

STAND SPACE APPLICATION
INTERNATIONAL PRIVATE LABEL SHOW (IPLS)
 21-22 MARCH 2018 | IEC "CROCUS EXPO", PAVILION 2, HALL 7
www.ipls-russia.ru



EXHIBITOR INFORMATION			
Company Name			
General Director			
Postal address (country, city, postal code, street, building, etc.)			
Contact person (for exhibition matters)			
Phone number		Fax	
Email		Website	

I. RAW SPACE (EUR /1 SQM, incl. 18% VAT) (raw space, aisle cleaning, pavilion security at nighttime)			
	STAND 9-15 SQM	360 €	
	STAND 16-40 SQM	350 €	

II. SURCHARGE FOR OPEN CORNERS (EUR, from the total amount of raw space, incl. 18% VAT)			
	Corner Stand (2 sides open)	+ 5%	
	"Peninsular" (3 sides open)	+ 10%	
	"Island" (4 sides open)	+ 15%	

III. SHELL SCHEME (EUR /1 SQM, incl. 18% VAT)			
Standard Shell Scheme (construction and dismantling, wall panels, wall-to-wall carpet, fascia board with the company name (up to 9 characters), 1 table, 2 chairs, waste paper basket)		+ 70 €	
	Advanced Shell Scheme. Option 1 Total height = 5.0 m, standard wall panels, upper section height = 2.5 m (allows more space for visual purposes)	+ 140 €	
	Advanced Shell Scheme. Option 2 Total height = 4.0 m, standard wall panels	+ 130 €	
	Advanced Shell Scheme. Option 3 Total height = 4.0 m, single wall panel (allows better artwork fitting)	+ 150 €	

PLEASE NOTE THAT THE ELECTRIC SUPPLY IS NOT INCLUDED IN THE ABOVE RENTAL PRICE AND IS TO BE ORDERED AS AN ADDITIONAL SERVICE!!

IV. REGISTRATION FEE: 515 EUR (incl. 18% VAT)			
<ul style="list-style-type: none"> • Private Label Digest* entry and guide listing • contact info in the online catalogue • Company's description, market sector + company's product type in the online catalogue • PRODUCT GALLERY (product picture + product information up to 500 characters) in the online catalogue • A unit of Private Label Digest • Exhibition Badges • Invitations (flyleaves) • Publishing news on the official show's website • Comprehensive marketing campaign for visitors' acquisition 			
TOTAL AREA (SQM)		STAND №	

* Private Label Digest - annual publication dedicated to the private label market in Russia & CIS, as well as to the best international practices. In addition to the show catalogue, the innovated digest contains market analytics, key industry experts' and retailers' interviews and opinions, articles and editorials, etc.

SPECIAL ADVERTISING PACKAGES (EUR. incl. 18% VAT)

★	<ul style="list-style-type: none"> Maximum package in online catalogue** Logo in the <u>Private Label Digest</u>* next to the company information Logo on the floorplan in the foyer Placing of product picture and description in Private Label Digest 	405 € 303 €
★★	<ul style="list-style-type: none"> Advanced package in online catalogue** Logo in online catalogue 	153 € 115 €
★★★	<ul style="list-style-type: none"> Maximum package in online catalogue** Company's logo in the <u>Private Label Digest</u>* near the company information Banner 615x90 for a month on TOP3 visited web pages. 	590 € 413 €

ADDITIONAL ADVERTISEMENT OPTIONS (EUR, incl. 18% VAT)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company's logo in the online catalogue	Company's logo in the <u>Private Label Digest</u> *	Company's logo on the floorplan in the foyer	Company's logo on the floorplan in the <u>Private Label Digest</u> *	Advanced options** in the show's online catalogue	Premium options** in the show's online catalogue	Company logo on the main page in the carousel after the slide show
40 €	60 €	86 €	78 €	88 €	175 €	95 €

Retail Connect Summit is unique set of mechanisms which is exclusively created to optimise your resources in organising supplies and procurement. It's a personal assistant for manufacturers, distributors and retailers which operates 24/7 long time before business meetings between involved parties in the context of the flagship exhibitions. Summit consists of 3 components:

- ✓ exclusive online planning system
- ✓ research- and experience-based conference with the relevant issues
- ✓ match-making program with decision-makers' meetings



**Retail
Connect**[®]

Participation of 1 delegate in Retail Connect Summit	490 €	<input type="checkbox"/>
Company's logo in Retail Connect guide	80 €	<input type="checkbox"/>
1 ad page in Retail Connect	450 €	<input type="checkbox"/>

CONTACT PERSON	
POSITION	
SIGNATURE	
DATE	



Contacts:

Roza Deberdeeva, Exhibition director Roza.Deberdeeva@reedexpo.ru +7 (926) 900 61 21

Elena Gorbunova, Sales manager Elena.Gorbunova@reedexpo.ru +7 (926) 520 10 94

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** Read more about advanced and premium options in the online catalogue on the exhibition website: www.ipls-russia.ru/en/exhibiting/online