

## DEAR EXHIBITORS!

**ITE NEWS - MITT DAILY** proudly covers all exhibition events. It is published by ITE company, which relentlessly strives to perfect informational coverage of the show and to better support its participants. We offer you to become our coauthors by providing information about your company, its products and services. Furthermore, our daily magazine is the additional resource to make you participation in the exhibition more rewarding.



**TOTAL CIRCULATION: 50 000**  
DISTRIBUTED FREELY

### Target Audience:

- Up to 90% of our target audience is compiled of trade specialists, professionally interested in receiving the related information. We distribute our magazine among participants and visitors of the exhibition.

### Distribution:

- Show visitors get our magazines from visitor registration booths;
- Exhibitors receive fresh issue every morning by our couriers right at their stands;
- We mail our magazines to governmental institutions and trade associations;
- Exhibition sites always have direct link to e-version of our magazine;
- Link to electronic version of our magazine is e-mailed to all members of our database.

### Content:

- Official and reference data from exhibition organizers;
- Related industry main development trends;
- Coverage of most important exhibition events;
- Interview with major trade specialists;
- Information about featured products and services;
- Agenda – conferences, seminars, presentations, exhibition contests;
- Advertisement.

## №1: ADVERTISE IN ITE NEWS – MITT DAILY:

### ITE NEWS – MITT DAILY COMPRISES 3 ISSUES

**PAID-FOR ADVERTISEMENT** can be places both in the issue of your liking and in each of them.

INNER PAGES	AD PARAMETERS	ONE ISSUE	ALL ISSUES
<input type="checkbox"/> 1 PAGE	265X365 mm +5 mm from each side	€ 750	€ 2 000
<input type="checkbox"/> 1/2 PAGE	225X150 mm (horizontal) 110X290 mm (vertical)	€ 500	€ 1 400
<input type="checkbox"/> BANNER	225X70 mm (horizontal)	€ 400	€ 950
<input type="checkbox"/> PAGE FOOTERS	Corporate logo and stand number in the footers* <b>*Available if there is no Issue Sponsor</b>	€ 1 500	€ 3 500
<input type="checkbox"/> INSERT TEXT	UP to 300 symbols long message about the company on bright insert on one of the inner pages of each issue.	€ 400	€ 950
<input type="checkbox"/> COLUMNS MESSAGE	UP to 500 symbols in following columns: "Looking for the Partner", "Infotour", "New Approach", "New Product", etc.	€ 400	€ 950

**ATTENTION! Indicated prices do not include Russian Federation taxes.**

**SPECIAL OFFER:** For advertisement purchases over € 3000 – **BONUS:** interview with company representative in one of the issues (up to 1000 symbols).

#### TECHNICAL REQUIREMENTS:

Software: Adobe Illustrator v. 8-10, Adobe Photoshop CS;  
File formats: .eps, .tif;  
Max. 270 dpi.  
**Corel Draw file are NOT accepted.**  
All fonts should be Italic.

## №2: SPONSOR ITE NEWS – MITT DAILY:

Sponsorship package price: € 5 000 (does not include RF taxes).

SPONSORSHIP PACKAGE INCLUDES:

1. Interview with the company leadership. No more than 2.2 thousand symbols. It will be published once;
2. Sponsor stand advertisement with logo on cover page 1 of all issues;
3. Placement of Sponsor logo and stand number on inner page lower headers;
4. Ad block on cover page 4 of all issues;
5. Sponsor news with logo are published in every issue (no more than 500 symbols on Russian language);
6. Sponsor is mentioned and its photo is placed in exhibition coverage;
7. Sponsor's logo is placed on gratitude page (where applicable);
8. Other benefits (please address the exhibition director for information on other options).

Detailed pricelists for various sponsorship packages are available from exhibition manager.

## №3: FREE-OF-CHARGE MESSAGE IN "NEWS" COLUMN:

**Available only to exhibition and conference participants!**

"News" Column is based on messages from our exhibitors. The information should be interesting and useful for exhibition visitors and participants.

**NB!** Magazine editorial board reserves the right to publish received **free-of-charge** data in abridged version or not to publish them at all.

**Answers to our questions will help to make your news look better.**

Please give short answers – about 500 symbols per question:

1. Tell us what novelties your company presents at the exhibition this year (do specify what is it exactly – new product, new service, etc.)
  2. Tell us what seminars and/or presentations is your company holding during the exhibition (shortly - why are they of interest, timelines and location);
  3. Let us know what your company has achieved and how the exhibition contributed to your success (for instance, through contracts, sales, etc.).
- **Please indicate you exhibition stand number and your contact data.**

Ready news examples are available on the site.

Please email this information to [news@ite-expo.ru](mailto:news@ite-expo.ru), specifying "News for MITT Daily" in the subject line.

**DEADLINE: 15 business days before the exhibition opening.**

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