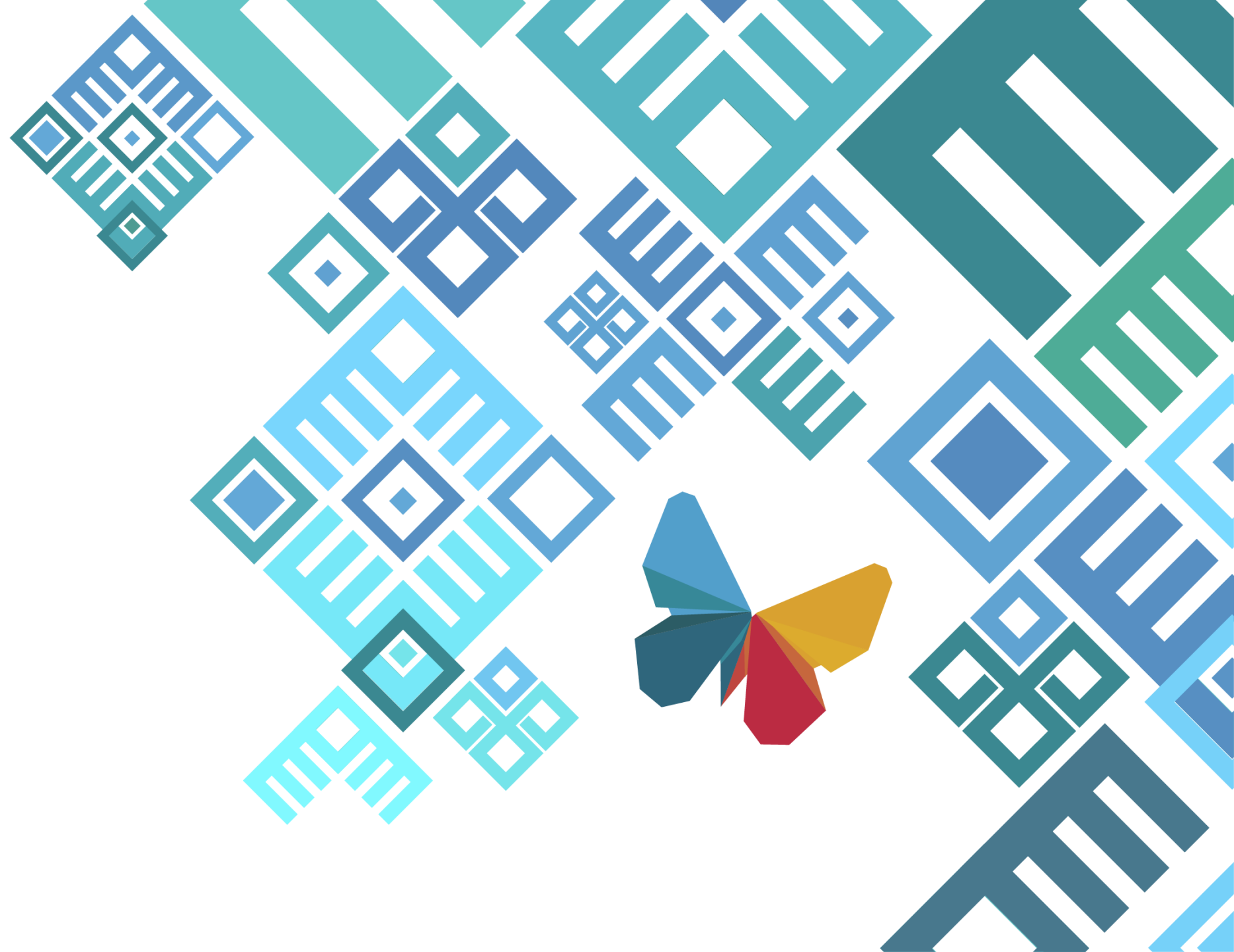
PER 1 PAVILION

POSSIBLE PLACEMENT

UP TO 3 TOILET GROUPS



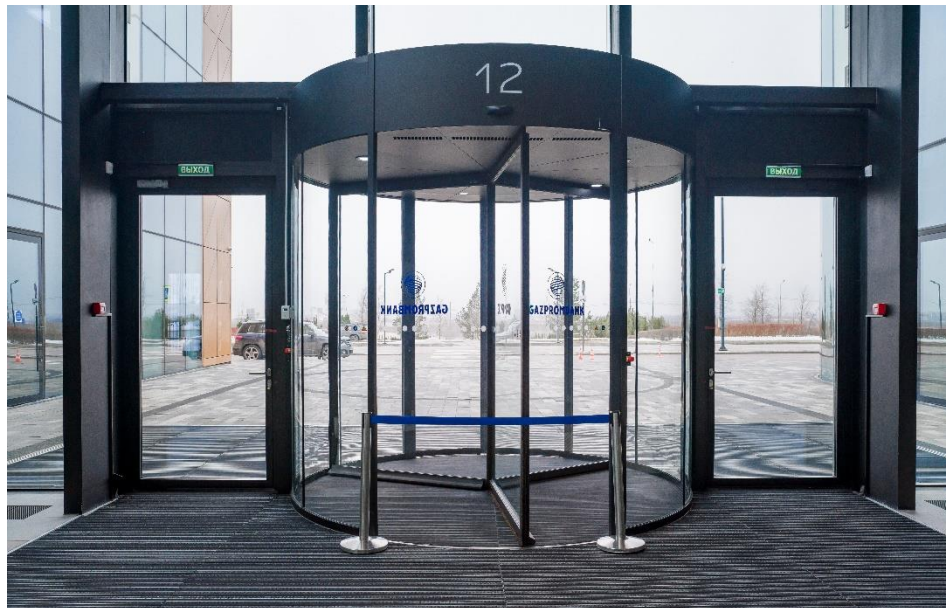
# INDIVIDUAL PROJECTS





# INDIVIDUAL PROJECTS

## BRANDING OF THE PASSAGE ENTRANCE AREA WITH ADHESIVE TAPE



# INDIVIDUAL PROJECTS

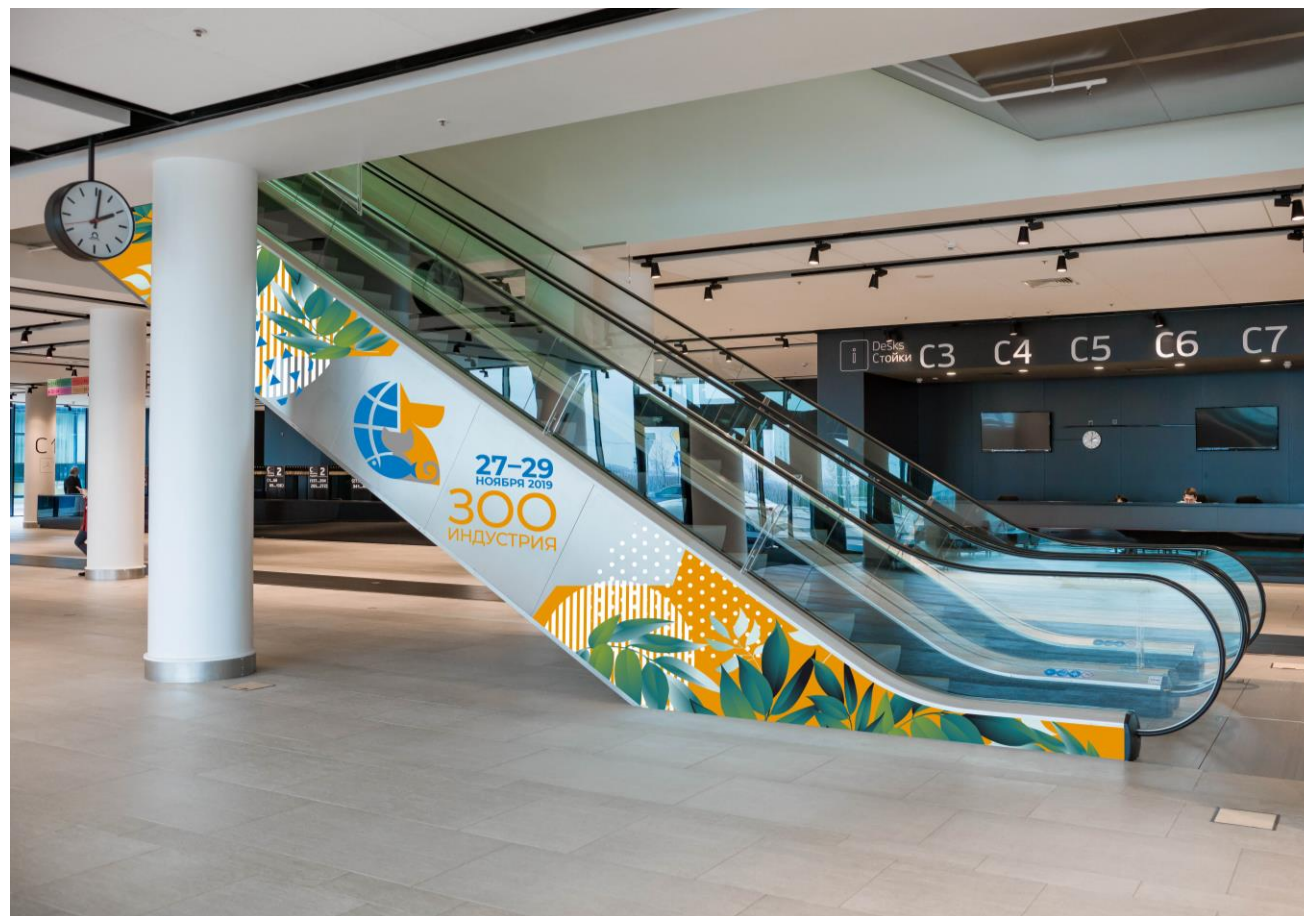
## BRANDING OF METAL DETECTOR FRAMES





# INDIVIDUAL PROJECTS

## BRANDING OF ESCALATORS



# INDIVIDUAL PROJECTS

## VEHICLE PRESENTATION





# INDIVIDUAL PROJECTS

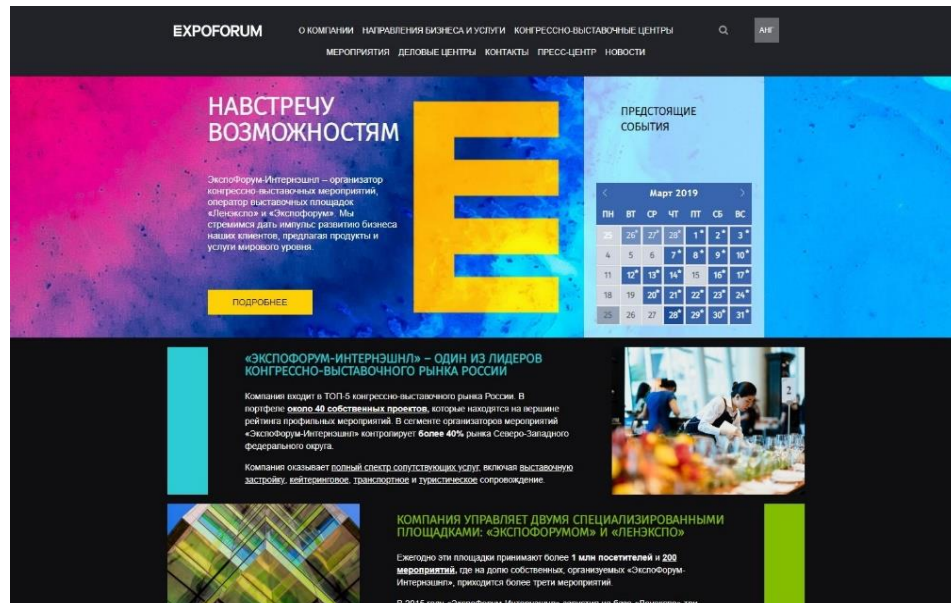
## PROMOTIONS



# INDIVIDUAL PROJECTS

## ONLINE ADVERTISING

### ON WEBSITES OF COMPANIES AND EXHIBITION PROJECTS AND ON SOCIAL NETWORKS



# INDIVIDUAL PROJECTS

## WI-FI AIR MONITORING

**DISCOVERY OF SEGMENTED  
AUDIENCES AT EVENTS FOR  
ADVERTISING AGENCIES**



# EXPERIENCE MOMENTUM

+7 812 240 40 40, EXT. 2365

PROJECT MANAGER

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EXPOFORUM.RU

