

MARKETING SERVICE

exhibition

selections [S']

mid-season fashion business outlet

16 – 18 April 2024

Moscow, Expocentre Fairgrounds

www.selections.moscow



Venue



Organizer



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exhibition selections [S']

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DOWNLOAD ADVERTISING MOTIVES

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 email signature, invoices, letters etc.

LOGO

By using the selections by open sklad logo on your advertising media



WALLPAPER



DIGITAL STICKER

Turn your daily correspondence into an eyecatcher! Integrate the digital sticker in your email signature, invoices, letters etc.



► [DOWNLOAD ALL FILES HERE](#)

exhibition selections [S']

mid-season fashion business outlet

16 – 18 April 2024

Moscow, Expocentre

4

ADVERTISEMENT BANNER NEWSLETTER

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

BANNER IN SELECTIONS BY OPEN SKLAD BRAND

(more than 45,000 e-mail addresses of exhibition visitors)

Depending on the topic you are interested in, we can place your banner in one or more email newsletters.

I hereby confirm the order of the banner in selections by open sklاد branded mailings.

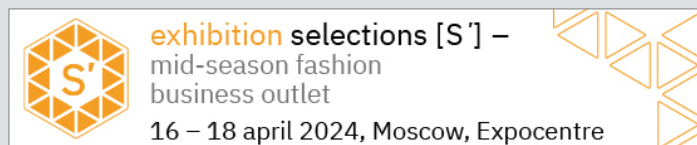
The price of placing a banner, including placing a link to your site:

size 600 px x 110 px

1 banner, size 600 px x 110 pixel EUR 300,00

2 banners, size 600 px x 110 pixel EUR 500,00

3 banners, size 600 px x 110 pixel EUR 700,00



The banner is made and provided by the customer.

File format: jpg

Banner size: 600 x 110 px

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 _____

exhibition selections [S']

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Moscow, Expocentre

5

E-MAILINGS

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia

КОНТАКТ:

Виталий Самотаев

T +7 (495) 955 91 99 доб. 660

E-Mail: SamotaevV@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

E-MAILINGS

Organizers selections by open sklad 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 selections by open sklad 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 selections by open sklad 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 fee.**

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
- Other

Price range

- Low
- Medium
- High
- Exclusive

Language of mailings

- Russian
- English

Order interest

- Coats / Jackets / Raincoats
- Suits / Dresses
- Blouses / Shirts
- Skirts / Trousers
- Evening Dresses / Cocktail-Dresses / Wedding fashion
- Knitwear / T-Shirts / Sweaters
- Leather and fur clothing
- Gloves / Bags / Belts
- Scarves / Shawls / Ties
- Hats
- Costume jewelry / Jewelry
- Shoes
- Other accessories
- Casual Clothing / Denim
- Fashion / Youth Fashion
- Home Clothing
- Home shoes / Home Accessories
- Hosiery products
- Erotic underwear / Costumes
- Fitness / Yoga Clothing
- Clothing for sports and outdoor activities
- Sports accessories
- Fashion for pregnant women
- Fabrics / materials / accessories
- Equipment / Store Design
- Technologies / Business Automation
- Logistics / Consulting services
- Franchising
- Fashion education

Type of Business

- Store Chain
- Department Store
- Shopping mall
- Mail order company
- Purchasing association
- Commercial agent / Pre-supplier
- Manufacturer / Designer

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

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 _____

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mid-season fashion business outlet

16 – 18 April 2024

Moscow, Expocentre

6

LOGO PLACEMENT BANNERS

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

КОНТАКТ:

Михаил Шатов

T +7 (495) 955 91 99 доб. 634

E-Mail: ShatovM@expo-fusion.ru

LOGO PLACEMENT HALL PLAN BANNERS

Organizers selections by open sklad 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

выставка **selections [S']**
аутлет межсезонной подсортировки
модного ритейла
16 – 18 апреля 2024 года
Москва, ЦВК «Экспоцентр»
www.selections.moscow

Лого название компании
и номер стенда

Лого название компании
и номер стенда

место проведения организатор
ЭКСПОЦЕНТР **ЭКСПО ФЬЮЖН**

план павильона 2.4 и список участников

A	ABRO GIACCA	РОССИЯ	24421	N	NATASHA DRIGANT	РОССИЯ	24627	Z	ZALTA PESHKOVSKA	РОССИЯ	24851
	AKSENT	РОССИЯ	24628		NEW	РОССИЯ	24623		ZIBELLY	РОССИЯ	24851
	AKHMADULLINA DREAMS	РОССИЯ	24625	P	PALLA	РОССИЯ	24830	И	ИСКУШЕНИЕ СТИЛЕМ	РОССИЯ	24629
	ALESANDRIA	РОССИЯ	24415		PARNANDE	ТУРЦИЯ	24423		ИСКАЧА БАКАШОВА	РОССИЯ	24023
	AMEL JAMALOV	РОССИЯ	24835		PYVIRA	ТУРЦИЯ	24409	О	ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	AWANTA	РОССИЯ	24811		PLANE	РОССИЯ	24825		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
C	CARAMELL	РОССИЯ	24429		POLESE	БЕЛАРУСЬ	24426		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
					PORTKAL	ТУРЦИЯ	24624		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
D	DARIT	РОССИЯ	24418		POYOFIYANO	РОССИЯ	24809		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	DOLUP	КИТАЙ	24028		PREMURA	РОССИЯ	24439		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
E	ELIZAVETA	РОССИЯ	24429	R	RUSSELL DENIS	РОССИЯ	24623		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	EVA GRUNWALD	РОССИЯ	24807		RUSSEYSEZON	РОССИЯ	24627		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	EVENING	РОССИЯ	24624	S	SANTE LUCCA	ТУРЦИЯ	24421		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
G	GENIUS MATE	РОССИЯ	24610		SEIT	РОССИЯ	24623		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
					SEMAKOV	РОССИЯ	24628		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
I	IMPEX	РОССИЯ	24832		SENE	РОССИЯ	24835		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
			24834		SENESSA LESSON	ТУРЦИЯ	24407		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
J	J	РОССИЯ	24023		SOLA	РОССИЯ	24623		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
					SUN KIDS	РОССИЯ	24623		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
K	KARIELNA PREMIJA	РОССИЯ	24831	T	THE TEN	РОССИЯ	24805		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	KAZEE	ТУРЦИЯ	24805						ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	KONSA	ТУРЦИЯ	24411	V	VAKA CODE	РОССИЯ	24618		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	KORNI TM	РОССИЯ	24013		VERE TEND FASHION	РОССИЯ	24838		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
L	LE MOTIF COUTURE	РОССИЯ	24632		VIVA MODOVA	РОССИЯ	24631		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	LEVELPRO	РОССИЯ	24811		VERBELLER	РОССИЯ	24631		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	LIBERALLA	РОССИЯ	24416		VIVS	ТУРЦИЯ	24432		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	LINE NANA	РОССИЯ	24824		VSF	ТУРЦИЯ	24432		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	LORENTINO	РОССИЯ	24854	W	WOW	РОССИЯ	24829		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
M	MAGAM T	РОССИЯ	24807						ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	MS Y	РОССИЯ	24820	Y	YOO	РОССИЯ	24855		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
	MYS BASIC	ТУРЦИЯ	24603		YOUNG DESIGNERS	РОССИЯ	24625		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023
					YOUNG BRAND	РОССИЯ	24620		ОСЕННИЕ АГЕНТСТВА	РОССИЯ	24023

EXAMPLE



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 _____

exhibition selections [S']

mid-season fashion business outlet

16 – 18 April 2024

Moscow, Expocentre

7

OUTDOOR ADVERTISING

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

КОНТАКТ:

Михаил Шатов

T +7 (495) 955 91 99 доб. 634

E-Mail: ShatovM@expo-fusion.ru

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 _____

Service	Price (EUR/sq.m)	Area (sq.m)	Total (EUR)
Billboard (production, installation, placement)	210,00		



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 _____

Stand No. _____



Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

CONTACT:

Elena Konovalova

T +7 909 685 06 31

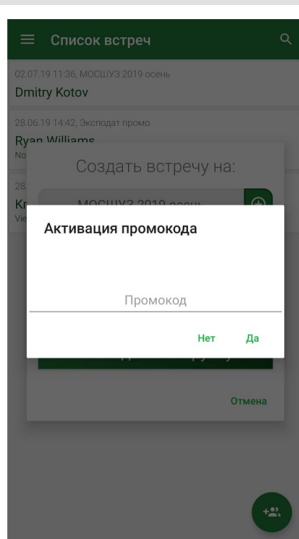
E-Mail: ek@expodat.com

SERVICE APPLICATION

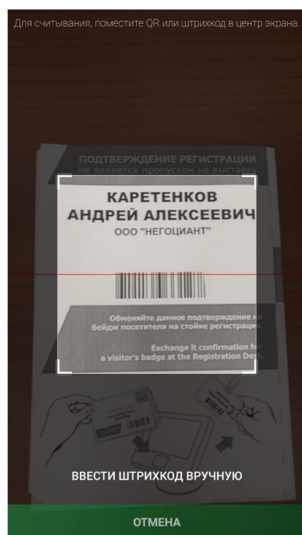
REGISTRATION OF MEETINGS AT THE EVENT

LeadER EXPO mobile application:

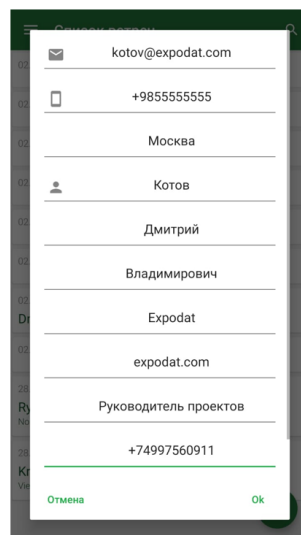
- Contactless visitors registration
- Fast target identification and contact segmentation
- Processing and analysis of meeting results
- Analytics based on the results of the personal work of managers
- Analytics according to the results of participation



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

EXPODATA provides this service and is fully responsible for it.

exhibition selections [S']

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16 – 18 April 2024

Moscow, Expocentre

9

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

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

КОНТАКТ:

Виталий Сомотаев

T +7 (495) 955 91 99 доб. 660

E-Mail: SamotaevV@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

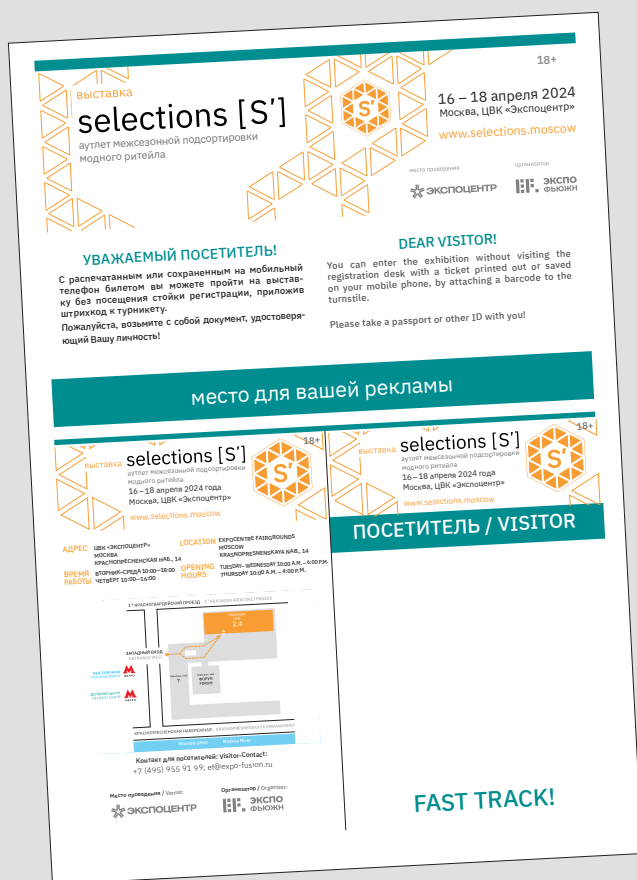
E-Mail _____

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

Настоящим подтверждаем размещение рекламы на электронном билете

EUR 600,00



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 _____

exhibition selections [S']

mid-season fashion business outlet

16 – 18 April 2024

Moscow, Expocentre

10

PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

КОНТАКТ:

Анна Чайка

T +7 (495) 955 91 99 доб. 612

E-Mail: ChaikaA@expo-fusion.ru

PLACEMENT OF THE LOGO ON THE VISITORS LANYARDS*

Your logo will be placed on a ribbon for each type of passes (for visitors, exhibitors, press and VIP).

* This option is limited to individual deadline and exclusive for only one exhibitor

We hereby confirm the placement of the logo on the ribbons for visitor badges

EUR 9.600,00



All prices include Russian VAT



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

Company stamp and legally binding signature _____

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16 – 18 April 2024

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11

ADVERTISING 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

ul. Timura Frunze, h. 3, b. 1,
119021 Moscow, Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

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

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



► Technical requirements for video advertising files



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

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12

ADVERTISING AND INFORMATION MATERIALS ON THE SCREENS OF PAYMENT TERMINALS

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

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

10 sec – EUR 220,00



► Technical requirements for video advertising files

All prices include Russian VAT



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 tel. +7 495 955 91 99;
 cpm@expo-fusion.ru

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Place, date _____

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16 – 18 April 2024

Moscow, Expocentre

13

VIDEO ADVERTISING ON PLASMA PANELS

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

Stand No. _____

Please complete and return to:

ORGANIZER:

EXPO FUSION LLC

ul. Timura Frunze, h. 3, b. 1,

119021 Moscow, Russia

CONTACT:

Elena Oberemova

T +7 (495) 955 91 99 # 502

E-Mail: OberemovaE@expo-fusion.ru

Company name _____

Address _____

Contact _____

Phone _____

E-Mail _____

VIDEO ADVERTISING ON PLASMA PANELS

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 plasma panels

during the exhibition running period

from 8:00 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 8:00 to 18:00

(excluding the mounting/dismantling periods).

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

Continuous demonstration of the video on a block
of 8 panels working in synchronous mode

- 1 day – EUR 795,00
- Exhibition period – EUR 2.550,00



► Technical requirements for video advertising files



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Company stamp and legally binding signature _____

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Moscow, Expocentre

14

PARTNER HOTELS



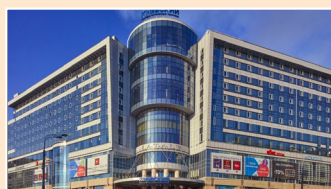
Moscow Marriott Imperial Plaza

For reservations, please contact:
reservation@marriottimperialplaza.moscow, +7495-786-99-99.
Booking code: Fusion



Hotel Peter I

For reservations, please contact: +7495-925-30-50, +7909-654-76-96.
Booking code: EXPO2024



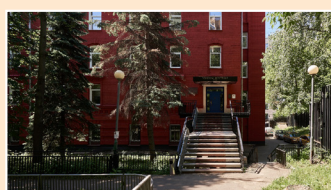
ibis Moscow Kievskaya

For reservations, please contact:
H8224@accor.com, +7495-660-53-53.
Reservation code: EXPO



Edge Seligerskaya-Moscow

For reservations, please contact:
reservations.mowse@amtel-properties.com, +7495-933-05-33.
Reservation code: EXPO



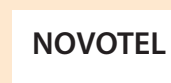
Vertical Boutique Hotel

For reservations, please contact:
reservation@vertical-hotel.ru,
+7812-490-70-50.



The Hanoi-Moscow Apart-Hotel

For reservations, please contact: reservation@incentra.ru,
+7495-357-11-11.
Reservation code: EXPO



Novotel

Reservation code: EXPO