YOUR TRUSTED PARTNER OFFLINE AND ONLINE

TRADESHOW & CONFERENCE
PROFESSIONAL AUDIO & VIDEO TECHNOLOGIES

NAT EXPO 2020

OCTOBER 28-30, 2020
MOSCOW, VDNH

www.natexpo.ru
www.facebook.com/groups/NATEXPO
The «NATEXPO» project was launched in 2004 by the National Association of TV and Radio Broadcasters (NAT, Russia) with the participation of the largest Russian companies working in the television and radio industry.

Organizer: «ExpoNAT» JSC

Official support: Ministry of Digital Development, Communications and Mass Media of Russian Federation

In partnership with NAB and IABM.

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The venue of «NATEXPO 2020» is VDNH, pavilion 75, hall B. It is in the walking distance from Ostankino television technical center and Russian State University of Cinematography (VGIK).
NATEXPO 2020

28-30 October
Show attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>20172</td>
</tr>
<tr>
<td>2018</td>
<td>19031</td>
</tr>
<tr>
<td>2017</td>
<td>18858</td>
</tr>
<tr>
<td>2016</td>
<td>17620</td>
</tr>
<tr>
<td>2015</td>
<td>16500</td>
</tr>
<tr>
<td>2014</td>
<td>15900</td>
</tr>
<tr>
<td>2013</td>
<td>15700</td>
</tr>
</tbody>
</table>
Show attendance (by countries)

<table>
<thead>
<tr>
<th>Country</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Russia</strong></td>
<td>93%</td>
<td>94%</td>
<td>94.9%</td>
</tr>
<tr>
<td><strong>Other CIS countries</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belarus</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kyrgyzstan</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ukraine</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lithuania</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moldova</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uzbekistan</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Armenia</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latvia</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Pie chart showing attendance percentages](image)
2019 Statistics

115 exhibitors

3 days

6,500+ views on Youtube

12 new exhibitors

+15% average stand size

NATEXPO facebook group

20172 2019

2200+ members

+14% vs 2016 visitors

The biggest stand 154 sqm
Technical conference

- Speakers are end-users!
  2 days, 13 hours, 32x30 min presentations, 100 seats

- 32 presentations by end-users:
  Channel One Russia, VGTRK, Nika-TV, Saint-Petersburg, Ruptly etc.

- Results – increased visitors’ interest; increased total attendance, conference will be a «must-visit» for next year

  Platinum sponsor: 7500 euro, Gold sponsor: 3500 euro
CTO Club

- Three separate conferences for CTOs of regional branches of VGTRK (largest broadcaster) and RTRN (DVB-T2 operator)

CTO VIP Club. New conference of CTO’s of federal broadcasters

- Dozens of best of breed industrial presentations
- Full house
- 2018 Sponsors: Stream Labs, Sony, Advantech Wireless
- Sponsorship opportunities:
  - Gold sponsor: 2 500 euro
  - Industrial sponsor: 1 990 euro
  - Silver sponsor: 1 500 euro
  - CTO VIP club sponsor: 20 000 euro
NATEXPO TV

First ever TV Studio on NATEXPO:

- 3 days of live broadcasting to videowall, Facebook groups and Youtube Channel
- 60 interviews with top broadcasters, VIPs
- 8300+ views (Youtube+Facebook)
- Sponsorship opportunities:
  Platinum sponsor: 15 000 euro,
  Gold sponsor: 7 500 euro,
  Silver sponsor: 4 500 euro.
Parallel events

XXIV International NAT Congress

October 28-29, 2020

500+ attendees

Zworykin Award

October 28, 2020

Winners:

as well as:

forums and round table discussions, master-classes by leading specialists of the industry.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>UEFA EURO 2020</td>
<td>Azerbaijan, Baku</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Russia, St. Petersburg</td>
</tr>
<tr>
<td>2021</td>
<td>World Bandy Championship</td>
<td>Russia, Syktyvkar</td>
</tr>
<tr>
<td>2021</td>
<td>IBU World Championship Biathlon</td>
<td>Russia, Tyumen</td>
</tr>
<tr>
<td>2021</td>
<td>UEFA Champions League Final</td>
<td>Russia, St.Petersburg</td>
</tr>
<tr>
<td>2022</td>
<td>World Short Course Swimming Championship</td>
<td>Russia, Kazan</td>
</tr>
<tr>
<td>2022</td>
<td>FIVB Volleyball Men’s World Championship</td>
<td>Russia</td>
</tr>
<tr>
<td>2023</td>
<td>World Junior Hockey Championship</td>
<td>Russia, Novosibirsk</td>
</tr>
<tr>
<td>2023</td>
<td>FISU 2023 Universiade</td>
<td>Russia, Ekaterinburg</td>
</tr>
</tbody>
</table>
Our long-term exhibitors:

THANKS!
NATEXPO facebook group

www.facebook.com/groups/NATEXPO/

The only Russian-speaking group on broadcast
2200+ members: vendors, TV channels, system integrators

Our advertisers:

- VIDAU systems
- slomo.tv
- ROSS
- harmonic
- BRAM technologies
- AVID
- PROVYS
- Skylark
- HTS
- Haivision
- SAMSUNG
- CALREC
- wTVision

All the news of the industry: tenders, personnel changes, recent installations/projects, new products and technologies, white papers etc.

89 euro  1 post

1 490 euro  24 posts (only 62 euro per 1 post)
Exhibitor options

- **Free design** ▶ 430 euro/sqm
- **Shell (Standard) Scheme** ▶ 500 euro/sqm
- **Outdoor area** ▶ 130 euro/sqm
- **Free design area for OB Van** ▶ 305 euro/sqm

* Catalogue entry (text+logo) – 610 euro, with 1/1 page ad – 760 euro.
** IABM members get additional 2,5% discount.
### Sponsorship packages

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATEXPO DIAMOND SPONSOR</td>
<td>25,269€</td>
</tr>
<tr>
<td>LANYARD SPONSOR</td>
<td>10,000€</td>
</tr>
<tr>
<td>BAGS SPONSOR</td>
<td>5,194€</td>
</tr>
<tr>
<td>TECHNICAL CONFERENCE SPONSOR:</td>
<td>7,500€</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>7,500€</td>
</tr>
<tr>
<td>GOLD</td>
<td>3,500€</td>
</tr>
</tbody>
</table>

For non-exhibitors all prices increase by 20%. VAT is included in all rates.
SPECIAL OFFER

SPECIAL WELCOME PRICE
for 9 square meters stand with Shell Scheme

5 200 US Dollars


Special hotel pricing to be requested.
# Post-NAB conference

**When:** July, 2020  
**Where:** Moscow, D-Hotel  
**Target Audience:** CTOs of broadcasters, sport and entertainment venues, digital signage, press centers and DOOH

### Cost of a 20 minutes presentation
- **Platinum sponsorship package:** 3,800 euro (including 2x30 minutes presentations)  
- **Sapphire sponsorship package:** 2,000 euro (presentation is not included)  
- **Gold sponsorship package:** 1,800 euro (presentation is not included)  
- **Silver sponsorship package:** 1,300 euro (presentation is not included)

### Equipment demo
- 600 euro per day

Services of an interpreter are not included in the sponsorship packages and are to be paid extra.

**150+ attendees** previous conferences.
NAT ACADEMY

Target audience – C-Level, regional TV channels

100+ attendees

Sponsorship Packages

Gold sponsorship: 4,900 euro
Silver sponsorship: 2,400 euro
Industrial sponsorship: 1,700 euro

Next: May, 2020
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Vladlena Vardanyan
Manager
E-mail: vv@natexpo.ru