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15 Exhibition of advertising industry

DESIGN I REKLAMA

April 15 – 18, 2009

Central House of Artists, Moscow, Russia

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ORGANIZER

CONTACTS

www.design-reklama.ru

EXPO-PARK EXHIBITION PROJECTS Company

It is one of the oldest and authoritative independent exhibition companies on the Russian market. It has already been working 14 years in the sphere of the conception developing and exhibitions organizing. The company offers full complex of exhibition services. Now it organizes 10 regular specialized exhibitions and fairs, one of them is organized in cooperation with Messe Duesseldorf GmbH - world famous organizer of the trade fairs.

The Expo-Park Company is the member of the Russian Union of Exhibitions and Fairs, member of the Guild of Exhibition and Fair Organizers of the Moscow Chamber of Commerce and Industry. Some of the projects are organized under patronage of the Chamber of Commerce and Industry of the Russian Federation, Moscow Chamber of Commerce and Industry, Ministry of Culture and Mass Communications of the Russian Federation and other official and trade services and departments.

Seven exhibitions are granted the International Union of Exhibitions and Fairs quality sign - the RUEF logo (ARCH Moscow, ART Moscow, DESIGN and ADVERTISING, NON/FICTION, RUSSIAN ANTIQUE SALON, CHRISTMAS TIME, SHOP DESIGN RUSSIA)

Expo-Park cooperates with Russian and foreign professional unions and associations and invites them to present special projects, seminars, programs within the frames of the exhibitions. Expo-Park has become a member of the International Confederation of Antique and Art Dealers, and the Global Association for Retail Marketing POPAI Russia

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ВЫСТАВОЧНЫЕ ПРОЕКТЫ
EXPO-PARK

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GENERAL INFORMATION

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Every spring, DESIGN I REKLAMA introduces specialists the latest achievements of the advertising industry. DESIGN I REKLAMA is the best site for surveying the modern advertising market. If you are up to the latest events and new technologies, then you are a regular attendee of DESIGN AND ADVERTISING.

Event Title: "Design I Reklama 2009"

Exhibition of advertising industry

Venue: Moscow, Central House of Artists

Showdate: April 15 - 18, 2009

Frequency: annual

Gross space (planned): 8 500m

Number of exhibitors (planned): 250

Number of visitors (planned): 25 000

Target audience: Chairmen and employees of Advertising Agencies, decision makers in advertising departments of various companies

Success of the Design I Reklama Fair is first of all based on the efficient collaboration with powerful partners from the relevant spheres.

Patrons:

Moscow Government

Moscow City Department of Consumer Market and Services

Supported by:

International Advertising Association (IAA)

Association of Communication Agencies of Russia

Association of Advertisers ADC Russia

POPAI Russia Global Association for Retail Marketing

The Russian Public Relations Consultancies Association – ICCO-Russia,

Russian Association of Souvenir Suppliers and Manufacturers (RAPPS)

Patrons:



Supported by:



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MAIN DEVISIONS

DESIGN Traditionally is the main division of the exhibition and the center of the exposition. Design as the basis of advertising activities. Productgroups: corporate identity, polygraphic design, brand and packaging design, object design, promotional materials design, advertising photography, periodicals design.

ADVERTISING POLYGRAPHY Corporate polygraphy is the integral part of business culture; it is a key instrument of business development from the very beginning of company's history. That is why the demand and competition in this business field is so high. Productgroups: print preparing, print, postprint, equipment, materials and components.

OUTDOOR ADVERTISING Every self-respected company considers outdoor advertising as the obligatory component of an advertising strategy. Indeed, it is difficult to miss huge posters and banners in the streets, video-screens, light-boxes, and advertising on transport facilities. Productgroups: materials and equipment for outdoor advertising, construction manufacturing, advertising placement.

P.O.S. PRODUCT PROMOTION It is well-known, about 80% of buying decisions are taken at the points of sale. Effectively and proprietary placed products guarantee the required choice of the client. Productgroups: manufacturing POS materials, displays, interior design.

DESIGN AND CONSTRUCTION OF EXHIBITION STANDS Personal contacts with companies and their customers are very important in the today business. Exhibitions are the perfect place for establishing these contacts. Productgroups: mobile stands, exhibition equipment.

SOUVENIRS Souvenirs strengthen friendship and help to establish new business contacts? Or help to promote services and goods? Anyway, there is no doubt in importance of souvenirs in brand positioning. Productgroups: selling, manufacturing, application, print, engraving, materials and equipment.

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FESTIVAL PROGRAM



25KADR Professional Contest for Television Advertising The Contest of TV advertising is held in the framework of Design I Reklama exhibition during last 8 years. Among our participants are the most famous and oldest production houses of Russia and CIS countries. The main feature of our Contest is the on-line voting of producers-participants: that is the way to find best TV commercials in professional area. The demonstration of the commercials- winners is the culmination of TV Advertising Day of Design I Reklama exhibition.



IDENTITY: BEST OF THE BEST 2008 International contest on logos, trademarks and corporate identity. The contest is organized by Identity magazine and supported by ICOGRADA.

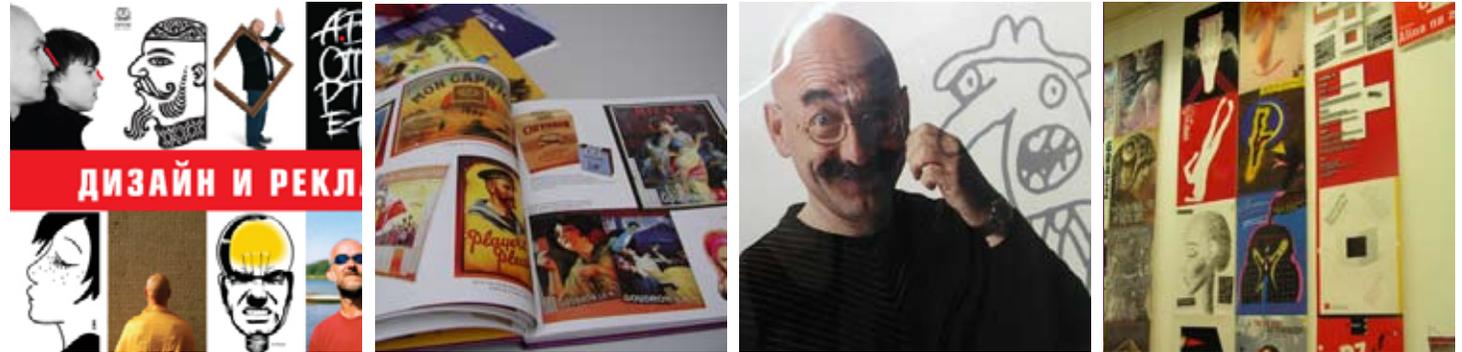


SIGN International Contest for Outdoor Advertising Ambitious, creative, outstanding and skilled sign-making companies from Russia, as well as from foreign countries are invited to take part in the competition. The Awards goal is to reward and demonstrate the best examples of the projects realized in the field of outdoor advertising and to reveal the most creative and promising companies that offer efficient solutions to the advertisers.



SUPERSTARRUSSIA International Contest for P.O.S. Materials This contest participants are the leading companies in the P.O.S. production. They present new interesting display systems. The best materials are chosen by international jury. The international jury of the contest consists of independent experts, representatives of international leading companies, representatives of advertising agencies, commercial and retail chains. The contest for the best advertising vehicle Superstar will also be held at the exhibitions Viscom in Madrid, Viscom in Milan, Euro-Reklama in Poland, and Marketing Services in Frankfurt am Main.

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SPECIAL PROJECTS

SPECIAL PROJECTS 2008

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Special art expositions which provide challenging and efficient presentation of the main idea of an exposition are the peculiarity of all projects by Expo-Park Exhibition Projects Company. Special project is an art presentation of an industrial trend, it's history and future. It is story of how and when something has began how it has developed and the present situation.

Special creative atmosphere has always been a prominent feature of Design I Reklama fair and it has been created mostly due to special projects. International advertising festivals expositions, demonstration of the best commercials of the USA and Russia, numerous competitions on graphic design, out-door advertising, POS-materials and special demonstrations of the winners' works is a small part of the show opportunities which have been provided for Design I Reklama visitors within recent 15 years.

I-go-go. Running in CHA

VIP café «4 horses club», Project «Horse stable»

Organizers: Fabrika legend, WowHouse, 24 Print Service, Med

Polish school of poster exposition

First Floor (hall 14a)

Organizers: Alma Mater publishing house, Poland cultural center

Lurzer's Archive exposition

Entresol Floor, hall 2

Organizers: IndexMarket, ART MOSCOW Foundation

«Index . Evolution 1998-2008», exposition of works

Entresol Floor, hall 3

Organizer: Index Design publishing house

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FRAME PROGRAM



The frame program was organized in accordance with the exposition division: each program day is devoted to separate exposition division. The program is supported by appropriate institutions and professional mass-media.

GRAPHIC DESIGN DAY

Organizers: Identity magazine, ART MOSCOW Foundation

PR TECHNOLOGIES DAY

Organizer: russian public relations consultancies association (AKOS)

TV COMMERCIALS DAY

Organizers: art moscow foundation, non-profit partnership of commercial producers (NPCP)

SOUVENIRS DAY

Organizer: russian association of souvenir suppliers and manufacturers (RAPPS)

OUTDOOR ADVERTISING DAY

Organizer: news outdoor russia

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FRAME PROGRAM 2008

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For the first time in Russia on the Graphic Design Day on Design I Reklama 2008:

- Vania Cuculic and Zeljka Plasajec, Art Directors of Studio Cuculic, Croatia, demonstrated the importance of emotions in the creation of graphic products. The lecture also featured works by other noteworthy international designers. Studio Cuculic has won several international awards and is, according to the Identity magazine, one of Eastern Europe's best design studios.
- For the first time in Russia, the floor was given to Steff Geissbuhler, Partner of Chermayeff & Geismar Inc. and the creator of logos for NBA, Radio Free Europe, Merck, Time Warner, Telemundo, Multicanal, Voice of America, Alvin Ailey. The theme of his seminar is What Makes Logos and Brand Names Great?
- Andreas Uebele, Founder and Creative Director of Buro Uebele Visuelle Kommunikation (Germany) demonstrated that Orientation Systems as Part of Corporate Style: Seducing but not Inducing.

Seminars and master classes was provided by the market leaders who share their experience related to various spheres of the advertising business.

- Jurgen F.Bethge, president of International Contest for Display systems
- Sergey Trofimenko, Chairman of the Russian Public Relations Consultancies Association, member of the Cannes Lions Jury, Chairman of the Board of Directors of communication group Point Passat (RPRCA-ICCO),
- Andrey Amlinsky, Director General, Amlinsky – Creative Strategies Agency
- Leonid Feygin, Creative Director, Direct Design
- Svetlana Maybrodskaya, Wordshop BBDO Project Manager
- Kirill Smirnov, ADCR Executive Director
- Elena Stasyuk, Head of the Marketing and Sales Department, P.O.S. Division, News Outdoor Russia. and others

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INFORMATION SUPPORT

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General Informational Sponsor:

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Principal Informational Partner for the PR Day:

ADME.RU

General Informational Sponsor for the Outdoor Advertising Day

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Principal Informational Partner for the Television Commercial Day

Informational sponsors:

IDENTITY
агентство по брендингу и дизайну

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& PUBLISHING

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The Moscow Times

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