

communication advertising agency
MAKING BRAND

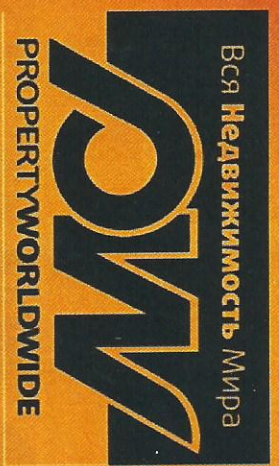
«Making Brand Expo»
Supported by:



presents:

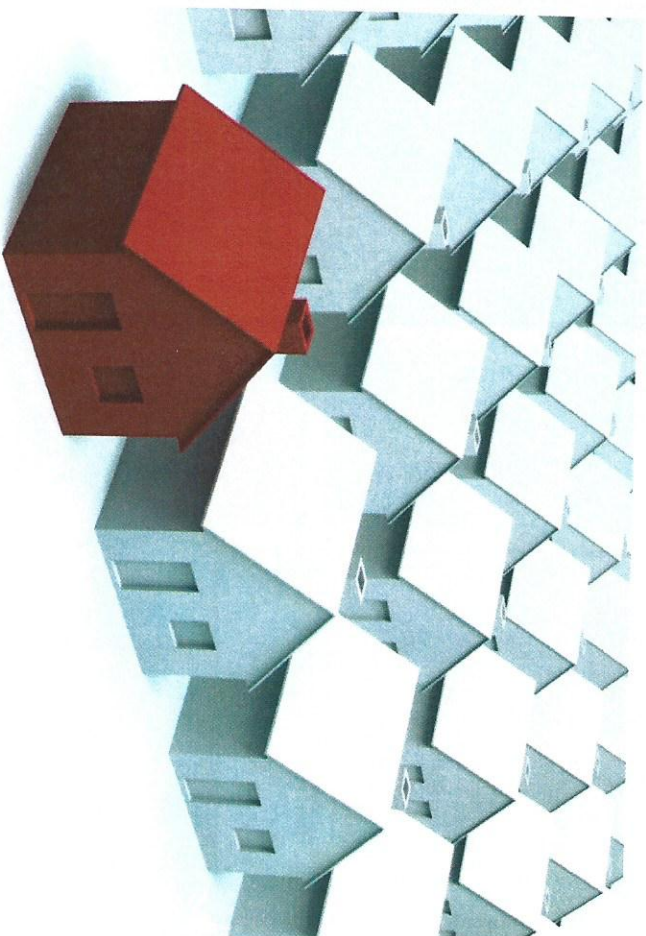
12th International Exhibition-forum “Property Worldwide”

November, 22 - 24, 2013
Moscow, “Crocus Expo”



Concept of exhibition:

- "Property Worldwide" is a business platform that gives its participants the opportunity to present their interests to the wide audience of visitors and partners
- The exhibition is held twice a year and has a constant attendance of over 3000 potential customers and more than 100 exhibitors from around the world
- The exhibition offers a comprehensive range of services concerning a real estate acquisition in Russia and abroad, including advice on registration of transactions



INTERNATIONAL EXHIBITION AGENCY
MAKINGBRAND®



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Features of exhibition:



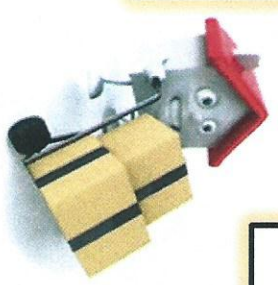
Wide range of offers
on real estate purchase



Public business program
is held by leading business clubs and associations



Target audience: successful people
with high level of income, who made a decision to buy real estate in Russia or Abroad



Post-exhibition services
for participants



Effective Sponsorship opportunities
at the exhibition

Competitive strong points:

1. SOCIAL AND POLITICAL SUPPORT

Exhibition opening ceremony - is always held with support of representatives of Russian and foreign real estate associations including Moscow Trade Chamber of Commerce, representatives of Embassies, the Heads of leading companies at the Russian and foreign real estate markets etc.
High level support!

2. HIGH EXHIBITION EFFECTIVENESS

QUALITY VISITOR'S AUDIENCE—the main criteria for success of any exhibition. At exhibition "Property Worldwide" each visitor is—Your potential client. According to monitoring and participant's poll of the exhibition each 3d person who visits a stand becomes potential buyer (with professional client-oriented post exhibition service). The number of visitors within 3 expo days approximately 2000-3000 of potential buyers.
Favourable arithmetics!

3. THE BEST EXHIBITION CENTER

"Crocus Expo" is built according to international exhibition standards^ good conditioning, lightening system and wide passages between stand.
Comfortable working conditions!
The number of exhibition held in this center gives opportunity to attract additional visitors from exhibitions carried out in the next pavilions and at the same time.

4. NO EXTRA FEE FOR OPEN STAND'S SIDES

No extra fee is paid for booking and stand types «half-island», «island». Good prices for additional equipment.
Good stand position with economy in exhibition budget!

5. ACTUAL BUSINESS PROGRAMM

Public program held within exhibition days covers all topic real estate sectors of exhibition and each visitor can participate and receive updated information!
Actual information about tendencies on real estate market!

6. ADVERTISEMENT CAMPAIGN

Wide range of profile and business mass-media support, outdoor advertisement, PR-projects, ads on TV, radio and etc.
The attraction of target audience!

Advertisement campaign:

Advertising on TV	<p>The ethereal net broadcasting news, information and sports programation. The allocation on the air more than 300 commercials for the upcoming exhibition</p>
Press Advertising:	<p>Russian and foreign publications in the real estate sphere and others. Modular and news advertising allocation in magazines: Top Property Magazine, Homes Collection, Digest of Russian and International Real Estate, Property and Prices, Catalogues of Foreign Real Estate, Real Estate Salon, Invest to West, Property Gallery, Russian Emirates, PEACE AND HOME , Arguments of the week, the newspaper "Kvadrat" and other profile editions.</p>
Internet Advertising:	<p>Cooperation with internet-partners, such as General internet partner Maindoor.ru, general analytical partner IRN, general media-partner Aquarium, main real estate portals, special portals on exhibitions etc. Promotion of exhibition website www.pw-expo.ru by search engines Yandex, Google Adwords and social networks: Facebook, VK, radio etc. Mutual banner exchange with partners, business associations and exhibitions</p>
Radio Advertising:	<p>Placement over 100 radio advertisements</p>
Outdoor Advertising:	<p>The allocation of the information about coming exhibition on billboards, superbords, city boards in Metro Banner on exhibition center facade "Crocus Expo" (18x9m) Banners inside Crocus Expo in order to attract people from exhibition held before "Property Worldwide" Outdoor standing banner before pavilion entrance "Crocus Expo"</p>
System of news e-mailing to visitors, exponents, partners data base. Mailing of news, advertisement, announcement, articles with the attached invitation ticket to the exhibition	
Invitation tickets distribution with attraction of all information partners of the exhibition-forum	
BTL organization and promo-events at exhibition-forum:	<p>Business and affiliate program in common with FPC, ILC, Embassy's officials, business associations Every exhibition has special partners' and advertisement zone</p>



Printed publications:

- Catalogues of Foreign Property
- Bulletin of Tourism and Real Estate
- Publishing house "Mir and DOM"

Profiling journals on Russian and foreign real estate:

- «Homes Collection»,
- «Real Estate Digest»,
- «Property and prices»
- « Real Estate Salon»,
- « Real Estate Gallery»,
- « Emirates Business»,
- « Investing in overseas property »,
- «SALONN PRES»
- «Top Property magazine».

Additional advertising:

- **Advertisement at the territory of Krokus Expo**
- Advertising in the Underground – Arbatsko-Pokrovskaya Lane
- **Advertising on the channel of the Russian Yachting Association**
- **Advertising on TV channel Moscow 24**
- **Advertising on TV channel «Komsomolskaya Pravda»**
- **Advertising on Radio station « Komsomolskaya Pravda »**
- **Advertising on Radio station «Business FM»**

