

INNOPROM

16TH INTERNATIONAL
INDUSTRIAL TRADE FAIR

PARTICIPANT SERVICES

PARTICIPANT GUIDE APPENDIX B

 July 6–9, 2026
Ekaterinburg, Russia
Ekaterinburg-EXPO International Exhibition Center

 expo.innoprom.com/en

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ADVERTISING OPTIONS

Optimized for Trade Fair Operations



ENTRANCE BANNER

Placement: INNOPROM Main Entrance, near the registration area and Pavilion 1 Entrance

Dimensions (mm): 21000x2000

Units Available: 2

Material: banner fabric

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): 50 (3 sides)

Deadline (Layouts): June 1, 2026

Reach every visitor with your banners strategically placed in high-traffic areas: the entrance, the registration area, on the way from the venues of the Program of Events to the booths in the pavilions of the Trade Fair.

Cost: P900,000

Printing and Installation Included



ADVERTISING BANNER

Placement:

- Pavilion 2 (side towards Pavilion 3)

- Pavilion 3 (side towards Pavilion 2 and Pavilion 4)

Dimensions (mm): 6000x6000

Units Available: 6

Material: banner fabric

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): 70

Deadline (Layouts): June, 1 2026

Banners are positioned inside the pavilions above the exits, drawing attention of the participants as they move through the pavilion.

Cost: P250,000 per unit

Printing and Installation Included

CONTACT US:

Valeria Burskaya, burskaya@formika-event.com

Natalia Moskvitsova, moskvitsova@formika-event.com

Elena Markelova, markelova@formika-event.com

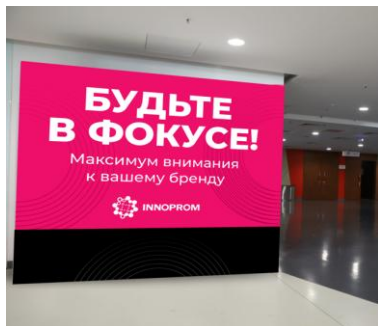
Irina Rogalina, rogalina@formika-event.com

ADVERTISING OPTIONS IN CONGRESS CENTER

Optimized for Business Program Participation



INNOPROM



SINGLE-SIDED BANNER

Location: Elevator zone, on the left

Size (mm): 4000x2500x600

Material: Banner fabric

Availability: 1st floor — 1 unit; 2nd floor — 1 unit; 3rd floor — 2 units

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): 50

Deadline (Layouts): June 1, 2026

This surface is reserved for participants of the Business Program. The banner is located in immediate proximity to the entrance to the Main Strategic Session hall, as well as in a high foot-traffic areas along key audience routes between session halls.

Cost: ₺200,000 per unit

Printing and Installation Included



SINGLE-SIDED BANNER

Location: Passage from the Congress Center to the exposition complex via the 2nd floor

Size (mm): 2000x2500x600

Material: Banner fabric

Availability: 2nd floor

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): 100

Deadline (Layouts): June 1, 2026

This surface is reserved for participants of the Business Program. The banner is located in immediate proximity to the entrance to the Main Plenary Session hall on the 2nd floor, as well as along key audience foot-traffic routes.

Cost: ₺200,000 per unit

Printing and Installation Included

CONTACT US:

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ADVERTISING OPTIONS



DOUBLE-SIDED DIRECTIONAL SIGNAGE

Placement: Atrium 1, Atrium 2

Dimensions (mm): 1000x2300

Package (units): 1

Material: film

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): 50

Deadline (Layouts): June 1, 2026

Guide visitors through the atriums between pavilions straight to your booth with our way-finding solution. The signs also double as a powerful platform to highlight your company and engage the audience.

Cost: P200,000 per unit

Printing and Installation Included



DIRECTIONAL SIGNAGE NEAR PROGRAM OF EVENTS VENUES

Placement: The Congress Center near the venues of the Program of Events

Dimensions (mm): 1000x2300

Placement Options:

1 — elevator exit; 2 — event venue floor

Material: film

Package (units): 2

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Deadline (Layouts): June 1, 2026

Use the signs to direct participants to the venues of the Partner's sessions within the Program of Events.

Cost:

P150,000 per 1 day

P300,000 per 4 days

Printing and Installation Included

CONTACT US:

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ADVERTISING OPTIONS IN CONGRESS CENTER



ADVERTISING LIGHTBOX

Such lightboxes can be used both for brand visibility and for guiding Business Program participants to the company's booth or to a business session venue.

Placement: 1st, 2nd, 4th floors

Dimensions (mm): 1500x1800

Units Available: 3 (2nd and 4th floors), 4 (1st floor)

Material: PVC Banner Fabric, non-illuminated

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Protected Area (mm): 150 (each side)

Deadline (Layouts): June, 1 2026

Cost: ₺150,000 per unit

Printing and Installation Included

Placement: 3rd floor

Units Available: 3 (1500x1800 mm), 3 (1500x2000 mm);
2 (4000x2000 mm); 1 (7000x2000 mm);

Material: PVC Banner Fabric, non-illuminated

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Protected Area (mm): 150 (each side)

Deadline (Layouts): June 1, 2026

1500x1800 mm — **₺150,000 per unit**

1500x2000 mm — **₺170,000 per unit**

4000x2000 mm — **₺200,000 per unit**

7000x2000 mm — **₺250,000 per unit**

Printing and Installation Included

CONTACT US:

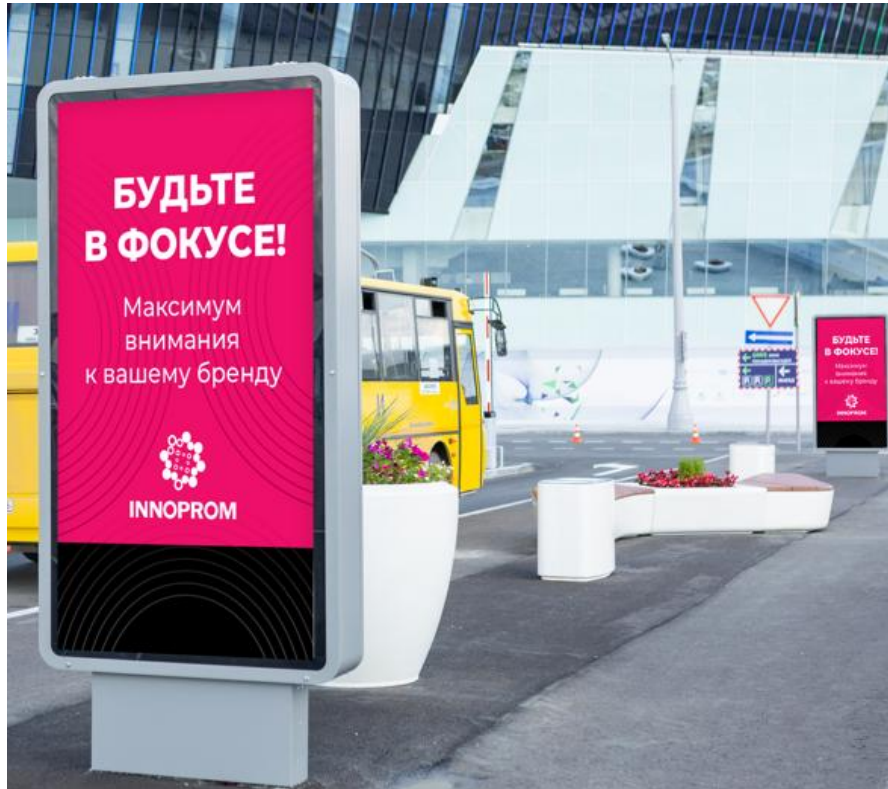
Valeria Burskaya, burskaya@formika-event.com

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OUTDOOR ADVERTISING OPTIONS



DOUBLE-SIDED CITY LIGHT

Location: parking space

Visible Image Size (mm): 1000x2100

Layout Dimensions (mm): 1100x2200

Units Available: 6

Material: film, full colour printing, non-illuminated

Layout Requirements: TIFF, 72dpi, CMYK, LZW compression

Bleed (mm): not required

Deadline (Layouts): June 1, 2026

Unlock the potential of the City Light advertising option by targeting INNOPROM participants that arrive by car or the shuttle bus. The advertising units are strategically located along the pedestrian routes and in recreation areas. Parking Space Size: 6,000 cars.

Cost: P150,000 per unit

Printing and Installation Included

CONTACT US:

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ADVERTISING OPTIONS



INNOPROM NEWSLETTER

Your promotional message in the INNOPROM newsletter. This option is available only to partners of the exhibition and business program, as well as to exhibitors and co-exhibitors.

Reach over 110,000 contacts every month.

Cost: ₺130,000



INNOPROM TALKS: INTERVIEW WITH COMPANY REPRESENTATIVES

Every business has a unique story to share, from its founding journey to the current achievements. Let us help you tell yours. Don't miss an opportunity to elevate your brand and its products while showcasing why partnering with your company is the right choice.

Your professionally crafted video interview will be featured in our newsletter, published on the official INNOPROM website, and promoted to the audience through our Telegram channel.

Cost: ₺250,000

CONTACT US:

Daria Tarasenko, tarasenko@formika-event.com

SERVICES WITHIN THE INNOPROM PRESS CENTER FACILITY



PRESS CENTER OFFICIAL AGREEMENT SIGNING CEREMONY

THE SERVICE PACKAGE INCLUDES:

- ceremony venue designed in the official Trade Fair style
- moderator (a master of ceremonies)
- signatories' assistants
- photographer
- development and coordination of the ceremony script
- nameplates (upon request), branded folders, pens
- event announcement for the media
- opportunity to distribute your press release following the event (provided that you supply the press release text)

Duration: 15 minutes

Cost: **₽95,000**

**If several ceremonies are to be held consecutively, the cost of each additional ceremony will be:*

- *₽15,000 if paid no later than July 5, 2026*
- *₽25,000 (if paid between July 6 and July 9, 2026)*

CONTACT US:

pr@innoprom.com



SERVICES WITHIN THE INNOPROM PRESS CENTER FACILITY



PRESS CONFERENCE HELD AT THE PRESS CENTER

THE SERVICE PACKAGE INCLUDES:

- press conference venue designed in the official Trade Fair style
- moderator (a master of ceremonies)
- photographer
- nameplates (upon request)
- event announcement for the media
- opportunity to distribute your press release following the event (provided that you supply the press release text)

Duration: 15 minutes

Cost: ₺115,000

**If several press conferences are to be held consecutively, the cost of each following press conference will be ₺15,000 (if paid no later than July 5, 2026) / ₺25,000 (if paid between July 6 and July 9, 2026)*

CONTACT US:

pr@innoprom.com



MEETING ROOM FOR RENT



INNOPROM



AT THE CONGRESS CENTER

- Conference table
- Up to 10 chairs available
- TV screen on a floor stand
- Laptop
- Remote control clicker
- Tea, coffee, and water
- Floral arrangements

Cost if paid no later than June 15:

₽1,000,000 / 1 day | ₽1,500,000 / 2 days

Cost starting on June 16:

₽1,300,000 / 1 day | ₽1,800,000 / 2 days

CONTACT US:

Ekaterina Nikodina, nikodina@formika-event.com



AT THE PAVILION

- Meeting room
- Conference table
- At least 6 chairs available
- Information counter
- Bar stool
- Branded banner (exterior and interior)

Cost: ₽1,300,000 / 4 days

Furniture appearance may differ from the images shown on the slide.

The application deadline is June 5, inclusive.

PROFESSIONAL PHOTOGRAPHY SERVICES

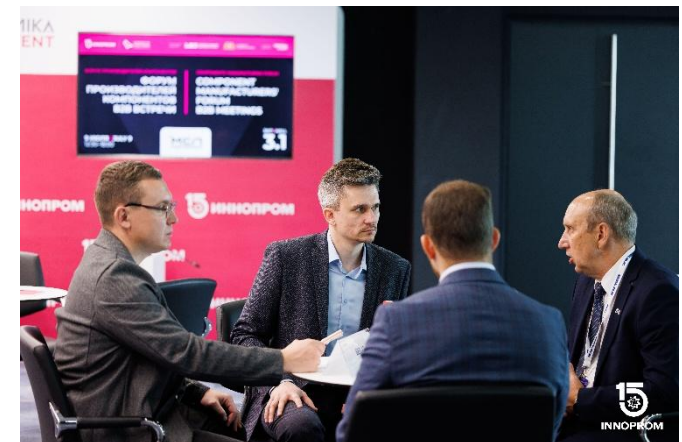


PROFESSIONAL PHOTOGRAPHY AT BUSINESS EVENTS, CAPTURING KEY MOMENTS AND MEETING ATMOSPHERE WHILE FEATURING EVENT PARTICIPANTS

SERVICE INCLUDES:

- At least 150 curated and edited photos per exhibition day
- Full photo report delivered within 3 hours after the end of the shift
- Upon request, up to 10 selected photos can be provided immediately after the event

Cost: ₱150,000



CONTACT US:

photoservice@innoprom.com

PLVS ULTRA

PLUS ULTRA IS THE OFFICIAL LINGUISTIC PARTNER OF THE INTERNATIONAL INDUSTRIAL TRADE FAIR INNOPROM

For over 5 years, the company has provided linguistic support at high-profile events in Russia and abroad, working with heads of state and top executives of major corporations.

Plus Ultra's interpreters possess unique experience across a wide range of subjects and deliver simultaneous and consecutive interpreting, whispered interpreting (chuchotage), delegation support, as well as interpretation services during document signings, award ceremonies, official receptions, and other formal events — in all languages of the world.



CONTACT US:

PLVSULTRA@YANDEX.RU

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PLVSULTRA@YANDEX.RU

Kristina Borodina, +7 (912) 659-77-67

TRAVEL SERVICES AND FREIGHT FORWARDING



TRAVEL SERVICES

Enhance your travelling experience and make your journey to the Trade Fair in Ekaterinburg seamless with Promo Travel.

- convenient air travel;
- accommodation;
- transportation;
- translation services;
- guided city tours;
- extra services

CONTACT US:

+7 (495) 902-65-67, info@promotravel.ru



FREIGHT FORWARDING

DMV EXPO, LLC is a logistics company offering a full range of freight forwarding solutions. The services include domestic and international cargo transportation using various modes of transport, as well as specialized handling of cargo for trade fairs and exhibitions in Russia, including INNOPROM.

DMV EXPO, LLC Services:

- cargo transportation in Moscow, Moscow Region, throughout Russia, CIS countries, international transportation.
- custom clearance
- freight forwarding services
- solutions for exhibitions
- cargo handling
- warehouse services

CONTACT US:

+7 (495) 234-56-51, INFO@DMW-EXPO.RU

BOOTH CLEANING SERVICES



This service is provided by "Ekaterinburg-EXPO" International Exhibition Center.
To place an order, please use the contact information below.

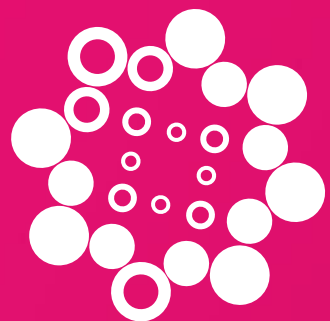
Contact information:

Daria Shvaleva

+7 (912) 679-08-90, shvaleva@ekb-expo.ru

Requests for individual booth cleaning will be accepted until July 3.





INNOPROM



EXPO.INNOPROM.COM

ORGANIZED BY



**MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA**



GOVERNMENT OF
THE SVERDLOVSK REGION

OPERATED BY

**FORMIKA
EVENT**