

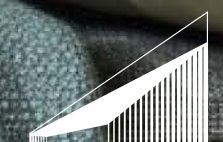
INTERNATIONAL EXHIBITION
OF HOME TEXTILES AND INTERIOR SOLUTIONS



TEXTILE & HOME

"TEXTILE&HOME-2025.SPRING"
IS WAITING FOR YOU ON A NEW SITE!

12-14
MARCH
2025



ТИМИРЯЗЕВ
ЦЕНТР

Moscow,
TIMIRTAZEV CENTRE
EXHIBITION COMPLEX

CATALOG
OF ADVERTISING OPPORTUNITIES



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DEAR PARTICIPANTS!

The exhibition team thanks you for your decision to participate in the exhibition and offers to use advertising tools for effective participation.

THIS WILL ALLOW YOU TO:

- STAND OUT FROM THE COMPETITION AND DRAW ATTENTION TO YOUR STAND;
- TO INCREASE THE INFLUX OF THE TARGET AUDIENCE AND MAINTAIN THE COMPANY'S IMAGE;
- STRENGTHEN THE COMPANY'S BRAND POSITION IN THE MARKET AND GIVE A NEW IMPETUS TO BUSINESS DEVELOPMENT;
- INCREASE THE MARKETING EFFECT OF PARTICIPATION AND MAKE YOURSELF KNOWN TO A WIDE AUDIENCE OF SPECIALISTS.



THE TEXTILE&HOME EXHIBITION

is held in conjunction with the "INTERTKAN" exhibition, the main textile exhibition in the territory of the Russian Federation and CIS countries, which gathers the entire professional community.

Use the commercial potential of Russia's largest textile exhibition – choose the options that will allow you to present your company in the most favorable light. The more attention you pay to preparing for the exhibition, the more effective your participation will be.

We are always happy to help with any questions and offer individual marketing and partner packages of the participant, designed specifically for the tasks of your company. We wish you a successful exhibition!



FREE ADVERTISING OPPORTUNITIES

Download the official promotional modules of the event to reach the maximum potential visitors, plan business activities at the exhibition and schedule meetings in advance.



[DOWNLOAD](#)



[DOWNLOAD](#)

THE LOGO OF THE TEXTILE&HOME EXHIBITION

Use it in your company's correspondence and promotional materials.

BANNER "INVITATION TO THE STAND" IN THE PROMOTIONAL NEWSLETTER

Add a banner with the booth number to the email newsletters to attract customers to your booth in advance.



[DOWNLOAD](#)



[DOWNLOAD](#)

BANNER "INVITATION TO THE STAND" IN SOCIAL NETWORKS OR ON THE WEBSITE

An additional opportunity to inform your potential visitors about participation in the exhibition.

INVITATION CARD LAYOUT

Distribute invitation cards to customers and at points of sale, while participating in other specialized exhibitions, at your company's events, and at business meetings.



NEWS DIGESTS

Contact:
kolesnikova@intertkan.ru

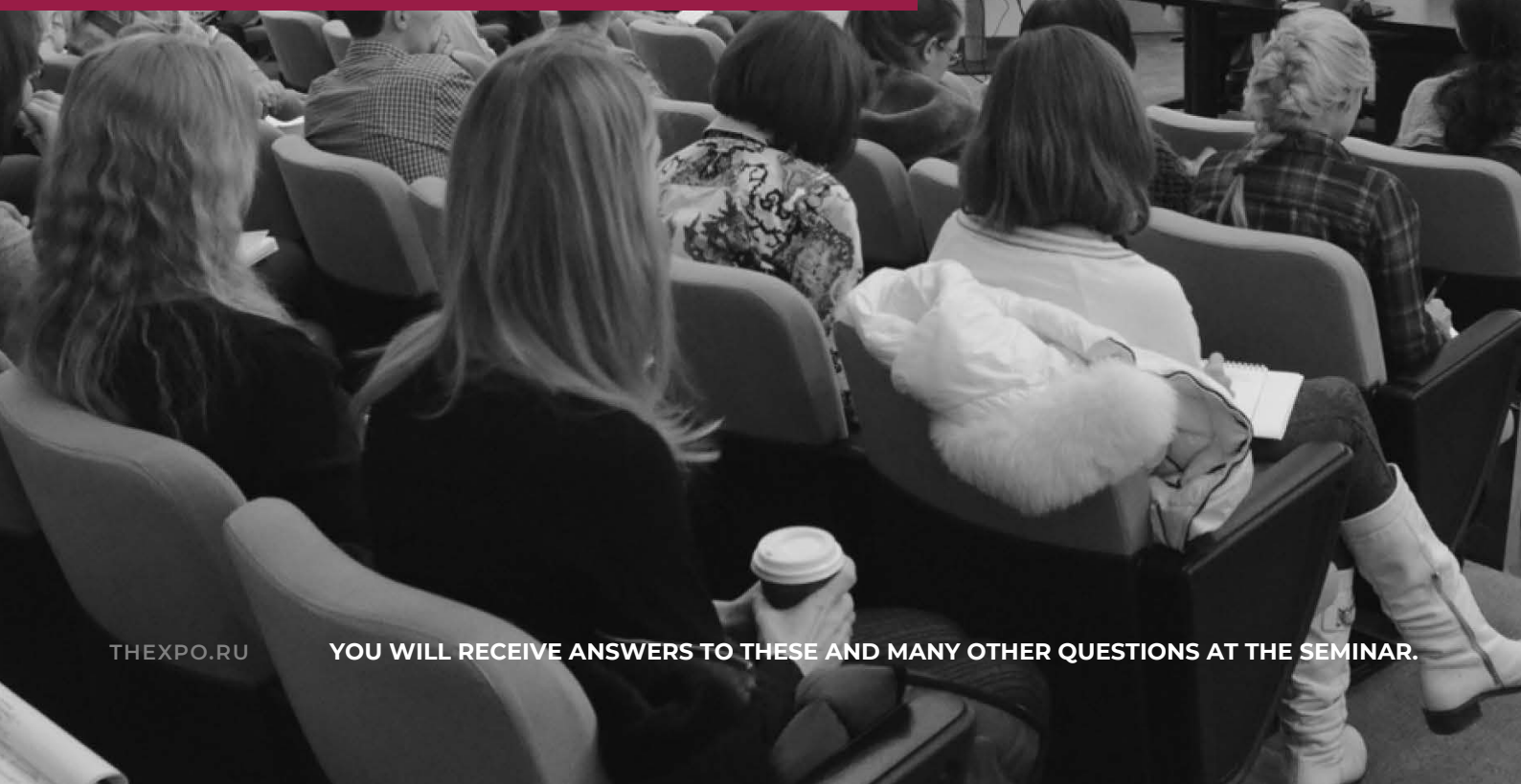
An overview of new products, technologies and products of the participants in the news digests following the results of the exhibition, which are posted on the exhibition website, as well as sent to the mailing list of visitor databases.

SEMINARS

We offer a new service for participants, which we organized together with the “ExpoEffect” exhibition consulting agency for your maximum effective participation in exhibitions.

YOU WILL LEARN:

- HOW TO PREPARE FOR THE EXHIBITION IN STAGES AND CORRECTLY FORM A BUDGET FOR PARTICIPATION;
- HOW TO AVOID COMMON MISTAKES WHEN PREPARING FOR THE EXHIBITION AND SAVE THE COMPANY'S MONEY;
- HOW TO PROPERLY DESIGN A STAND AND STAND OUT FROM THE COMPETITION WITHOUT EXCEEDING THE BUDGET;
- HOW TO ATTRACT AND RETAIN VISITORS TO THE EXHIBITION;
- · HOW TO WORK PROPERLY WITH CONTACTS AFTER THE EXHIBITION.





SEMINAR

THE "EFFECTIVE PARTICIPATION IN EXHIBITIONS"



NIKOLAI KARASEV,
GENERAL DIRECTOR OF AVK "EXPOEFFECT"

Author of the book "EXPOLOGY.
How to effectively participate in the exhibition"
and the most attended seminar for exhibitors.



SPENT
OVER 1 000
PRACTICAL TRAINING
FOR EXHIBITORS.



20 YEARS
WORK EXPERIENCE
IN THE EXHIBITION INDUSTRY



TAUGHT
MORE THAN 25 000
EXHIBITORS.

Unique tools for business development, secrets of success at exhibitions of well-known companies - all this is illustrated by illustrative examples.

Do not miss the opportunity to attend the seminar and get maximum results at the next exhibition!



ADVERTISING IN THE PRINTED CATALOG OF THE EXHIBITION

THE OFFICIAL CATALOG

is an effective tool for advertising influence on the audience both during the exhibition and after its completion before the start of the new season. It is provided to all visitors and participants of the exhibition.

Draw the attention of visitors to the exhibition among the variety of competitors – for example, by highlighting the name of the company in the list of participants on the exposition plan of the exhibition. In addition, this is a great opportunity to bring your unique advantages and offers to a wide audience

The catalog has a circulation of 500 copies, located **in the registration area** and **at information desks** on the territory of the exhibition.



The cost of advertising

Logo + the pointer to the stand on the plan	20 000 rub.
Advertising strip (1/1), 4 colors	28 000 rub.
Advertising strip (1/2), 4 colors	15 000 rub.
Advertising spread (2/1), 4 colors	40 000 rub.
Advertising strip (1/1), 3rd cover	30 000 rub.
Advertising strip (1/1), 4th cover	35 000 rub.
Highlighting the company name in color in the list of participants	10 000 rub.



2 500

visitors from

40

regions

Prices include 20% VAT.

Technical requirements for the layout:

the band size is 146 x 210 mm + 5 mm spans, CMYK, resolution 300 dpi, TIFF format.

For more information and a special offer, please send an application to your manager's e-mail.



BANNER IN THE EXHIBITION MAILING LISTS

Make yourself known to an extensive professional audience by placing the company's logo/banner in the branded electronic mailings of the exhibition.

Depending on the topic you are interested in, we provide the opportunity to place your logo/banner in one or more email newsletters.



>120 000

EMAIL
ADDRESSES
OF VISITORS

**The cost of advertising on a logo /banner,
size 600 x 110 px**
(including placing a link to your site):

1 logo / banner	45 000 rub.
2 logos / banners	60 000 rub.

Prices include 20% VAT.

For more information and a special offer, please send an application to your manager's e-mail.



PLACEMENT OF THE LOGO ON THE BANNER

We offer you the opportunity to place your logo and booth number on information banners with the exhibition plan.



THIS IS AN EXCLUSIVE SERVICE FOR SEVERAL PARTICIPANTS!

These banners are placed throughout the exhibition complex (for example, in the registration areas and near the entrance to the exhibition halls).

The cost of placing the logo on the banner, is **50 000 rub.**

The price includes 20% VAT.

For more information and a special offer, please send an application to your manager's e-mail.



PLACING ADS ON THE VISITOR'S BADGE



PLACING ADS ON THE VISITOR'S BADGE

Get the most out of the exhibition and strengthen your company's image by placing ads on each visitor's badge.

The cost of advertising on the badge, rub. is **100 000 rub.**



LOGO ON BADGE RIBBONS

Another effective and status tool for your company promotion is the logo on the lanyard for each type of pass (exhibitor, VIP, press, visitor, etc.).

The cost of placing the logo on badge ribbons, rub. is **200 000 rub.**

The price includes 20% VAT.

For more information and a special offer, please send an application to your manager's e-mail.

ADVERTISING ON ELECTRONIC TICKETS

An additional opportunity to increase brand awareness and enhance the effect of an advertising campaign is to place information about your company on each e-ticket. about 80% of visitors coming to the exhibition via online registration will see such advertising.



The size of the advertising block on the electronic ticket: **105x115 мм**

The ad block is provided in the **TIFF format**

When preparing an advertising block, it should be provided for its readability with monochrome (black and white) printing on a printer. A direct invitation to visit the customer's stand at the exhibition will not be accepted for placement.

The cost of advertising on an electronic ticket

50 000 rub.

The price includes 20% VAT.

For more information and a special offer, please send an application to your manager's e-mail.



PROMOTIONAL MATERIALS IN BRANDED BAGS

We provide you with a unique opportunity to invest your promotional printed products (flyer/booklet) into the branded “Textile&Home” bag, which visitors receive directly at the exhibition.



We would like to draw your attention to the fact that it is strictly forbidden to distribute promotional materials outside your stand!

You have to deliver your promotional material
(13 000 pieces)
4 days before
the start of the exhibition.

The delivery address is negotiated additionally.

The cost of advertising is

106 800 rub.

The price includes 20% VAT.

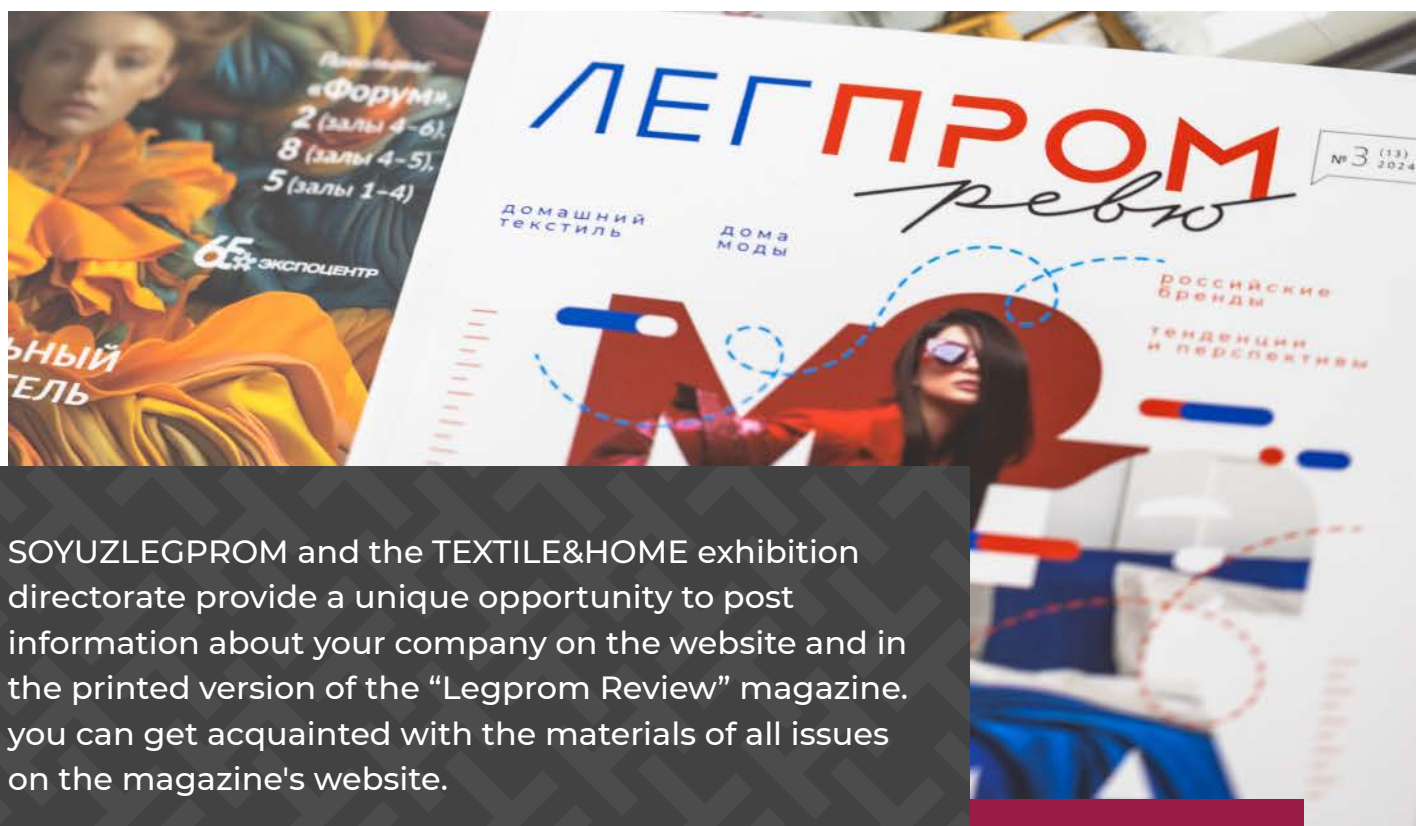
For more information and a special offer, please send an application to your manager's e-mail.

The organizer is not responsible for materials that were lost in the mail or were delivered late.

*This option is limited to an individual deadline.



ADVERTISING ON THE WEBSITE AND IN THE PRINTED VERSION OF THE “LEGPROM REVIEW” MAGAZINE



SOYUZLEGPROM and the TEXTILE&HOME exhibition directorate provide a unique opportunity to post information about your company on the website and in the printed version of the “Legprom Review” magazine. you can get acquainted with the materials of all issues on the magazine's website.

In the new issue for the "TEXTILE&HOME-2025.SPRING" exhibition you can place a short announcement, an image advertisement or a more detailed text about your company.

At the exhibition, the magazine will be presented at the reception desks, as well as in all halls of the business program.

Thus, placement in the magazine will become a platform for presenting your brand and attracting the attention of a wide audience of industry professionals.

For cooperation, please contact **Mikhail Shpilkin**,
tel.: **+7 (903) 624-95-04**,
e-mail: **mikhail@shpilkin.ru**

**THE VOLUME
OF THE MAGAZINE**

100
pages

THE CIRCULATION

5 000
copies

CONTACTS

thexpo.ru

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