

**Your Gateway**  
**into the Russian**  
**Jewellery Market**



# 2010 EXHIBITOR MARKETING GUIDE

Dear Exhibitor,

We are thrilled that you will be joining us at our jewellery shows in 2010. Exhibiting at the Jewellery Russia jewellery events allows you to showcase your product to Russian jewellery buyers.

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On behalf of the entire Jewellery Russia team, we look forward to working with you to make sure you have a successful participation. For more information or to reserve your sponsorship, contact RESTEC JUNWEX management team.

*Sincerely yours,*

*RESTEC JUNWEX Media Holding*



# ON-LINE MARKETING – WWW.RJEXPERT.RU

## PRE-SHOW

[www.rjexpert.ru](http://www.rjexpert.ru)



Place your company banner on the home page of [www.rjexpert.ru](http://www.rjexpert.ru) and it will surely catch the website visitor's eye.

Web banner (200x100) pricing:

- for 3 months – 700 Euro
- for 1 month – 300 Euro

Show your jewellery in the Novelities Showroom and find your buyer - 10 Euro per image

Have you got any News? Do you have a unique selling point and want to announce it?

Send it to us to be placed in the news-wire [press@rjexpert.ru](mailto:press@rjexpert.ru)

- 100 Euro per message.

## Rjexpert website summary, February 2010:

Average Time Spent on site

8,2  
min

1412 177

Banner Impressions served Per Month

52 205

Month  
Unique Visitors

3093

Average Visitors  
Per Day

# E-MAIL MARKETING – JEWELLERY RUSSIA E-NEWSLETTER

## Feature your company in the attendee weekly e-Newsletter!

This weekly e-Newsletter gives you the opportunity to promote your brand to thousands of website visitors and e-Newsletter subscribers.

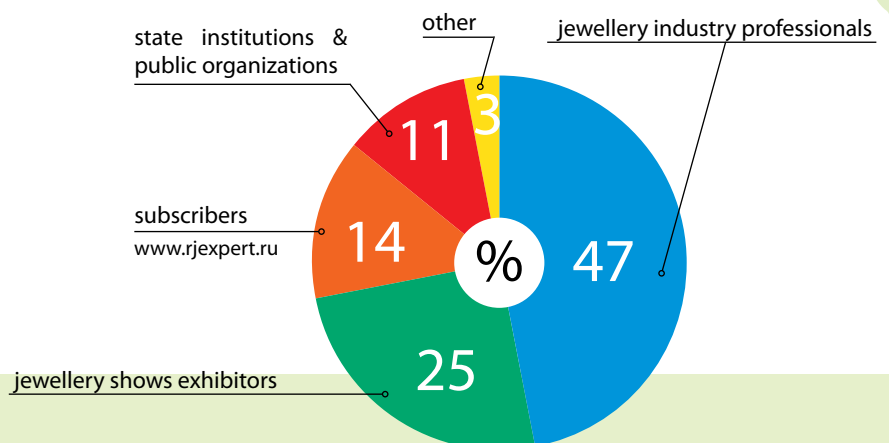


### JEWELLERY RUSSIA e-Newsletter allows you to

- introduce new products
- announce breaking news about your company
- announce retailer promotions and specials
- provide links to your website
- download press releases.

Exhibitor news/Ads in JEWELLERY RUSSIA E-Newsletter  
(1 page, 3 issues) – 400 Euro.

**6122**  
readers of  
e-Newsletter  
include:



# SHOW DIRECT MARKETING

Enclosure in

## JEWELLERY RUSSIA trade magazine

to be distributed by post among subscribers

(more than 6 000 addresses).

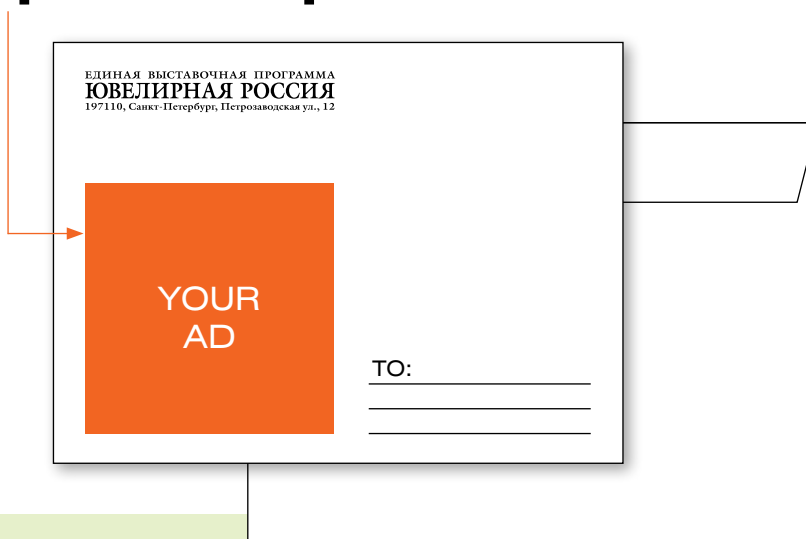


Call for dates and deadlines.

- Weight up to 15 gr.  
— 2 200 Euro

## Post envelope sponsorship.

- Ad space is 130x130 mm  
— 4 500 Euro



## Logo on the Buyer Invitation ticket



- 50 000 copies  
– 600 Euro

## Logo on the Buyer Planning indicating booth position.

Pre-show & at-show free distribution



- 130 000 copies  
– 700 Euro

# ON-SITE BUYER COMMUNICATION OPPORTUNITIES

## AT-SHOW

### Logo on the Show Floor Plan on the information desk

- — 350 Euro



### Enclosure in the Buyer Bags (Exhibitor commercial offers/specials/CD catalogue etc.) to be distributed among jewellery buyers on-site

- — 600 Euro



# ON-SITE BUYER COMMUNICATION OPPORTUNITIES

## Featured Product Showcase 'First Exhibition Showcase'

- Entire 3'showcase (15-20 pieces) – 1200 Euro
- Shared 3'showcase (5-7 pieces) – 380 Euro



## Promoters to distribute Ad materials among visitors.



**Accreditation for all days  
of the show**

- – 400 Euro per person.



# INDOOR / OUTDOOR SIGNAGE OPPORTUNITIES

## INSIDE BANNERS

- — from 1 000 Euro  
Call for details and pricing

## COLUMN WRAP

Four-sided column wrap significantly improves the visual integrity of your product

- – 2 000 Euro



## EXTERIOR BANNERS

- Banner 2 x 4 m
- – 1500 Euro

- Banner 4 x 4 m
- – 2000 Euro



- Banner 4 x 7,5 m
- – 2300 Euro



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