19TH INDUSTRY-WIDE INTERNATIONAL TEXTILE AND APPAREL EXHIBITION

INTERFABRIC SPRING

March 17–19 2026

CROCUS EXPO

PAVILION 2, HALLS 7 AND 8

CATALOG OF ADVERTISING OPPORTUNITIES

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DEAR PARTICIPANTS!

Thank you for your participation in the 19th Industry-wide international textile and apparel exhibition INTERFABRIC - 2026. SPRING.

We suggest using advertising tools for maximum results. By advertising your company before and during the exhibition you get direct access to your target audience and a number of unique opportunities:

stand out from the competition and draw attention to your stand

strengthen the brand position on the market and maintain the company image

increase the inflow of target audience and enhance the marketing impact of participation

500+
exhibiting companies

16 000+
visitors

21 000 м²
of exhibition space

40+
regions of Russia

12
countries

USE THE COMMERCIAL POTENTIAL OF RUSSIA'S LARGEST TEXTILE EXHIBITION!

We are always happy to help with any questions and offer individual marketing and partner packages of the participant, designed specifically for the tasks of your company.

We wish you success in your work!

The team of INTERFABRIC

FREE
ADVERTISING OPPORTUNITIES

The official promotional modules of the event:

cover maximum of visitors and bring audience right into your stand

inform your customers about participation in the exhibition

help to make appointments in advance and plan business activity

THE LOGO OF THE INTERFABRIC EXHIBITION

Use it in your company's correspondence and promotional materials.

INTERFABRIC

download

BANNER "INVITATION TO THE STAND" IN THE PROMOTIONAL NEWSLETTER

Add a banner with the booth number to the email newsletters.

download

BANNER "INVITATION TO THE STAND" IN SOCIAL NETWORKS OR ON THE WEBSITE

An additional opportunity to inform your potential visitors about participation in the exhibition.

download

INVITATION CARD LAYOUT

Distribute invitation cards to customers and at points of sale, while participating in other specialized exhibitions, at your company's events, and at business meetings.

скачать

NEWS DIGESTS

An overview of new products, technologies and products of the participants in the news digests following the results of the exhibition, which are posted on the exhibition website, as well as sent to the mailing list of visitor databases.

Contact for communication on the issue of news placement: pr@intertkan.ru

PRINT ADVERTISING

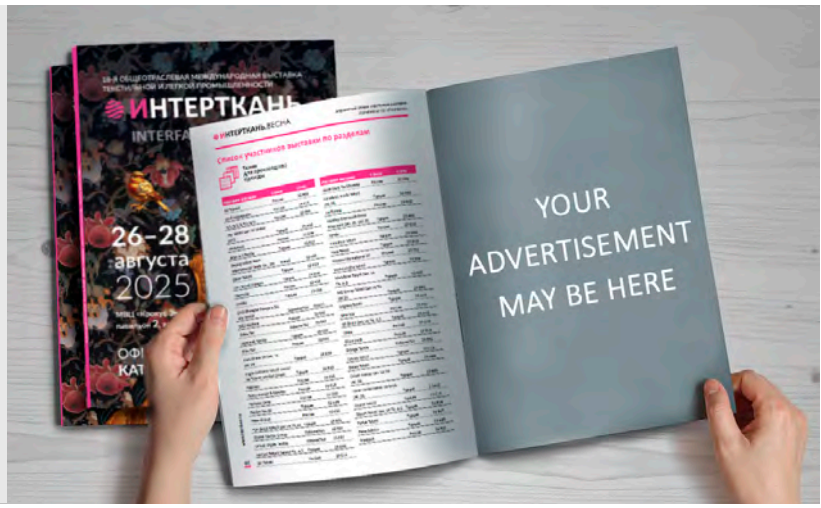
Absorb attention of visitors and differentiate yourself from competitors by highlighting your company's name in the exhibitor list on the exhibit floor plan or by featuring your offers on the advertising page.

Exhibition catalog

The official catalog

is an effective advertising tool for audiences, both during the exhibition and afterw.

It is located in the registration area and at information desks throughout the exhibition grounds.



FORMAT	PRICE (with 20% VAT)
Logo + signpost to the stand	35 000 rub.
Advertising strip (1/1), 4 colors	50 000 rub.
Advertising strip (1/2), 4 colors	25 000 rub.
Advertising spread (2/1), 4 colors	80 000 rub.
Advertising strip (1/1), 3rd cover	65 000 rub.
Advertising strip (1/1), 4th cover	80 000 rub.
Highlighting the company name in color in the list of participants	12 000 rub.

3 000
copies

Technical requirements for the layout:
the band size is 146 x 210 mm + 5 mm spans, CMYK, resolution 300 dpi, TIFF format.

ATTENTION! The deadline for submitting the layout is — 20.02.2026

Exhibition Guide

The guide contains information about all exhibitors, a schedule of events, and a floor plan of the exhibition center.

The guide

is posted in the registration area, at information desks throughout the exhibition, and at promotional events.

FORMAT	Price (20% VAT inc.)
Logo + pointer to the stand on the plan	35 000 rub.
Highlighting the company name in color in the list of participants	12 000 rub.

10 000
circulation

Business program leaflet

The leaflet

is placed in the registration area, at information desks throughout the exhibition, and in the business program halls.

FORMAT	Price (20% VAT inc.)
Advertising module (1/3 of the page), 4 colors	50 000 руб.
Highlighting your presentation in the business program in color	12 000 руб.

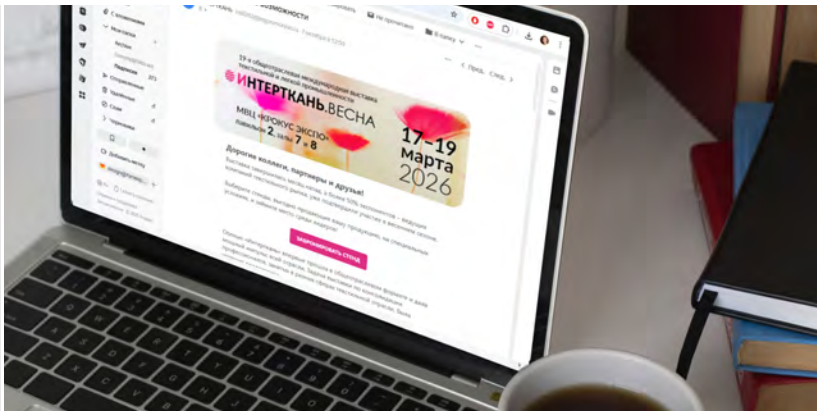
1 500
copies

BANNER IN THE MAILING LISTS OF INTERFABRIC-2026.SPRING

Present yourself to a large audience of industry professionals!
We'll place your logo/advertising banner in one or more exhibition email newsletters on topics of interest to you.

Placing a banner in your newsletter

provides a long-lasting effect—the email stays in the recipient's inbox, providing repeated exposure to your brand and increasing company awareness among potential partners and clients.



FORMAT	Price (20% VAT inc.)
1 Logo/Banner in one newsletter	70 000 rub.

>120 000
electronic addresses

LOGO ON THE BANNER

Logo and stand color highlighting on information banners with the exhibition plan – an exclusive service for participants!

Banners with the exhibition plan and list of participants

will be placed in the registration area at the entrance to the exhibition hall.

FORMAT	Price (20% VAT inc.)
Logo and color highlighting of your stand	120 000 rub.

21 000 м²
exhibition space

ADVERTISING
ON THE VISITOR'S BADGE

An effective and prestigious tool for promoting a company and strengthening its image.

Advertising on the back of visitors' badges

A visitor badge

A visitor badge is issued to all visitors who apply for a name badge at registration on the day of their exhibition visiting.

SOLD OUT

Logo on badge ribbons

Logo on the lanyard

for all badges and passes (exhibitor, visitor, management, VIP, press, etc.)

Issued in the registration area.

SOLD OUT

ADVERTISING ON ELECTRONIC TICKETS

About 80% of visitors, coming to the exhibition via online registration will see such advertising.

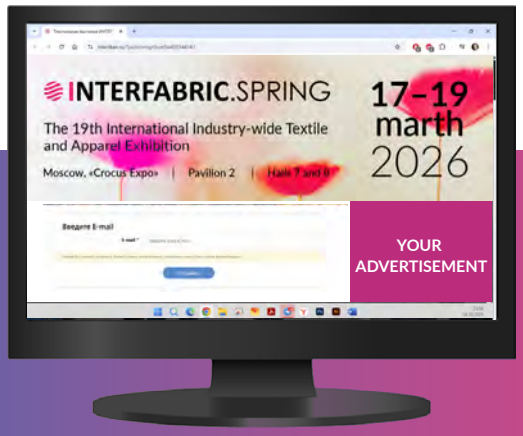
Electronic ticket

will reach every exhibition visitor: the ticket is stored on a smartphone or printed, providing multiple visual contacts with your brand before, during, and after the event.

FORMAT	Price (20% VAT inc.)
Banner on the back of the ticket 95 x 50 mm	400 000 rub.

When preparing an advertising block, ensure it is legible when printed in monochrome (black and white). Direct invitations to visit the client's booth at the exhibition will not be accepted.

ADVERTISING ON THE REGISTRATION PAGE BANNER



The banner

will attract attention of your target audience: every exhibition visitor will see it during online registration.

FORMAT	Price (20% VAT inc.)
Price for banner placement	100 000 rub.

ADVERTISING OPPORTUNITIES AT COFFEE POINT

Branding:
glasses, bottles, chocolates, table tents, sugar.

FORMAT	Цена (с НДС 20%)
Logo on the surface	from 180 000 rub.

5 000+
coffee cups used

EXHIBITION BRAND BAGS

A branded bag

will be issued to all visitors who request a name badge at registration on the day of their exhibition visit.

FORMAT	Price (20% VAT inc.)
Bag	250 000 rub.

PLACEMENT OF PROMOTIONAL MATERIALS (FLYERS, BROCHURES) FOR PARTICIPANTS

Your materials will be the center of attention among the exhibition's branded printed materials!

In the INTERFABRIC branded bags

*This option is limited to an individual deadline.

We would like to draw your attention to the fact that it is strictly forbidden to distribute promotional materials outside your stand.

FORMAT	Price (20% VAT inc.)
Printing products	150 000 rub.

16 000+ visitors

Note! The organizer is not responsible for materials that were lost in the mail or were delivered late

At the exhibition organizers' stand, information desks, and in the information cube of the central foyer

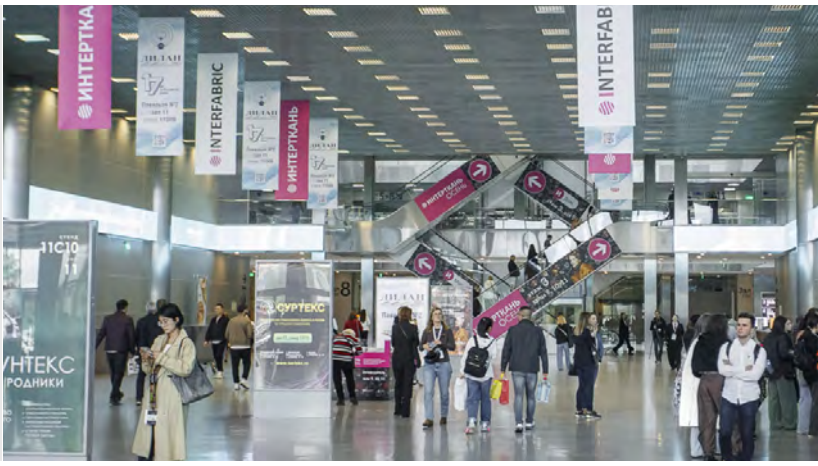
FORMAT	Price (20% VAT inc.)
Printed products	from 150 000 rub

ADVERTISING IN PAVILIONS

Double-sided ceiling flags

Double-sided ceiling flags

are located in the registration hall in the central foyer



FORMAT	Price (20% VAT inc.)
For 6 pieces	200 000 rub.

Flag size
1 x 3 m

Hanging banner in foyer

Hanging banner in foyer

The large sign is located right at the main entrance to the foyer, the first advertisement all visitors will see.

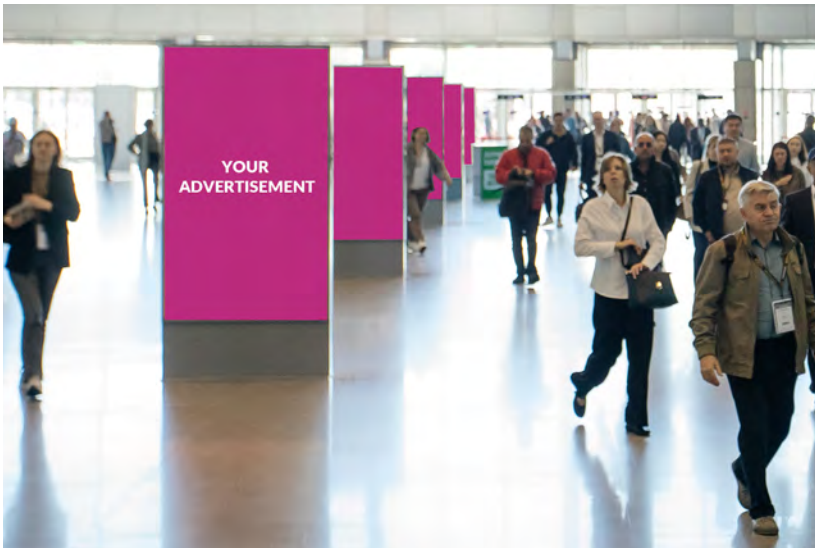
FORMAT	Price (20% VAT inc.)
20 x 10 m banner	550 000 rub.

Banner size
20 x 10 m

Light boxes in Foyer

Double-sided light structures

are located in a row in the center of the registration hall in the central foyer.

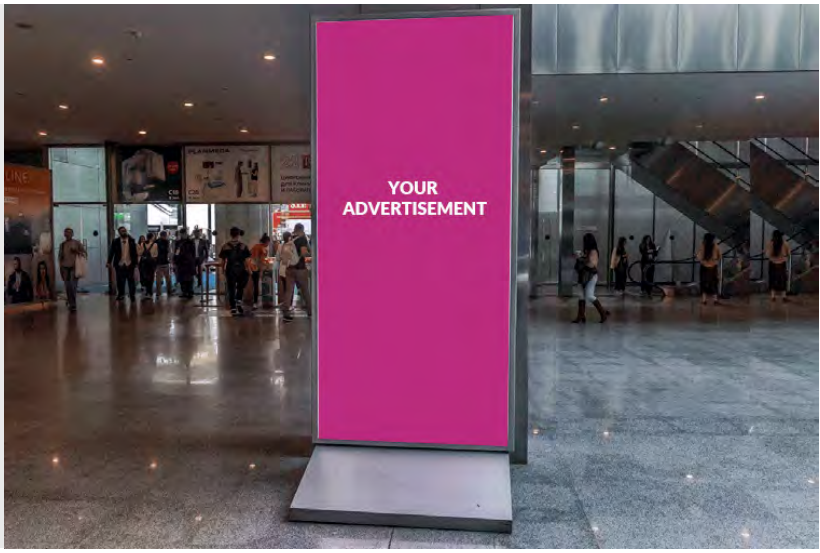


FORMAT	Price (20% VAT inc.)
Front side	SOLD OUT
Back side	55 000 rub.

Dimention
1,17 x 1,97 m

The lighting structure

is located near the central foyer column, closer to the entrance to exhibition Halls 7 and 8.



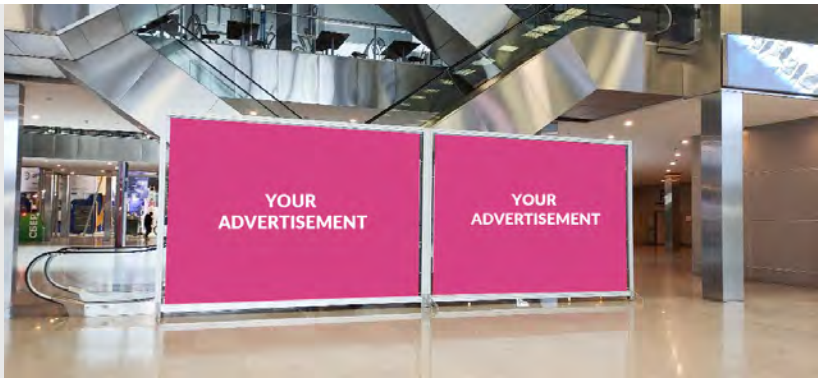
FORMAT	Price (20% VAT inc.)
Front side	66 000 rub.

Dimention
1,14 x 2,44 m

Portable structures Octanorm

Octanorm structures for indoor use.

*Can be installed on both sides for structures: 1 x 2.9 m, 2 x 2.9 m, 3 x 2.9 m.



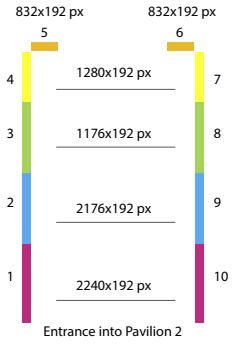
FORMAT	Price (20% VAT inc.)
1 x 2,9 m with printing on one side	31 900 rub.
2 x 2,9 m with printing on one side	50 300 rub.
3 x 2,9 m with printing on one side	61 600 rub.
4 x 2,8 m with printing on one side	74 100 rub.
6 x 2,8 m with printing on one side	102 600 rub.

Led screens

Premium positioning – placement on an LED screen emphasizes the brand's status and its leadership ambitions.

FORMAT	Price (20% VAT inc.)
87 x 1 m	70 000 rub.

Price includes video clip.



ADVERTISING ON THE WEBSITE AND IN THE PRINTED VERSION OF THE LEGPROM REVIEW MAGAZINE

Soyuzlegprom and the **INTERFABRIC** exhibition directorate provide a**n** opportunity to post information about your company on the website and in the printed version of the **LEGPROM REVIEW** magazine.

You can get acquainted with the materials of all issues on the magazine's website.

5 000
copies

100
pages

ЛЕГПРОМ ревю

In the new issue for the **INTERFABRIC-2026.SPRING** exhibition you can place a short announcement, an image advertisement or a more detailed text about your company. The 100-page magazine will be printed in 5,000 copies.

At the exhibition the magazine will be displayed at registration desks, information stands, and in all business program halls.

For cooperation, please contact **Mikhail Shpilkin**,
tel.: **+7 (903) 624-95-04**,
e-mail: **mikhail@shpilkin.ru**.

CONTACTS

To obtain information
and aspecial offer,
please, send a request
to your manager's email.

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