

IPSA

INTERNATIONAL EXHIBITION
FOR PROMOTION INDUSTRY

RUSSIA, MOSCOW

20-21

MARCH 2019

www.ipsa.ru

SHOW OVERVIEW



International Exhibition for Promotion Industry IFSA - the key meeting place for suppliers and manufacturers of promotional products, corporate customers, advertising agencies and distributors since 1999.

IFSA - the exhibition of products and ideas for corporate style and brand promotion: from promo pen and t-shirt to 3D technologies and signage.



IPSA - YOUR OPPORTUNITY

- Hold personal meetings with decision makers of leading Russian companies you could not reach before.
- Find new distributors and win the high-potential Russian market.
- Effectively present your products or services to key company representatives face to face - all that cannot be done online.
- Become a trendsetter and an exclusive supplier of ideas to the Russian market.

EXHIBITION SEGMENTS

- Souvenir and promotional products
- Gifts and gift wrapping
- POS-materials
- Promo textile
- Polygraph and printed products
- Equipment and technologies for promo industry
- Leather business accessories
- Prizes and awards

98%

of exhibitors
are satisfied
with participation

85%

of exhibitors
have established new
contacts

90%**

of guests
are going to visit the
next exhibition

IPSA IS INCLUDED IN BUSINESS CALENDARS OF LEADING COMPANIES

More than **3500** professionals

TOP-5 POSITIONS VISITORS

1. General Director
2. Marketer
3. Business Development Manager
4. Specialist of AC
5. Technical Manager

LARGEST COMPANIES ARE IN SEARCH OF DECISIONS AND IDEAS AT IPSA

Action • Avantgarde Brand Services Rus • E: mg • Alfa Bank •
VTB 24 • Sberbank • Sandoz • Bayer • Honeywell • Almaz Antei •
Norilsk Nickel • Schlumberger • TOTAL • Gazprom Neft • Danone • Kenwood • Nestle • PepsiCo •
Siemens • Unilever Rus • Walt Disney Co •
Metro CC • OBI • X5 Retail Group • ABC of Taste • COMUS • Megafon Retail • Moscow House of
Books • Communications • Intel • Beeline • MGTS • Megafon • KORTROS • FSUE Program Directorate
• VGTRK • News • Russian Newspaper • DHL Express • S7 Airlines • Sheremetyevo airport •
Irkut Corporation • RZD • Nielsen • Consultant Plus •
Russian Post • British Higher School of Design •
Ford • Volvo • Havas Sport & Entertainment.

IPSA EXHIBITORS

More than **120** participating companies

TAKE PART IN IPSA - DEVELOP YOUR BUSINESS!

PARTICIPATING COUNTRIES


Belarus • Great Britain • Germany • India • Italy • China •
Lithuania • Netherlands • Pakistan • Poland • Portugal • Russia •
USA • Taiwan • Turkey • Uzbekistan • Ukraine •
Switzerland • Sweden



EXHIBITORS' PROMOTION

DRAW ATTENTION TO YOUR COMPANY - TAKE ADDITIONAL MARKETING OPPORTUNITIES!

- Online-catalog of participants with advanced features are available to visitors all the year round!
- News publishing on IPSA website with traffic of over **100 000 unique** visitors per year.
- Newsletters about the exhibition, participants and products through the visitors database (300 000+ subscribers), which is regularly updated and supplemented.
- The event is supported by leading industry media, portals and associations.
- Active promotion in social networks.

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IPSA is an
effective promotion campaign aimed on
attracting
targeted audience!

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TAKE THE ADVANTAGES!

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IFSA is a part of Reed Exhibitions business events portfolio. Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2014 Reed brought together over 7 million event participants from around the world. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events.

- Reed Exhibitions Russia is a worldwide expertise and competence. We conduct flagship shows of Russia, CIS and Eastern Europe, and this means tens thousands of square meters and visitors annually.
- Reed Exhibitions delivers contacts, content and communities with the power to transform your business.
- Reed Exhibitions Global also organizes such key industry exhibitions as: PSI (Germany), Viscom (Italy), Viscom (Germany), Promotional Goods Expo (Japan).
- With the help of unique tools to promote, support and increase loyalty, we create additional value for our customers.

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