

# ***ADVERTISING OPPORTUNITIES***

# **CAF**

***CENTRAL ASIA FASHION***

BEYOND JUST AN EXHIBITION

Almaty, Kazakhstan  
***catexpo***



Use the advertising options of the largest fashion platform in the Central Asian region to:

- ◆ Elevate your brand awareness and showcase it to potential buyers
- ◆ Expand the reach of your target audience and attract new customers to your product
- ◆ Direct visitors' focus towards your product and facilitate signing new contracts right at the exhibition

**The Central Asia Fashion International Fashion Exhibition** stands as one of the largest, most alluring, influential, and successful fashion expos in the Central Asian region.

It is conducted in a professional B2B format, welcoming industry specialists for attendance. During the exhibition, international brands showcase their collections to professional visitors, enabling buyers to place orders and receive information about emerging trends or fashion movements.



# ADVERTISING OPPORTUNITIES FOR YOUR BUSINESS

- ◆ BRAND PRESENTATION DURING A BUSINESS CONFERENCE
- ◆ PROMOTING THROUGH ADVERTISING CAMPAIGNS
- ◆ OUTDOOR ADVERTISING OPTIONS: FLAGS, BANNERS AND ROLL-UP DISPLAYS
- ◆ SENDING VIP INVITATIONS
- ◆ E-MAIL NEWSLETTER
- ◆ GIFTS / SOUVENIRS (FOR VISITORS)
- ◆ PARTICIPATION IN FASHION SHOWS IN THE SHOW AREA
- ◆ PROMOTING THROUGH SMM PLATFORMS





# BRAND PRESENTATION DURING A BUSINESS CONFERENCE

*Presenting at the CAF Fashion Exhibition conference stands out as the most effective method to introduce a brand/company and unveil new business prospects for retailers in Kazakhstan/Central Asia.*

**Format:** Individual speaker presentation in the business hall, with a total duration ranging from 20 to 50 minutes  
The hall can accommodate between 25 and 50 people.  
\*The format of information presentation, audience interaction opportunities, and involvement of media and bloggers will be discussed on an individual basis.

**Participation requirements:** having a prepared presentation in Russian and a Russian-speaking speaker/interpreter.

**Advantages:** Maximum engagement with a select audience, high informativeness, opportunity to obtain direct contacts of attendees («hot leads»), and elevated business status.  
Placement of promotional material (flyers) directly within the hall is permitted.

\*Following the presentation, a small coffee break can be arranged, allowing for continued informal discussions.  
Venue: a Public Talk area for autograph sessions or a Fashion Bar.  
Both locations are situated outside the hall, yet in close proximity to it. Waiters serve the buffet.  
Serving a non-alcoholic cocktail along with a light snack or fruit is recommended.  
Cost: available upon request.  
Conditions: to be agreed upon with the Organizers.



€ 5000

# PROMOTING THROUGH ADVERTISING CAMPAIGNS

€ 2000

Placement of handouts and promotional products within the pavilion facilitates effective dissemination of information to numerous exhibition visitors and drives engagement towards the respective stand or business hall.

**Format:** Flyers, leaflets, booklets, etc., can be placed on special counters in the registration area, as well as in the business hall or Show area.

**Participation conditions:** All printed materials must be delivered to the pavilion no later than 12 hours before the opening. The advertiser bears responsibility for the accuracy of the information.

**Optional:** Distribution of flyers by hostesses can be arranged.



# OUTDOOR ADVERTISING OPTIONS: NAVIGATION ELEMENTS AND ROLL-UP DISPLAYS

*Positioning flags or large-format banners and roll-up displays inside the pavilion during the exhibition enhances visibility and draws maximum attention to the company.*



**Participation conditions:**  
a 100% prepayment and  
the provision of working  
materials for printing in  
accordance with the  
specified technical  
requirements

**Format:**  
Visual promotion

**Advantages:**  
It enables favorable  
photo capture opportunities  
and ensures inclusion in  
press coverage.  
A wide range of placement  
options is available, with  
the quantity left to the  
customer's discretion

€ 1000



## SENDING VIP INVITATIONS

Individual address mailing of personalized invitations is conducted using the exhibition database, ensuring that the most prominent VIP individuals are informed about the upcoming presentation

**Format:** Hand-delivered courier service available in 24 cities of Kazakhstan.

**Terms of participation:** 100% prepayment required.

**Advantages:** Enables invitation of VIPs from the fashion industry and underscores business intentions.

Cost for foreign participants:  
Determined by the number of addresses,  
delivery time, and distance of the addressee.



**Cost is to be agreed upon  
with the Organizer**

## E-MAIL NEWSLETTER

Personalized letter mailings use the exhibition visitor database, facilitating the acquisition of additional information about the participating company, generating interest, and providing advance notification about participation in the exhibition.



**Cost is to be agreed upon  
with the Organizer**

## **LOGO PLACEMENT**

*Placement of the logo and advertising module in the printed exhibition guide or in the 2D pavilion maps application.*

**€ 1500**

## **DISTRIBUTION OF ADVERTISING SAMPLES**

*Sampling involves distributing free product samples in mini-packages.*

**€ 5000**

## **PROMOTIONAL MATERIALS IN PACKAGES FOR VISITORS**

*Accompanying company information in the form of inserts in visitor packets.*

**€ 1000**

## **GIFTS / SOUVENIRS FOR VISITORS**

*The opportunity to offer gifts from the participating company for buyers, experts, bloggers, and the press.*

**€ 3000**

## **GIFTS FOR THE HONORED GUESTS OF THE EXHIBITION**

*The opportunity to provide gifts for the honored guests of the exhibition.*

**€ 5000**



# PARTICIPATION IN FASHION SHOWS IN THE SHOW AREA

Exhibition participants showcase their collections and introduce upcoming fashion trends to buyers, media representatives, bloggers, influencers, and other industry experts.

**Format:** The standard fashion show consists of a 10-minute presentation featuring 10 professional models (with options available for women's, men's, or children's shows).

**Terms of participation:** 100% prepayment required.

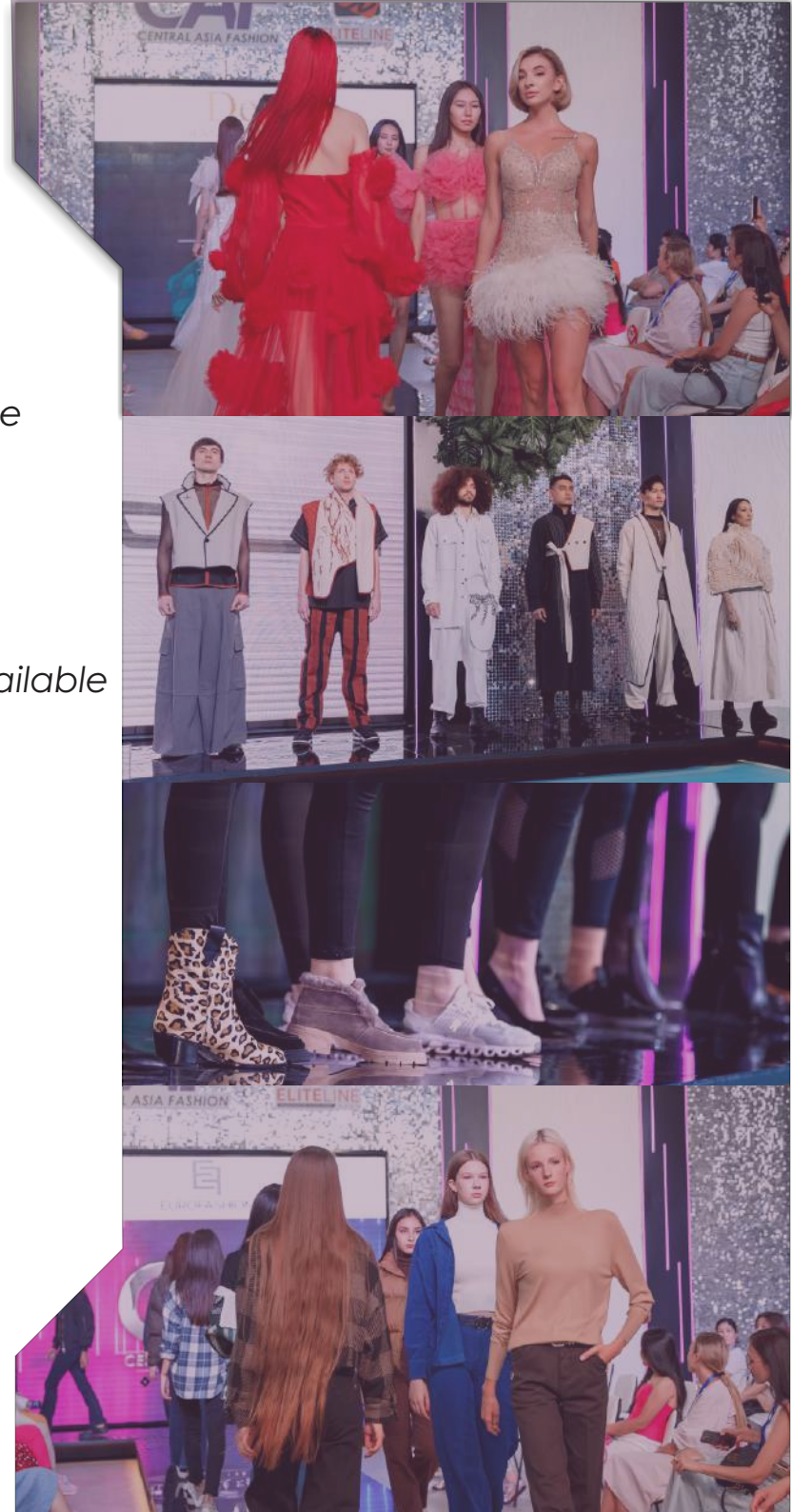
**Advantages:** The opportunity to showcase a new collection to a broad audience on the catwalk in the Show Area.

Cost for exhibition participants:

€ 3000

Cost for third-party participants:

€ 6000



## PROMOTING THROUGH SMM PLATFORMS

Placing information (advertising) on the exhibition's social media pages is one of the effective tools of modern marketing

Advertising is available on channels such as Facebook, Instagram, Vkontakte, Telegram, YouTube and other platforms.

The total number of subscribers exceeds 20,000 people.

P.S.: For the most effective campaign results, it is recommended to use a combination of multiple tools.



**Format:** Posts, branded images, video advertising, and stories.

**Participation conditions:** to be agreed upon with the Organizer.

**Advantages:** It enables the attraction of bloggers, informs a young audience, and boosts subscriber numbers.

**Additionally:** Further promotion is possible by enlisting fashion bloggers or brand ambassadors for the exhibition.

**Cost is to be agreed upon  
with the Organizer**



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