CAF

CENTRAL ASIA FASHION

Proposal to informational partners

BEYOND JUST AN EXHIBITION

Almaty, Kazakhstan

catexpo

CONDITIONS OF INFORMATION PARTNERSHIPS
CENTRAL ASIA FASHION

The organizer of the Central Asia Fashion International Fashion Exhibition offers the information partner several accommodation options in various directions.

The information partnership is equally beneficial for both parties.

You may choose one or multiple options.

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.

✉**pr@fashionexpo.kz**   **www.fashionexpo.kz**

CONDITIONS OF INFORMATION PARTNERSHIPS
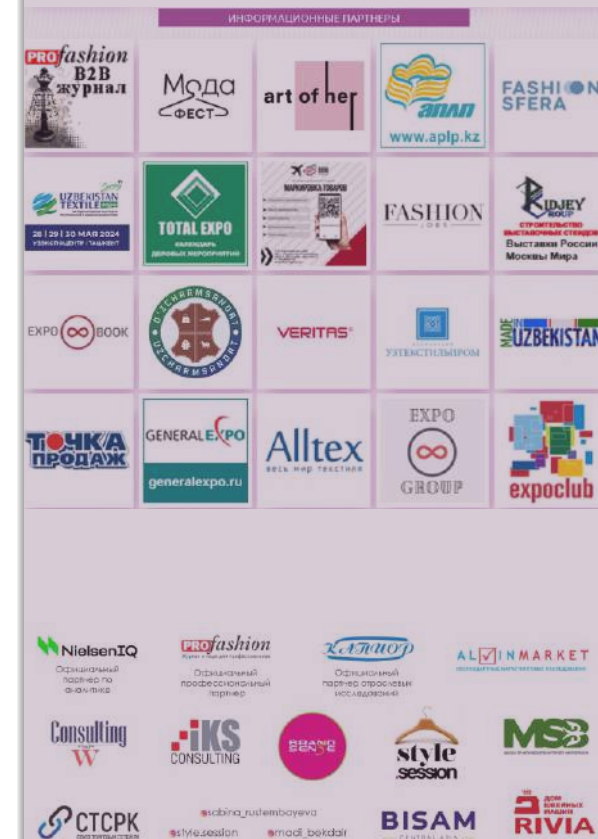# CENTRAL ASIA FASHION

◆ *THE INFORMATION PARTNER'S LOGO WILL BE PLACED IN THE «INFORMATION PARTNERS» SECTION OF THE EXHIBITION GUIDE*

◆ *THE LOGO WILL ALSO BE DISPLAYED ON A 3D VOLUMETRIC STRUCTURE.*

SECTION SIZE: 60X60 CM, COLOR PRINTING
LOCATION: REGISTRATION AREA

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CONDITIONS OF INFORMATION PARTNERSHIPS
CENTRAL ASIA FASHION

◆ *THE INFORMATION PARTNER'S LOGO WILL BE PLACED ON THE OFFICIAL EXHIBITION WEBSITE WWW.FASHIONEXPO.KZ WITH AN ACTIVE LINK TO THE PARTNER'S WEBSITE.*

◆ *THE INFORMATION PARTNER'S LOGO WILL BE INCLUDED IN EMAIL PRESS RELEASES SENT TO KAZAKHSTANI AND INTERNATIONAL MEDIA.*

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CONDITIONS OF INFORMATION PARTNERSHIPS
CENTRAL ASIA FASHION

◆ *PLACEMENT OF MAGAZINES AND PRINTED MATERIALS ON PROMOTIONAL STANDS.*

LOCATION: REGISTRATION AREA, SHOW AREA AND CONFERENCE HALL.

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CENTRAL ASIA FASHION
INFORMATION PARTNER PLACEMENT OPTIONS:

◆ DISPLAYING A DYNAMIC/STATIC EXHIBITION BANNER ON THE PARTNER'S WEBSITE FEATURING THE EVENT LOGO

◆ POSTING PRESS ANNOUNCEMENTS AND EXHIBITION RESULTS

◆ REPORTING FROM THE EVENT, INCLUDING INTERVIEWS

◆ PUBLISHING POST-EVENT MATERIALS (ARTICLES) ON THE RESULTS OF THE CAF CONFERENCE

◆ COVERING THE EVENT AND ITS VARIOUS SEGMENTS (FASHION SHOWS, BUSINESS CONFERENCE, FASHION TRENDS FROM EXHIBITORS)

◆ POSTING PARTNER CONTENT (POSTS/STORIES) ON SOCIAL MEDIA

◆ PROVIDING VIDEO FOOTAGE FROM THE EXHIBITION (FOR TV CHANNELS, BLOGGERS)

◆ SHOWING VIDEOS ABOUT THE EXHIBITION AT PARTNER EVENTS

◆ SHARING EXHIBITION INFORMATION ON THE PARTNER'S TELEGRAM CHANNEL

◆ SENDING EXHIBITION INFORMATION TO THE PARTNER'S CLIENT BASE

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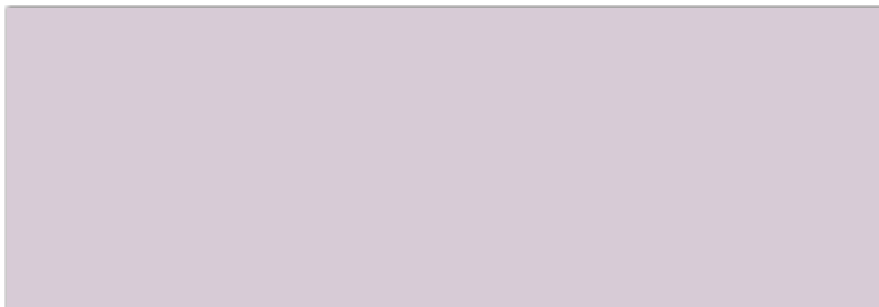
OUR PARTNERS

PARTNERS

BUSINESS CONFERENCE PARTNERS

OFFICIAL PARTNERS

TECHNICAL SPECIFICATIONS FOR MODULES INTENDED FOR PLACEMENT IN THE CAF EXHIBITION HALL, INCLUDING LOGOS AND BANNERS FOR THE WEBSITE WWW.FASHIONEXPO.KZ

MODULES SHOULD BE CREATED USING THE FOLLOWING SOFTWARE PACKAGES:

◆ *Adobe Illustrator* ◆ *Adobe Photoshop*
◆ *Adobe Acrobat* ◆ *Corel Draw*

MODULES PREPARED IN VECTOR PROGRAMS
(Adobe Illustrator, Corel Draw etc.)
◆ *All fonts should be converted to outlines (or curves);*
◆ *All graphics should be fully contained within the document;*
◆ *Raster images should have a resolution of 300 dpi;*
◆ *Both graphic and vector images should be in the CMYK color mode*

MODULES PREPARED IN RASTER GRAPHICS PACKAGES
(Adobe Photoshop etc.)
◆ *The layout should be designed using the CMYK printing palette;*
◆ *All layers should be merged into a single (background) layer;*
◆ *The layout should not include any additional channels besides CMYK*

MODULES SIZE:
◆ *The electronic form of the layout should measure 100x100 mm, matching the finished print size;*
◆ *The finished product after printing should measure 100x100 mm*

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TECHNICAL SPECIFICATIONS FOR MODULES INTENDED FOR PLACEMENT IN THE CAF EXHIBITION HALL, INCLUDING LOGOS AND BANNERS FOR THE WEBSITE WWW.FASHIONEXPO.KZ

THE LOGO SHOULD BE EDITABLE AND PREPARED IN THE FOLLOWING SOFTWARE PACKAGES:

◆ *Adobe Illustrator*   ◆ *Adobe Photoshop*
◆ *Adobe Acrobat*   ◆ *Corel Draw*

FILES PREPARED IN VECTOR PROGRAMS
(Adobe Illustrator, Corel Draw etc.)

◆ *All fonts should be converted to outlines (or curves);*
◆ *All graphics should be fully contained within the document;*
◆ *Raster images should have a resolution of 300 dpi;*
◆ *Both graphic and vector images should be in the CMYK color mode*

FILES PREPARED IN RASTER GRAPHICS PACKAGES
(Adobe Photoshop etc.)

◆ *The layout must be made in the CMYK printing palette;*
◆ *The layout should not include any additional channels besides CMYK*

BANNER REQUIREMENTS:

◆ *The banner should be provided in the following formats: jpg, png, gif;*
◆ *The banner size should be* <u>100x100 pix</u>

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Organizer International fashion exhibitions
Central Asia Fashion and Elite Line

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