



20th Anniversary International Exhibition of Equipment, Materials & Components for the Woodworking and Furniture Industry

1-4 December 2026 Russia, Moscow, Crocus Expo, Pavilion 1

SPONSORSHIP OPPORTUNITIES WOODEX 2026

Reach the Woodex Audience Across Every Touchpoint

150,000+ Website Visitors | 25,000+ Visitor Base | 6,300+ On-site Visitors



HOW TO IMPROVE THE EFFECTIVENESS OF YOUR PARTICIPATION?

Sponsorship opportunities allow exhibitors to reach a wider audience of visitors both during and before the exhibition.

Sponsorship status is designed to enhance the marketing impact of participation and provides companies with additional opportunities for market promotion.

The advertising options included in each sponsorship package are carefully selected to ensure maximum reach to the target audience and promote the company's participation in the exhibition through various channels.

USE THE COMMERCIAL POTENTIAL OF THE EXHIBITION

- Strengthen your company's market position
- Distinguish your participation from other companies and gain a competitive advantage
- Increase direct sales
- Enhance the image of your successful company brand

For any questions regarding sponsorship opportunities, please contact your manager.

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Mandatory options for all sponsorship packages:

Please note that these options are included in all sponsorship packages and are not further mentioned in each sponsorship package separately.

Advertising and PR materials:

- Sponsor mention in official exhibition press releases
- Logo placement on the first page of the guidebook in the "Sponsors" section
- Logo placement and highlighting of the sponsor in the alphabetical list of companies in the guidebook
- Sponsor logo placement on the exhibition floor plan, in the guidebook, and on the navigation board with the exhibition floor plan
- Sponsor mention in the final exhibition report (the report will be posted on the website, and a newsletter with the report will be sent to the entire database of exhibitors and visitors)

On the website:

- Sponsor's information and logo placement, indicating the sponsor's status and an active link on the "Partners and Sponsors" page, with a link to the main page feed
- Sponsor news posting on the exhibition website (material for publication will be provided by the sponsor)

General Sponsor

26 250 €

The opportunity to achieve the strongest impact on your target audience over a long period (before, during, and after the exhibition). This exclusive offer leverages the exhibition's most effective advertising opportunities. These advertising tools will allow you to reach your entire target audience online and offline. **Only one company** can take advantage of this offer.

The offer includes:

Exclusive: Logo on the façade banner and on all exhibition navigation boards.

Newsletters to exhibition visitor databases:

- Maximum number of newsletters: company/brand/product information included in 4 newsletters to the visitor database. (Materials for the newsletters will be provided by the Sponsor: 350-character text, logo, and photo).

Exhibition website:

Placement of a banner 1366x114 px on all website pages

At the exhibition site:

- Video on the screen above the registration desks (video provided by the Sponsor in accordance with Crocus Expo's technical requirements).
- Advertising layout 1.15 x 1.95 cm on a lightbox (front side)
- Advertising materials will be placed at the registration desk
- Sponsor's logo on visitor badges.
- Sponsor's logo on registration forms completed by visitors.

Exhibition Guide:

- Sponsor's logo on the front cover.
- Advertising module on the back cover.
- Sponsor's logo in headers and footers on all pages.

Business Programme:

- Integration of a key company expert's presentation into the business programme (10-15 minutes); the topic of the presentation is agreed upon with the organiser.
- Video clip on the screen between business programme sessions — 30 seconds (the video will be provided by the sponsor according to Crocus Expo's technical requirements).
- Placement of advertising materials in front of the business programme hall — 1 day of the exhibition.
- Placement of the sponsor's logo on the business programme page in the "Partners" section of the exhibition website

Visitor Badge Lanyard Sponsor 17 857 €

Become the centre of every business interaction with premium placement that will make your brand visible at the exhibition.

Placing your company logo on visitor's badges lanyards provides extensive exposure at the exhibition and an effective way to increase brand awareness.

Every attendee receives a name badge and wears it throughout the exhibition. Visitors will become ambassadors of your brand on their badge lanyards.

Only one company can take advantage of this offer.

The offer includes:

Advertising and PR materials:

- Sponsor logo placement on visitor badge lanyards.

Circulation: 6,000 items

Digital options:

- 435*80 banner placement on the exhibition website for 3 months
- Inclusion of company/brand/product information in 2 newsletters to the visitor database. (The Sponsor will provide newsletter materials: 350 characters of text, logo, and photo).

Electronic Registration Sponsor 8 850 €

Registration is mandatory for all exhibition visitors. 99% of visitors register online in advance, giving sponsors the opportunity to engage with the exhibition's target audience even before the event.

Be an integral part of a visitor's first interaction with the exhibition by becoming an Electronic Registration Sponsor.

Only one company can take advantage of this offer.

The offer includes:

Website placement:

- Logo placement on electronic tickets.
- Logo placement on visitor badges.
- 1366x114 banner with an active link **on the electronic registration page** on the exhibition website from the opening date of registration until December 5, 2026.
- 435x80 banner with an active link on the homepage and internal pages of the website.

Exhibition Visitor Database Emails:

- Placement of the Sponsor logo and status in all emails sent to the visitor database, starting with the first visitor acquisition email.

Period: June – December 2026

Visitor Lounge Area Sponsor 17 857+ € *

*The price depends on the area's content, please check with the manager

The exhibition will feature a specially equipped visitor lounge.

This offer is open to a maximum of **three companies**.

The offer includes:

Exclusive:

- Integration of the Sponsor's logo into the visitor lounge design.
- Placement of an advertising layout on wall panels in the lounge (quantity to be agreed with the organizer, but no less than two).

Advertising and PR Materials:

- Distribution of the Sponsor's advertising materials in the lounge (materials provided by the Sponsor, distribution terms to be specified separately).

Digital Options:

- Placement of a 435*80 banner on the exhibition website's homepage for three months.
- Inclusion of company/brand/product information in two newsletters to the visitor database. (The Sponsor will provide newsletter materials: 350 characters of text, logo, and photo.)

Registration Area Sponsor

7 450 €

Your brand will be noticed by thousands of professionals at the exhibition entrance.

All visitors can enter the exhibition area only through the registration area. Sponsoring the registration area will attract all visitors to your brand and direct them directly to your company's booth. Be an integral part of a visitor's first interaction with the exhibition by becoming a Registration Area Sponsor.

Only one company can take advantage of this offer.

The offer includes:

- Advertising video on screens in the registration area (video provided by the Sponsor)
- Branded uniforms for registration staff (clothing provided by the sponsor, quantity to be agreed).
- Placement of the Sponsor's logo on signs directing visitors to the registration desks in the pavilion foyer.
- Placement of the Sponsor's logo on printed visitor registration forms.

Advertising and PR materials:

- Placement of Sponsor advertising materials in the registration area (in cubes and at registration desks; materials provided by the Sponsor).

Digital options:

- Placement of a 435*80 banner on the exhibition website's homepage for 3 months
- Inclusion of company/brand/product information in two newsletters to the visitor database. (The Sponsor provides newsletter materials: 350 characters of text, logo, and photos.)

Visitor Bag Sponsor

10 714 €

Promote your brand on and off the exhibition grounds for a long time. Advertising on bags works both during the exhibition and long after the event, promoting your brands not only on the exhibition grounds but also beyond. Branded bags are available to all exhibition visitors in the registration area and inside the exhibition halls. Visitors with bags will become carriers of your brand's advertising.

Only one company can take advantage of this offer.

This exclusive offer includes:

- A full-color sponsor logo on one side of the bag, limited to 4,000 copies.

The sponsor will provide the layout; **production and delivery will be handled by the organizer.** Bags will be placed in cubes in the registration area.

Advertising and PR materials:

- Distribution of sponsor promotional materials in the registration area (in cubes and at registration desks; materials will be provided by the sponsor).

Digital options:

- Inclusion of company/brand/product information in two newsletters to the attendee database. (The sponsor will provide newsletter materials: 350 characters of text, logo, and photo.)

Visitor Bag Sponsor

3 750 €

Four companies can take advantage of this offer.

The offer includes:

- Placement of branded bags (limited to 2,000 copies) in the registration area. **The Sponsor will provide production and delivery of the bags.**

Digital Options:

- Inclusion of company/brand/product information in two newsletters to the attendee database. (The Sponsor will provide newsletter materials: 350-character text, logo, and photo).

Entrance Area Sponsor

8 250 €

Direct thousands of specialists to your company's booth straight from the entrance.

All visitors can enter the exhibition area only through the entrance, passing through the turnstiles.

This is the second point of interaction with the target audience after registration. Sponsoring the entrance will attract the attention of all visitors to your brand and direct them directly to your company's booth.

Two companies can take advantage of this offer.

This exclusive offer includes:

At the exhibition site:

- Branding of turnstiles at the entrance to one of the exhibition halls.

*The number of turnstiles depends on the hall.

Digital options:

- Placement of a 435*80 banner on all pages of the exhibition website for 3 months.

- Inclusion of company/brand/product information in two newsletters to the visitor database. (The Sponsor will provide materials for the newsletters: 350 characters of text, logo, and photo.)

E-newsletters Sponsor

6 875 €

Promote your brand and company products through an active PR campaign through the exhibition's key digital channels—your website and email newsletters—and reach your current and potential customers first.

All exhibition attendees receive email newsletters and visit the exhibition's websites. Maximize your target audience's interactions across a variety of formats through the exhibition's key digital channels.

Three companies can take advantage of this offer.

The offer includes:

Exclusive:

- Inclusion of a clickable logo in all email newsletters and visitor digests until October 1, 2026. From October 1, 2026, the logo will be included without an active link.
- Inclusion of company, brand, and product information in three email newsletters (Sponsor provides newsletter materials: 350 characters of text, logo, and photo).

Website placement:

- A 475*80 px banner on the website's homepage for 3 months.

Official Exhibition Guide Sponsor

10 893 €

The exhibition guide is a unique exhibition publication containing a list of exhibiting companies with contact information, an exhibit floor plan, and a business program description. The guide is distributed to visitors in the registration area and in the exhibition, hall lobbies, and is also given to each exhibitor.

Circulation: 2,000 copies.

Many visitors keep and use the guide until the opening of the following year's exhibition.

Only one company can take advantage of this offer.

The offer includes:

Exclusive:

- Sponsor logo and status information on the guidebook cover.
- Sponsor advertising layout on the 4th cover of the guidebook.
- Sponsor logo in the guidebook headers and footers.
- Sponsor logo and status information on the guidebook cubes.

Advertising and PR materials:

- Distribution of Sponsor advertising materials in the guidebook cubes (materials provided by the Sponsor).

Digital options:

- 435*80 banner placement on all pages of the exhibition website for 3 months
- Inclusion of company/brand/product information in 2 newsletters to the visitor database. (The Sponsor provides materials for the mailings: 350 characters of text, logo, photo).

Hall Rental for Your Event

Host your own event at Crocus Expo during the Woodex exhibition. If you need a space to hold your event outside of your booth, you can rent a conference room and equipment.

Conference room and equipment rental is only available to Woodex exhibitors or partners. The event theme must be agreed upon with the exhibition organiser.

The organiser reserves the right to change the event programme schedule at its sole discretion, after notifying all parties.

Please contact your manager for details & prices.

Sponsorship packages can be tailored to your company's marketing goals, objectives, and interests.

We are also happy to discuss the possibility of creating custom, non-standard sponsorship and advertising packages within Woodex.

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**We would be happy to create a
sponsorship package tailored to your goals!**



WOODEXEXPO.COM



ОРГАНИЗАТОР
ORGANISER