



**Whole world.
One exhibition.**

Mitt

23rd Moscow International Travel & Tourism Exhibition

23–26 March 2016

Sponsorship & advertising opportunities



www.mitt.ru

- 1,852** exhibiting companies
- 192** countries and regions
- 32,162** unique visitors
- 54,628** square metres of gross exhibition space
- 9** halls and pavilions

Organiser



Partners



Official Support



Ministry of Culture
of the Russian
Federation



Federal Agency
for Tourism



The Moscow City
Government



Альянс
Туристических
Агентств





MITT is Russia's largest international tourism exhibition and takes place in the heart of Moscow. MITT is among the five leading travel exhibitions in the world, alongside WTM in London and ITB in Berlin.

Every year, MITT brings together tens of thousands of industry professionals. It is here that industry trends are set, new products demonstrated and important strategic agreements reached. In 2015, the exhibition featured 1,852 exhibiting companies representing 192 countries and regions. Over 32,000 visitors attended the event – 76% were travel trade visitors.

Advertising and sponsorship opportunities allow you to make your company known, both during exhibition and long before it begins, and are designed to enhance the marketing effect of participation and offer more opportunities to promote your company in the tourism market.

We offer opportunities to take full advantage of the commercial potential of MITT and create a memorable image of a strong brand.



Advertising and sponsorship at MITT provides unique opportunities to:

- Raise your brand awareness and create a preference for your service/product
- Directly drive sales activity
- Create a positive image of your travel service on the Russian market
- Build your brand positioning
- Increase your company's credibility

The content of sponsorship packages can be adjusted in accordance with marketing objectives, goals, and the individual requirements of your company. We are also willing to discuss special sponsorship packages for the MITT exhibition.



Partner Country /
Partner Region
€100,000 / €60,000



Becoming the Partner Country or Partner Region of MITT enables you to run an exclusive marketing campaign based on the largest tourism event in Eastern Europe and among the top five largest in the world. The package includes exclusive promotion in all advertising and information material for the exhibition, along with participation in all events taking place within MITT.

General Partner
€50,000



The status of General Partner puts at your disposal the unlimited possibilities of supporting a major travel event. The exhibition's major marketing campaign will help you meet your advertising objectives. Only one company can be General Partner of MITT.

Official Partner
€30,000



Partnership of the exhibition provides the opportunity to have a direct impact on your target audience, participate in the MITT advertising campaign, and create and strengthen a positive image of your company.



E-tickets €15,000



Registration is compulsory for all visitors. Your logo will be added to the e-tickets. For free admission to the exhibition, visitors must register on the website www.mitt.ru to obtain a personal e-ticket. Express registration is very popular, with 97% of all visitors using this online service.

Official route planner advertising From €1,000 (1/2 page)



The MITT route planner is issued to all visitors in attendance. The document contains detailed floorplans, a complete list of exhibitors and a programme of events.

Company logo on map – €500
Advertising page – €1,750
Double page spread – €2,500

Official exhibition bags €15,000



Upon registration, each MITT visitor receives an official exhibition bag, which contains information materials and an exhibition guide. An advertisement on this bag will allow you to make your company known to the thousands of visitors at MITT.

Lanyards for visitor badges €10,000



Placing your company logo on the lanyards for visitor badges is the best way to raise awareness of your brand. Every MITT visitor receives a name badge and wears it throughout the exhibition. Lanyards to be provided by the Sponsor. The design of the lanyard must be confirmed with the Organiser.



Information and signage boards at MITT €15,000



Over 50 outdoor boards with directions signs, pavilion plans and the exhibitor list will be located at MITT, which will enable the many visitors and exhibitors to quickly find the information they need. Each board will display the logo of the sponsor.

Official guide €8,000



The MITT guide, containing detailed plans and a complete list of exhibitors, is distributed to all visitors. Sponsorship of the guide is a unique opportunity to make your company stand out from other exhibitors and to attract visitors to your stand.

Electronic event catalogue €5,000



The MITT online catalogue is a unique reference guide which industry professionals use throughout the year. The exhibition catalogue is issued to every exhibitor at the event in CD format and is published on the official MITT website. Onsite at MITT, visitors also have the opportunity to receive a CD version of the catalogue.

Exhibitor bags €6,000



This package offers a unique opportunity to present your company or services by placing your logo on one side of the exhibitor bags. The bags contain information materials and forms for exhibitors. Each exhibiting company receives a bag.



mitt **SUMMIT** 24 March 2016

Business Programme



MITT's business programme consists of two central events:
the MITT Summit-Tourism Business and the MITT Summit Hotel.

Held simultaneously on the second day of the exhibition, the annual events
are well established in the tourism and hospitality industries. The summits are where
professionals acquire knowledge for the forthcoming season and learn best practice
from experts in their field.

General Business Programme Sponsor	€8,000
Official Sponsor	€7,000
Visitor Registration Sponsor	€6,000
Mitt Summit Hotel Session Sponsor	€5,000
Coffee Break Sponsor	€4,500
Delegate Notebook and Pen Sponsor	€3,500
Work Space in the Registration Area	€2,000



Special status packages

Official Airline	€10,000
Official Mobile Operator	€10,000
Official Insurance Company	€6,000
Official Hotel	€6,000
Day Sponsor	€5,000

VIP reception sponsor

€ 10,000

Before the official opening of the exhibition, an exclusive reception takes place for VIP guests. Accessible by invite only, the event brings together tourism ministers, ambassadors, directors of tourism boards, Russian tour operators and travel journalists. The event provides a perfect opportunity to promote to the key members of the travel trade. In 2015, over 200 VIP guests were in attendance.





Russia Pavilion

€10,000



The development of domestic and inbound tourism is allocated a significant role at the exhibition. The central Pavilion 8.3 has been declared the Russia Pavilion, bringing together market players involved in domestic and inbound tourism.

Information Technologies in Tourism sector

€5,000

At MITT there will be a special section for companies offering IT solutions in the tourism industry. The exhibitors in this sector include leading companies in the market. To acquire a special status and make yourself known as a leader in this market, you can sponsor this sector.

Distribution / insertion of marketing materials

Distribution of marketing materials away from your stand

€500

An opportunity to distribute your marketing materials all around the pavilions. The option is only available to those companies with stands at MITT.

Inserts into branded exhibitor bags

€1,500

Each exhibitor is provided with a bag of essential information needed for the show. The bag includes the route planner and CD exhibition catalogue. Promotional material can be inserted into this welcome bag.

Distribution of materials from registration desks

€2,000

During the exhibition, registration desks are located at the entrance to MITT. Every visitor needs to register for the event and enter via the registration desks. Distributing materials at this location provides a strategic advantage to target a large audience.



Advertising at MITT

Placing an advertisement directly around the MITT exhibition will allow your company to increase its presence at the exhibition, attract visitors to your stand and stand out from your competitors. Advertising sites are located in the most popular and visited places to ensure they attract maximum attention.

Advertising Arch From €3,000



Arches displaying company adverts and logos are positioned on the visitor route from the Western Entrance registration zone to the pavilions.

Outdoor billboards From €1,050 each



Mobile advertising structures are located at MITT in the busiest areas. This is the best way to direct visitors to your stand and remind them of your brand. Available sizes: 6x3, 6x2, 4x3, 4x2, 3x3, 3x2.5, 2x2.5.

Hanging banners From €940 (2x2m)



Hanging banners in the gallery promote you company among the visitors and exhibitors.

Flags From €6,000 for 10 flags



Flags are hung around the West entrance and in the centre of MITT between three pavilions.



Advertising on www.mitt.ru

The majority of visitors attend MITT by express registration on the website. There were 241,000 visits in the two months before the exhibition, and the pages of the website were viewed over 678,000 times. Advertising banners are published on both the Russian and English versions of the site.



Banners on the MITT homepage

From €1,000
for 1 month

Banners on homepage
of the event sectors

From €800
for 1 month

Banners on secondary pages
of the event

From €1,000
for 1 month

FREE placement of announcements, news
and press releases. Please send this
information to tm@ite-exhibitions.com

ITE Travel & Tourism

At ITE Group we specialise in producing high quality travel trade exhibition around the world. The Group's travel and tourism portfolio consists of the following events:

Astana Leisure

24–26 September 2015
Astana, Kazakhstan
www.leisure.kz

Uitm

Ukraine International Travel Market

30 Sept–2 Oct 2015
Kyiv, Ukraine
www.ukraine-itm.com.ua

Emitt

21–24 January 2016
Istanbul, Turkey
www.emittistanbul.com

Mitt

23–26 March 2016
Moscow, Russia
www.mitt.ru

Uitt

30 March–1 April 2016
Kyiv, Ukraine
www.uitt-kiev.com

Aitf

7–9 April 2016
Baku, Azerbaijan
www.aitf.az

Sitt

14–16 April 2016
Novosibirsk, Russia
www.toursib.sibfair.ru

Kitf

20–22 April 2016
Almaty, Kazakhstan
www.kift.kz

The Organiser

ITE is the leading exhibitions organiser in Russia and the CIS. Founded in 1991 and listed on the London Stock Exchange in 1998, the group organises over 230 trade exhibitions and conferences each year, and employs around 1000 staff in 30 offices worldwide

ITE's events are supported by Government ministries and bodies of the Federation Council of Russia, the Russian State Duma, and the Moscow City and Regional Governments. ITE is a member of UFI, the Russian Union of Exhibitions and Fairs, the Association of European Business, the Russo-British Chamber of Commerce, AmCham, the Moscow Chamber of Commerce and Industry, the Moscow International Business Association and the Russian Union of Industrialists and Entrepreneurs.

Each one of ITE's exhibitions and conferences meets international standards and is organised to the highest level.



Contact the team



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