

## POST SHOW REPORT **Central Asia Reklam 2016**

Almaty - Kazakhstan

From May 24-26, 2016 in "Atakent" Exhibition Centre hosted the international Exhibition of Advertising, Printing, Technology and Materials, "Central Asia Reklam" is the only annual specialized exhibition in the Central Asian region, which presents a wide range of promotional products and services which gives the opportunity to establish new business contacts and conclude contracts with leading distributors of Kazakhstan and the Central Asian region, representatives of wholesale and retail trade industry professionals.

The opening ceremony took place on 24 may with the participation of officials, honorary guests of the exhibition and the press. In continuation of the ceremony, the General Director Trading-industrial chamber of the Republic of Tajikistan and the Director of the National chamber of entrepreneurs of Almaty "Atameken", which was signed the Memorandum of cooperation.

### **Official support:**

- The Ministry of industry and new technologies of the Republic of Kazakhstan
- City of Almaty
- The national chamber of entrepreneurs of Kazakhstan
- Association of trade and industrial enterprises
- International Association of presentation products /IAPP

### **Information support:**

AA «MEDIA PARK ADVERTIZING AGENCY»

MAGAZINE «SROCHNO TREBUYTSYA »

NEWSPAPER «NEDVIZHIMOST»

AUGUST BORG

MAGAZINE «VSYA POLYGRAPHYCHEKAYA NEDVIZHIMOST MOSKVA+RUSSIA»

MAGAZINE «POSTAVSHIKI POLYGRAPHYCHESKIH MATERIALOV I OBORUDOVANIYA»

MAGAZINE «SOVREMENNAYA UPAKOVKA I ETIKETKA»

MAGAZINE «POLYGRAPHYA UKRAINE»

MAGAZINE «SKIDKI»

MAGAZINE «INFORMATION CENTER ADVERTISING»

MAGAZINE «PRINT+»

INTERNET PORTAL «CABMARKET.KZ»

INTERNET PORTAL «PECHATNICK.COM»

INTERNET PORTAL «KANST.RU»



**The exhibition area:** 2540 м2

**Exhibitors:** About 53 companies attended the exposition. Among them are exhibitors such as Konica Minolta, Led Sign, Реклам Инвест Групп/Admart.kz, Master Print, Alai Company, Sign Tech, Kaz Led Media Group, Plastic-Online, Depositphotos, Victory Latex, Derflex, Mafix and other.

### Countries

Kazakhstan

Iran

India

China

Korea

Malaysia

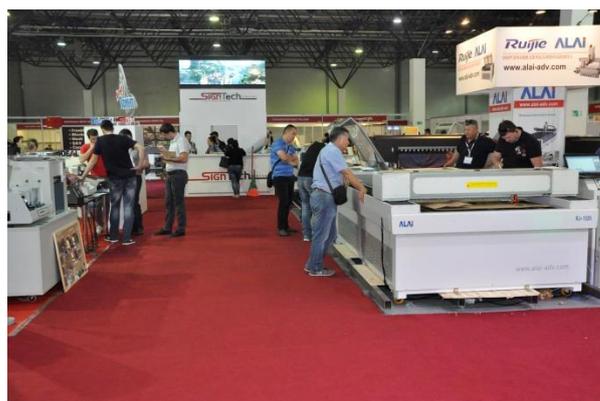
Russia

USA

Turkey

Ukraine

**Visitors:** For three days the exhibition officially registered 4842 visitors from the following cities of Kazakhstan: Almaty, Astana, Karaganda, Taraz, Taldykorgan, Shymkent, Aktau, Atyrau, Uralsk, Semey, Ust-Kamenogorsk, Pavlodar, Ekibastuz, Balkhash, Kokshetau, Kostanai, Kapchagay. Also visited the exhibition specialists from Kyrgyzstan, Tajikistan, Uzbekistan, Turkmenistan, neighboring regions of Russia and abroad.



### Advertising campaign

Has done much work on advertising the exhibition and informing of experts about the upcoming event.

1. **Radio advertising.** Rotation of commercials for: Europa plus, Russkoe radio, Avto radio.
2. **Online advertising:** Google, Yandex, Nur.kz, Tengrinews.kz, 24KZ, Mail.ru, Krisha.kz
3. **Press releases:** «Kazakhstan Press Club», «National Press Club».
4. **SMS sending.** Has sent 95500 SMS to its own database.

5. **Call center.** Personal notice of the heads and representatives of companies in the cities of Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan.
6. **E-mail.** HTML emails are sent along with the mail, encouraging visitors to pre-register online.
7. **Distribution of invitation tickets:**
  - 150000 invitations were distributed through the courier service of the LLP "Agency Class" ("Kazakhstan Today") throughout the territory of Almaty. (Distribution of invitations by the largest streets of Almaty, Business centers, large retail outlets, in the mailboxes of areas of luxury housing).
  - 7000 free invitation cards has sent to exhibitors for distribution to their bases.
  - 10000 free invitation tickets were placed in Newspapers and specialized magazines.
8. **Visits to neighboring countries.** Team Exhibition company CentralAsiaExpo visited thematic exhibitions, distributing brochures and informing participants about his upcoming exhibition in Kazakhstan.
9. **Banners:** Installation of advertising banners and billboards in the Central streets of Almaty city.
10. **Transfer:** Daily functioning transfer 3 buses for professionals from the cities of Taraz, Shymkent, Taldy-Kurgan, Kyrgyzstan (Bishkek).

**Organizer** - Exhibition company "CentralAsiaExpo", with years of experience, gives a chance and a great advantage for each of the participating companies to showcase their achievements, meet new buyers, to conclude bargains and get its share of the market.

The venue of the exhibition, "Atakent" exhibition center - the most famous exhibition center for large-scale exhibitions in Kazakhstan. The complex is located in the city center and has a convenient location from the hotel.

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The outcome of the exhibition: About 4842 officially registered visitors visited the exhibition. Exhibitors signed contracts, found representatives of wholesale buyers from Kazakhstan and Central Asia.