

# weldex

22<sup>ND</sup> INTERNATIONAL  
EXHIBITION OF WELDING  
MATERIALS, EQUIPMENT  
AND TECHNOLOGIES

**10-13** | CROCUS EXPO  
OCTOBER 2023 | MOSCOW  
RUSSIA

**WELDEX.RU**

**FASTENEX**

CO-LOCATED WITH  
THE INTERNATIONAL EXHIBITION  
OF FASTENERS, FITTINGS AND TOOLS

**EXHIBITION  
ADVERTISING  
OPPORTUNITIES**

THE COST OF THE SERVICES LISTED  
IN THE MANUAL IS INDICATED WITHOUT VAT AND  
OTHER SIMILAR TAXES OF THE RUSSIAN FEDERATION



ОРГАНИЗАТОР  
ORGANISER

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The more attention you pay to the organisation and planning of the upcoming exhibitions, the more effective your participation will be.

We wish you a successful exhibition!

Julia Tsaley, Head of the Weldex and Fastenex Exhibitions  
[Julia.Tsaley@ite.group](mailto:Julia.Tsaley@ite.group)

Julia Zubkova, Brand Manager of the Weldex and Fastenex Exhibitions  
[Julia.Zubkova@ite.group](mailto:Julia.Zubkova@ite.group)

# How to increase the exhibiting efficiency?



Audience coverage\*:

**4 954**  
unique visitors

from **72**  
regions and **10**  
countries

**70 100+**  
unique  
website visitors

**45 000+**  
unique email  
contacts

\* Weldex 2022 data

The advertising opportunities of Weldex and Fastenex will allow you to attract the attention of a significant professional audience to your products and brands long before, during and after exhibitions.

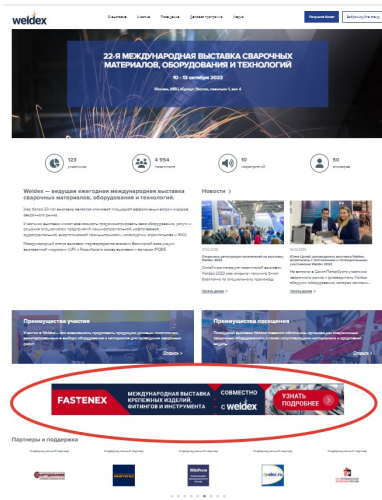
## Use advertising options to:

- Influence a large number of your potential customers and convert them into sales
- Increase your brand awareness and make it stand out from your competitors
- Focus the visitors' attention on your products and ensure maximum visitor traffic to your stand

# ONLINE ADVERTISING

Be in trend and get the most out of online promotion! According to the Mediascope study, people in Russia spend on average about 4 hours a day on the Internet. Place your company banner on Weldex and Fastenex websites and be in front of your target audience every day.

## Advertisement on the weldex.ru and fastenex.ru websites



### Audience coverage\*:

**26 537**  
unique  
website visitors

**267 635**  
pageviews

**24 847**  
new website users

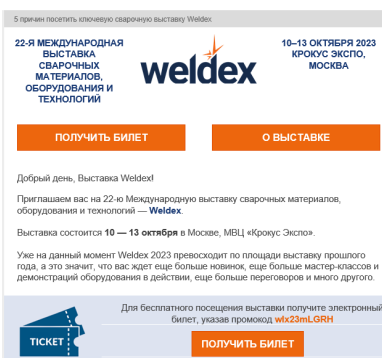
\* 1 month before the show

	Ad format	€
1.1	Banner 435x80 px / 1 month	930
1.2	Banner 1366x114 px / 1 month	1860

## Advertisement in emails

Newsletters are one of the most powerful tools for direct communication with the audience. Our mailing list contains the first persons of companies that make decisions on equipment purchases. The presence of your logo in emails will help you clearly and at the same time natively draw your potential customers' attention to your company.

	Ad format	€
2.1	Placement of the company logo in one email for visitors	1 540
2.2	Placement of the company logo in all emails for visitors (more than 30 emails)	3 000



**45 000+**  
unique email  
contacts

**30+**  
visitor emails for a



# ADVERTISING IN THE EXHIBITION GUIDE

Advertising in the guide allows not only to attract visitors to your stand during Weldex and Fastenex exhibitions, but also to promote the brand and products until the opening of the next year's exhibition, because the guide remains with visitors after the events.



**Audience coverage:**

**4 954**  
unique visitors

The online version of the show guide is also published on the website and covers

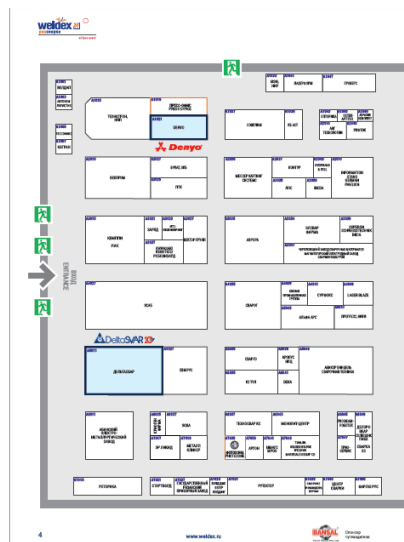
**26 537**  
unique website visitors

	Ad format	€
3.1	Logo in alphabetical order	70
3.2	Logo with an arrow pointer to the stand on the hall plan	345
3.3	Header Logo (Top/Bottom)	915
3.4	Ad page 1/2	355
3.5	Ad page 1/1	485
3.6	Advertising spread	890
3.7	Ad cover (2nd, 3rd ad cover)	1 785
3.8	Ad cover (4th cover)	1 955
3.9	Information about sub-exhibitor	530

Список участников по алфавиту

Информация об участнике	Ссылка	Информация об участнике	Ссылка
AMERICAN ELECTRIC WELDING TECHNOLOGY CO., LTD. Beijing, China Tel: +86 10 5120 1000 info@americanweld.com, www.americanweld.com	EXHIBITOR	AMERICAN ELECTRIC WELDING TECHNOLOGY CO., LTD. Beijing, China Tel: +86 10 5120 1000 info@americanweld.com, www.americanweld.com	A0001
ASIA EQUIPMENT LTD Beijing, China Tel: +86 10 5120 1000 info@asiaequip.com, www.asiaequip.com	EXHIBITOR	ASIA EQUIPMENT LTD Beijing, China Tel: +86 10 5120 1000 info@asiaequip.com, www.asiaequip.com	A0002
CEBKA Pavlov, Moscow Tel: +7 495 232 50 50, +7 495 232 50 50 info@cebka.ru, www.cebka.ru	EXHIBITOR	CEBKA Pavlov, Moscow Tel: +7 495 232 50 50, +7 495 232 50 50 info@cebka.ru, www.cebka.ru	A0003
CHANGSHU WELDING TECHNOLOGY CO., LTD. Changshu, Jiangsu, China Tel: +86 512 3210 000 info@cwtech.com, www.cwtech.com	EXHIBITOR	CHANGSHU WELDING TECHNOLOGY CO., LTD. Changshu, Jiangsu, China Tel: +86 512 3210 000 info@cwtech.com, www.cwtech.com	A0004
CEP APARTMENT Pavlov, Moscow Tel: +7 495 111 11 89 info@cep.ru, www.cep.ru	EXHIBITOR	CEP APARTMENT Pavlov, Moscow Tel: +7 495 111 11 89 info@cep.ru, www.cep.ru	A0005
DEKA Pavlov, Moscow Tel: +7 495 232 50 50, +7 495 232 50 50 info@deka.ru, www.deka.ru	EXHIBITOR	DEKA Pavlov, Moscow Tel: +7 495 232 50 50, +7 495 232 50 50 info@deka.ru, www.deka.ru	A0006
DUNBAR TOOL & SINK, VEETEC, A.S. Samsun, Turkey Tel: +90 362 311 41 41 +90 362 311 41 41 dunbar@turkeymail.com, www.dunbartr.com	EXHIBITOR	DUNBAR TOOL & SINK, VEETEC, A.S. Samsun, Turkey Tel: +90 362 311 41 41 +90 362 311 41 41 dunbar@turkeymail.com, www.dunbartr.com	A0007
ERBA Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.ru, www.erba.ru	EXHIBITOR	ERBA Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.ru, www.erba.ru	A0008
ERBA CHEMICALS INTERNATIONAL MATERIALS CO., LTD. Beijing, China Tel: +86 10 5120 1000 info@erba.com, www.erba.com	EXHIBITOR	ERBA CHEMICALS INTERNATIONAL MATERIALS CO., LTD. Beijing, China Tel: +86 10 5120 1000 info@erba.com, www.erba.com	A0009
ERBA FASTENEX MANUFACTURING CO., LTD. Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.com, www.erba.com	EXHIBITOR	ERBA FASTENEX MANUFACTURING CO., LTD. Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.com, www.erba.com	A0010
ERBA LUBRICANTS INTERNATIONAL TRADE CO. LTD. Beijing, China Tel: +86 10 5120 1000 info@erba.com, www.erba.com	EXHIBITOR	ERBA LUBRICANTS INTERNATIONAL TRADE CO. LTD. Beijing, China Tel: +86 10 5120 1000 info@erba.com, www.erba.com	A0011
ERBA FASTENEX MANUFACTURING CO., LTD. Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.com, www.erba.com	EXHIBITOR	ERBA FASTENEX MANUFACTURING CO., LTD. Pavlov, Moscow Tel: +7 495 111 11 89 info@erba.com, www.erba.com	A0012

Logo in the alphabetical list of exhibitors



Logo on the floor plan

Exhibitor list

Информация об участнике	Ссылка	Информация об участнике	Ссылка
БОРТЕКРАФТ / BORTEKRAFT Pavlov, Moscow Tel: +7 495 232 50 50 info@bortekraft.ru, www.bortekraft.ru	EXHIBITOR	БОРТЕКРАФТ / BORTEKRAFT Pavlov, Moscow Tel: +7 495 232 50 50 info@bortekraft.ru, www.bortekraft.ru	A0013
DEER INVESTMENT GROUP / HELP INVESTOR LLC Pavlov, Moscow Tel: +7 495 232 50 50 info@deerinvestor.com, www.deerinvestor.com	EXHIBITOR	DEER INVESTMENT GROUP / HELP INVESTOR LLC Pavlov, Moscow Tel: +7 495 232 50 50 info@deerinvestor.com, www.deerinvestor.com	A0014
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0015
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0016
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0017
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0018
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0019
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0020
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0021
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0022
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0023
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0024
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0025
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0026
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0027
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0028
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0029
ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	EXHIBITOR	ИЗОРТ СТАНКИ ООО / WELDING CENTER LTD. Pavlov, Moscow Tel: +7 495 232 50 50 info@izort.com, www.izort.com	A0030

ПРИЛОЖЕНИЕ ДЛЯ ВЫСТАВКИ  
LEAD FROG

Скачать

КАРТА ВЫСТАВКИ  
КАТАЛОГ КОМПАНИЙ  
КОНТАКТЫ УЧАСТНИКОВ

Ad page

## ADVERTISING AT THE VENUE

### Ad structures in the street in front of the pavilion

Outdoor advertising will allow you to interest visitors and draw attention to your company already on their way to the exhibition. Drive the maximum target audience to your stand.



**Audience coverage:**

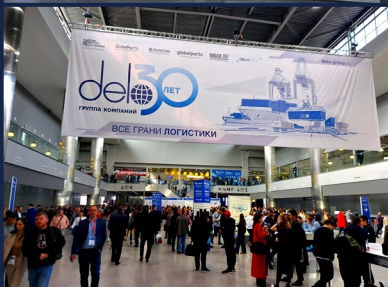
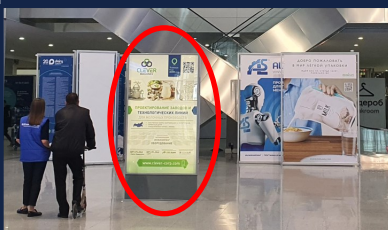
**4 954**  
unique visitors from  
**72** regions and  
**10** countries

**2 804**  
new visitors

	Ad format	€
4.1	Advertising concrete structure 2x3 m	571
4.2	Advertising concrete structure 3x3 m	850
4.3	Advertising concrete structure 4x3 m	1 000
4.4	Advertising concrete structure 6x3 m	1 500
4.5	Triangular banner 2x3 m	1 230
4.6	Four-sided banner 2x3 m	1 350
4.7	Outdoor lightbox, 1.23x2.5 m, one side	250
4.8	Front banner on the left side of the pavilion, 10.5x5 m	4 565
4.9	Advertising video on the screen on the facade of pavilion 1, 10 sec (for 5 days)	1 565
4.10	Advertising vehicle	1 450

### Ad structures in the foyer

Advertising on the territory of the exhibition complex will cover 100% of the target audience, because advertising structures are located in places with the highest concentration of visitors.



	Ad format	€
5.1	Lightbox 1.17x1.97 m, front side	550
5.2	Lightbox 1.17x1.97 m, back side	385
5.3	Advertising structure Octanorm 1x2.9 m	260
5.4	Advertising structure Octanorm 2x2.9 m	440
5.5	Advertising hanging banner in the foyer 18x6 m, double-sided	5 100
5.6	Video on the screen in the foyer, 96x1/87x1 m	1 600

## ADVERTISING AT THE VENUE

### Stickers and surface branding

Use a creative and modern way to catch the eye of potential customers and bring them to your stand.



	Ad format	€
6.1	Branding of turnstiles, 6 items	1 200
6.2	Stickers 5.68x0.9 m on the balcony, for 1 piece	440
6.3	Stickers 5.6x3 on the glasses of the Pavilion 1 food court, per 1 piece *Two glasses are branded on both sides, the size of each glass is 5.6x3 m	4 000
6.4	Floor sticker 1x1 m	105

### Promoter badge

The badge provides permission to conduct promotional activities in the exhibition hall, which will allow you to cover the entire exhibition audience with advertising in a non-standard form and surprise your target audience, thereby arousing their interest in your stand.

	Ad format	€
7.1	Promoter badge, 1 item	440

### Exhibitor extra badge

Free exhibitor badges are provided to the company at the rate of 1 badge for every 3 sq.m. stand area. (2 badges are provided for stands of 4 and 6 sq.m.). If this number is not enough for all employees working at the stand (including interpreters and assistants and not including builders working only on stand assembly/dismantling), you need to order additional passes/badges from the exhibition coordinator.

	Ad format	€
8.1	Additional pass / exhibitor badge, 1 item	40

**Audience coverage:**

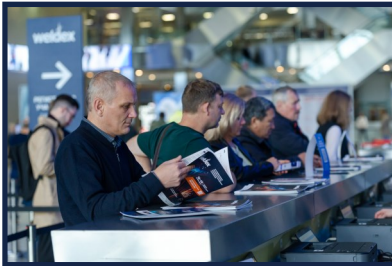
**4 954**  
unique visitors from  
72 regions and  
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**2 804**  
new visitors

## ADVERTISING AT THE VENUE

### Material distribution

Use the unique opportunity to tell the audience about your products and services right at the exhibition entrance and capture attention of even those who may not reach you at the show



**Audience coverage:**

**4 954**  
unique visitors from  
**72** regions and  
**10** countries

**2 804**  
new visitors



	Ad format	€
9.1	Distribution of materials from the registration desk	715
9.2	Distribution of materials in cubes (with the Exhibition Guide) in the registration area	990
9.3	Distribution of materials in exhibitors' folders	880



## BUSINESS PROGRAM

### Rent of conference halls

We invite you to take part in the business program of the exhibition and hold your own conference at the exhibition venue in a rented conference hall.

The Organiser places information about all events on the exhibition website, in the official exhibition guide, on the information structure in the pavilion foyer.

The theme of your event is subject to agreement with the Organiser.

**For information on cost and vacant premises, please contact the marketing department:**

**Julia Zubkova**  
Brand Manager  
Julia.zubkova@ite.group  
+7 915 436 4180



## FREE MARKETING TOOLS



Learn more ►

To increase the number of visitors to your company's stand and improve the commercial performance of your participation in the exhibition, we recommend using the free advertising tools we have prepared for you.

- **Promo codes**

The registration for the exhibition is paid. You should send your company unique promo code to clients and partners, so they can receive free electronic tickets to the exhibition. You can receive the promo code from the Organiser.

- **Placing news about your participation in Weldex or Fastenex in your company emails**

Include the information about your participation in the exhibition and your company promo code in your emails over clients and partners. Let them know where and when they can meet your company representatives F2F.

- **Placing a banner and news about your participation in Weldex or Fastenex on your company's website**

Place a banner and news about your participation to attract even more visitors to your stand. Actively announce your participation in the exhibition on your website. Download the template and fill it out with the number of your stand, unique promo code, information about your products and place it on your company's website. The banner with your company's unique promo code will be sent by Julia.Zubkova@ite.group on request.

- **Invitation to the exhibition as part of your electronic signature**

Place an invitation to your company's stand in your email signature. Copy the exhibition logo and place it in your email signature.

- **Your business news on the exhibition website**

We offer you to send news about your company for placement on the exhibition website. News can include information about innovations, new products/services, and important developments of your company. This will contribute additional interest in your company from a professional audience. Please send news, photos, illustrations, and the logo of your company for placement on the website to: Julia.Zubkova@ite.group

Templates of letters to partners, news, exhibition banners, images for electronic signatures, and the exhibition logo can be found on the exhibition websites.