



INTERNATIONAL
RUSSIAN
TRAVEL
MARKET



Sponsorship Packages OTDYKH Leisure 17-19 Sep 2024



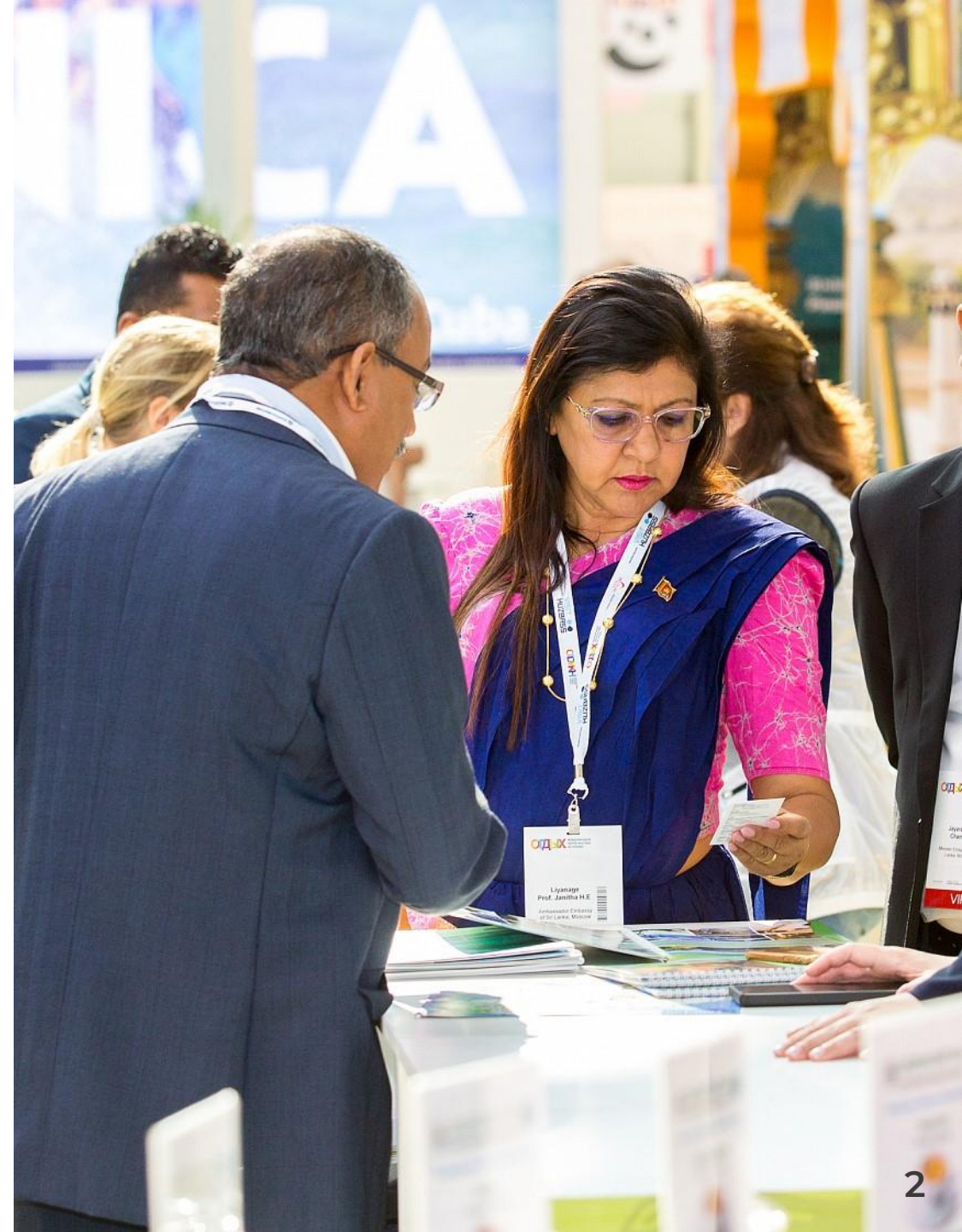
OTDYKH Leisure to mark 30 year of success. This year we celebrate the 30th anniversary. The Fair has always been a trendsetter in the tourism industry, reflecting the most current trends in the development of world tourism. It has been the first of the exhibition in Russia to implement a hosted buyer program for regional companies, to launch an online appointment system for professional visitors as well as to offer professional events on SPA & Health tourism, MICE, Luxury Travel.

And we can do much more especially for you!

Our sponsorship packages cover a whole range of options that can help you to take the full advantage of the commercial potential of OTDYKH exhibition.

OTDYKH Leisure 2023 Figure

400+ Exhibitors	20 Countries	40 Russian regions
10 500+ Visitor Online and Offline	9500+ Professional visitors from 51 countries and 67 Russian regions	200+ High-level officials meetings



Area of OTDYKH LEISURE 2023 10 000 m²



Travel Arena



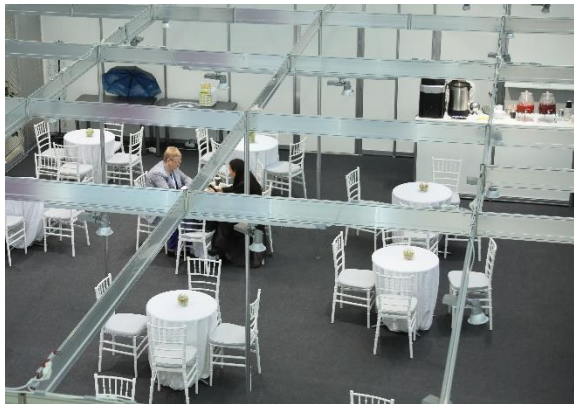
Conference Hall



Networking Area



Entertainment Programme



Business lounge



Branding Area



Award Area



Media Center

Outdoor Advertising



Advertising construction, the North and South entrances (3 x 2m)



Advertising construction in the Pavilion „Forum“ (4x2m)



Advertising construction „Pylon“ (2 x 3 м)



Advertising construction „Stele“ (2 x 3 м), the West entrance

Indoor Advertising



Light box in the registration area in the North, West and South—(0.89 x 0.89m)



Decorating the central aisles of the pavilion with carpeting and advertising stickers (up to 1 x 1m)



Advertising structure in the registration area in the West and South (2 x 2m)



Logo on the exposition's navigation structures (15+surfaces)



Advertising structure at the main entrance (5x3m)

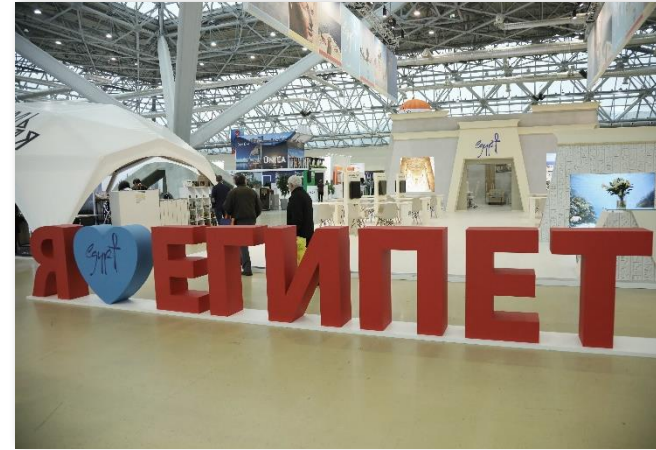


Indoor banner construction (2 x 2 м, 3 x 2 м)

Indoor Advertising



Advertising banner on the wall panel (1 x 0.8m)



3D construction located in the center of the pavilion



Hanging banner (3 x 2m)



Light box in business Lounge (1 x 1m)

Business Programme Sponsorship

Unique opportunity to exchange know-how and to discuss latest trends with key players and experts from Russia and abroad. One of the most effective ways to gain visibility

3

Streams

34

Events

186

Speakers

2800+

Offline audience

1000+

Online audience

Business Programme Sponsorship



Participation in the official events of the exhibition including opening of the exhibition, awarding ceremony etc.



Participation in the key events of the business program



Hold your own event with the support of the production team

Business Programme Sponsorship



Wall Branding, business programme and the lounge areas



Advertising/ Logo in the business programme (printed and online)



Video advertising in the business programme & networking areas



Distribution of promotional information in business programme areas



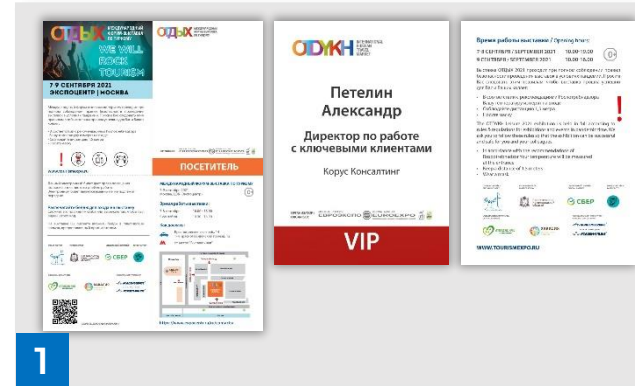
Advertising banner on plasma panels



Video interview in the exhibition's TV & Press centre

Exclusive Opportunities

- 1 Sponsor's logo on electronic and printed badges including badges for speakers and VIP guests
- 2 Production and distribution of promotional bags with logo, banner or advert
- 3 Logo on Lanyards
- 4 Advertising in the official exhibition guide
- 5 Highlighting the sponsor in the list of participants and display of the sponsor's logo on the floor plan
- 6 Distribution of promotional materials at the information desks, in the registration counters and in the business and networking areas



1



2



3



4



5



6



Online Marketing

70 000

website
traffic

219 975

views of the
website

+ 98 000

newsletter
recipience

Social Media

30 000

subscribers

Media partners coverage

> 1 500 000

recipience



ОТКРЫТЫЙ ДИАЛОГ / OPEN DIALOGUE

СТУДЕНЧЕСКИЕ ПРОЕКТЫ В РЕАЛИЗАЦИИ
НАЦПРОЕКТА «ТУРИЗМ И ИНДУСТРИЯ
ГОСТЕПРИИМСТВА»: ПОДДЕРЖКА РАЗВИТИЯ»

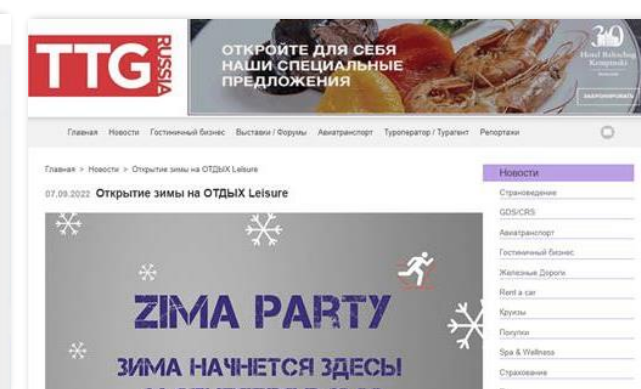
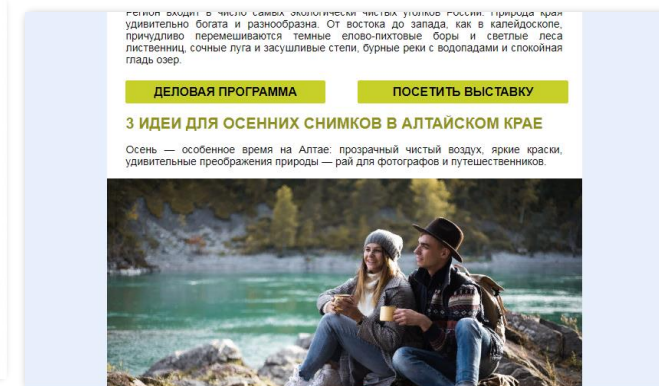
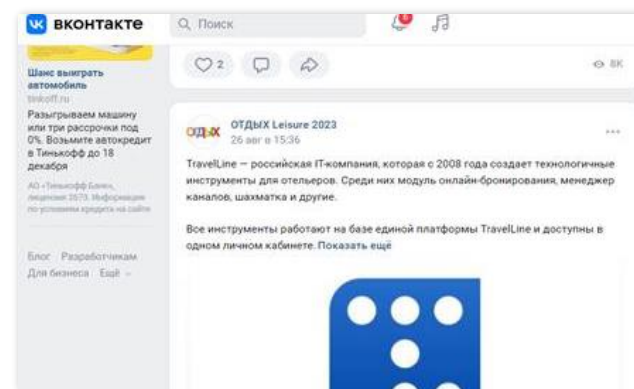
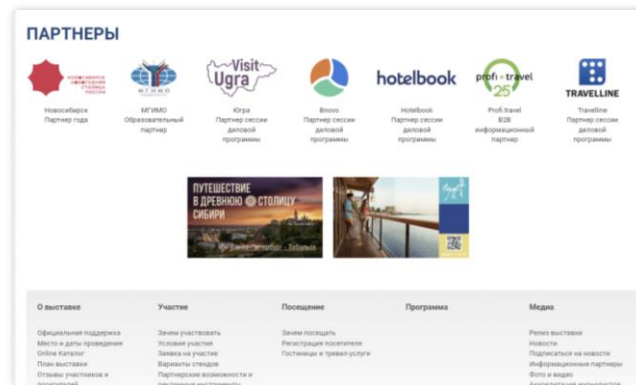
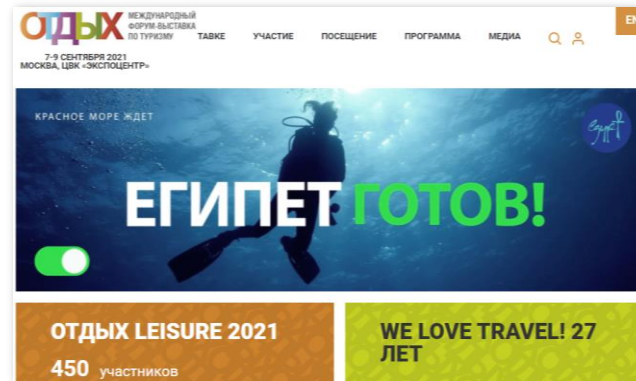
STUDENT PROJECTS IN THE IMPLEMENTATION
OF NATIONAL PROJECT «TURISM AND
HOTEL INDUSTRY: SUPPORT FOR
DEVELOPMENT»

12 СЕНТЯБРЯ / 12 SEPTEMBER 17:00



Online Marketing

- 1 Display of the sponsor's logo on exhibition website (1130 x 357)
- 2 Display of the sponsors' news on the exhibition website
- 3 Display of the sponsor's banner on exhibition website (250 x 150)
- 4 Individual newsletter or display of the sponsor's news in the exhibition newsletter (Russian and English)
- 5 Posting of the sponsors' news in social media
- 6 Publication of the sponsors' news in the specialized media outlets



SPECIAL PROJECT IN COOPERATION WITH UTAIR AIRLINE

Sponsors have a unique opportunity to display their advertising to the Utair audience

- Utair is one of the leaders in Russia in terms of the number of flights and the scope of the routes
- The airline's route network covers the territory, inhabited by 90% of Russia's population
- Over 8,000,000 people on average use Utair services annually
- The average inflight is read by more than 1,370,000 people



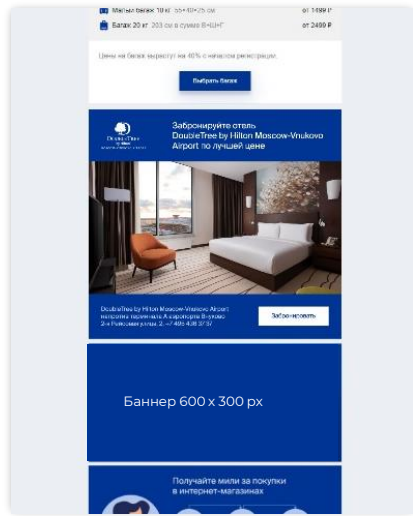
81 %
of the passengers
read the inflight
magazines



30 min.
for an average inflight
magazines are read by
passengers



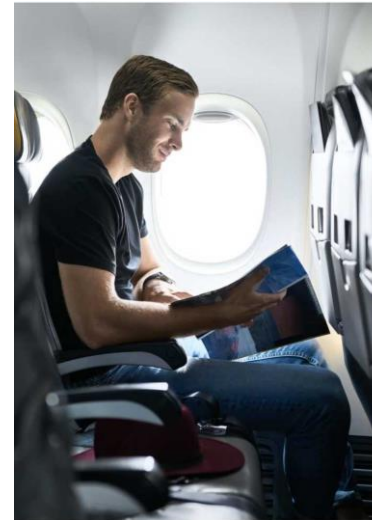
SPECIAL PROJECT IN COOPERATION WITH UTAIR AIRLINE



Banner in the airline newsletter for passengers, 72 hours before departure

Possible targeting based on rates, direction to/from Moscow or the whole flight database

Banner size -600 x 300
Placement period - 1 month



Advertising or an article in the inflight magazine

Page	207 × 263
Two page-spread	414 × 263
1/2 page (horizontal)	207 × 128
1/2 page (vertical)	102 × 263
1/3 page (horizontal)	207 × 88
1/3 page (vertical)	72 × 263

Sponsorship Packages 2024

Benefits	General Partner	Strategic Partner	Official Sponsor	Partner Country	Partner Region	Partner City	Business Programme Sponsor	Business Programme Session Sponsor	Hosted Buyers Programme Sponsor	Business Lounge Sponsor	Opening ceremony Sponsor	Awarding ceremony sponsor
OURDOOR И INDOOR ADVERTISING												
Advertising Construction inside EXPOCENTRE Fairgrounds	✓	✓	✓	✓								
Advertising construction inside the pavilion Forum	✓	✓	✓	✓	✓	✓	✓		✓			
3x5 m advertising construction at the main entrance	✓	✓		✓	✓							
Advertising at the registration area and pass ways	✓	✓	✓	✓	✓							
Logo on the navigation and information signs	✓	✓	✓	✓	✓	✓	✓					
Floor stickers adv			✓	✓						✓		
Adverting poster in the pavilion	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Hanging advertising banner	✓			✓								
3D advertising construction				✓								
Advertising in the business lounge area	lightbox			lightbox	lightbox					Info area and lightbox		
UTAIR Airlines (special offers)												
Banner in the airline newsletter	✓	✓		✓								
Advertising in the inflight magazines	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Business programme /official events												
Speech at opening ceremony	✓	✓	✓	✓	✓	✓					✓	
Speech at awarding ceremony	✓	✓	✓	✓	✓	✓					✓	

Sponsorship Packages 2024

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Opportunity to hold your own official event	✓			✓		✓	✓					
Opportunity to participate in the business programme	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on business programme main banners	✓	✓	✓	✓	✓	✓	✓					
Video advertising in the business programme & networking areas	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on the business programme booklets and advertising banner on plasma panels							✓	✓			✓	
Interview in the Press centre of the exhibition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Distribution of advertising and information materials in the business programme areas				✓			✓	✓			✓	✓
Special Opportunities												
Logo on visitor badges	✓	✓	✓	✓	✓	✓	✓					
Promotional bags with logo, banner or advert				✓								
Logo on lanyards	✓			✓	✓							
Advertising in the exhibition guide	Adv	Adv	Adv	Adv	Adv	Adv	Adv	logo	logo	logo	logo	logo
Badges												
VIP badges to access the business lounge	4	4	3	5	2	2	2	1	1	5	2	1
Parking slots (3 days)	2	1		2	1					1		
Parking slots (1 day)			1			1	1		1		1	

Sponsorship Packages 2024

Benefits	General Partner	Strategic Partner	Official Sponsor	Partner Country	Partner Region	Partner City	Business Programme Sponsor	Business Programme Session Sponsor	Hosted Buyers Programme Sponsor	Business Lounge Sponsor	Opening ceremony Sponsor	Awarding ceremony sponsor
Online advertising												
Display of a text or a video interview on the exhibition website	✓	✓		✓	✓	✓						
Banner in the the web front page	✓			✓								
Announcements /news on the exhibition website	✓	✓	✓	✓	✓	✓	✓			✓		
Logo on the exhibition website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Individual newsletter	2	2	1	2	1	1	1	1				
Posting your news in the exhibition newsletter	3	3	2	3	2	2	2	1	1	1	1	1
Social media posting	4	4	3	4	3	3	2	1	1	1	1	1
Posting your news in the exhibition catalogue	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Announcement of sponsorship in the exhibition PR campaign	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Contact US

Contact our team to discuss how you would like be involved in the OTDYKH LEISURE EXHIBITION 2024.

Together we will find the right concept for your sponsoring. Tailor - made sponsorship packages allow us to respond to your individual needs and requirements.

CONTACT:

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Organiser

МОСКВА РОССИЯ
ЕВРОЭКСПО



VIENNA AUSTRIA
EUROEXPO
Exhibitions and Congress Development GmbH



17-19 September 2024
Expocentre Fairgrounds,
Moscow