ABOUT THE PROJECT

The exhibitions Integrated Systems Russia and HI-TECH BUILDING are the key events in Russia and CIS for professional audio-video equipment, building automation and systems integration.

Integrated Systems Russia is the number one show in Russia and CIS countries for professional AV and electronic systems integration. ISR offers the latest professional AV and electronic systems technologies to the commercial, professional and residential electronic systems integration industries.

HI-TECH BUILDING – the exhibition of building automation systems, “smart home”, solutions for “smart cities” and energy efficiency.

The exhibitions are organized jointly with Integrated Systems Events (organizer of the Integrated Systems Europe), Cedia and Avixa associations.

Following the current market trends, Integrated Systems Russia and HI-TECH BUILDING exhibitions today are the universal platform for business communications of the professional community. Here, they not only present technological innovations and solutions, but also discuss current market problems, present the latest achievements of the industry within numerous conferences, seminars and business meetings. An extensive business program, designed for the interests of various vertical markets representatives, has become an integral part of the exhibitions.

IN 2020, EVENTS WILL BE HELD IN THE FORMAT OF EXHIBITION AND FORUM
EXHIBITION STATISTICS 2019

KEY FIGURES

- **13 528 VISITORS**
- **OVER 200 EXHIBITING BRANDS**
- **30 COUNTRIES**

CONFERENCES

- **11 CONFERENCES**
- **112 EXPERT SPEAKERS**
- **1,576 ATTENDEES**

THE TOTAL NUMBER OF VISITORS

<table>
<thead>
<tr>
<th>Year</th>
<th>Specialists</th>
<th>End customers</th>
<th>The total number of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>8 220</td>
<td>5 308</td>
<td>13 528</td>
</tr>
<tr>
<td>2018</td>
<td>8 593</td>
<td>5 342</td>
<td>13 935</td>
</tr>
<tr>
<td>2017</td>
<td>8 257</td>
<td>4 946</td>
<td>12 903</td>
</tr>
<tr>
<td>2016</td>
<td>8 049</td>
<td>3 787</td>
<td>11 836</td>
</tr>
<tr>
<td>2015</td>
<td>7 318</td>
<td>4 117</td>
<td>11 435</td>
</tr>
</tbody>
</table>

SPECIALISTS - 8 220

- Systems Integrators: 29%
- Distributors, dealers: 23%
- IT-integrators: 18%
- Design and construction: 10%
- Electric-installation organization: 10%
- Rental companies, software: 7%
- Manufacturers: 3%

END CUSTOMERS - 5 308

- Museum, exhibition space: 11%
- Real estate development, construction company: 10%
- HoReCa: 10%
- Retail: 9%
- Commercial real estate: 8%
- Theatre, concert venue: 8%
- Governments: 7%
- Architecture, design: 7%
- Digital agency/outdoor advertising operator: 6%
- Cinema, entertainment center: 5%
- Educational institution: 5%
- Management and operating company: 4%
- Municipal utilities service: 3%
- Sports facility: 2%
- Bank, investment company: 2%
- Private customer: 1%
- Event-agencies: 1%
- Transport object: 1%
THE TARGET AUDIENCE

MORE THAN 13 000 CUSTOMERS AND SPECIALISTS

CUSTOMERS
- owners of commercial and residential real estate
- developers and constructors
- building project designers
- architects and design bureaus
- hotels and restaurants
- sports objects
- cultural objects (museums, exhibition spaces, theaters)
- investment companies
- representatives of federal and municipal authorities
- educational institutions (schools, universities, corporate institutes)

SPECIALISTS
- distributors and equipment dealers
- system integrators
- installers
SMARTTECH & PROAV FORUM
An extensive business program, designed for the interests of various vertical markets representatives and market professionals will include:

• Conferences for end customers from various vertical markets
• Training courses for market professionals (system integrators, installation and distribution companies)
• Business meetings for market professionals
• Exhibitors partnership events (formal & informal) within the FORUM program

SPECIAL EXPOSITIONS WITHIN THE SHOW

• DIGITAL SIGNAGE exposition
• PRO AUDIO exposition
• CUSTOM INSTALL exposition
• KNX exposition
• SKOLKOVO exposition

SMART CITY INSTALLATION
BUSINESS PROGRAM STATISTICS 2019

- 1,576 visitors
- 112 speakers
- 10 conferences
- training programs for integrators
- presentation of ready-made solutions
- business seminars
- business meeting of distributors and system integrators
- technological tour «Practical implementation of innovative technologies in the museum space» in the interactive pavilion No. 25 «Oil», VDNH

AMONG THE VISITORS OF THE INTEGRATED SYSTEMS RUSSIA AND HI-TECH BUILDING 2019 BUSINESS PROGRAM

END CUSTOMERS - 1,366

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum, exhibition space</td>
<td>378</td>
</tr>
<tr>
<td>Development, construction company</td>
<td>152</td>
</tr>
<tr>
<td>Universities and schools</td>
<td>127</td>
</tr>
<tr>
<td>Commercial real estate</td>
<td>110</td>
</tr>
<tr>
<td>Architectural and Design bureau</td>
<td>105</td>
</tr>
<tr>
<td>Corporate sector &amp; business (gas &amp; oil, telecom, transportation, IT companies, etc.)</td>
<td>93</td>
</tr>
<tr>
<td>Retail</td>
<td>76</td>
</tr>
<tr>
<td>Management and operating company</td>
<td>75</td>
</tr>
<tr>
<td>HoReCa</td>
<td>68</td>
</tr>
<tr>
<td>Bank, investment company</td>
<td>57</td>
</tr>
<tr>
<td>Theatre, concert venue</td>
<td>56</td>
</tr>
<tr>
<td>Digital agency, outdoor advertising operator</td>
<td>42</td>
</tr>
<tr>
<td>Government and public authorities</td>
<td>27</td>
</tr>
</tbody>
</table>

MARKET PROFESSIONALS (SYSTEM INTEGRATORS, DISTRIBUTORS, DEALERS) - 210
SMARTTECH & PROAV FORUM

FORUM TARGET AUDIENCE:

• State corporations
• Large and medium-size enterprises
• Museums
• Retail
• Digital agencies, DOOH advertising operator
• Development & Construction companies
• Corporate universities, Higher education institutions, schools

SMARTTECH & PROAV FORUM will include:

• Technologies that help to Operate During a Pandemic discussion
• Smart Office Conference
• Smart Building Conference
• Digital Museum Conference
• Digital Signage and Digital out-of-home in retail Conference
• Digital Education Conference
• KNX conference
• Academy for Integrators
• Smart Design School
• Dante courses
SMARTTECH & PROAV FORUM

SMART OFFICE CONFERENCE

PROGRAM
- Digital Future Philosophy and Modern Office
- Smart meeting rooms in a Smart office. How to equip a technological, energy-efficient and comfortable office space
- Multimedia complexes for office. Integration with building engineering systems
- Flexible space, Space-as-a-Service and other new trends in the office real estate market
- Office management of the future. New technologies that optimize operating costs
- Office solutions for different types of business (Banks, IT-companies, Production, Trading companies etc). Case demonstration

TARGET AUDIENCE: large business, owners of office buildings, investment companies, real estate development and construction companies, architects and designers, IT-companies, systems Integrators, digital service developers, specialists in building automation s and smart home systems, management and operating companies

SMART BUILDING CONFERENCE

PROGRAM
- What does the owner expect from the property today? What services are in demand in the real estate market?
- Is it possible to introduce modern technology within adequate costs?
- How new technologies help developers increase business margins?
- Which development companies will lead the real estate market?

SPEAKERS representatives of development and construction, management and operating companies, telecom operators, developers of digital services and wireless solutions, leading experts in building automation and smart home systems market

DIGITAL MUSEUM CONFERENCE

Partners: ICOM Russia, NP «ADIT»

With the support of the Ministry of Culture of the Russian Federation, the Department of Culture of Moscow

PROGRAM
- Digital projects of the Ministry of Culture of the Russian Federation
- Multimedia solutions and AV-technologies in the exposition space
- Cloud computing and artificial intelligence in museum activities
- Digital analytics in museums and exhibition spaces
- Theory and practice of museum communication in the digital era
- New interactive platforms for museums

TARGET AUDIENCE: Heads and Specialists of museums, exhibition centers and other cultural objects, Heads of cultural committees, Art Historians, IT Specialists, Equipment Manufacturers, Systems Integrators / Installers, Media
DIGITAL SIGNAGE AND DIGITAL OUT-OF-HOME IN RETAIL CONFERENCE

PROGRAM

- World digital signage market trends and its drivers
- DOOH and digital signage in retail chains
- Digital signage and mobile technologies
- International and Russian experience in using digital signage technology in retail

Target audience: Retail trading companies, chain stores, restaurants and cafes, developers of shopping and entertainment centers, owners of media spaces, manufacturers of LED screens, Digital Signage and DOOH industry professionals

DIGITAL EDUCATION CONFERENCE

Co-organizer: MMSO

PROGRAM

- Distance learning technologies and organizing effective online classes
- The best integration solutions for Higher education institutions and corporate universities
- Technological and software innovations (interactive equipment, educational robotics, educational systems, software)

Target audience: education departments, heads and specialists of universities, schools and other educational institutions, IT Specialists, equipment manufacturers, systems integrators, installers, media

FORUM EVENTS for market professionals:

- KNX CONFERENCE
- ACADEMY FOR INTEGRATORS
- SMART DESIGN SCHOOL
- DANTE COURSES
- DISTRIBUTORS2INTEGRATORS BUSINESS MEETING

EXHIBITORS PARTNERSHIP EVENTS WITHIN THE FORUM PROGRAM

WE PROVIDE PARTICIPANTS OF THE EXHIBITIONS WITH THE OPPORTUNITY TO ORGANIZE THEIR OWN PARTNER EVENTS WITH THE POSSIBILITY OF INTEGRATION IN THE FORUM PROGRAM.

The conference halls from 50 to 100 seats are available on the territory of the Expocentre venue.

Conference halls rental conditions and PR support are available upon request.
FORUM PARTICIPATION FORMATS

GENERAL PARTNER OF THE FORUM “SMART TECH & PRO AV”

GENERAL PARTNER PACKAGE INCLUDES:

1. SPEECH REPORT AT ONE FORUM EVENT (DURATION OF NO MORE THAN 15 MIN., EVENT IS DETERMINED BY THE PARTNER)

2. Branding of the Forum halls with the partner’s logo:
   - Placement of advertising mobile stands of the partner (1m * 2m in size) in the Forum halls (mobile stands are provided by the partner);
   - Placement of advertising mobile stands of the partner (1m * 2m in size) in front of the Forum halls (mobile stands are provided by the partner);
   - Placement of the partner’s logo on press walls / screens in the Forum halls (screensavers on the screens between presentations);
   - Distribution of partner information materials at information desks in front of conference halls during the Forum;
   - Placing a partner logo on a banner with the Forum schedule in front of conference halls.

3. Branding of printing products and the exhibition site with the partner’s logo:
   - Placement of the partner’s logo in the Forum schedule in the show guide;
   - Placement of an advertising layout in the show guide;
   - Placement of a partner’s logo on sites www.hitechbuilding.ru, www.srussia.ru in the «Business program» section;
   - E-blasts to the potential attendees with information about the Forum indicating the participation of the partner in the event and the partner’s logo;
   - Mentioning the partner in the Forum news on exhibitions social media pages (Facebook, VK)

PACKAGE COST: 500 000 RUBLES (VAT INCLUDED)
FORUM PARTICIPATION FORMATS

CONFERENCE PARTNER

CONFERENCE PARTNER PACKAGE INCLUDES:

1. SPEECH REPORT AT ONE FORUM EVENT (DURATION OF NO MORE THAN 10 MIN., EVENT IS DETERMINED BY THE PARTNER)

2. Branding of the Conference hall with the partner’s logo:
   • Placement of advertising mobile stand of the partner (1m * 2m in size) in the Conference hall (mobile stands are provided by the partner);
   • Placement of advertising mobile stand of the partner (1m * 2m in size) in front of the Conference hall (mobile stands are provided by the partner);
   • Placement of the partner’s logo on press walls / screens in the Conference hall (screensavers on the screen between presentations);
   • Distribution of partner information materials at information desks in front of Conference hall.

3. Branding of printing products and the exhibition site with the partner’s logo:
   • Placement of the partner’s logo in the Conference schedule in the show guide;
   • Placement of a partner’s logo on sites https://www.hitechbuilding.ru, https://isrussia.ru in the «Business program» Section;
   • E-blasts to the potential attendees with information about the Forum indicating the participation of the partner in this event and the partner’s logo;
   • Mentioning the partner in the Forum news on exhibitions social media pages (Facebook, VK)

PACKAGE COST: 200 000 RUBLES (VAT INCLUDED)
EXHIBITION PARTICIPATION FORMATS

• INDIVIDUAL BOOTH from 25 sq.m.
• STANDARD BOOTH up to 25 sq.m.
• READY MINI-POD at the joint expositions (DIGITAL SIGNAGE, CUSTOM INSTALL, KNX, SKOLKOVO)

PARTICIPATION WITH AN INDIVIDUAL BOOTH
Rates for reservations per square meter (raw space only):
- Founding exhibitors /Avixa/Cedia member rate: €330/m²
- New exhibitors/ Non-Member rate: €350/m²
Registration Fee: €600
Rates include Russian tax 20%.

PARTICIPATION WITH A STANDARD BOOTH
Registration Fee: €600
Rates for reservations per square meter (raw space only):
- Founding exhibitors /Avixa/Cedia member rate: €330/m²
- New exhibitors/ Non-Member rate: €350/m²
Construction rates:
  - Economy shell scheme construction: €80/m²
  - Standard shell scheme construction: €90/m²
  - Standard Plus shell scheme construction 3A/3B/3C/3D: €110/m²
The electrical connection for a standard booth (includes 1 socket up to 2kW) is paid additionally: €100*
Rates include Russian tax 20%.
Minimum exhibition space is 9 m².

READY MINI-POD AT THE JOINT EXPOSITIONS
THE PACKAGE INCLUDES:
• Equipped exhibition space at the joint exhibition;
• Placing information about the company and a link to the company’s website on the exhibition websites www.hitechbuilding.ru and www.isrussia.ru;
• Production and placement of AD layouts on the front and rear sides of the demo-pod;
• If it is necessary to embed equipment in a demo-pod, we will make the necessary holes and cutouts;
• Placement of the company logo in the official show guide;
• Announcement in the E-blasts for the potential attendees;
• Announcement of the exposition with the mention of participants in exhibitions social media

COST OF PARTICIPATION: 200,000 RUBLES.
ADVERTISING AND PR CAMPAIGNS / INFORMATION SUPPORT

ANNUALLY, EXHIBITIONS ARE SUPPORTED BY MORE THAN A HUNDRED SPECIALIZED ONLINE RESOURCES, MASS MEDIA, THEMATIC COMMUNITIES ON SOCIAL NETWORKS, OPINION LEADERS, ASSOCIATIONS.

WE USE RELEVANT MEANS OF PROMOTING EVENTS, INCLUDING:

COOPERATION WITH THE MEDIA, specialized pages, Youtube channels, forums, bloggers

SOCIAL NETWORKS

- Own pages of exhibitions in Facebook, VK, Instagram, Youtube
- Advertising in specialized communities and groups
- Creation of thematic videos and their promotion
- Purchase advertising on target audiences on Facebook, VK and Instagram

PAID ADVERTISEMENT

- Purchase of audiences (programmatic) / banner networks
- Display on keywords in Yandex, Google
- Purchase of advertising placements on specialized sites

E-BLASTS: the organizer’s target data bases include specialists and end-customers from various vertical markets and have more than 70,000 recipients
CONTACTS

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