

18+

MARKETING MANUAL

26–29/8/2024

dreams
by CPM

International
Lingerie Trade Show
Moscow

dreams-moscow.ru

Organizer:



Venue:



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1

ADVERTISING MEDIA DOWNLOAD

POINT OUT YOUR PARTICIPATION BY USING OUR ADVERTISING MEDIA!

Beautify your Desktop with our wallpaper or turn you daily correspondence into an eye catcher with our logo. You can also integrate our digital sticker in your documents.

LOGO

By using the dreams logo on your advertising media you point out your participation!



DIGITAL STICKER

Turn your daily correspondence into an eyecatcher! Integrate the digital sticker in your documents.



WALLPAPER



► [DOWNLOAD ALL FILES HERE](#)



REPLY BY FAX OR BY E-MAIL | DEADLINE: 5 JULY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Vitaly Samotaev

+7 (495) 955 91 99 #660

E-Mail: SamotaevV@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

E-MAILINGS

The organizers of CPM и **dreams by CPM** exhibitions have an extensive potential data base of more than 45.000 addresses. These addresses from our database cannot be given directly to address users due to data protection laws. We would be glad to organize a mailing before or after the CPM for your company. Our service is the dispatch of your advertisement by e-mail. A precise selection is necessary for an e-mailing. Please note, that your mailing has to be done the latest 4 weeks before the beginning of an upcoming CPM trade fair. Thank you for your understanding that we cannot accept mailing applications received after this date. The mailing can be done the soonest 5 days after all required information has been received. Please send us a fully prepared Newsletter as html. Lease price is 50 cent per address and EUR 200,00 handling free.

We want to do an e-mailing: To optimize the quality of the mailing you can define the audience you wish to target:

Area of responsibility:

- ☐ Owner
- ☐ CEO/COO
- ☐ Branch manager
- ☐ Divisional manager/Purchasing Manager
- ☐ Sales Personal
- ☐ Professional buyer
- ☐ Designer
- ☐ Student

Type of Business:

- ☐ Boutique
- ☐ Chainstore
- ☐ Department Store
- ☐ Shopping mall
- ☐ Online Store
- ☐ Purchasing association
- ☐ Commercial agent/Pre-supplier
- ☐ Manufacturer/Designer

Order interest

- ☐ Lingerie
- ☐ Erotic lingerie / Costumes
- ☐ Beach- and swimwear
- ☐ Beach shoes / Beach accessories
- ☐ Fitness / Yoga Wear
- ☐ Sports Accessories
- ☐ Home clothes and shoes
- ☐ Hosiery
- ☐ Pregnant wear
- ☐ Franchise Concept

Price range

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Exclusive

Language of mailings

- ☐ Russian
- ☐ English

Your preferred countries and their cities:

	Number of addresses / service	Price in EUR	Total in EUR
Number of addresses	_____ unit	0,50 per address	
Base processing	1	200,00	200,00
Total:			

All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

LOGO PLACEMENT BANNERS

REPLY BY FAX OR BY E-MAIL | DEADLINE: 5 JULY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 Timura Frunze st., 3, bld. 1
 119021 Moscow, Russia

CONTACT:

Elena Oberemova
 +7 (495) 955 91 99 # 502
 E-Mail: OberemovaE@expo-fusion.ru

Company
 name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

LOGO PLACEMENT HALL PLAN BANNERS

The organizers of CPM и **dreams by CPM** exhibitions offer you the possibility to place your logo and stand number on our banners which show the plan of the fairground (see below).

These are placed on several different positions on the fairground, e.g. close to the entrances of the halls.

Exclusive service for just a few exhibitors!

The price for placing your logo is:

☐ Logo placement EUR 600,00



All prices include Russian VAT

VISITORS SERVICE APPLICATION

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____



CONTACT:

Elena Konovalova
 T +7 909 685 06 31
 E-Mail: ek@expodat.com

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

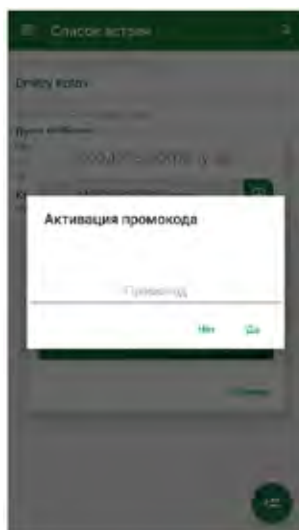
E-Mail _____

SERVICE APPLICATION

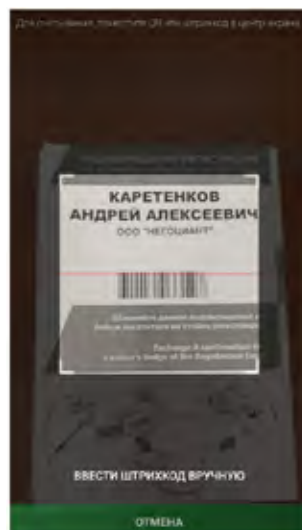
REGISTRATION OF MEETINGS AT THE EVENT

LeadER EXPO mobile application:

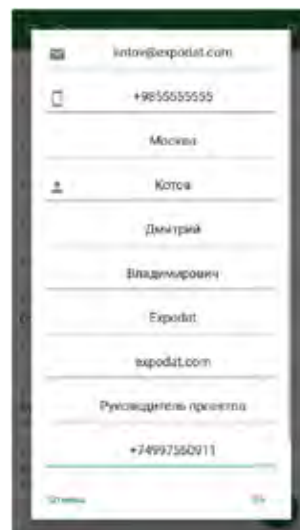
- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



Add a meeting and choose
a method of
data collection



or read the barcode
on the badge / invitation



Registration data
of the visitor immediately
on the screen



5 ADVERTISING ON E-TICKET

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Vitaly Samotaev

+7 (495) 955 91 99 #660

E-Mail: SamotaevV@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

PLACEMENT OF YOUR LOGO AND STAND NUMBER ON THE E-TICKET OF THE EXHIBITION.

Your logo will be placed on the back of each visitor e-ticket

☐ EUR 1.500,00



E-ticket example

All prices include Russian VAT



EXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



ADVERTISING IN THE CPM EXHIBITION GUIDE

SEND AN APPLICATION BY E-MAIL. DEADLINE: 15 JULY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

ADVERTISING IN THE CPM EXHIBITION GUIDE

The CPM Exhibition Guide is a printed brochure that contains information about all exhibitors, a schedule of events and a plan of the exhibition complex. It is also the perfect place to advertise your company. The advertising module in the guidebook will attract the attention of visitors who will search for the information they need about the exhibition.

Advertising in the CPM exhibition guide will help increase your company's visibility and attract new customers. In addition, this is a great opportunity to convey your unique advantages and offers to a wide audience.

Distribution: in registration areas

Guide format: A5 (148 x 210 mm)

Size and cost of advertising modules:

Format	Size	Price
<input type="checkbox"/> Band 1/1	148 x 210 mm	EUR 535,00
<input type="checkbox"/> 2 nd and 3 rd cover pages	148 x 210 mm	EUR 1.350,00

Ad module file requirements:

- Layout size 148 x 210mm + 5 mm bleed on all sides
- File format TIF, AI, PDF
- CMYK color model
- Bitmap resolution 300 dpi
- Fonts must be converted to curves
- Indentation of significant elements from the cutting edge of the layout is at least 5 mm



All prices include Russian VAT



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Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

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Place, date _____



PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

PLACING THE LOGO ON THE PLAN IN THE EXHIBITION GUIDE

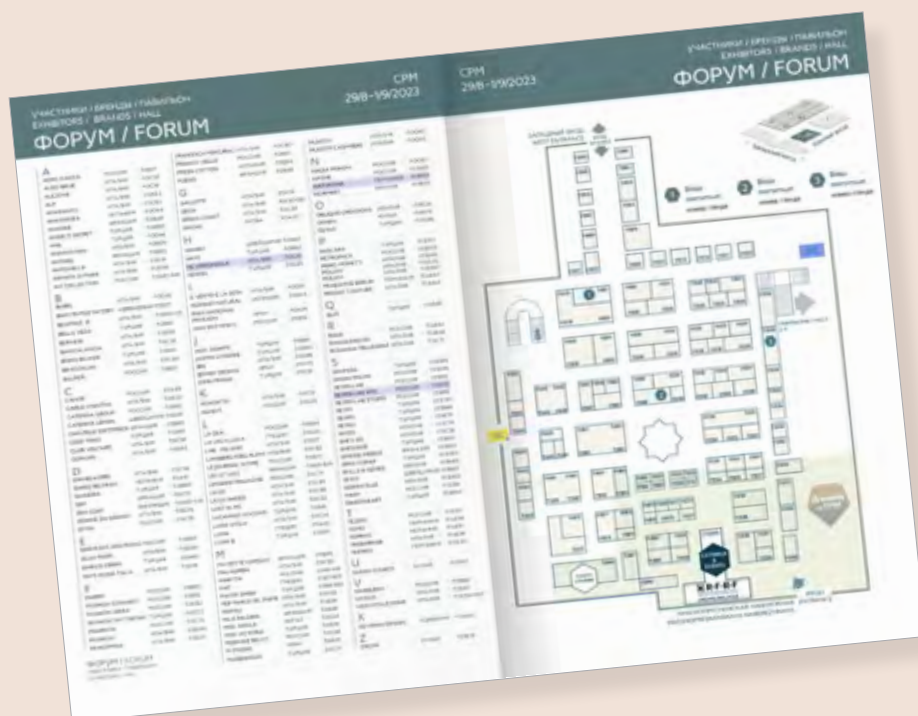
- Help your regular customers quickly find you among many other exhibitors.
- Attract the attention of new customers to your company.

Placing your logo on the pavilion plan will give your company an advantage over other exhibitors.

Seize the opportunity to draw attention to your company at the CPM show, place your logo on the pavilion plan in the printed guide and let visitors easily find you and learn about your company.

Price for placing your logo:

☐ EUR 240,00



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119021 Moscow, Russia;
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cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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PROMO MATERIALS IN CPM BRANDED BAG*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

Promo materials in CPM & dreams by CPM branded bag*

We give you a unique opportunity to put your printed promotional products (flyer/booklet) in a CPM & **dreams by CPM** branded bag, which visitors receive directly at the exhibition.

We would like to order a service for placing our advertising materials in branded CPM & **dreams by CPM** bags.

You must deliver your advertising material (13,000 pieces) 4 days before the start of the exhibition.

The delivery address is discussed additionally (Expocentre Fairgrounds or the office of Expo Fusion LLC)

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

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

* This option is limited by an individual deadline



EUR 1.780,00



All prices include Russian VAT



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cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____



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CPM & DREAMS LOUNGE SPONSORSHIP

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

Gold Club is a closed club for VIP buyers, celebrities and sponsors, where visitors can negotiate and relax in a pleasant atmosphere. Together with RAFI and the Union of Russian Buyers, the CPM team is actively working to attract VIP buyers within the trade fair.

The package includes the following options:

- Granting the status of the sponsor of the Gold Club with the further placement of your logo on the following online and print media:
 - On the exhibition website in the sponsors section <https://cpm-moscow.com/service/sponsoring/>
 - On Gold Club online invitations
 - On A0 CPM and Gold Club Thank you posters
 - On the back of the Gold Club entry badge
 - On the menu at the Gold Club
- Ability to lay out 100 copies of booklets in bags for buyers and guest celebrities;
- The ability to lay out 100 copies of souvenirs in bags for buyers and guest celebrities;
- The ability to install a roll-up of 85 x 202 sm at Gold Club from 21 to 24 February 2022;
- Possibility to lay out POS materials of the company on the tables in the Gold Club (the quantity and type of production is discussed in advance)
- Providing 2 personal entrance badges for company employees;
- Posting information about company on the official social networks of CPM (FB and instagram) in Russian and English. (date is negotiated in advance.)

100 copies of advertising material or souvenirs.

The offer is limited



EUR 1.500,00

* Please note that due to security measures to prevent the spread of coronavirus infection, the appearance of the Gold Club may differ from the example in the photo

All prices include Russian VAT



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Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

REPLY BY FAX OR BY E-MAIL | DEADLINE: 26 JULY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 Timura Frunze st., 3, bld. 1
 119021 Moscow, Russia

CONTACT:

Maria Zhdanova

T +7 (495) 955 91 99 доб. 618

E-Mail: ZhdanovaM@expo-fusion.ru

Company
 name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

CATWALK AREA, PAVILION 8.3 FASHION STAGE – 216 000,00 rub / for 30 sets.

The service includes professional styling, international models, show staging, music and lighting.

☐ I have been warned and give my consent to the use of decorative cosmetics on the face and body of models by show stylists..

ATTENTION!

To prepare the fashion show, we need photos or sketches of your outfits by July 26, 2024.

We will also need a 300 dpi brand logo in .png or .jpeg format by July 26, 2024.

Please send it separately to e-mail: ZhdanovaM@expo-fusion.ru



All prices include Russian VAT

REPLY BY FAX OR BY E-MAIL | DEADLINE: 26 JULY 2024

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 Timura Frunze st., 3, bld. 1
 119021 Moscow, Russia

CONTACT:

Maria Zhdanova

T +7 (495) 955 91 99 доб. 618
 E-Mail: ZhdanovaM@expo-fusion.ru

Company
 name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

CATWALK AREA, PAVILION 2.4

- ☐ Participation in the DREAMS SELECTED SHOW 500,00 EUR / for 6 sets
 The service includes professional styling, international models, show staging, music and lighting.
 DREAMS SELECTED SHOW will be held 2 times a day for 20 minutes on days 1, 2 and 3.
- ☐ DREAMS SELECTED SHOW will be held once a day for 20 minutes on exhibition days 1, 2 and 3.
 I have been warned and give my consent to the use of decorative cosmetics on the face and body of models
 by show stylists..

ATTENTION!

To prepare the fashion show, we need photos or sketches of your outfits by July 26, 2024.

We will also need a 300 dpi brand logo in .png or .jpeg format by July 26, 2024.

Please send it separately to e-mail: ZhdanovaM@expo-fusion.ru

On July 26, 2024, prepared kits must be at the backstage in Pavilion 2.4 no later than 16:00. All items of clothing can be picked up at the organizers' office on the last day of the exhibition from 9:00 to 15:00 or from the backstage by prior arrangement.



All prices include Russian VAT

YOUR PRODUCTS OR PRESENTS FOR VIP GUESTS / CELEBRITIES*

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
 Timura Frunze st., 3, bld. 1
 119021 Moscow, Russia

CONTACT:

Elena Oberemova
 +7 (495) 955 91 99 # 502
 E-Mail: OberemovaE@expo-fusion.ru

Company
 name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

PRESENTS FOR VIP GUESTS / CELEBRITIES*

At the invitation of the organizers, about 30 to 40 celebrities regularly visit the CPM and receive advertising gifts, which are presented promotionally effective. You provide us with your products (on site or in advance per parcel). In addition, all VIPs will be photographed in front of the CPM photo wall (3 m x 2.5 m) with the logos of all sponsors during the show days. These pictures will be made available to the journalists. Your logo will also be placed on this photo-wall.

(20 pieces / per sponsor)

Maximum 10 companies

The amount and type of provided gifts is discussed individually. This means providing products of at least

☐ EUR 1.300,00

The amount and type of provided gifts is discussed individually. This means providing products of at least.

* this option is limited by an individual deadline



Polya Polyakova,
 actress



Margarita Mitrofanova,
 radio and TV presenter, music journalist



Elena Biryukova,
 theater and film actress

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119021 Moscow, Russia

CONTACT:

Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

DREAMS SPONSOR PACK

- Integration of the sponsor's logo into the design of the stage design of the lingerie shows, одежды для дома, фитнеса и отдыха
- Promotional video in rotation on the stage screen in between shows and seminars
- logo on thank you posters;
- logo with links to dreams and CPM websites;
- mention in press releases;
- 3 posts on social networks

**We hereby confirm the order dreams
sponsorship package cost**

☐ **EUR 5 000,00**

This option is limited to individual deadline.



All prices include Russian VAT



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**OFFER FASHION
CONSULTING GROUP****REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST**

Stand No. _____



125009 Moscow
Malyi Gnezdnikovski 4
<http://fashionconsulting.ru>

CONTACT:

Viktor Malygin
+7 (495) 955 91 99 #614
E-Mail: viktor@fashionconsulting.ru

Company
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

Fashion Consulting Group is a leading consulting agency in Russia that provides services for the development, support and reorganization of the fashion business, conducts fashion market research and organizes education for fashion professionals.

On <http://fcg.online>, we have collected online courses, webinars, checklists and presentations on the hottest industry topics:

- Online visual merchandising;
- Assortment strategies;
- Social media promotion;
- E-commerce;
- Client Service.

For CPM exhibitors we made a 15% discount on all online courses and webinars using the promo code: dreams2024.

Fashion is a business, study it with FCG.ONLINE!

This service is provided by Fashion Consulting Group on its own responsibility.



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OUTDOOR ADVERTISING

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia**КОНТАКТ:****Michail Shatov**T +7 (495) 955 91 99 доб. 634
E-Mail: ShatovM@expo-fusion.ruCompany
name _____Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

OUTDOOR ADVERTISING

There are different opportunities to make outdoor advertising on the fairground.
If you are interested you'll get more information and a special offer.We are interested in outdoor advertising on the Expocentre fairground.
Please contact:

Name _____

Phone _____

E-mail _____

All prices include Russian VATEXPO FUSION LLC
Ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia;
tel. +7 495 955 91 99;
cpm@expo-fusion.ru

Company stamp and legally binding signature _____

Place, date _____

PADVERTISING ON LED PANELS OF THE EXPOCENTRE

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

Please complete and return to:

Organizer:

EXPO FUSION LLC
Timura Frunze st., 3, bld. 1
119021 Moscow, Russia

CONTACT:

Elena Oberemova

+7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company

name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

ADVERTISING ON LED PANELS OF THE EXPOCENTRE



Video advertising on the LED facade advertising structure 20 x 8 m of pavilion 7 (media facade «Western»)

- ☐ 15 sec – EUR 500,00
☐ 30 sec – EUR 870,00
☐ 60 sec – EUR 1.600,00

The production of a promotional video is not included in the price



Video advertising on the LED screen 4 x 2 m pavilion 7 (hall 7)

- ☐ 15 sec – EUR 400,00
☐ 30 sec – EUR 665,00
☐ 60 sec – EUR 1.155,00

The production of a promotional video is not included in the price



Video advertising on a LED screen 7.7 x 4.6 m, pavilion 2 (hall 1)

- ☐ 15 sec – EUR 580,00
☐ 30 sec – EUR 1010,00
☐ 60 sec – EUR 1.600,00

The production of a promotional video is not included in the price

All prices include Russian VAT

► Technical requirements for video files

VIDEO ADVERTISING ON PLASMA PANELS

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

Stand No. _____

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119021 Moscow, Russia

CONTACT:

Elena Oberemova
+7 (495) 955 91 99 # 502
E-Mail: OberemovaE@expo-fusion.ru

Company
name _____

Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

ADVERTISING ON PLASMA SCREENS AT THE EXPOCENTRE

Plasma panels are located in all exhibition halls - in places accessible to the largest number of exhibition visitors.

Possible number of impressions at each point per day - 50, 100, 150, 200.

**Group of Pavilion No. 7, Hall 7
(Registration Zone of West Entrance):
4 synchronized plasmas panels
during the exhibition running period
from 10:00 to 18:00
(excluding the mounting/dismantling periods).**

- ☐ 15 sec – EUR 461,00
☐ 30 sec – EUR 720,00
☐ 60 sec – EUR 1.253,00

**Group of Pavilion No.1:
7 synchronized plasma panels during
the exhibition running period from 10:00 to 18:00
(excluding the mounting/dismantling periods).**

- ☐ 15 sec – EUR 461,00
☐ 30 sec – EUR 720,00
☐ 60 sec – EUR 1.253,00

The production of a promotional video
is not included in the price.



► Technical requirements for video files

All prices include Russian VAT

ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS

REPLY BY FAX OR BY E-MAIL | DEADLINE: UPON REQUEST

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Address _____

Contact _____

Phone _____

Fax _____

E-Mail _____

DEMONSTRATION OF ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS

☐ **10 sec – EUR 220,00**

The production of a promotional video
is not included in the price.



► Technical requirements for video files

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26–29/8/2024

dreams
by CPM

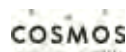
International
Lingerie Trade Show
Moscow

19

CPM PARTNER HOTELS



Hotel „Peter I“



Cosmos Smart Dubininskaya
Hotel



Pana White Moscow



VERTICAL



Edge
Seligerskaya-Moscow



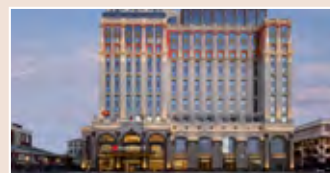
Aparthotel
„HANOI-MOSCOW“



ibis
Moscow Kievskaya



Diamond
Apartments



Moscow Marriott
Imperial Plaza



Novotel
Moscow Kievskaya

► [RATES AND INFORMATION HERE](#)