

23.03.2017

Moscow

## **International Exhibition for Promotion Industry IPSA Spring'17 opened the season!**

**On 14-16 March 2017 the first in the season IPSA Spring 17 (powered by PSI) was held at the International Exhibition Centre Crocus Expo and represented professional programme for brand promotion and corporate identity skills development.**

During three intensive days industry professionals managed to find new suppliers and manufacturers of advertising and promotional products, branded clothes, accessories and sporting goods, creative gifts and packages, printing and technological novelties from **90 companies and 7 countries: Belarus, Germany, China, the Netherlands, Pakistan, Turkey and Russia.**

Traditionally circa one third of the exhibition area was represented by first time exhibitors – 31 companies took part in IPSA Spring for the first time and showcased a wide range of interesting solutions in natural and eco gifts manufacturing, branded packaging, sporting goods for the World Cup 2018 and unique printing equipment.

### **3689 of unique professional visitors attended IPSA Spring:**

- 39%** - corporate buyers (with 9% of retail)
- 16%** - advertising, branding and event agencies
- 15%** - advertising & producing companies
- 10%** - publishers, printing houses, equipment and expendables for the advertising industry

**17% of distributors were in particular represented by the respected Russian companies:** Admos, Happy Gifts, MIDAS Group, Alfa Gifts, Anna Lafarg (Koziol), Vesta Alpha, OASIS, Illan Gifts, Katalogo, Merlion, Promance, Project 111, Solaris, STAN, Eclectica, Epsilon.

**Representatives of major Russian & international corporations and organisations attended the show:** Bayer, BEETL, BORK, BNS Group, Cordiant, DHL Express, Ernst & Young, Grundfoss, Hearst Shkulev Media, Honeywell, Icon, Kodak, Leica Geosystems, Natura Siberica, Nestle, OMD OM Group, PepsiCo, Philips, POINT PASSAT, S7, Sandvik, Ilyushin Aviation Complex, Irkut Corporation, Vnukovo Airport, Sheremetyevo Airport, Volvo, Gazprom, Kaspersky Lab, Megafon, RF Ministry of Defense, RF Ministry for Foreign Affairs, Moscow Metro, Moscow Planetarium, Moscow Kremlin Museums, Mary Kay, Russian Railways, Russian Post Service, Hochland Rus, Yandex.

### **Geography:**

97,5% - Russia

88,5% - Moscow & Moscow region

11,5% - 8 federal districts and 60 regions of Russia

2,5% - foreign visitors (Azerbaijan, Armenia, Belarus, United Kingdom, Germany, Hong Kong, Georgia, Spain, Kazakhstan, Kyrgyzstan, China, South Korea, Latvia, Serbia, USA, Tadjikistan, Turkey, Uzbekistan, Ukraine)

### **Job Position:**

30% - Marketing specialists

28% - General Directors, business owners

16% - Business development, sales

10% - Procurement, office managers  
7% - Technicians  
4% - Creative

**IPSA CHOICE Awards**, the contest for the best promotional product in the visitors' opinion, was won by 3 companies. 3 stylish art rewards went to Bumbaram company with its magic DIY snowball with whale. Ecopresents was rewarded for the second show in row, now for its gourmet spoons and eco pencils made of paper. The third winner is Laredo Design with a very useful device – audio adapter for travelling.

**From 14 to 15 March the special business programme for industry professionals was held in the framework of IPSA.** Brand & Business Conference contained the two practical sessions for effective company and brand management.

**BUSINESS session aimed for business and intellectual property owners covered the following topics:**

- Priceless advices and cases on how to manage and protect creativity – the round table provided as much details on IP topic as possible.
- Online business for promotional product manufacturers and distributors – Instagram cases, specific wholesale deals, legal and administrative features on how to promote and do business online
- Round table Effective tax planning covered almost all the issues of the company tax life: tax safety and risks, doing business with defaulting contractors, how to communicate with tax authorities, etc.

**Creative session BRAND for marketing and advertising professionals was represented by the recognized experts:**

Moscow Business School coach in his presentation 'Strategic planning of peer 2 peer communications' covered trends and tools on how to recognize a living person in the target audience and find a room for your brand in his life.

Moscow Ambient agency Svechenie examined the phenomenon of brand in environment and supplemented it with promo products overview and international cases, as well as discussed the process of conversion of the product into souvenir and the brand cult creation.

Experts from the Expert Ranking Agency represented the detailed programme 'Annual Report as a part of corporate communications': its correlation with a brand, concept creation, illustrations, typography, infographics, printing language.

**We thank our respected media partners for promotion and support!**

Associations and organisations: PSI, IAPP, NARSI, RACA, FYVAR, PIAP, Moscow Business School, RAEX;  
Online portals: Sostav.ru, Adindex.ru; CFIN.ru, Expomap.ru, EPPI Online Magazine, Gift-Review.ru, Giftportal.ru, Kanst.ru, Kanzoboz.ru, Kudago.ru, Office-Magazine.ru, Pechatnick.com, Print-Forum.ru, PRnews.ru, PRclub.ru, Sovetrekalama.ru, Souvenir.Segment.ru, Segment.ru, Willad.ru, PSI.com, Promotionmagazine.it; Printed media: Gift Review, Leader, Professional, August Borg, Office Magazine, PSI Journal, Printing magazine, Strategy magazine.

**We are happy to invite you to the next edition - IPSA Autumn 2017 which will take place on 5-7 September in Crocus Expo, Moscow. More professional networking, more contacts, more inspiration!**

Press Contacts:

Tatyana Yurkova,  
Marketing Manager  
Reed Exhibitions  
+7 (495) 937 68 61 (ext.128)  
+ 7 (926) 217 34 28  
[tatyana.yurkova@reedexpo.ru](mailto:tatyana.yurkova@reedexpo.ru)

[www.ipso.ru/en](http://www.ipso.ru/en)

---

Organiser

*Reed Exhibitions is the world's leading event organiser. We have a growing portfolio of over 500 events in 30 countries, including trade and consumer exhibitions, conferences and meetings, ranging across 43 industry sectors – from aerospace and aviation to beauty and cosmetics to sports and recreation.*