

aqua THERM

MOSCOW

FEBRUARY 2-5, 2021

Crocus Expo

www.aquatherm-moscow.ru

ANNIVERSARY INTERNATIONAL EXHIBITION
of equipment for heating, water supply, ventilation,
air conditioning, refrigeration, pools, saunas and spas

Closed borders won't block your way to the highly potential Russian market!

**REMOTE PARTICIPATION IN
AQUATHERM MOSCOW 2021**



WHY AQUATHERM MOSCOW?*

EXHIBITORS

77%

satisfied with
visitor number

73%

satisfied with
quality of visitors

66%

found new clients
and partners

84%

maintained
relationships with
existing partners

VISITORS

94%

take or influence
purchasing
decisions

82%

ready to purchase
exhibitors'
products

25%

consider company's
purchasing budget to
be over € 625K

54%

CEOs, company
owners, heads of
departments



be visible online

catch visitor attention onsite

get contacts of your potential clients

even when you can't come to Russia



* Based on Aquatherm Moscow 2020 data

INNOVATIONS AT AQUATHERM MOSCOW 2021



**Aquatherm
Click**

– our innovative mobile app for collecting leads and statistics on visitors

How it works for remote exhibitors with online + onsite presence:

- Stand attendants scan visitors' badges, which immediately appear as an Activity in your company account in Aquatherm Click. It is possible to add a picture of visitor's business card to each lead collected
- Anytime you get an access to the real-time statistics of the visitor flow (number of scanned leads, geo, profile, interests, business cards)
- Your company profile will appear in consolidated reports, that visitors, who use the app, will receive at the end of each show day.



How it works for remote exhibitors with online presence only:

You get an access to your company profile where you may communicate and exchange contacts with potential clients in app messenger but the chat may be started only by visitors – you can't initiate the conversation with them by yourself.

PACKAGE 1 / Online Coverage

key benefits:

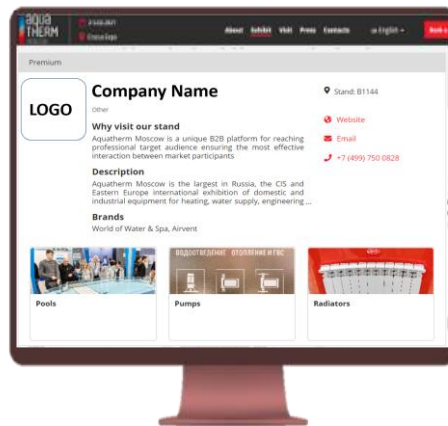
- Online presence
- High visibility in exhibitor listing
- Potential to generate leads with no travel cost (however, no onsite lead capture opportunity)

€900

1 Exhibitor Directory Entry (Silver package, premium listing)

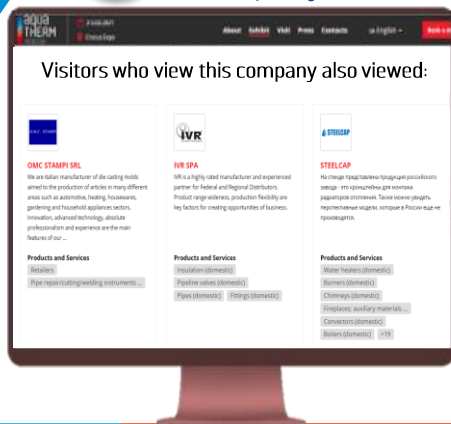
1

Silver package lets you get **300 – 1000%** more profile views!



2 Recommendations Section ("Visitors who view this company also viewed")

2



3 List of Recommended Exhibitors (in emails to visitors based on their interests)

3



Your company gets **500+** times on average into emails with recommended companies for visitors!

4 Printed Show Guide Entry (exhibitor list + product list)

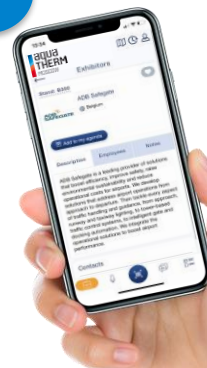
4

Exhibitor Directory visited by **64%** website users within a season!



5 Aquatherm Click Entry (mobile app)

5



PACKAGE 2 / Online Coverage & Basic Onsite Presence

key benefits:

- Lead capture
- Presence at the venue / visibility (Remote Participation Area)
- Brand awareness
- No travel cost attached

€2,400



1

Online coverage
(Package 1)

2

Extra Exhibitor Promotion
(across visitor emails, social media channels and show website)

3

Branded Wall Panel
(Logo, Company Description, Ad Graphics, QR code embedded into the graphics)

4

Bilingual Hostess
(to attract visitors and collect their business cards, Aquatherm Click real-time lead scanning & data analytics on remote participation area)

5

Printed Materials (200 pcs)
(to be distributed in the area and exhibition halls)

Remote Participation Area – Wall Panel



PACKAGE 3 / Online Coverage & Upgraded Onsite Presence

key benefits:

- Lead capture
- Presence at the venue/ visibility (Remote Participation Area)
- 1-2-1 meetings during the show
- Brand awareness
- No travel costs

€3,900



Remote Participation Area – Equipped Workplace



- 1 Online coverage**
(Package 1)
- 2 Extra Exhibitor Promotion**
(across visitor emails, social channels and show website)
- 3 4 m² Equipped Workplace**
(Logo, Company Description, Ad Graphics, QR code embedded into the graphics, Digital Screen with company introduction video)
- 4 Bilingual Hostess ***
(to represent your company and products to visitors; support visitors wishing to connect with you online; Aquatherm Click real-time lead scanning & data analytics on your workplace visitors; pre-show training and post-show report online meetings)
- 5 Virtual Meeting Service**
(telepresence facility prepared at your workplace; virtual meetings with your workplace visitors via Zoom or other platforms)
- 6 Printed Materials (200 pcs)**
(to be distributed in the area and exhibition halls)

* You may use your own attendant if available

BOOSTER *



key benefits:

- 1-2-1 meetings after the show **
- Opportunity to explore the Russian market with experts

Post-show matchmaking with the Russian buyers

- Interpreter provided by the show team
- online meetings with the Russian buyers within 2 weeks after the show

Access to the international online business conference

- current state of the Russian HVAC/R, water supply, pool market
- useful tips of doing business in Russia

Exhibitor Promotion

- emails with exhibitor offer to the actual show visitors

PACKAGE 1 + BOOSTER = €1,400

PACKAGE 2 + BOOSTER = €2,800

PACKAGE 3 + BOOSTER = €4,200

* The Booster can be obtained only additionally to packages 1, 2, 3. You can't purchase the Booster separately

** Via Zoom or other platform

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 Reed Exhibitions®

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CONTACT US:



ELENA ZELENINA

Exhibition Director

elena.zelenina@reedexpo.ru

+7 495 937 6861 ext. 146

+7 926 520 0975



ELENA DOBRETSOVA

International Sales Manager

elena.dobretsova@reedexpo.ru

+7 495 937 6861 ext. 140

+7 926 206 1837



PAVEL MOSHNYAGA

International Sales Manager

pavel.moshnyaga@reedexpo.ru

+7 495 937 6861 ext. 157

+7 926 520 1018