

**Integrated  
Systems  
Russia**

**HI-TECH  
Building**

**27 – 29 OCTOBER 2020**

Moscow, Crocus Expo, Pavilion 2, Hall 5



Organizers

**Integrated  
Systems  
Events, LLC**

**MIDEXPO**  
INTERNATIONAL  
EXHIBITIONS  
& FAIRS

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

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

# IN 2020 EXHIBITIONS WILL TAKE PLACE IN CROCUS EXPO, PAVILION 2



In 2020 exhibitions will be organized taking into account the recommendations and secure measures of Rospotrebnadzor to prevent the spread of COVID-19 during the congress and exhibition activities (MP 3.1/2.1.0198-20 of June 26, 2020).

**Integrated  
Systems  
Russia**

**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**

**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

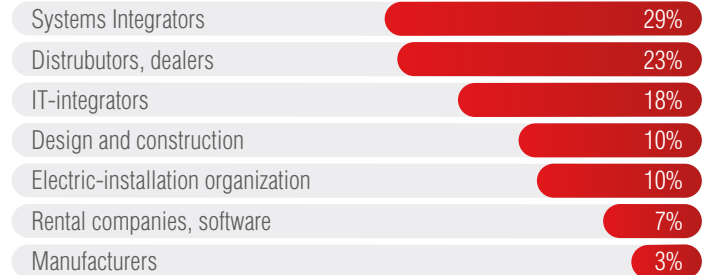


1,576  
ATTENDEES

## THE TOTAL NUMBER OF VISITORS

	Specialists		End customers		The total number of visitors
2019	8 220	+	5 308	=	13 528
2018	8 593	+	5 342	=	13 935
2017	8 257	+	4 946	=	12 903
2016	8 049	+	3 787	=	11 836
2015	7 318	+	4 117	=	11 435

## SPECIALISTS - 8 220



## END CUSTOMERS - 5 308



# THE TARGET AUDIENCE

## 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



# 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



### MARKET PROFESSIONALS (SYSTEM INTEGRATORS, DISTRIBUTORS, DEALERS) - 210

# EXHIBITION SPACE – NEW FORMAT

IN 2020 THE VENUE FOR INTEGRATED SYSTEMS RUSSIA & HI-TECH BUILDING WILL BE PAVILION 2 OF CROCUS EXPO EXHIBITION CENTER WITH **RENOVATED** HALLS AND FEATURES

- ▲ **EXHIBITION SPACE**  
Convenient space for organizing of miscellaneous exhibition projects and ideas  
**Around 10 000 sq.m.**
- ▲ **CONFERENCE-HALLS**  
7 conference-halls of pavilion 2 for the forum program and partner events  
**70-600 pers.**
- ▲ **CAR PARKING**  
Free outdoor and underground parking areas  
**35 500 parking slots**
- ▲ **TRANSPORT ACCESS**  
Well developed transport infrastructure. Walking distance from “myakinino” metro station with direct access to exhibition halls



# NEW EXHIBITION FORMAT

In 2020 Integrated Systems Russia & Hi-Tech Building exhibitions and Forum will be held in a new format.

One exhibition hall of pavilion 2 will feature new locations that not only will enable all the exhibitors to communicate effectively and safely but will also let them save the marketing budgets with various participation options, including booths construction.

## PARTICIPATION OPTIONS

- ▲ FOR YOUR CHOICE
  - Booth with individual branding & the ability to install the equipment
  - Shell-scheme booth with “comfort” type construction
  - Standart shell-scheme booth
  - Space on a thematic joint booth
  - Raw space area for unique design construction
- ▲ CONFERENCE-HALL TO RENT FOR YOUR EVENTS  
(including events info integration into the exhibition-forum pr and advertising campaigns)
- ▲ SPEAKING OPPORTUNITIES IN THE FORUM PROGRAMS
- ▲ EXTRA ADVERTISING OPTIONS OF THE EXHIBITION VENUE



The **2020 forum program** will cover the most relevant topics and give the audience an opportunity to hear and communicate with the main influencers of AV, IT & Smart Building industry, as well as receive in-depth expertise from industry professionals

## THE FORUM PROGRAM WILL INCLUDE

- ▲ Panel discussions with IT-directors and top managers of the key industry companies from various vertical markets
- ▲ Theme sessions for systems integrators
- ▲ Educational programs /lectures
- ▲ Partners events
- ▲ Presentations of best cases





## MAIN FORUM THEMES

- Smart Offices and huddle rooms
- Smart Hospital
- Collaboration & conferencing session
- Smart Building Conference
- Digital Signage Summit
- Digital Museum
- Academy for installers, KNX Forum
- Smart Design School



# PARTICIPATION FORMATS

# EXHIBITING OPTIONS

## I. BOOTH WITH INDIVIDUAL BRANDING & THE ABILITY TO INSTALL THE EQUIPMENT

It's a new construction variant and it is ideal for those companies that are interested in demonstration of installed equipment at the exhibition, while saving a significant part of the exhibition marketing budget

**COST OF 1 SQ.M. FROM 400 EURO**  
**REGISTRATION FEE 500 EURO**

### THE PACKAGE INCLUDES

- Space with adaptable shell-scheme construction (design to be agreed with the organizer)
- Company profile and logo on the show website, mobile app and social media
- Placement of the logo in the exhibition emails
- Company news on the event website and social media pages
- Special prices for sponsorship and ad options

### TO BE ORDERED EXTRA

- Furniture, equipment, services

RATES INCLUDE RUSSIAN SALES TAX 20%

## CONSTRUCTION SAMPLES



# EXHIBITING OPTIONS

## II. SHELL-SCHEME BOOTH WITH “COMFORT” CONSTRUCTION STARTING FROM 9 SQ.M.

**COST OF 1 SQ.M. FROM 400 EURO**  
**REGISTRATION FEE 500 EURO**

### THE “COMFORT” PACKAGE INCLUDES

- Space with shell-scheme construction
- Individual booth branding
- Company profile and logo on the event website and mobile app and social media
- Company news on the event website and social media pages
- Special prices for sponsorship and ad options

### TO BE ORDERED EXTRA

- Furniture, equipment, services

RATES INCLUDE RUSSIAN SALES TAX 20%

### CONSTRUCTION SAMPLES





# EXHIBITING OPTIONS

## III. STANDART BOOTH WITH SHELL SCHEME CONSTRUCTION STARTING FROM 6 SQ.M.

**COST OF 1 SQ.M. 400 EURO**  
**REGISTRATION FEE 500 EURO**

### THE “COMFORT” PACKAGE INCLUDES

- Space with shell-scheme construction
- Company profile and logo on the event website and social media
- Company news on the event website and social media pages
- Special prices for sponsorship and ad options

### TO BE ORDERED EXTRA

- Furniture, equipment, services

### CONSTRUCTION SAMPLES



RATES INCLUDE RUSSIAN SALES TAX 20%

## IV. POD STAND ON THE THEMATIC JOINT BOOTH

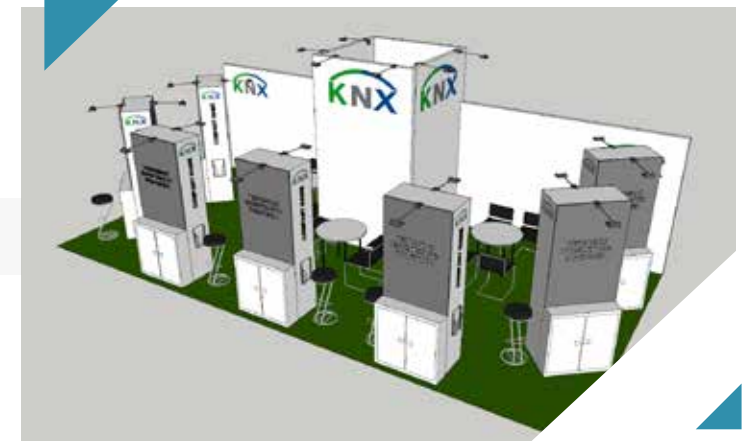
**COST 2800 EURO**

### THE PACKAGE INCLUDES

- Equipped POD STAND at the joint exhibition;
- Production and placement of AD layouts on the front and rear sides of the demo-pod;
- INSTALLATION OF equipment (IF NECESSARY) in a pod, necessary holes and cutouts ON REQUEST;
- Joint networking area;
- Company profile and logo on the event website and mobile app
- Company news on the event website and social media pages
- Special prices for sponsorship and ad options

RATES INCLUDE RUSSIAN SALES TAX 20%

### CONSTRUCTION SAMPLES



# EXHIBITING OPTIONS

V. FREE-DESIGN CONSTRUCTION STARTING FROM 25 SQ.M.

**COST OF 1 SQ.M. (RAW SPACE) 300 EURO**  
**REGISTRATION FEE 500 EURO**

## THE PACKAGE INCLUDES

- Raw space (booth to be produced by a construting company)
- Company profile and logo on the event website and mobile app and social media
- Special prices for sponsorship and ad options
- Placement of the logo in the exhibition emails
- Company news on the event website and social media pages
- Special prices for sponsorship and ad options

## TO BE ORDERED AND PAID EXTRA TO THE ORGANIZER

- Electrical connection, internet, cleaning services, vehicle passes etc.

RATES INCLUDE RUSSIAN SALES TAX 20%

## CONSTRUCTION SAMPLES



# CONTACTS



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