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APRIL  
2026**

Crocus Expo,  
Moscow, Russia



# GLOBAL INGREDIENTS SHOW

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**SPONSORSHIP  
AND ADVERTISING  
OPPORTUNITIES**

Organised by



# ABOUT EXHIBITION

Global Ingredients Show — an international business event for producers and customers of additives, flavourings, raw materials and processing aids.

Participation in the forum and exhibition Global Ingredients Show is an effective tool to get a quality visitor audience and find new markets among the companies-manufacturers of food, cosmetics, pharmaceutical products.

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## HOW TO INCREASE THE EFFECTIVENESS OF PARTICIPATION IN THE CONFERENCE AND EXHIBITION GLOBAL INGREDIENTS SHOW?

Using the sponsorship and advertising opportunities of Global Ingredients Show, your company gets an excellent opportunity to attract the attention of a significant professional audience to its services and products, both your company will attract a large professional audience to your services and products during the exhibition as well as well in advance of it.

Additional promotional tools provide wide reach and exposure to a large number of executives and professionals in the specialty ingredient and additive trade and manufacturers: food and beverage, perfumes and cosmetics, pharmaceuticals and dietary supplements, and household chemicals.

Sponsorship and promotional opportunities offered in this brochure opportunities offered in this brochure will help to attract more visitors to your stand and increase brand awareness, thereby increasing the number of potential partners and customers.

## SPONSORSHIP EXHIBITION GIVES:

- WIN OVER THE TARGET AUDIENCE
- STRENGTHEN THE BRAND IMAGE
- PROVIDE EFFECTIVE PROMOTIONAL SUPPORT

### Advertising at the exhibition area

Placement of the Sponsor's logo on informational and directional signage throughout the exhibition venue	✓			✓		
Accreditation for promoter to distribute promotional materials across the exhibition hall		✓	✓	✓		
Accreditation for promoter to distribute promotional materials across the exhibition center	✓					
Three stickers inside the exhibition hall (each 1 m <sup>2</sup> )	✓			✓		
Advertising structure sized 1 × 2.8 meters in the foyer (one side)		✓	✓			
Advertising structure sized 2.2 × 2.8 meters in the foyer (one side)	✓					
Lightbox sized 1.17 × 1.97 meters in the foyer of the pavilion (Side A – facing towards the exhibition halls)	✓					
Lightbox sized 1.17 × 1.97 meters in the pavilion foyer (Side B – facing towards the entrance to the pavilion)		✓				
Integration of the Sponsor's logo into the branding of entrance turnstiles leading into the exhibition hall	✓					

### "Ingredients and additives" Forum

Commercial video (30 seconds, rotation 3 times a day during all event days) played in the conference hall	✓				✓	
Commercial video (15 seconds, rotation 3 times a day during all event days) played in the conference hall						✓
Placement of the Sponsor's logo on the stage backdrop at the forum venue					✓	✓
15-minute presentation					✓	✓

### PR and Digital Campaigns

Placement of the Sponsor's logo on visitor e-tickets	✓					
Publication of 3 news articles about the Sponsor on the event website	✓	✓	✓	✓	✓	✓
Banner sized 600 × 160 with an active link on the "Get-a-Ticket" page (for 1 month)					✓	✓
Banner sized 600 × 160 with an active link on the homepage (for 1 month)				✓	✓	
Banner sized 600 × 160 with an active link on the homepage (for 3 month)			✓			
Banner on the main page (1800x160), 1 month		✓				
Banner on the main page (1800x160), 3 month	✓					
Mention of the Sponsor in PR materials (press releases and post-event releases)	✓	✓	✓	✓	✓	✓
Placement of the Sponsor's logo on the homepage and in the "Support" section	✓	✓	✓	✓	✓	✓
▪ Integration of the Sponsor's text block (up to 300 characters) into email campaigns (1 mailings)		✓	✓	✓	✓	
▪ Integration of the Sponsor's text block (up to 300 characters) into email campaigns (3 mailings)	✓					
▪ Integration of the Sponsor's promotional banner into visitor email campaigns (image size 700 × 150, 1mailings)		✓				
▪ Integration of the Sponsor's promotional banner into visitor email campaigns (image size 700 × 150, 3 mailings)	✓					
▪ Placement of the Sponsor's logo in visitor attraction email campaigns	✓	✓	✓	✓		

**Total Options**

**15**

**10**

**8**

**9**

**8**

**6**

## Sponsorship Pricelist

Platinum Partner

**11 500 €**

Gold Partner

**9 200 €**

Silver Partner

**6 900 €**

Navigation Sponsor

**2 925 €**

Forum Sponsor

**8 155 €**

Session Sponsor

**3 555 €**

# Platinum Partner

11 500 €

The Platinum partner is an exclusive offer that provides extensive advertising opportunities to attract the attention of the entire target audience of the exhibition Global Ingredients Show to your company's products both during the event and long before it takes place.

## 1 package available.

### Advertising at the exhibition area

- Placement of the Sponsor's logo on informational and directional signage throughout the exhibition venue
- Accreditation for promoter to distribute promotional materials across the exhibition center
- Placement of an advertising structure sized 2.2 × 2.8 meters in the foyer (one side)
- Three stickers inside the exhibition hall (each 1 m<sup>2</sup>)
- Integration of the Sponsor's logo into the branding of entrance turnstiles leading into the exhibition hall

### In the Exhibition Center

- Placement of a lightbox sized 1.17 × 1.97 meters in the foyer of the pavilion (Side A – facing towards the exhibition halls)

### PR and Digital Campaigns

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's promotional banner into visitor email campaigns (image size 700 × 150, 3 mailings)
- Integration of the Sponsor's text block (up to 300 characters) into email campaigns (3 mailings)
- Placement of the Sponsor's logo in email campaigns aimed at attracting visitors



\*Prices are excluding VAT

# Platinum Partner

## E-tickets

- Placement of the Sponsor's logo on visitor e-tickets

## Business Program

- Commercial video (30 seconds, rotation 3 times a day during all event days) played in the conference hall

## Website advertising

- Placement of a banner sized 1800 × 160 with an active link on the homepage (for 3 months)
- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



# Gold Partner

9 200 €

## 1 package available.

### Advertising at the exhibition area

- Accreditation for promoter to distribute promotional materials within the exhibition hall
- Placement of an advertising structure sized 1 × 2.8 meters in the foyer (one side)
- Placement of a lightbox sized 1.17 × 1.97 meters in the pavilion foyer (Side B – facing towards the entrance to the pavilion)

### PR and Digital Campaigns

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's promotional banner into a visitor email campaign (image size 700 × 150, 1 mailing)
- Integration of the Sponsor's text block (up to 300 characters) into a visitor email campaign (1 mailing)
- Placement of the Sponsor's logo in visitor attraction email campaigns

### Website advertising

- Placement of a banner sized 1800 × 160 with an active link on the homepage (for 1 month)
- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



\*Prices are excluding VAT

# Silver Partner

6 900 €

**1 package available.**

## **Advertising at the exhibition area**

- Accreditation for one promoter to distribute promotional materials within the exhibition hall
- Placement of an advertising structure sized 1 × 2.8 meters in the foyer (one side)

## **PR and Digital Campaigns**

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's text block (up to 300 characters) into a visitor email campaign (1 mailing)
- Placement of the Sponsor's logo in visitor attraction email campaigns

## **Website advertising**

- Placement of a banner sized 600 × 160 with an active link on the homepage (for 3 months)
- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



\*Prices are excluding VAT



# Navigation Sponsor

2 925 €

**1 package available.**

## Advertising at the exhibition area

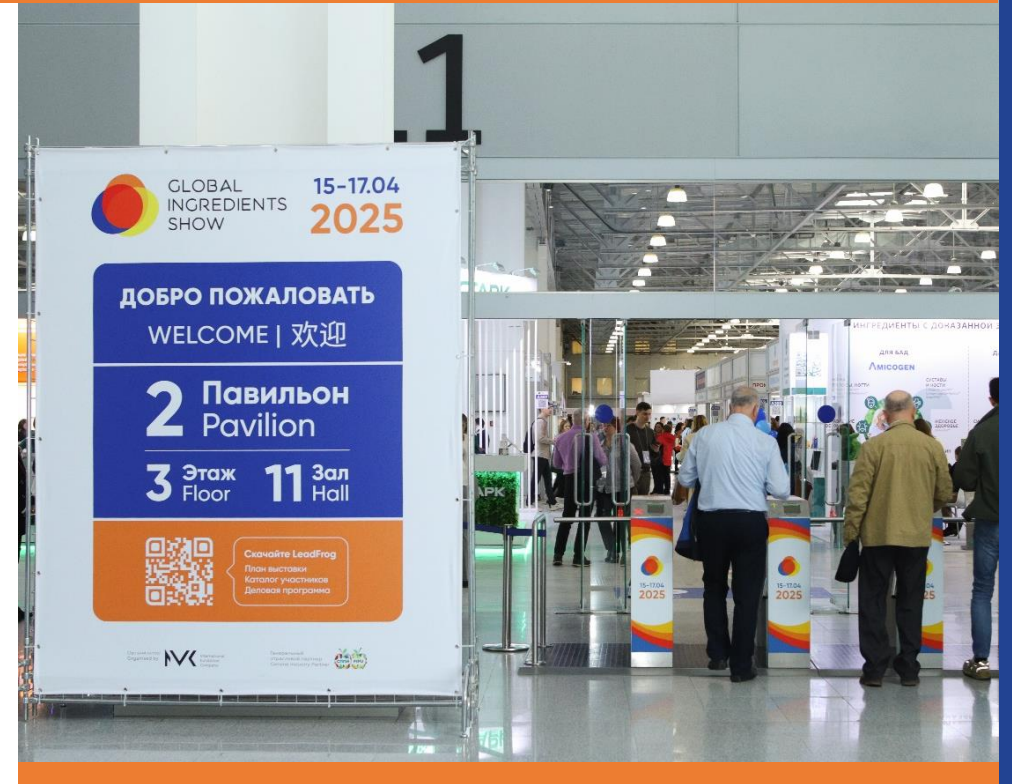
- Placement of the Sponsor's logo on all informational and directional signage throughout the venue
- Accreditation for one promoter to distribute promotional materials within the exhibition hall
- Placement of three floor stickers (each 1 m<sup>2</sup>) inside the exhibition hall

## PR and Digital Campaigns

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's text block (up to 300 characters) into a visitor email campaign (1 mailing)
- Placement of the Sponsor's logo in visitor attraction email campaigns

## Website advertising

- Placement of a banner sized 600 × 160 with an active link on the "Get-a-Ticket" page (for 1 month)
- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



\*Prices are excluding VAT

# Forum Sponsor

8 155 €

**1 package available.**

## **Business Program**

- 15-minute presentation (topic to be agreed upon with the Business Program Producer, reports are accepted in Russian only)
- Placement of the Sponsor's logo on the stage backdrop at the forum venue
- Broadcast of a 30-second Sponsor's promotional video in the forum hall, rotating 3 times per day during all forum days

## **PR and Digital Campaigns**

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's text block (up to 300 characters) into a visitor email campaign (1 mailing)

## **Website advertising**

- Placement of a banner sized 600 × 160 with an active link on the homepage (for 1 month)
- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



# Session Sponsor

3 555 €

**Package is available for only 8 companies.**

## **Business Program**

- 15-minute presentation (topic to be agreed upon with the Business Program Producer, reports are accepted in Russian only)
- Placement of the Sponsor's logo on the backdrop in the conference hall
- Broadcast of a 15-second Sponsor's promotional video in the conference hall, rotating 3 times per day during all session days

## **PR and Digital Campaigns**

- Mention of the Sponsor in PR materials (press releases and post-event releases)
- Integration of the Sponsor's text block (up to 300 characters) into a visitor email campaign (1 mailing)

## **Website advertising**

- Placement of the Sponsor's logo on the homepage and in the "Support" section
- Publication of 3 news articles about the Sponsor on the event website



# Speaking Opportunity

Package is available for only 8 companies.

## PR and Digital Campaigns

- Sponsor's references in PR materials (press releases, news)

## Business Programme

- 15-minute presentation (topic to be agreed upon with the Business Program Producer, reports are accepted in Russian only)

## Website advertising

- Publication of 3 news articles on the event website

835 €



\*Prices are excluding VAT

# Advertising opportunities

Advertising on the exhibition territory of the Global Ingredients Show is an effective solution to increase your visual presence at the exhibition, to stand out from the competition and direct visitors to your company stand.

Additional exhibitor badge ..... 35 €

## Advertising at the exhibition area

Advertising structure sized 1 × 2.8 meters in the foyer (one side) ..... 650 €  
 Advertising structure sized 2.2 × 2.8 meters in the foyer (one side) ..... 1 045 €  
 Advertising structure sized 4.5 × 2.5 meters in the foyer (one side) ..... 1380 €  
 Lightbox sized 1.17 × 1.97 meters in the foyer of the pavilion (Side A – facing towards the exhibition halls) ..... 1 380 €  
 Lightbox sized 1.17 × 1.97 meters in the pavilion foyer (Side B – facing towards the entrance to the pavilion) ..... 1 025 €  
 stickers inside the exhibition hall (for 1 m<sup>2</sup>) ..... 270 €  
 Commercial video (30 seconds, rotation 3 times a day during all event days) played in the conference hall ..... 525 €

## Advertising outside the pavilion

Advertising structure 4x3 m ..... 2 885 €  
 Advertising structure 3x3 m ..... 2 235 €  
 Advertising structure 2x3 m ..... 1 675 €  
 Accreditation for one promoter to distribute promotional materials within the exhibition center ..... 900 €

\*Prices are excluding VAT

Prices valid only for exhibitors with a stand

## Distribution of promotional material

Accreditation for promoter to distribute promotional materials within the exhibition hall ..... 525 €

## Website advertising

Banner on the main page (1800x160), 1 month ..... 1 315 €  
 Banner on the main page (1800x160), 3 months ..... 1 535 €  
 Banner sized 600 × 160 with an active link on the homepage (for 1 month) ..... 1 045 €  
 Banner sized 600 × 160 with an active link on the homepage (for 3 month) ..... 1 465 €  
 Banner sized 600 × 160 with an active link on the “Get-a-Ticket” page (for 1 month) ..... 1 465 €  
 Banner sized 600 × 160 with an active link on the “Get-a-Ticket” page (for 3 month) ..... 1 255 €



# GLOBAL INGREDIENTS SHOW

For all questions regarding sponsorship and promotional opportunities, please contact the directorate:

+7 (495) 252-11-07

[ingred@mvk.ru](mailto:ingred@mvk.ru)

[www.new.ingred.ru](http://www.new.ingred.ru)

**The content of sponsorship packages can be tailored to your company's marketing goals, objectives and interests.**

**We can also discuss the possibility of creating bespoke, bespoke sponsorship and promotional packages.**