



V INTERNATIONAL FORUM
OF THE CIVIL
AVIATION
INFRASTRUCTURE

SPECIAL OFFERS FOR FIRST TIME EXHIBITORS

International Forum of the Civil Aviation Infrastructure

7-8 February 2018 | Russia, Moscow, Crocus Expo

SUPPORTED BY



RF Ministry
of Transport



Rosaviation



Rostourism



FACTS ABOUT NAIS 2017



- **4500 sqm** of exhibition area
- Over **100** exhibitors from **14** countries
- **3500** professional visitors
- **10 airports and 5 airlines** represented their projects in the Travel Routes Russia segment at NAIS
- **92 delegations** of foreign and Russian airports and airlines took part in the Business Networking Center (BNC).
- **16 industry events** were held in the framework of NAIS Forum.
- Supported by Rostourism the Forum for touristic and aviation routes network – **Travel Routes Russia** – was conducted at NAIS platform.
- Official award ceremonies for airports and airlines '**Air Gateways of Russia**' and '**Skyway Service Award**' are held at NAIS.
- Traditionally NAIS opening and award ceremonies are held with the participation of **Mr. I. Levitin, RF President Assistant, Mr. M. Sokolov, RF Minister of Transport, Mr. V. Okulov, Deputy Minister of Transport, Mr. A. Neradko, Head of Rosaviation, Mr. O. Safonov, Head of Rostourism**, as well as top officials of airports and airlines.

NAIS IN FIGURES



90%

of exhibitors are satisfied with the event results

86%

of exhibitors are planning to participate at NAIS 2018



88%

of visitors are satisfied with the event results

85%

of visitors are planning to participate at NAIS 2018



100+ MEDIA AT NAIS:

ATO, AVIA.RU, AviaPort, Russia-24, Moscow-24, NTV, REN-TV, Russia Today, Star Channel, Federal News Agency, Kuban-24, Nika-TB, Vedomosti, Interfax, RBC, TASS, Lenta.ru, Rambler, RIA News, Kommersant, Moscow News Agency, etc.

AIR TRANSPORT OBSERVER
АВИАТРАНСПОРТНОЕ
ОБОЗРЕНИЕ

AVIA•RU
NETWORK

АВИАПОРТ

SPECIAL OFFER FOR FIRST TIME EXHIBITORS

We are happy to greet NAIS 2018 new exhibitors!

New exhibitors are the companies which have never been NAIS exhibitors before ore participated more than 3 years ago.

50%

Discount for the Maximum package in the online catalogue of NAIS professional network

30%

Discount for all the advertising options

FREE

Information about your company in 1 e-shot for NAIS subscribers

FREE

3 news from your company at NAIS website and social media

SPECIAL OFFER FOR FIRST TIME EXHIBITORS

With the special NEW sign your potential clients will learn about you first:

ONLINE CATALOGUE

NEW sign in the exhibitor list in the online catalogue of NAIS professional network

ONSITE HIGHLIGHT

- NEW sign in the printed catalogue and show guide
- NEW sign at your stand

ADVERTISING OPTIONS AT NAIS 2018

Packages:

- **№1 – € ~~1620~~ 1135**
 - Online banner 615x90 (visitor registration page)
 - Maximum package in the online catalogue
 - 3 news in social media
- **№2 – € ~~1840~~ 1290**
 - Online banner 615x90 (main page)
 - Maximum package in the online catalogue
 - 3 news in social media
 - 3 news at NAIS website
- **№3 – € ~~1985~~ 1390**
 - Online banner 615x90 (main page)
 - Maximum package in the online catalogue
 - 1 e-shot for NAIS subscribers (4000+ subscribers)

Onsite advertising:

- Insertions into the participants bags (materials are) – € ~~3700~~ 2590
- Static advertising constructions – **price on request**

Printed catalogue / show guide:

- Ad module 1/1 cover – € ~~3215~~ 2250
- Ad module 1/1 block – € ~~2650~~ 1855
- Ad module 1/2 block – € ~~1630~~ 1140
- Double page 1/1 +1/1 – € ~~4100~~ 2870

NAIS website:

- Online banner 615x90 (1 month) – € ~~1400~~ 980
- Online banner 940x100 (1 month) – € ~~1925~~ 1350
- Advanced Package in the Online Catalogue – € ~~255~~ 180
- Maximum Package in the Online Catalogue – € ~~325~~ 163

Discount for the 2nd and further months – 15%

When ordering 3+ marketing options you get the discount 20% for the total price.

To get more information, please contact:

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ONLINE ADVERTISING

NAIS website traffic 33 000 unique visitors and 92 000 page views during the show month

Banners take the **priority positions at the website** — just choose the best for you!

Your advertising can be viewed by the website audience during all the show cycle: **before, during and after**.

175 196 total page views of www.nais-russia.ru during the show cycle (11.02.2016 — 09.02.2017)

ONLINE ADVERTISING

Посещаемость сайта NAIS в месяц проведения выставки:

33 000 уникальных посетителей и **92 000** просмотров страниц.

Баннеры расположены на самых видных и приоритетных местах сайта — **выберите свой!**

Реклама вашей компании и продукции доступна посетителям на протяжении всего цикла выставки: **до, во время и после.**

175 196 Просмотров страниц сайта www.nais-russia.ru за выставочный период (11.02.2016 – 09.02.2017)

PACKAGES FOR EXHIBITOR ENTRIES IN THE ONLINE CATALOGUE OF NAIS PROFESSIONAL NETWORK

	Minimal	Advanced	Maximum
COMPANY INFORMATION			
Company name	✓	✓	✓
Contacts	✓	✓	✓
Description for the online catalogue (characters)	500	1000	1500
Description for the printed catalogue (characters)	250	250	250
Categories (number of filters for searching in the catalogue)	7	10	15
Social Media accounts (number)	✗	1	5
Highlighting in the exhibitor list	✗	✗	✓
Company logo	✗	✗	✓
Company files (number)	✗	1	5
Company video (number)	✗	✗	3
Delegates (number of persons responsible for contacting visitors in the personal account)	2	5	50
PRODUCTS & SERVICES			
	1 product	3 products	20 products
Uploading products and services	350 char. description, 1 pic, 1 category + NEW sign for novelties	500 char. description, 1 pic, 1 doc, 3 categories + NEW sign for novelties	1000 char. description, 2 pic, 3 doc, 10 categories + NEW sign for novelties
Highlighting in the product directory	✗	✗	✓
Product carousel at the main website page	✗	✗	✓
BRANDS			
Brands, represented by the company	✗	3 brands	15 brands
	✗	120 char. description for each	120 char. description for each
Pictures and logos of brands	✗	✗	2 pictures for each
NEWS/PRESS RELEASES			
Publication of news and press releases	✗	5 news	100 news
	✗	300 char. description + 2 pics for each	300 char. description + 2 pics for each
SPECIAL EVENTS			
Announcement of special events and presentations at the stand	✗	5 events	50 events
	✗	500 char. description + 1 pic & 2 categories for each	1000 char. description + 2 pics & 5 categories for each
VACANCIES			
Publication of company job opportunities	✗	3 vac.	10 vac,
	✗	250 char. description + 1 pic for each	500 char. description + 1 pic for each
PRICE	Included into the registration fee	€ 255 180	€ 325 163

CONTACTS

If you are interested in the options above or exclusive additional options, please contact NAIS organisers:

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