

Moscow's Premier International Real Estate Show October 27-28th, 2017



ABOUT THE EXHIBITION



MPIRES 2017 – project, created by VPIexpo. The main goal of the exhibition is to organize a platform in which the largest developers, real estate agencies and brokers will be able to acquaint visitors with their proposals and projects.



THE ADVANTAGES OF OUR EXHIBITION:



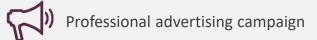
Direct contact with the buyer/seller



Advanced business program, involving respected speakers and businesses



Guaranteed traffic of target audience



PATRONAGE



The Chamber of Commerce and Industry of the Russian Federation – over 170 territorial chambers of commerce and industry; over 40,000 enterprises and organizations in various ownership categories.



Informational partners of the exhibition are some of the largest Russian platform and forums in overseas property (prian.ru; tranio.ru; justreal.ru; etc.)



FIABCI Russia – International Real Estate Federation – is an international community founded in 1948, uniting real estate professionals from almost all continents.



Partnership will involve international diplomatic missions, embassies of participating countries (Spain, Italy, Greece, etc.)

ADVERTISING CAMPAIGN

- Diversified advertising on specialized TV channels: RBC, Euronews, Moscow 24, Russia 24, cable TV.
- Radio advertising: Vesti FM, Business FM, Jazz Radio
- Internet advertising on major search engines: Google, Yahoo
- Advertisement on different informational platforms, such as cian.ru, prian.ru, tranio.ru, etc.
- Promotion in key social networks and online platforms: Facebook, vk.com, Twitter, Youtube, Instagram, etc.
- BTL advertising aimed directly at the target audience

Google





Yandex

PARTNERS

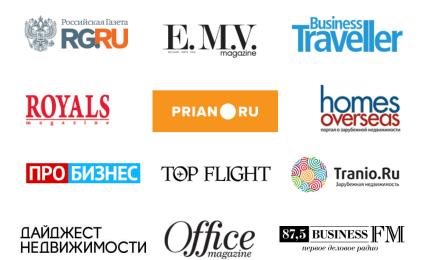


General Information Partner



Недвижимость

Information partners





PARTICIPANTS

MORE THAN 50

participants of the exhibition

MORE THAN 3 000

potential buyers of overseas property







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MORE THAN

COUNTRIES

ABOUT EXPOCENTRE





- World-renowned Russian exhibition company, leading organizer of major international exhibitions.
- Total area of over 165,000 m2. Every year it holds more than 100 international exhibitions, and has more than 2 million visitors and attendees.
- The exhibition will take place in the 5th pavilion. Situated near the South Entrance, the pavilion has 2 halls with the total area of over 2,800 m2.



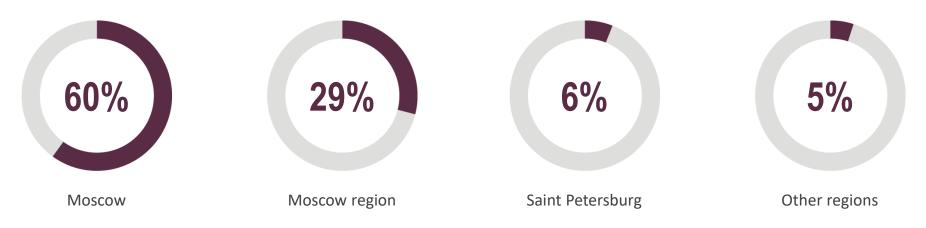


ATTENDEE DEMOGRAPHICS



MORE THAN 3 000 POTENTIAL BUYERS OF OVERSEAS PROPERTY

Attendee geographic profile:



CONTACTS





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