

A8 MACHINES OF RUSSIA

International Exhibition of Specialized and Commercial Equipment

www.a8russia.ru

September, 9-11, 2025



PARTNER PACKAGES

* special conditions for NAIC members

ABOUT THE EXHIBITION

The international exhibition of special and commercial machinery **A8 MACHINES OF RUSSIA 2025** is designed to act as a hub for leading Russian and international manufacturers of special and commercial equipment, major industrial groups involved in transport procurement, as well as representatives of the largest state and commercial customers.

The exhibition will be attended by more than 200 companies — manufacturers of special and commercial machinery and equipment for construction, road, transport, municipal, quarrying and mining industries from more than 10 countries of the world.

A8 MACHINES OF RUSSIA will cover eight key areas:

1 SPECIAL EQUIPMENT
FOR ROAD CONSTRUCTION,
REPAIR, AND MAINTENANCE



2 SPECIAL EQUIPMENT
AND MACHINERY
FOR CIVIL AND INDUSTRIAL
CONSTRUCTION



3 MINING EQUIPMENT
AND MACHINERY



4 UTILITY VEHICLES



5 COMMERCIAL
TRANSPORT



6 ATTACHMENTS
FOR SPECIAL
EQUIPMENT



7 COMPONENTS
AND SPARE PARTS
FOR MACHINES
AND MECHANISMS, SERVICE,
AND LUBRICANTS



8 PRODUCTION
OF CONSTRUCTION
MIXTURES AND
MATERIALS



HOW TO MAXIMIZE THE EFFECTIVENESS OF YOUR PARTICIPATION IN A8 MACHINES OF RUSSIA

By leveraging additional advertising opportunities within the **A8 MACHINES OF RUSSIA** exhibition, your company can attract the attention of a significant professional audience to its products and brands—not only during the event but well in advance of it.

These additional promotional tools ensure broad coverage and increased exposure to a large number of visitors-specialists from companies engaged in road, civil, and industrial construction, public utilities, freight and passenger transportation, as well as the mining and oil & gas industries.

The offered advertising opportunities will help your company stand out from competitors, draw more visitors to your booth, and enhance brand recognition, ultimately increasing the number of potential partners and customers several times over.

TITLE PARTNER OF THE EXHIBITION

€100.000

1. Logo Placement with Title Partner Status:
 - On printed exhibition layouts in the press (in layouts sent for printing from the moment the partnership agreement is signed).
 - On electronic visitor tickets (received by every visitor).
 - On printed promotional materials: the cover of the Exhibition Guide, press/post-release, leaflets, and brochures.
 - On the main page of the official event website www.a8russia.ru.
 - In A8 MACHINES OF RUSSIA email newsletters sent to visitor and press data-bases (over 30,000 contacts);
2. Provision of three badges for Title Partner promoters;
3. Full-page (1/1) advertisement of the Title Partner on the inside front cover of the Exhibition Guide;
4. Inclusion of the Title Partner's information in the VIP folder;
5. On-Site Advertising at the "Yekaterinburg-Expo" IEC During the Exhibition:
Outdoor Advertising:
 - Branding of the 2nd-floor balcony (21.1 × 2.05 m).
 - Branding of a structure in the foyer (10.10 × 3.35 m).
 - Branding of the cloakroom area (33 m²).
 - 10 floor stickers featuring navigation and the Title Partner's logo.
 - Distribution of the Title Partner's printed promotional materials at business events.
 - Distribution of promotional materials at three information stands located at the exhibition;
6. A 3-minute welcome speech by a representative of the Title Partner at the Opening Ceremony;
7. Participation in the strategic plenary session of the business program as a speaker (up to 10 minutes);
8. Logo placement on the main banner of the exhibition's business event area;
9. Access to closed business program events (up to 3 persons);

TITLE PARTNER OF THE EXHIBITION

€100.000

10. Invitation to an exclusive Gala Dinner (up to 3 persons);
11. Title Partner's promotional video (up to 1 min., with sound) displayed on the large-format screen at the business event area, aired daily from 09:00 to 18:00 between sessions;
12. 30-second interview with a representative of the Title Partner included in the official exhibition report video (organized by the exhibition's media team);
13. News publications about the Title Partner on the exhibition website www.a8russia.ru;
14. Three posts/reposts featuring the Title Partner on the exhibition's official Telegram channel t.me/A8machine.

GENERAL PARTNER PACKAGE

€ 65.000

1. Logo placement with General Partner status:
 - On printed exhibition layouts in the press (in layouts sent for printing from the moment the partnership agreement is signed);
 - On electronic visitor tickets (received by every visitor);
 - On printed promotional materials of the exhibition: cover of the Exhibition Guide, press/post-release, leaflets, brochures;
 - On the main page of the official event website www.a8russia.ru;
 - In A8 MACHINES OF RUSSIA email newsletters sent to visitor and press databases (over 30,000 contacts);
2. Provision of badges for General Partner promoters at the exhibition venue (3 pcs.);
3. Placement of a full-page (1/1) advertisement of the General Partner in the Exhibition Guide;
4. Placement of General Partner information at the “Yekaterinburg-Expo” IEC during the exhibition:
Outdoor advertisement:
 - Advertisement on a billboard structure (3×6 m, double-sided) along the visitor traffic route in the parking area;
 - Banner on Pavilion No. 1 facade, Position No. 2 (13.40 × 7.86 m);**Indoor advertisement:**
 - Branding of the 2nd-floor balcony (left of the escalator, 11.03 × 2.05 m);
 - Mobile advertising structure in the foyer (5.0 × 2.9 m)
 - 10 floor stickers featuring navigation and the General Partner’s logo;
 - Distribution of promotional printed materials at information stands placed at the exhibition (3 locations);
5. Placement of the General Partner’s logo on the main banner of the exhibition’s business event area;
6. Access to exclusive business program events (up to 2 persons);
7. Invitation to the exclusive Gala Dinner (up to 3 persons);

GENERAL PARTNER PACKAGE

€ 65.000

8. Placement of the General Partner's promotional video on the large-format screen at the business event area (video provided by the General Partner, up to 1 min., with sound, aired daily from 09:00 to 18:00 in rotation between business program sessions);
9. Inclusion of a 30-second interview with a representative of the General Partner (with status indication) in the exhibition's official report video (interview organized by the exhibition's media team);
10. News publications about the General Partner on the exhibition website www.a8russia.ru;
11. Placement of 2 posts/reposts featuring the partner company in the official Telegram channel of the exhibition t.me/A8machine

OFFICIAL PARTNER PACKAGE

€ 35.000

1. Logo placement with Official Partner status:
 - On the main page of the official event website www.a8russia.ru;
 - In A8 MACHINES OF RUSSIA email newsletters sent to visitor and press databases (over 30,000 contacts);
2. Provision of a badge for the Official Partner's promoter at the exhibition venue (1 pc.);
3. Placement of a full-page (1/1) advertisement of the Official Partner in the Exhibition Guide;
4. Placement of Official Partner information at the "Yekaterinburg-Expo" IEC during the exhibition:

INDOOR ADVERTISEMENT:

- 3 (three) mobile advertising structures in the foyer (5.0 × 2.9 m);
 - Distribution of promotional printed materials at information stands placed at the exhibition (3 locations);
5. Access to exclusive business program events (up to 2 persons);
 6. Invitation to the exclusive Gala Dinner (up to 3 persons);
 7. Placement of the General Partner's promotional video on the large-format screen at the business event area (video provided by the General Partner, up to 1 min., with sound, aired daily from 09:00 to 18:00 in rotation between business program sessions);
 8. News publications about the General Partner on the exhibition website www.a8russia.ru;
 9. Placement of 2 posts/reposts featuring the partner company in the official Telegram channel of the exhibition t.me/A8machine

VISITOR REGISTRATION PARTNER (HEREAFTER-PARTNER COMPANY)

€ 30.000

1. Logo placement of the partner company:
 - On the electronic registration page for visitors [electronic registration opens on 01.05.2025];
 - On electronic visitor tickets [received by every visitor];
2. During the exhibition: Registration staff uniforms branded with the partner company's logo (T-shirts, hoodies, etc., provided by the partner company);
3. Branding of the registration counter during the exhibition [size: 24 × 1.2 m];
4. Placement of the partner company's promotional materials at the visitor registration counters during the event;
5. Provision of promoter badges for distributing promotional information during the exhibition (2 pcs.);
6. Placement of a full-page (1/1) advertisement for the partner company in the Exhibition Guide;
7. News publications about the partner company on the exhibition website www.a8russia.ru;
8. Placement of 2 posts/reposts featuring the partner company in the official Telegram channel of the exhibition t.me/A8machine

VISITOR BADGE LANYARD ADVERTISING PACKAGE

€ 25.000

1. Branding of visitor badge lanyards with the partner company's logo.
2. Branding of badge lanyard stands with the partner company's logo.
3. Provision of badges for the partner company's promoters at the exhibition venue (2 pcs.).
4. Distribution of promotional printed materials for the partner company at information stands located throughout the exhibition (3 locations).
5. Placement of the partner company's promotional video on a wide-format screen at the business events venue (video provided by the partner company, duration no more than 30 seconds, with sound, shown daily from 09:00 to 18:00, in rotation between business program sessions).
6. News publications about the partner company on the exhibition website www.a8russia.ru.
7. Placement of 2 posts/reposts featuring the partner company in the official Telegram channel of the exhibition t.me/A8machine.

OFFICIAL PARTNER OF THE EXHIBITION GUIDE PACKAGE

€ 25.000

The Official Partner of the Exhibition Guide package includes:

1. Placement of the partner company's advertising module in the exhibition guide (full page, 4th cover).
2. Placement of the partner company's logo:
 - On the cover of the guide.
 - On the floor plan in the guide.
3. Highlighting the partner company's name in color in the guide (in both the alphabetical list and catalog) and highlighting the partner company's booth in color on the floor plans in the A8 MACHINES OF RUSSIA guide.
4. Placement of the partner company's logo on the page of the electronic catalog on the official exhibition website www.a8russia.ru.
5. Branding of the cubes with guides and the partner company's advertisement.
6. Placement of the partner company's promotional materials at information stands.
7. Provision of 1 badge for the partner company's promoter to work at the exhibition.
8. Placement of 2 posts/reposts featuring the partner company in the official Telegram channel of the exhibition t.me/A8machine.

GENERAL PARTNER OF THE BUSINESS PROGRAM PACKAGE

€ 25.000

The General Partner of the Business Program package includes:

1. Placement of the partner company's logo with the status indication:
 - On the main banner of the business event area.
 - In the entrance zone of the business event area.
 - On navigation elements with the schedule of business events (near the exhibition hall entrance).
 - In e-mail newsletters of A8 MACHINES OF RUSSIA to partner, visitor, and press databases (over 30,000 contacts).
 - On the business event schedule page on the official exhibition website www.a8russia.ru.
 - Mention of the partner company in the post-release of the exhibition.
2. Participation of the partner company in the plenary session of the program as a moderator/speaker (up to 10 minutes, subject to organizer approval).
3. Inclusion of the partner company's information in the VIP folder.
4. Placement of the partner company's advertising video on the wide-format screen in the business event area (video provided by the partner, up to 1 minute in length, with sound, displayed daily from 09:00 to 18:00 in rotation between business program sessions).
5. Inclusion of an interview (30 seconds) with a representative of the partner company in the exhibition report video with subsequent promotion of the video on the event website, newsletters, and social media channels (interview organized by the exhibition organizer's film crew).
6. Placement of the partner company's printed promotional materials at the business event area and at information stands around the exhibition (3 locations).

GENERAL PARTNER OF THE BUSINESS PROGRAM PACKAGE

€ 25.000

7. Provision of 1 badge for the partner company's promoter to work at the exhibition.
8. Placement of the partner company's advertisement (full page) in the exhibition Guide.
9. Attendance at exclusive events by representatives of the partner company (up to 2 persons).
10. Invitation to the exclusive Gala Dinner (up to 3 persons).
11. Publication of news about the partner company on the exhibition website www.a8russia.ru.
12. Placement of 3 posts/reposts about the partner company in the official Telegram channel of the exhibition t.me/A8machine.

OFFICIAL PARTNER OF THE BUSINESS PROGRAM

€15.000

The Official Partner of the Business Program package (hereinafter referred to as the partner company) includes:

1. Placement of the partner company's logo with the status indication:
 - On navigation elements with the schedule of the business program (near the exhibition hall entrance).
 - On the business event schedule page on the official exhibition website www.a8russia.ru.
2. Participation of the partner company in one of the business program sessions as a speaker (presentation up to 10 minutes, subject to organizer approval).
3. Placement of the partner company's advertising video on the wide-format screen in the business event area (video provided by the partner, up to 1 minute in length, with sound, displayed daily from 09:00 to 18:00 in rotation between business program sessions).
4. Placement of the partner company's printed promotional materials at the business event area.
5. Attendance at exclusive events by representatives of the partner company (up to 2 persons).
6. Invitation to the exclusive Gala Dinner (up to 2 persons).
7. Publication of news about the partner company on the exhibition website www.a8russia.ru.

BUSINESS PARTNER

€ 8.000

The Business Partner package (hereinafter referred to as the partner company) includes:

1. The opportunity for the partner company to organize a thematic session within the business program events (subject to organizer approval).
2. Participation of a representative from the partner company in one of the business program sessions as a speaker (presentation up to 10 minutes, subject to organizer approval).
3. Placement of the partner company's advertising video on the wide-format screen in the business event area (video provided by the partner, up to 1 minute in length, with sound, displayed daily from 09:00 to 18:00 in rotation between business program sessions).
4. Placement of the partner company's printed promotional materials at the business event area.
5. Provision of a badge for the partner company's promoter (1 piece).
6. Attendance at exclusive events for representatives of the partner company in the business program (up to 2 persons).
7. Invitation to the exclusive Gala Dinner (up to 2 persons).
8. Publication of 2 news items about the partner company on the exhibition [website www.a8russia.ru](http://www.a8russia.ru).

SPECIAL PARTNER OF THE BUSINESS PROGRAM

€ 4.500

The Special Partner of the Business Program package (hereinafter referred to as the partner company) includes:

1. Participation of a representative from the partner company in one of the business program sessions as a speaker (presentation up to 10 minutes, subject to organizer approval).
2. Placement of the partner company's printed promotional materials at the business event area.
3. Attendance at exclusive events for representatives of the partner company (up to 2 persons).