



MARKETING OPPORTUNITIES AT THE
IGROMIR AND COMIC CON RUSSIA
EXHIBITIONS
7-10 October 2021



ABOUT EXPO

Igromir- is the first Russian full-scale exhibition for interactive amusement lovers: video games, console games, mobile games and other.

Comic Con Russia - its a real holiday for all pop culture fans. This is a bright show for everyone who is not a stranger to modern pop culture in any form.



More than 180 thousand people visited IgroMir/Comic Con Russia in 2019 within only 4 days. More than 200 companies-participants demonstrated their game world and pop culture novelties at more than 210 stands and retail locations. The expositions are located in 4 halls of the first Crocus Expo pavilion with a total area of 26 000 square meters.

In 2019 all the leading companies such as: Blizzard Entertainment, ASUS Republic of Gamers, MTC, Samsung, Red October, M.GAME, WDSSPR, UPI, «20th Century Fox CIS», Warner Bros. Interactive Entertainment, Nintendo, CD Projekt RED, GIGABYTE, Microsoft, Lenovo Legion, Bandai Namco, Kaspersky, VIVO and many others take part in the exhibitions.

In 2020 the Comic Con Russia festival and the Igromir exhibition were held for the first time online, more than 8 million people watched the live broadcast in 2 days.



PAVILIONS OUTSIDE

Video advertising on the LED screen 24*9 meters located on the first pavilion's façade 1 (288 runs a day for 1 screen). The price for one translation day from 7:00 to 17:00.

Video timing

10 seconds	65 000 ₺
20 seconds	116000 ₺
30 seconds	173 000 ₺
One exclusive screen from 03.10. till 10.10, the broadcasting goes from 7:00 to 17:00.	1600 000 ₺



Space rent on the facades and the backs of the pavilion per 1 carrier (the price with production without installation work)

Pavilion 1(the backside) 10,5x5,0 meters	450 000 ₺
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All the prices exclude VAT

VIDEO ADS IN THE LOBBY



Video ads in the lobby of the 1st pavilion,
from 07.10 till 10.10, 09AM – 07PM, at least
500 impressions. Screen size -96x1 m.

Video timing	Price for 4 days of broadcast
20/25/30 sec	360 000 Р

All the prices exclude VAT



BRANDING OF ENTRY GROUPS

Construction Advertising

Price

a) Outside entry groups	2500 000 ₽
b) Inside entry groups	1200 000 ₽

All the prices exclude VAT



CONCRETE BLOCKS



Advertising at the moving construction on the concrete blocks (for the closer area use, turn-key price) for 1carrier

Size	Price
2,0x3,0 meters	144 000 ₺
3,0x3,0 meters	196 000 ₺
4,0x3,0 meters	220 000 ₺
6,0x3,0 meters	310 000 ₺

. All the prices exclude VAT



TRITEX

Advertising at the Tritex constructions (inside the pavilion, turn-key price) per 1carrier.

Size	Price
1,0x2,8 meters	76 000 Р
2,0x2,0 meters	98 000 Р
2,2x2,5 meters	113 000 Р
4,5x2,5 meters	161 000 Р
6,7x2,5 meters (displaying a 6.7*1.8 meters possible)	195 000 Р

All the prices exclude VAT



LIGHTBOXES



Stationary light boxes area rent (including fabrication and installing work) per 1carrier.

Placement	Price
a) static displaying at one of the constructions' side outside (1,23x2,5 m)	65 000 ₺
b) static displaying at the front side of the construction inside the pavilion (1,17x1,97 m)	185 000 ₺
c) static displaying at the back side of the construction (towards the exhibition center entrance) inside the pavilion (1,17x1,97 m)	175 000 ₺

All the prices exclude VAT



BALCONY

Advertising at the glass balconies above the escalators hall in the pavilion 1(turn-key price per 1carrier). October, 7- 10

Size of 1carrier	Price
5,68x0,9 m	115 000 ₺

All the prices exclude VAT

SUSPENDED CONSTRUCTION

Space rent and suspension on the ceiling trusses in the lobby.

Price on request	From 840 000 ₺
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All the prices exclude VAT



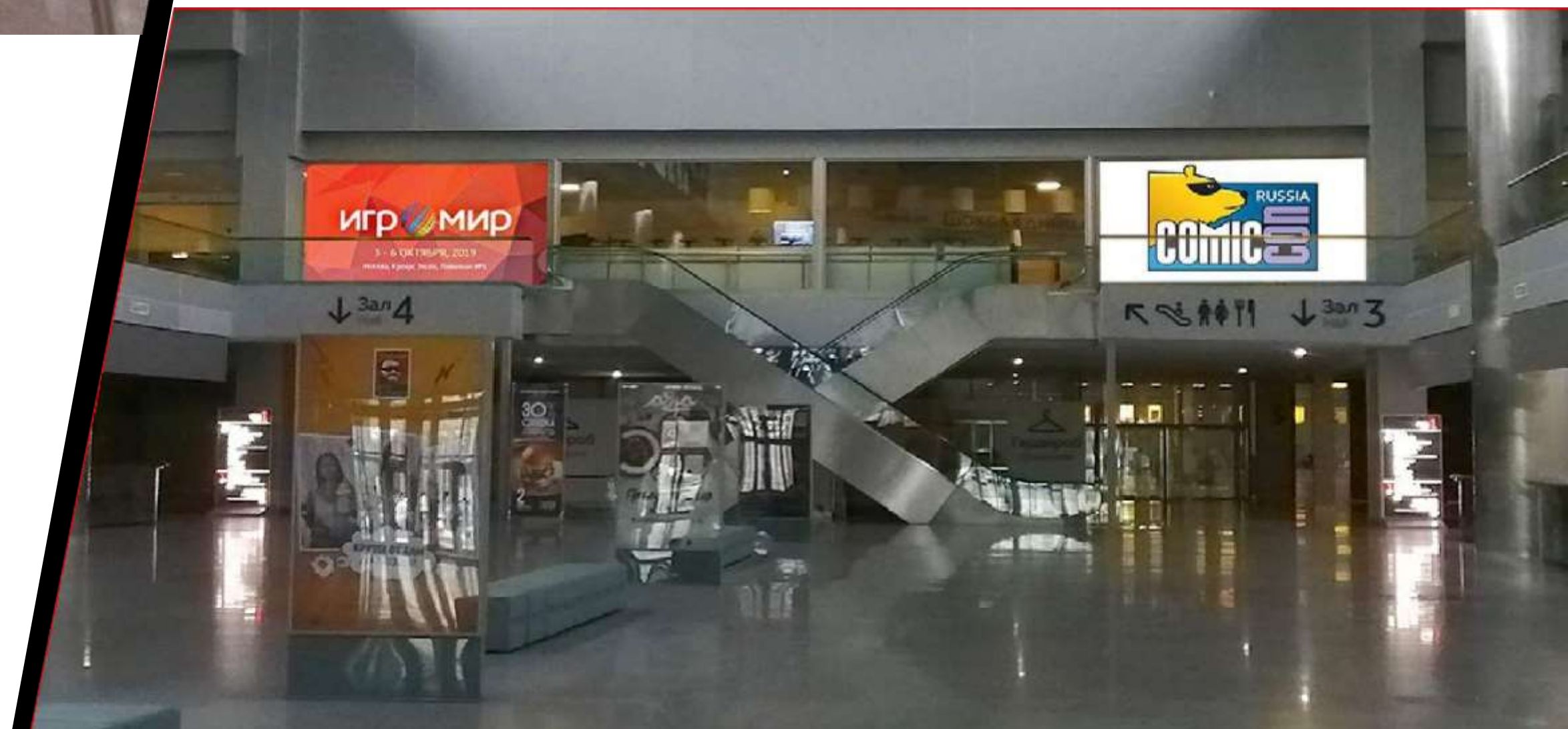


FOOD COURT GLASS

The front and back sides are branded. Wide view from the side of the lobby and food court. The size of each glass is 5.6 *3 m.

Placement	Price
Two double sided surfaces turnkey	800 000 ₽

All the prices exclude VAT





FLAGPOLES

Flagpole's area rent (excluding fabrication, including the installing work) per 1 carrier

Placement	Price
At the outside flagpole for a company flag	40 000 ₺
At the portable flagpole for the inside use (excluding fabrication and installing work) per 1 carrier	on request

All the prices exclude VAT

PROMO-STAFF

We offer a possibility of placing promo staff on the exhibition territory. Price per person.

Promo models	55 000 ₺
Promotional staff + standard storage cell for personal items and handouts	65 000 ₺
Outside promo staff	70 000 ₺
Additional cell or storage space	On request

All the prices exclude staff's service charges and VAT





STAGE PERFORMANCE

We offer a possibility to play a video/trailer on 2 screens inside the pavilion (at 2 stages), roller timing is up to 3 minutes.

3 days for visitors, 6 runs per day at each stage

345 000 ₺

All the prices exclude VAT

What you can do at the main stage:

- SPONSORSHIP COSPLAY COMPETITION
- Partner's prizes raffle
- Entertainment event setting
- New goods presentations
- Other options (requests needed)



Attachments



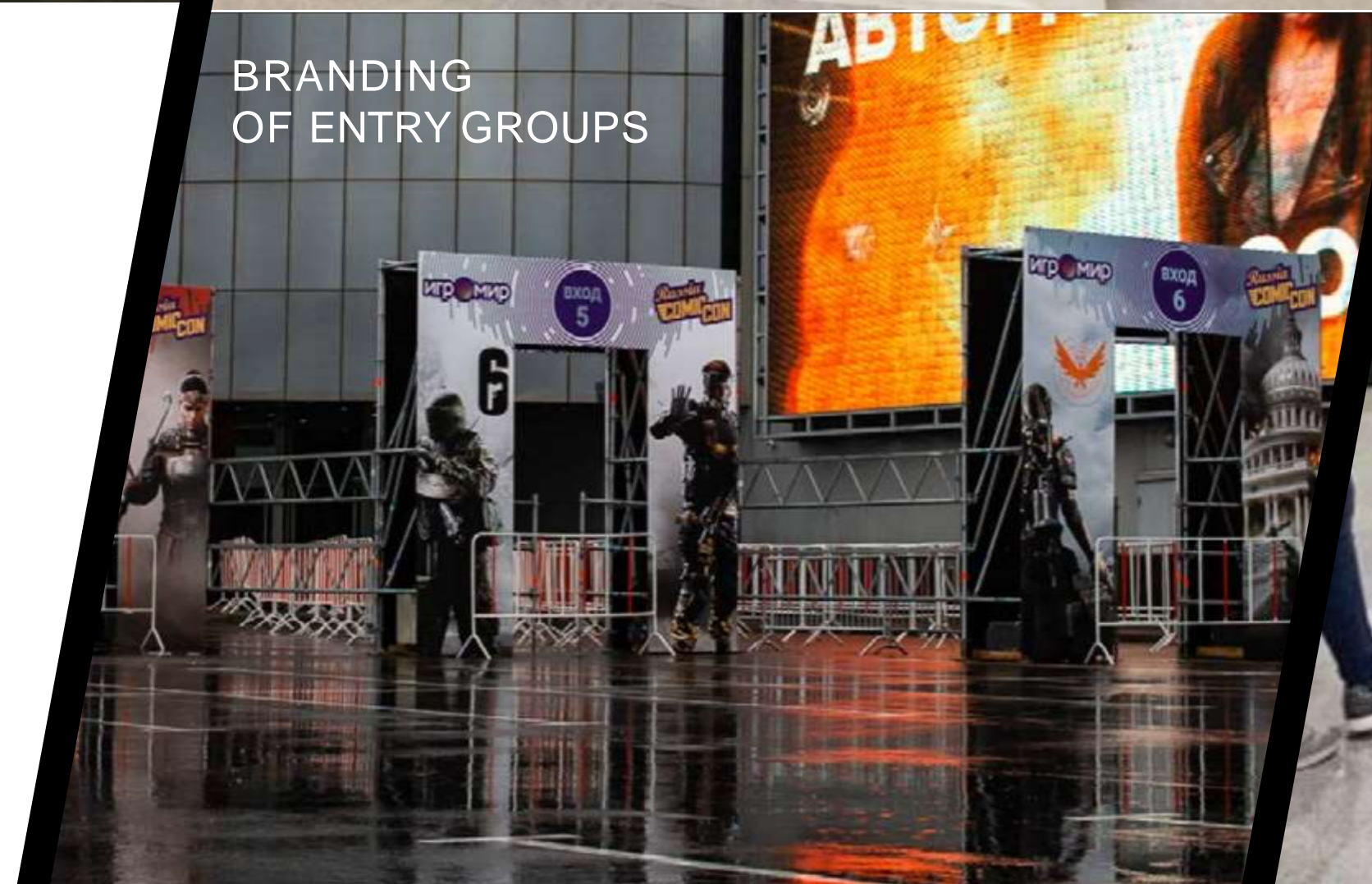
Press Center
Sponsorship



Sponsorship and special packages for participants

Standard and individual offers, on request.

BRANDING
OF ENTRY GROUPS



TICKET BRANDING

It is possible to brand physical and electronic event tickets with your logo upon request.





CUSTOMERS' CARRIERS

Space's rent/ setting advertising carrier permission for a participant of the event
(excluding fabrication and installing work)

Outside:	Price
for an advertising car, including 'mobile billboards'	265 000 ₺
for a captive ballon, airship, inflated airframes etc	Price on request
for other carrier placing, 1.0 square meter per 1 carrier	23 000 ₺

Inside:	Price
In exhibition halls for advertising carriers' placing, 1.0 square meter per 1carrier (on unrented space)	24 000 ₺
At food courts and inside the crosspassings between the pavilions for advertising carriers' placing, 1.0 square meter per 1carrier	26 000 ₺

** The prices provided in this part apply to the placing only and exclude VAT. Installing works and fabrication of the carriers can be ordered additionally if needed.*

THANK YOU FOR ATTENTION



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