International Exhibitions and Conventions
www.expocentr.ru

YOUR EXHIBITIONS IN MOSCOW
Trade Fair Calendar 2016–2017*

Chemical industry
Tires & Rubber / 18–21 April 2016
Khimiya / 19–22 September 2016
Interliakokraska / 28 February–3 March 2017

Fuel and energy
Nettegaz / 18–21 April 2016
Elektro / 6–9 June 2016

Machinery manufacturing
Metalloobrabotka / 23–27 May 2016
Lesdrevmash / 24–27 October 2016
Technoforum / 24–27 October 2016
Inflagmash / 20–22 February 2017

Construction, architecture, design
Mir Stekla / 6–9 June 2016
Mebel / 21–25 November 2016

Food and food processing industries
Agroprodmash / 10–14 October 2016
Prodexpo / 6–10 February 2017

High technologies, information and telecommunications
Navitech / 10–13 May 2016
Sviaz / 10–13 May 2016
STL. Systems for Transport & Logistics / 10–13 May 2016
Photonics. World of Lasers and Optics / 28 February–3 March 2017

Services
5pEXPO / 6–8 June 2016

Advertising industry
Reklama / 28–30 September 2016

Consumer goods industry. Children’s goods industry
CJF. Autumn / 26–29 September 2016
Mir Detstva / 27–30 September 2016
Consumexpo / 21–25 November 2016
CJF. Spring / 20–23 February 2017

Health care
Zdravoookhraneniye / 5–9 December 2016
Healthy Lifestyle / 5–9 December 2016

*Subject to alteration
All exhibitions are for age 12 and older. Prodexpo is for age 18 and older.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>02–10 January</td>
<td>WINTER TRADE FAIR</td>
<td></td>
</tr>
<tr>
<td>14–18 February</td>
<td>CHILDREN RECREATIONAL INDUSTRY</td>
<td>Forum. Exhibition. Camp fair</td>
</tr>
<tr>
<td>24–27 March</td>
<td>CHILDHOOD PLANET</td>
<td>Specialized exhibition of goods and services for children</td>
</tr>
<tr>
<td>30 March – 02 April</td>
<td>SENIOR GENERATION</td>
<td>International Forum. Exhibition “Care and Rehabilitation. Accessible Environment”. Trade fair “Everything for Health”. Exhibition of goods and services for older people “Care, Aid and Assistance”</td>
</tr>
<tr>
<td>02–03 April</td>
<td>ZOOSHOW. SPRING</td>
<td>Competitions and animal exhibitions</td>
</tr>
<tr>
<td>06–08 April</td>
<td>MUNICIPAL HOUSING COMPLEX OF RUSSIA</td>
<td>International exhibition and conference in the field of housing and public utilities</td>
</tr>
<tr>
<td>06–08 April</td>
<td>ECOLOGY OF BIG CITY</td>
<td>International forum. Exhibition of technology and equipment in the sphere of environmental protection and ecological safety</td>
</tr>
<tr>
<td>30 April – 03 May</td>
<td>HIPPOSHERE</td>
<td>St. Petersburg international equestrian exhibition</td>
</tr>
<tr>
<td>30 April – 03 May</td>
<td>DACHA IS WAITING</td>
<td>Goods for country life</td>
</tr>
<tr>
<td>17–20 May</td>
<td>CORROSION PROTECTION</td>
<td>International exhibition &amp; congress of technologies, equipment and materials for corrosion protection</td>
</tr>
<tr>
<td>17–20 May</td>
<td>SVARKA/ WELDING</td>
<td>International exhibition of equipment, materials and technologies for welding</td>
</tr>
<tr>
<td>17–20 May</td>
<td>RUSSIAN INTERNATIONAL ENERGY FORUM</td>
<td>Specialized exhibition and conference of energy industry within the Forum</td>
</tr>
<tr>
<td></td>
<td>ENERGETIKA AND ELEKTROTECHNIKA</td>
<td>International exhibition of power industry and electrical engineering</td>
</tr>
<tr>
<td>25–28 May</td>
<td>INTERNATIONAL INNOVATIVE FORUM OF PUBLIC TRANSPORT</td>
<td></td>
</tr>
<tr>
<td>26–29 May</td>
<td>BALTIC MARINE FESTIVAL</td>
<td>Altair boat show. Test-drives, contests, competitions. Entertainment programme</td>
</tr>
<tr>
<td>20–28 August</td>
<td>TRADE FAIR IN LENEXPO</td>
<td>International agro-industrial trade fair. Trade stalls. Entertainment programme for visitors</td>
</tr>
<tr>
<td>09–11 September</td>
<td>ZOOSHOW. MOSCOW</td>
<td>Exhibition of pets</td>
</tr>
<tr>
<td>21–23 September</td>
<td>RUSSIAN INDUSTRIALIST</td>
<td>Specialized exhibitions: Clusters; Metaworking; Robotic Technology; Tools and Technical Equipment; Hydraulics and Pneumatics; Innovations; Industrial Lighting</td>
</tr>
<tr>
<td>04–07 October</td>
<td>ST. PETERSBURG INTERNATIONAL GAS FORUM</td>
<td>The largest congress and exhibition event in Russia focused on key issues of the gas industry</td>
</tr>
<tr>
<td>12–14 October</td>
<td>ST. PETERSBURG INTERNATIONAL HEALTH FORUM</td>
<td>International exhibitions: Mediz Sante Petersburg; Medicine &amp; Health; Pharmacy; Bioindustry; Health &amp; Medical Tourism; Aesthetic Medicine</td>
</tr>
<tr>
<td>12–14 October</td>
<td>ADVERTISING, PUBLICITY, INTERNET, DESIGN</td>
<td>Specialized exhibition. Products and services for outdoor advertising and lighting, decoration and celebration</td>
</tr>
<tr>
<td>24–26 November</td>
<td>ZOOSPHERE</td>
<td>International exhibition of goods and services for pets</td>
</tr>
<tr>
<td>26–27 November</td>
<td>ZOOSHOW. AUTUMN</td>
<td>Competitions and animal exhibitions, kennels and clubs. Entertainment programme</td>
</tr>
<tr>
<td>14–15 December</td>
<td>SMALL-SCALE AND MEDIUM INDUSTRY OF ST. PETERSBURG</td>
<td>Specialized exhibition of entrepreneurship</td>
</tr>
</tbody>
</table>

Please note that this programme is subject to change.
RESTEC GROUP IS A UNIQUE IN RUSSIA MEDIA PLATFORM FOR COMPREHENSIVE DEVELOPMENT AND PROMOTION OF PROJECTS, BUSINESSES, REGIONS THROUGH EVENTS & MEETINGS & MATCHMAKING.
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2015 STATISTICAL SURVEY
Dear colleagues,

We are glad to present the new issue of the Statistical Survey of exhibitions and fairs that have been audited, have the RUEF Logo and have been approved by UFI. It comprises data on 145 exhibition events.

You may rely on the exhibitions’ data that have been audited which is a guarantee of data credibility and validity. The increasing number of audited events contributes to the development of more transparent exhibition market.

“UFI Approved Event” and “RUEF Logo” are the highest estimates for the event, proving its value for the region’s and country’s economy, and enhancement of external economic relations.

Our survey is unique as it is the only reference material of this kind. It enables exhibitors and visitors to choose the most effective and successful exhibition. Organizers, in their turn, can use all the audited exhibitions’ competitive advantages.

Sergey Alexeev
RUEF President

Russian Union of Exhibitions and Fairs (RUEF) is an association of leading exhibition organizers, exhibition complexes and trade show related companies from Russia, Moldova and Ukraine.


RUEF Key Focus Areas:

- Promotion of domestic enterprises goods and services on the internal and foreign markets
- Trade-show and convention activity coordination
- Trade-show and convention activity legislative initiatives
- Exhibition audit
- International links
- Training sessions
- Exhibition industry data base
- Annual publications:
  – Exhibitions and Fairs Catalogue
  – Statistical Survey
  – Reference materials

RUEF Executive Board:
221 Office, 13 Sovnarkomovskaya St.,
GSP-1080, Nizhny Novgorod, 603950, Russia
Tel./Fax: +7 (831) 277-56-95, 246-00-79
e-mail: info@ruef.ru
www.ruef.ru
EXHIBITION ORGANIZERS – RUSSIAN UNION OF EXHIBITIONS AND FAIRS (RUEF)

RUSSIA
Chelyabinsk
YuzhUralsEXPO LLC (1997)
327 Office, 35 Lenina Prospekt, Chelyabinsk, 454090, Russia
Tel./Fax: +7 (351) 239-45-65, 239-46-37
E-mail: info@wtc-chel.ru
www.expoural.ru

Kazan
Kazansкая Yarmarka JSC (1993)
P.O.B. 38, 8 Orenburgsky Trakt, Kazan, Tatarstan, 420059, Russia
Tel./Fax: +7 (843) 570-51-11, 570-51-15
E-mail: kazanexpo@telebit.ru
www.expokazan.ru

Krasnodar
KrasnodarEXPO Ltd (2012)
5 Zipovskaya St., Krasnodar, 350010, Russia
Tel.: +7 (861) 200-12-34
Fax: +7 (861) 200-12-54
E-mail: info@krasnodarexpo.ru
www.krasnodarexpo.ru

Moscow
ASIZ (2011)
52 Electrozavodskaya St., Moscow, 107023, Russia
Tel.: +7 (495) 287-48-91, 287-48-99
Fax: +7 (495) 933-21-90
E-mail: assiz@inbox.ru
www.asiz.ru

Bizon Exhibition Companies Group LLC (2011)
P.O.B. 10, Moscow, 129223, Russia
Tel./Fax: +7 (495) 937-40-81
E-mail: bizon@b95.ru
www.b95.ru

Business Dialogue, LLC (2014)
Bld. 3, 38/2 Staraya Basmannaya St., Moscow, 105066, Russia
Tel.: +7 (495) 988-01-28
Fax: (495) 940-67-72
E-mail: info@bd-event.ru
www.bd-event.ru

Crocus International AO (2004)
P.O.B. 92, 16 Mezhdnarodnaya St. (Crocus Expo IEC), Krasnogorsk, Moscow Region, 143402, Russia
Tel.: +7 (495) 727-26-26
Fax: (495) 727-25-20
E-mail: expol1@crocus-off.ru
www.crocus-expo.ru

Euroexpo Ltd (2001)
423 Office, 35 Arbat St., Moscow, 119002, Russia
Tel./Fax: +7 (495) 925-65-61, 925-65-62
Fax: +7 (499) 248-07-34
E-mail: info@euroexpo.ru
www.euroexpo.ru

Expo-Park. Exhibition Projects Ltd (2001)
10 Krymski Val St., Moscow, 119049, Russia
Tel./Fax: +7 (495) 657-99-22 (ext. 201)
E-mail: mailbox@expopark.ru
www.expopark.ru

Expo-centre ZAO (1991)
14 Krasnopresnenskaya Nab., Moscow, 123100, Russia
Tel.: +7 (499) 795-37-99; 8-800-707-37-99
Fax: +7 (495) 605-60-75
E-mail: centr@expocentr.ru
www.expocentr.ru

ICE Ltd (2014)
8/2 Furmanniy St., Moscow, 105062
Tel.: +7 (495) 607-88-05
Fax: +7 (495) 607-06-72
E-mail: glebov@icecompany.org
www.icecompany.org

ITE Moscow Ltd (2012)
Bld. 1, 15 Zubarev Per., Moscow, 129164, Russia
Tel.: +7 (495) 935-73-51
Fax: +7 (495) 935-73-51
E-mail: info@ite-expo.ru
www.ite-expo.ru

1-5 Office, 2 bld., 37 Pr. Vernadskogo, Moscow, 119415, Russia
Tel./Fax: +7 (495) 721-88-66
E-mail: olga@mediexpo.ru
www.mediexpo.ru

Messe Duesseldorf Moscow OOO (2010)
Bld. 1, 3 Timura Frunze St., Moscow, 119021, Russia
Tel.: +7 (495) 955-91-99 (200)
Fax: +7 (495) 245-92-77
E-mail: info@messe-duesseldorf.ru
www.messe-duesseldorf.ru

Messe Frankfurt RUS Ltd (2012)
Bld. 80, 39 Leningradsky Prosp., Moscow, 125167, Russia
Tel.: +7 (495) 649-87-75
Fax: +7 (495) 649-87-85
E-mail: info@russia.messefrankfurt.com
www.messefrankfurt.ru

Metal-Expo LLC (1999)
Bld. 1, 9 B.Marinskaya St., Moscow, 129085, Russia
Tel./Fax: +7 (495) 734-99-66
E-mail: info@metal-expo.ru
www.metal-expo.com

Mir-Expo Exhibition Company LLC (2014)
507 office, bld. 10, 7 Khlebozavodsky Proezd, Moscow, 115230, Russia
Tel.: +7 (495) 288-16-20
E-mail: info@mirexpo.ru
www.mirexpo.ru

Messe Frankfurt RUS Ltd (2012)
Bld. 1, 9 B.Marinskaya St., Moscow, 129085, Russia
Tel./Fax: +7 (495) 734-99-66
E-mail: info@metal-expo.ru
www.metal-expo.com

Orgtechcentre Interopttorg JSC (2002)
Bld.2, 1 Timiryazevskaya St., Moscow, 127422, Russia
Tel.: +7 (495) 984-81-27, 611-89-82
Fax: +7 (495) 611-90-87
E-mail: interopttorg@rcnet.ru
www.interopttorg.ru

RLP-Yarmarka Ltd (2000)
22/39 Zubovsky Blvd., Moscow, 119021, Russia
Tel.: +7 (499) 246-25-07
E-mail: yarmarka@legpromexpo.ru
www.legpromexpo.ru
Russian Exhibition Company
Expodesign Ltd (2002)
Bld. 16, 4 Selskochozyaistvennaya St.,
Moscow, 129226, Russia
Tel./Fax: +7 (495) 783-06-22
E-mail: inform@expo-design.ru
www.expodesign.ru

Novokuznetsk
Kuzbass Fair JSC (1995)
51 Avtotransportnaya St., Novokuznetsk,
Kemerovo Region, 650438, Russia
Tel.: +7 (3843) 32-11-95, 32-22-22
Fax: +7 (3843) 32-24-30
E-mail: info@kuzbass-fair.ru
www.kuzbass-fair.ru

Textilexpo JSC (2000)
1-5 office, bld. 5, 46 Mytnaya St., Moscow,
115162, Russia
Tel.: +7 (495) 748-71-35
Fax: +7 (495) 748-71-34
E-mail: textilexpo@textilexpo.ru
www.textilexpo.ru

The Exhibition of Achievements of National Economy JSC (JSC VDNH) (1991)
119 Prospect Mira, Moscow,
129223, Russia
Tel.: (495) 544-34-00
Fax: (495) 748-34-80
E-mail: arec@vdnh.ru, info@vdnh.ru
www.expo.vdnh.ru

Nizhny Novgorod
Nizhegorodskaya Yarmarka All-Russia JSC (1991)
13 Sovnarkomovskaya St.,
Nizhny Novgorod, 603086, Russia
Tel.: +7 (831) 277-53-00
Fax: +7 (831) 277-55-80
E-mail: yarmarka@yarmarka.ru
www.yarmarka.ru

Saint Petersburg
EF-International Ltd (2011)
64/1, Lit A, Peterburgskoe shosse, set.
Shushary, St. Petersburg, 196626, Russia
Tel./Fax: +7 (812) 240-40-40
E-mail: info@expoforum.ru
www.expoforum.ru

Farexpo LLC (1998)
8 Gagarina Ave., St. Petersburg,
196105, Russia
Tel./Fax: +7 (812) 777-04-07, 718-35-37
E-mail: office@farexpo.com
www.farexpo.ru

Novosibirsk
ITE Siberia LLC (2009)
104 Stanzionnaya St., Krivodanovka,
Novosibirsk Region, 633102, Russia
Tel./Fax: +7 (383) 363-00-63
E-mail: welcome@sibfair.ru
www.ite-siberia.ru

24a Yakubovich St., St. Petersburg,
190000, Russia
Tel.: +7 (812) 380-60-00
Fax: +7 (812) 380-60-01
E-mail: info@primexpo.ru
www.primexpo.ru

RESTEC Exhibition Company Ltd (1992)
12 Petrozavodskaya St., St. Petersburg,
197110, Russia
Tel.: +7 (812) 320-63-63
Fax: +7 (812) 320-80-90
E-mail: main@restec.ru
www.restec.ru

Sochi
SOUD – Sochi Exhibitions JSC (1994)
P.O.B. 204, 1 Komsomolskaya St.,
Sochi, 354000, Russia
Tel.: +7 (862) 262-26-93, 262-23-16
Fax: +7 (862) 262-10-26, 262-31-79
E-mail: sochi@soud.ru
www.soud.ru

Surgut
Yugorskiye Kontrakty Regional Exhibition Center JSC (2001)
21 Profsoyuzov St., Surgut, 626418, Russia
Tel./Fax: +7 (3462) 32-34-51, 32-34-53, 52-00-40, (3467) 35-95-98, 36-31-11
E-mail: expo-expo@wsmail.ru
www.yugcont.ru

Ufa
Bashkir Exhibition Company Ltd (2010)
158 Mendelejeva St., Ufa, 450080, Russia
Tel.: +7 (347) 253-38-00, 252-56-38
E-mail: tex@bvkexpo.ru
www.bvkexpo.ru

MOLDOVA
Chisinau
Moldexpo International Exhibition Center JSC (1994)
1 Ghioceilor St., MD-2008, Chisinau, Moldova
Tel.: (+373-22) 81-04-62
Fax: (+373-22) 84-74-20
E-mail: info@moldexpo.md
www.moldexpo.md
What are the Exhibition Audit Benefits?

- Most reliable data on exhibitions.
- Relevant market conditions estimability.
- Estimability of the exhibition event as a means to promote various goods.
- Efficient marketing budget allocation.

Exhibition audit data enables the exhibitors to compare an exhibition against other marketing tools and to knowingly choose the most efficient one.

RussCom IT Systems Ltd – UFI accredited and RUEF authorized exhibitions auditing company
8 Aviamotornaya St., Moscow, 111024, Russia
Tel./Fax: (495) 925-04-32/33
wwwauditexpo.ru
e-mail: info@auditexpo.ru

RussCom IT Systems Ltd Director General
Andrei Zhukovsky

AUDIT OF EXHIBITION VISITORS’ BUYING CAPACITY

BENEFITS:

- Market condition and its buyer’s purchasing potential assessment
- Adjustment of exhibition organizing strategy and participants segments to pay the most attention to
- Introduction of an investment-based line of argument working with exhibitors, showing actual buyer potential of visitors, calculating individual ROI, proving that an exhibition is a tool for EARNING
- Precise advertizing and marketing budget allocation
The 2015 Statistical Survey comprises data on 145 exhibitions and fairs held by 35 companies in 13 cities of Russia and Moldova.

**Russia**
- Chelyabinsk: 1
- Kazan: 10
- Krasnodar: 1
- Moscow: 88
- Nizhny Novgorod: 3
- Novokuznetsk: 1
- Novosibirsk: 4
- Samara: 2
- Sochi: 3
- St. Petersburg: 28
- Surgut: 1
- Ufa: 1

**Moldova**
- Chisinau: 2

These events covered 954 thousand sq.m. of net space, attracted 44000 exhibitors (among them 30768 domestic and 13232 foreign) and above 1.9 mln visitors.

71% of the exhibitions were addressed to trade visitors (T), 27% to trade visitors and public visitors (T/P) and 2% to both target groups (P).

<table>
<thead>
<tr>
<th>Themes</th>
<th>Net Area</th>
<th>%</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction, Finishing Materials and Procurement</td>
<td>97287</td>
<td>10%</td>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>Food Processing, Beverages, Tobacco</td>
<td>90888</td>
<td>10%</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>Weapons, Military Hardware</td>
<td>90099</td>
<td>9%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Engineering, Mechanisms, Metallurgy, Welding</td>
<td>72889</td>
<td>8%</td>
<td>14</td>
<td>10%</td>
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<tr>
<td>Agriculture</td>
<td>66705</td>
<td>7%</td>
<td>6</td>
<td>4%</td>
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<tr>
<td>Textiles, Clothes, Footwear and Leather</td>
<td>55944</td>
<td>6%</td>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>Tourism, Sports, Leisure and Hobby</td>
<td>50435</td>
<td>5%</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>Jewelry and Watches</td>
<td>49515</td>
<td>5%</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>Oil and Gas</td>
<td>44562</td>
<td>5%</td>
<td>8</td>
<td>6%</td>
</tr>
<tr>
<td>Medicine, Health, Hygiene and Social Support</td>
<td>29667</td>
<td>3%</td>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td>Furniture for Home and Office, Interior Design</td>
<td>29615</td>
<td>3%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Security, Fire and Occupational Safety</td>
<td>28191</td>
<td>3%</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Transport, Shipment, Warehouse and Logistics</td>
<td>27110</td>
<td>3%</td>
<td>4</td>
<td>3%</td>
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<tr>
<td>Cars, Bikes and Motorbikes</td>
<td>26829</td>
<td>3%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Goods for Children</td>
<td>24754</td>
<td>3%</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Electronics, Electrotechnics</td>
<td>18030</td>
<td>2%</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>Chemistry, Plastic and Rubber Materials</td>
<td>15647</td>
<td>2%</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>Natural Resources, Mining</td>
<td>15420</td>
<td>2%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Consumer Goods Shows and Fairs</td>
<td>14822</td>
<td>2%</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Zooworld, Goods for Pets, Veterinary</td>
<td>11726</td>
<td>1%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Shipbuilding, Motor Boats and Yachts</td>
<td>10518</td>
<td>1%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Polygraphy, Packaging, Labels</td>
<td>10224</td>
<td>1%</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>High Tech, Science, Innovation</td>
<td>8841</td>
<td>1%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Wood and Wood Processing</td>
<td>8232</td>
<td>1%</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Information and Communication</td>
<td>7823</td>
<td>1%</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Energy</td>
<td>7089</td>
<td>1%</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Environmental Protection, Cleaning</td>
<td>6682</td>
<td>1%</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Engineering Goods Fairs</td>
<td>6377</td>
<td>1%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Gardening, Landscaping and Flowers</td>
<td>6054</td>
<td>1%</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Advertisement and Design</td>
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**STATISTICAL SURVEY 2015**

11
Exhibition Space (6-13) is divided into hall and open-air space. Rented exhibition space is the exhibition stand space rented and paid for by the exhibitors.

Hall and open-air space rented by national and foreign exhibitors constitute total rented exhibition space (10).

Special shows (11) include marketing materials presentation, fashion shows, shows, contests and tasting held by the organizer within the frame of the exhibition event according to its general direction and theme.

Net exhibition space (12) is the sum of hall and open-air stand space and the space used by the organizer for special shows under the exhibition theme (10).

Gross exhibition space (13) is the total exhibition/fair space including the exhibition stand space and the space around it.

Service areas include the space of the passages between the stands, service areas, offices, administrative premises, areas for conferences, seminars, congresses, festivals and other related events.

Gross exhibition space includes the objects mounted at the exhibition area which are directly related to the exhibition.

Exhibitors (14-16)

Exhibitors are subdivided into direct exhibitors and co-exhibitors.

A direct exhibitor is an exhibitor that signed a contract with the exhibition organizer directly.

A co-exhibitor is an exhibitor that is authorized by the organizer to present its goods and/or services on the direct exhibitor’s stand with the help of its own or outsourced personnel.

Exhibitors are divided into national and foreign. The participant’s nationality is determined by its address in the contract or in the application.

Number of the countries is the total number of countries, including the country which organizes the exhibition. Data in this column is not summarized.

Companies Presented (18-20)

The companies presented or indirect exhibitors are not included in the total number of exhibitors.

Visitors (21-24)

The number of visitors is determined by an electronic and non-electronic visitor admission system, by the number of day-tickets sold and the number of cards of admission. Visitors do not include the exhibitor’s personnel, mass media, service providers and the organizer.

Visitors are divided into trade and public visitors.

Column (24) lists the visitors’ types:
T – for trade visitors;
T/P – for trade and public visitors;
P – for public visitors.

Column (25) lists the RUEF themes of the exhibitions (industry sectors).

The (●) sign stands for 108 exhibitions approved by UFI – the Global Association of the Exhibition Industry – as the exhibitions in accord with international standards including 13 which have been audited twice a year.

The (▲) sign stands for 104 exhibitions granted with the RUEF logo, including 4 which have been audited twice a year. The RUEF logo is the sign of an exhibition/fair high quality. It denoted a highly-professional level of an exhibition/fair organization, its particular importance for the region’s economy and international links building.

Besides that the Statistical Survey does not include the exhibitions which are held once in 2–3 years as they were not held in 2015: Lesdrevmash, Green Chemistry, Neftegaz by Expocentre, Welding by EF-International.

The (♂) sign stands for 50 exhibitions audited in 2015.
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<th>Themes (Industry Sectors)</th>
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<td>GOODS OF THE EARTH UGRA (Russia. Khanty-Mansiysk)</td>
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<td>Gas. Oil. Technology-2015</td>
<td>Bashkir Exhibition Company, Ltd.</td>
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<td>Moldagrotech (autumn)</td>
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<td>145</td>
<td>Moldagrotech (spring)</td>
<td>Moldova. Chisinau</td>
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Exhibitions approved by UFI – the Global Association of the Exhibition Industry are furnished with up-to-date trade show equipment, elaborated infrastructure; provide full range of products and services meeting the actual demands of national market and regional economy.

On Implementing UFI Audit Rules for all UFI Approved Events since July 2010

It is obligatory to provide an audit certificate for every other session of the UFI Approved Event. For the events which are audited for the first time to obtain the status of UFI Approved Event it is obligatory to provide the audit certificate for the previous session.

UFI takes measures to promote audit in every regional branch as:

– audit is a reliable and accurate tool to measure ROI
– it is essential to have actual, not overestimated indicators
– it is crucial for exhibition industry image

Controlled Indicators:

– Net exhibition space
– Number of domestic and foreign visitors and number of visits
– Number of domestic and foreign exhibitors

Russian Union of Exhibitions and Fairs Logo is the quality sign of an exhibition/fair.

Granting the RUEF Logo to a trade show event means professional estimation of its organization level, prime significance for the region economy and external economic links broadening.

The RUEF Logo is granted to an exhibition / fair if it has been staged at least 2 times and each of the events has met the following criteria:

1. an exhibition / fair own unique name
2. at least 10 % of direct foreign exhibitors provided the exhibition space rented by them is at least 100 sq. m.
3. exhibits conformity with an exhibition / fair theme, adherence to time constraints and periodicity of the event
4. at least 1 000 sq. m. of the exhibition space net
5. at least 5 000 of visitors
6. stand equipment is in accordance with international standards
7. permanent services rendering (commercial, marketing, advertising etc.)

As an exception RUEF Logo may be granted to an exhibition/fair by RUEF General Assembly in case the exhibition/fair does not fully comply with the above requirements in case this exhibition/fair has special importance for the region’s economy.

The audit of exhibition key figures is obligatory for exhibitions applied for the RUEF Logo. In case the interval year of an exhibition/fair is twice a year it is obligatory to audit both event sessions in the year when the exhibition/fair exhibitions is applied for the RUEF Logo.

The subsequent audit of exhibitions/fairs with RUEF Logo shall be held in two sessions, for the third session of the exhibition/fair.
RUEF Exhibition Audit Procedure

Exhibition audit consists in review and control of quantitative indicators of an exhibition. Special registered RUEF Logo can be used in the description of the event which has been audited.

Exhibition audit consists in quantitative indicators review and control.

The quantitative indicators review and control system:

1. The principle of voluntary participation underlies exhibition indicators review and control system.

1.1 There is, however, an exception for exhibitions/fairs nominated by an organizer for RUEF Logo and granted with the RUEF Logo. The event’s key indicators audit is mandatory for such events.

2. The RUEF Executive Director regulates exhibition audit procedure control.

3. UFI accredited and RUEF authorized independent audit company is in charge of exhibition statistics review.

4. Voluntary Statistics Audit Rules and Regulations approved by RUEF are fundamental for review and control.

5. Each third edition of the event is reviewed and controlled. If an exhibition is carried out twice a year, it is reviewed and controlled when 2 fall and 2 spring editions have been carried out.

6. Applications for audit are sent by the organizers to:
   – RUEF Executive Director
   – Audit company

7. Deadline for application for exhibition statistics review and control:
   – to get officially confirmed data – one month before the exhibition at the latest;
   – to be granted the RUEF Logo – one month before the exhibition/fair together with the application for the RUEF Logo in line with the Provision “On Exhibition Events Voluntary Certification”.

8. The application includes:
   – the name of the event
   – dates
   – venue
   – planned net space
   – planned number of exhibitors
   – planned number of visitors
   – data on visitors registration system

9. Exhibition event indicators check method:
   – visual inspection by the auditor;
   – visual inspection of the visitors registration by the auditor at the entrance;
   – random documentary verification in the organizer’s office when the exhibition is over

10. Exhibition event indicators control method:
    – within 10 days after the exhibition is over the audit company sends to RUEF Executive Director a copy of the Audit Certificate of the audited exhibition which indicators are entered into the RUEF data base.
    – RUEF Executive Director is in charge of verification of exhibition statistics against the audit certificate according to the officially executed by the organizers yearly statistics report published in the annual RUEF Statistical Survey.

11. The Audit Certificate is handed over to the organizer within 10 days after the exhibition indicators control at the latest.
UFI Approved Event is used for all exhibitions of UFI members in case they conform to the requirements of international operation standards.

Sign of highest recognition of exhibitions of RUEF members.

Exhibition audit is the validity guarantee of exhibitions statistics indicators.