

March 5-6th, 2025



12th Moscow International Education Fair

MIEF.EXPO-2025

**PARTICIPATION OFFER IN THE
ONLINE FORMAT**

The online exhibition will be held on the 'MIEF. Connect' platform

[Apply for participation](#)

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FORMAT AND AUDIENCE

1 500 000

unique website visitors per year

15 000+

expected offline audience

200 000+

programme views in post-use

125

sessions

500+

Business Programme speakers

OFFLINE



Expocentre Fairgrounds



14 Krasnopresnenskaya Naberezhnaya
Naberezhnaya, Moscow, Pavilion 1

200+

exhibitors

12 204 M²

total exhibition area

15 000+

expected audience

ONLINE

MIEF.EXPO-2025 will be held in online format from March 5th to April 30th **on the MIEF. Connect platform**

250+

virtual stands

1 500 000

views in post-use

80 000+

views during the exhibition days

300 000+

unique visitors

**MM
CO**

Выставка

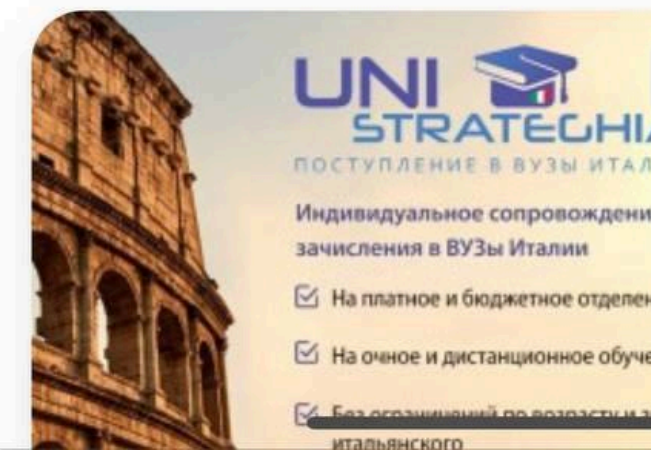
Все участники

Пространства Продукты

Поиск...

Настройка интересов

Образовательные организации



AUDIENCE MIEF.EXPO-2025

MIEF.EXPO-2025 audience will visit representatives from all education levels and industry businesses!

BANNERS ARE TARGETING THE ENTIRE MIEF TARGET AUDIENCE

↓ Download

EDUCATION POLICY LEADERS AND EXPERTS

01

Your solutions will be seen by those who form the strategy of education development and make decisions on the introduction of new technologies

BUSINESS OWNERS AND MANAGERS

02

An ideal chance to present your products to those who are looking for innovative solutions for further growth and process optimisation

EDUCATIONAL LEADERS

03

Make direct contact with those who are responsible for the development of infrastructure and educational processes in schools, universities and colleges

EDUCATION MANAGEMENT REPRESENTATIVES

04

Demonstrate your solutions to those who are responsible for the strategic development of the education system at the regional and national level

METHODOLOGISTS AND SPECIALISTS IN EDUCATIONAL PROGRAMMES

05

Show your capabilities to those who develop educational standards and innovate curricula

ADMINISTRATORS OF EDUCATIONAL INSTITUTIONS

06

Share your product with those who organise educational processes and manage resources

TEACHERS

07

Make your solutions available to those who are shaping the next generation by putting technology and tools into practice

PARENTS

08

Create trust and interest among parents who are looking for the best solutions for their children's education

TEENAGERS AND STUDENTS

09

Present your products and developments to the future generation

MIEF.EXPO-2025 IN ONLINE FORMAT

March 5th to April 30th

Online format is an effective B2B and B2C promotion tool that provides additional audience coverage during and after the exhibition. A virtual stand is your virtual showcase's lending with product demonstrations, content broadcasting and different communication scenarios for the audience on the platform. We invite you to realise new business opportunities with an online exhibition **on the MIEF. Connect platform.**

ADVANTAGES OF THE ONLINE PARTICIPATION:

- + showing the corporate identity and philosophy of your brand on a virtual stand
- + increased awareness of your brand, products and services
- + No restrictions related to geographical location and time to visit the platform
- + measurable efficiency and transparent statistics
- + modern marketing tools with the possibility to directly contact with the target audience exclusively

ADDITIONAL OPPORTUNITIES:

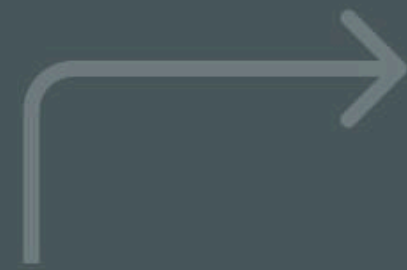
- ✓ placement of the Business Programme module with webinars conducting
- ✓ creation of a unique promo-block in the most visited sections of the platform
- ✓ promotion through the platform's recommendation system - a tool that increases your traffic by 70%
- ✓ promotion of your products to the entire target audience of MIEF during the exhibition and two months afterwards

*We provide all offline exhibitors with a virtual stand on the MIEF. Connect platform is provided as a bonus.

THEMATIC ZONES OF THE ONLINE FORMAT

<p>01</p> <p>DISTRIBUTORS</p> 	<p>02</p> <p>EDUCATIONAL EQUIPMENT</p> 	<p>03</p> <p>FURNITURE</p> 	<p>04</p> <p>ROBOTICS</p> 	<p>05</p> <p>INTERACTIVE EQUIPMENT</p> 
<p>06</p> <p>DEVELOPERS/ ARCHITECTURAL FIRMS</p> 	<p>07</p> <p>PUBLISHERS</p> 	<p>08</p> <p>EDUCATIONAL GAMES/CREATIVE ACTIVITIES</p> 	<p>09</p> <p>SOFTWARE AND CLOUD SOLUTIONS</p> 	<p>10</p> <p>COMPUTER HARDWARE</p> 
<p>11</p> <p>PUBLIC POLICY</p> 	<p>12</p> <p>UNIVERSITIES</p> 	<p>13</p> <p>SECONDARY VOCATIONAL EDUCATION</p> 	<p>14</p> <p>SCHOOLS</p> 	<p>15</p> <p>PRESCHOOL EDUCATION</p> 
<p>16</p> <p>ADDITIONAL EDUCATION</p> 	<p>17</p> <p>FOUNDATION</p> 	<p>18</p> <p>VOCATIONAL GUIDANCE</p> 	<p>25% of the exhibition audience is converted into leads for exhibitors</p>	

HOW DOES IT WORK FOR MIEF.EXPO-2025



1st step

The visitor registers and gets into the personal profile where he gets the personalised recommendations of events and products of the exhibitors

2nd step

By using the personal profile, the visitor goes to the virtual spaces of the exhibitors, which will be selected based on the specified user interests or the category he/she has chosen

3rd step

The entire audience is segmented thus allowing to separate information flows and to clearly target exhibitors' offerings



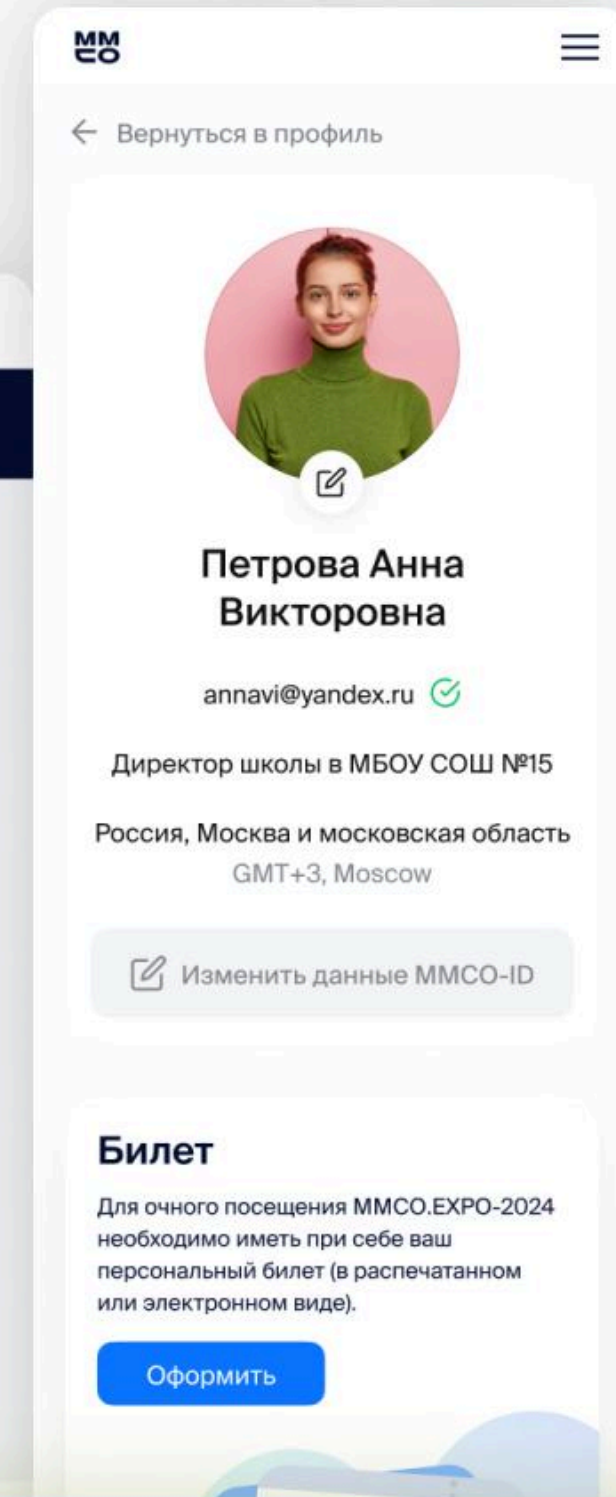
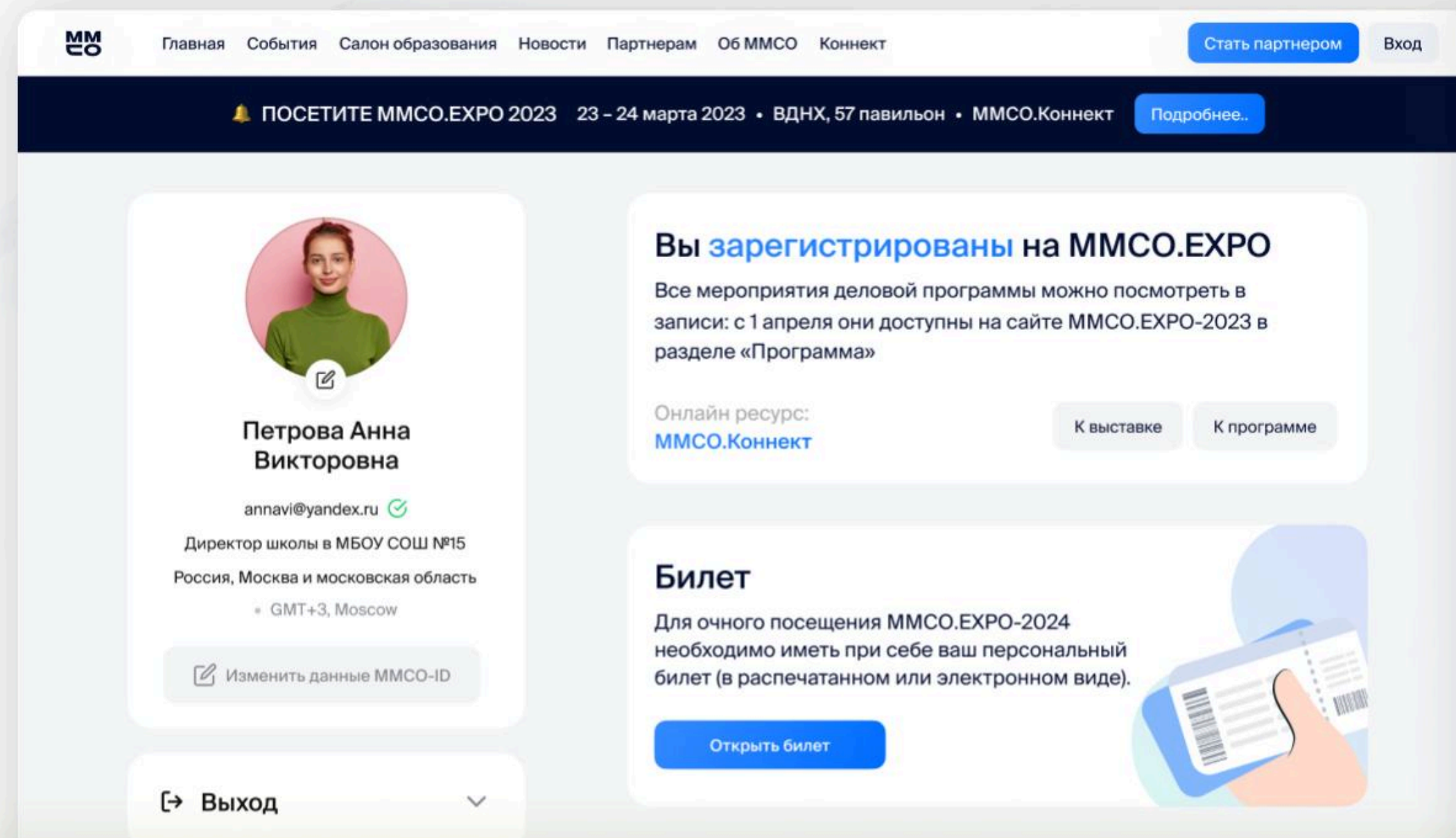
VISITOR'S PERSONAL PROFILE

The Personal Profile is a tool that provides each visitor with personalised recommendations. It helps to highlight the most suitable stands, products and sessions of the Business Programme based on the interests and categories specified by the user. This approach helps to ensure that your company, product or event is seen by those who are interested in your offer.

It gives you the opportunity to:

- Attract more target contacts
- Increase engagement and interaction with visitors
- Accelerate the achievement of commercial goals.

The personal account becomes an important tool for interacting with your audience, helping to effectively present your solutions and strengthen your market position.



01

Personalised recommendations - your first touchpoint with your audience

02

Easy access to key information for all visitors

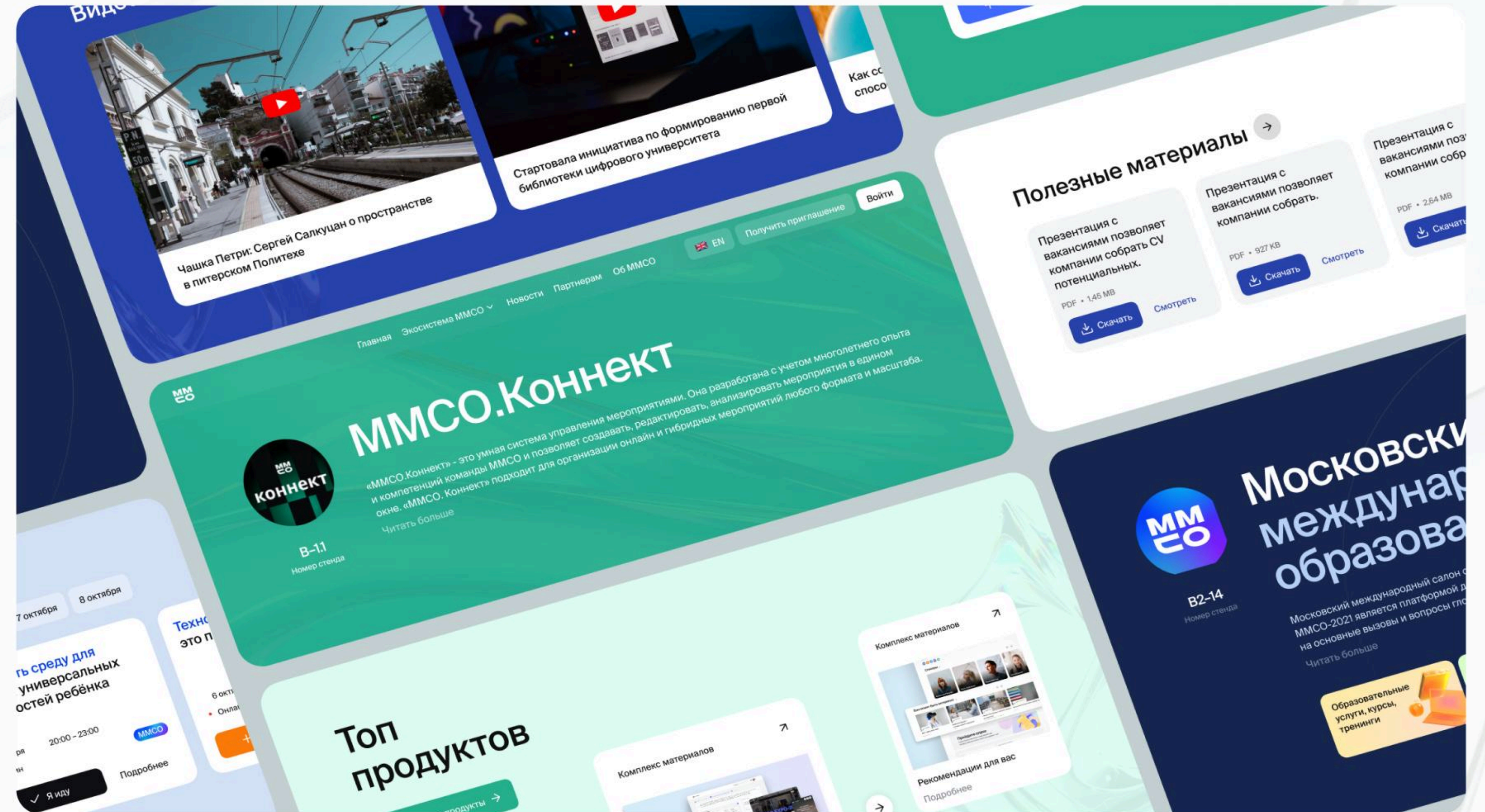
03

Information in the visitor's personal profile is segmented, allowing you to target your exhibitor's offers to your target audience

PARTNER'S PAGE IN VIRTUAL SPACE

Your landing page on the **MIEF. Connect** platform where you create your own virtual showcase with product demonstrations, content broadcasting and different communication scenarios for the audience.

The virtual booth allows you to hold webinars, post additional materials and giveaways, which significantly increases traffic and visitor loyalty.



PARTNER'S PAGE IN VIRTUAL SPACE MIEF.EXPO-2025

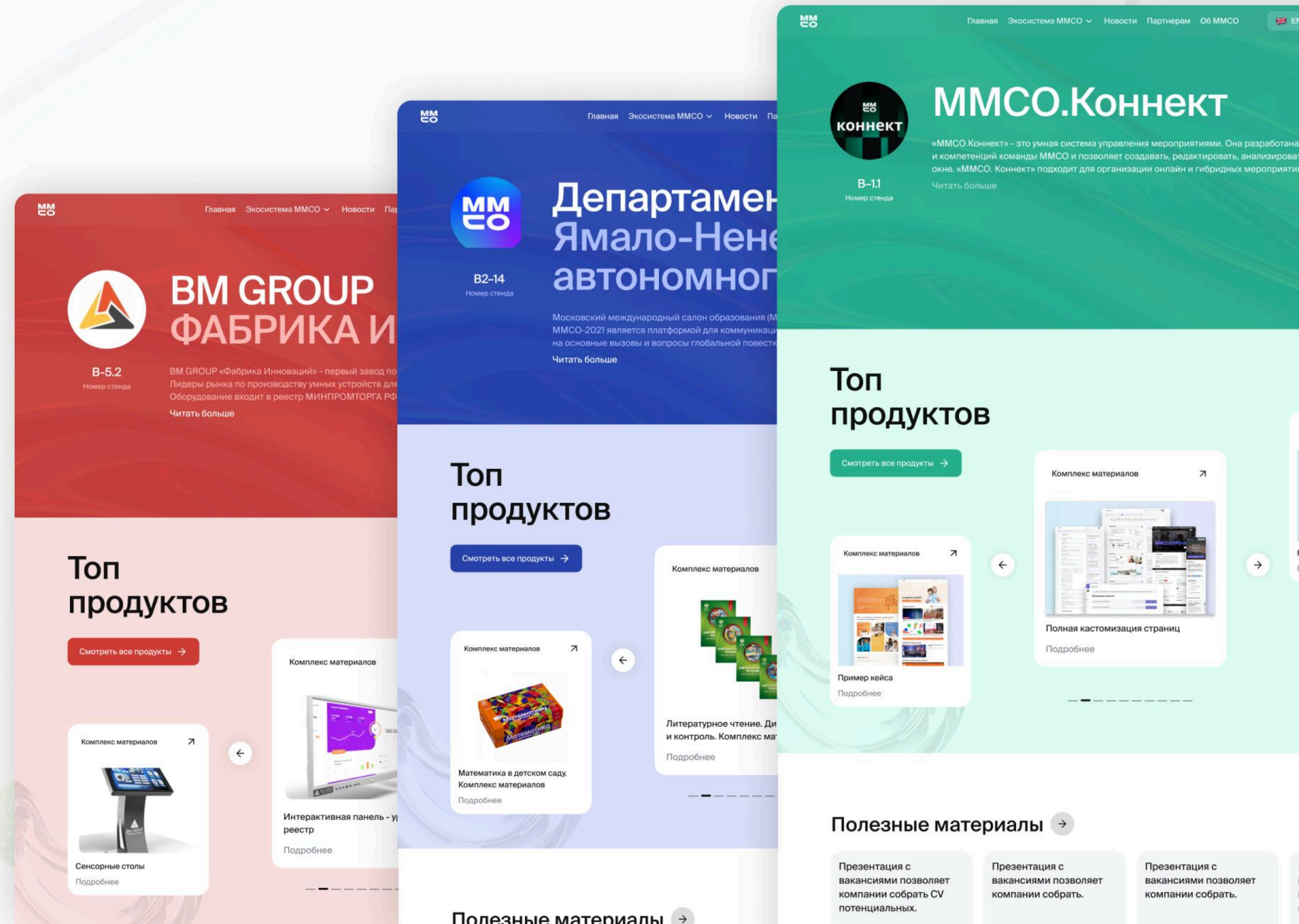
THE VIRTUAL STAND CAN BE USED TO:

Place **company information** including company name, logos and description

Choose the **colour scheme of the online page** from the options offered

Place the **company's products** in a separate block: **products are services or goods of the company that can be viewed by the exhibitor**, then contact a manager or go to your website for more information. For each placed product we form a page in the block, where you can specify a photo/image, product name, brief description, contact details of the manager, link to the website.

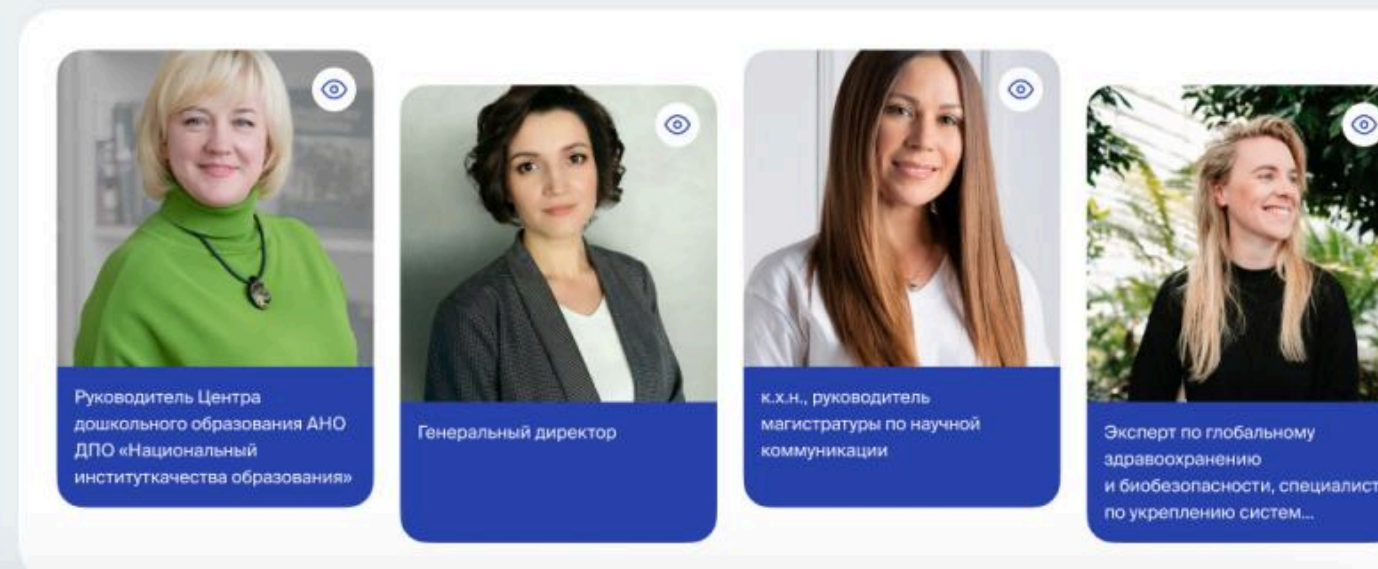
Place **useful materials** in a separate block on the page: upload **files in pdf, xlsx, doc formats**. Visitors to your stand will be able to browse and download these materials



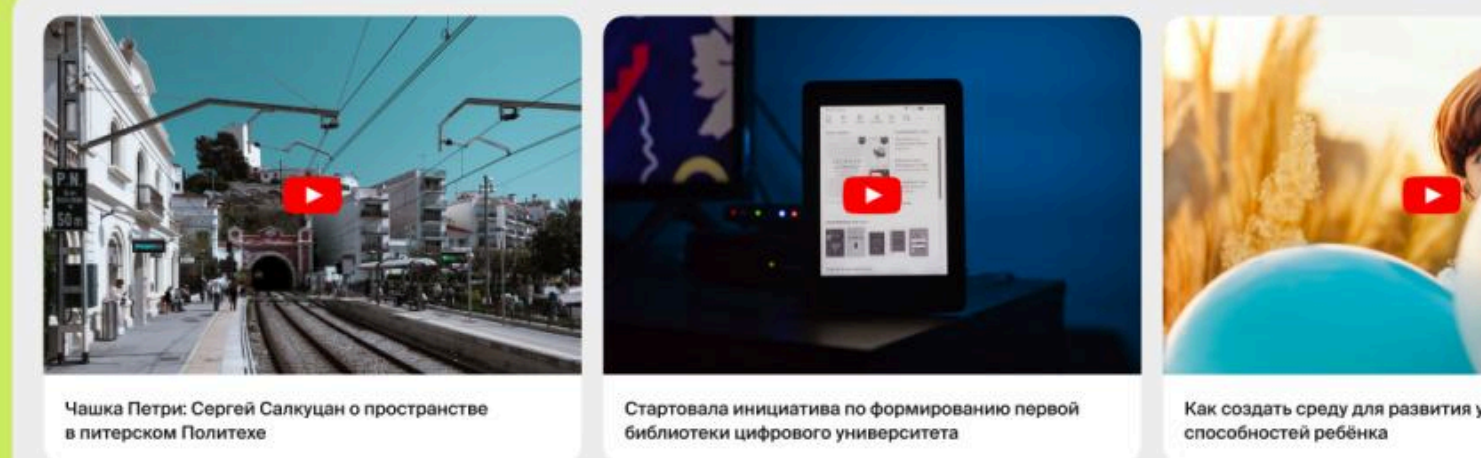
PARTNER'S PAGE IN VIRTUAL SPACE MIEF.EXPO-2025

YOU CAN USE THE ONLINE PAGE TO:

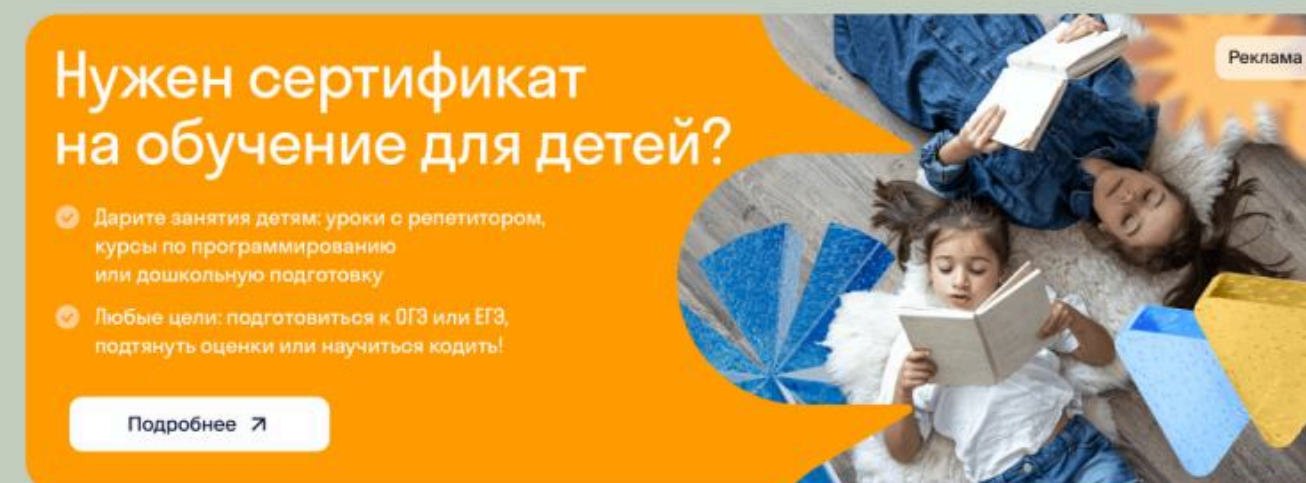
Place **information about your employees/team**, including contact details



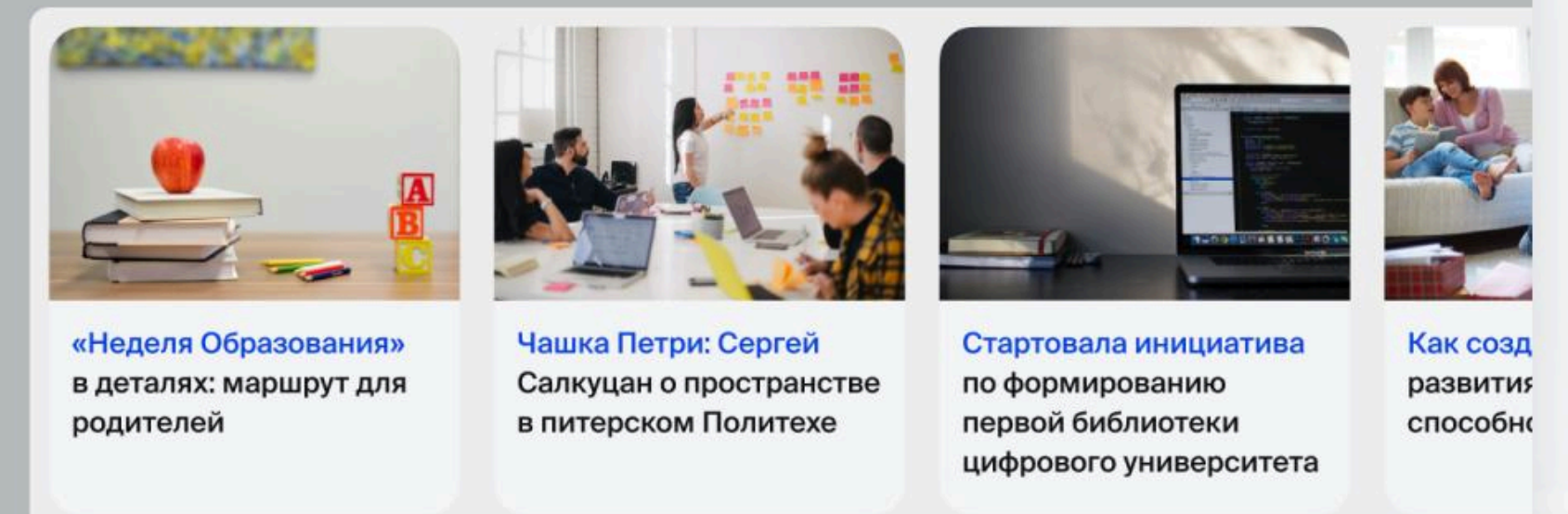
Place **one or a series of videos** on the stand page in a separate block



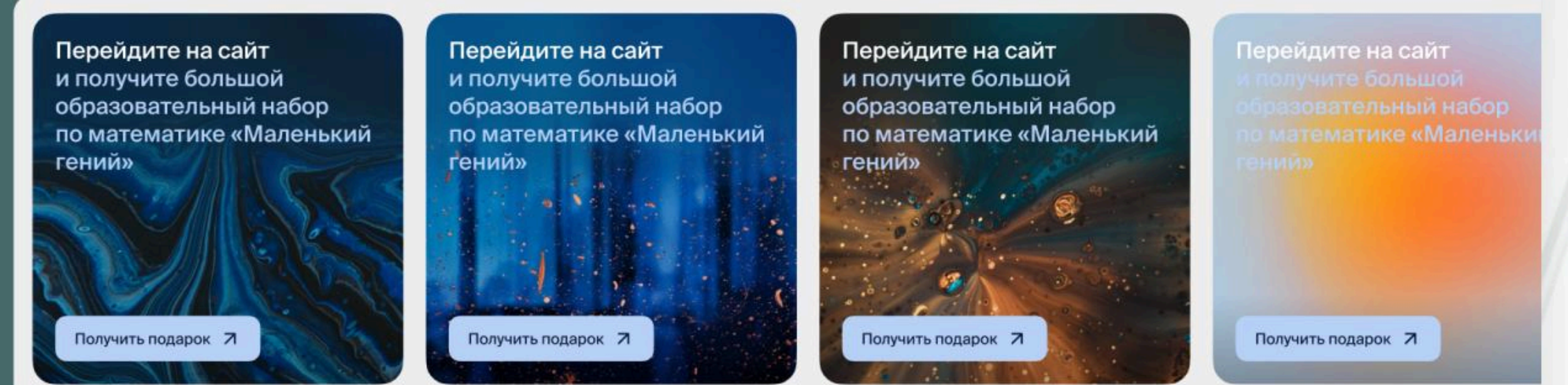
Place **advertising banners**: the block allows you to embed a clickable banner and label it



Publish **company news**, provide links to publications in social networks



Place **gifts** - special offers for visitors of the exhibition, e.g. free guides/certificates, indicate in the block offers and links to receive them, which significantly increases traffic and user loyalty



WEBINARS IN THE VIRTUAL SPACE: MAXIMUM OPPORTUNITIES FOR YOUR COMPANY

Host webinars directly on your stand page

Convenient block for posting your **company's webinar programme and sessions**

All **events** are available to visitors **in one place**, increasing audience engagement

BANNERS — A LEAD GENERATION TOOL

01

Banner is a **universal block** that contains a headline, sub-headline, image and **CTA** button.

02

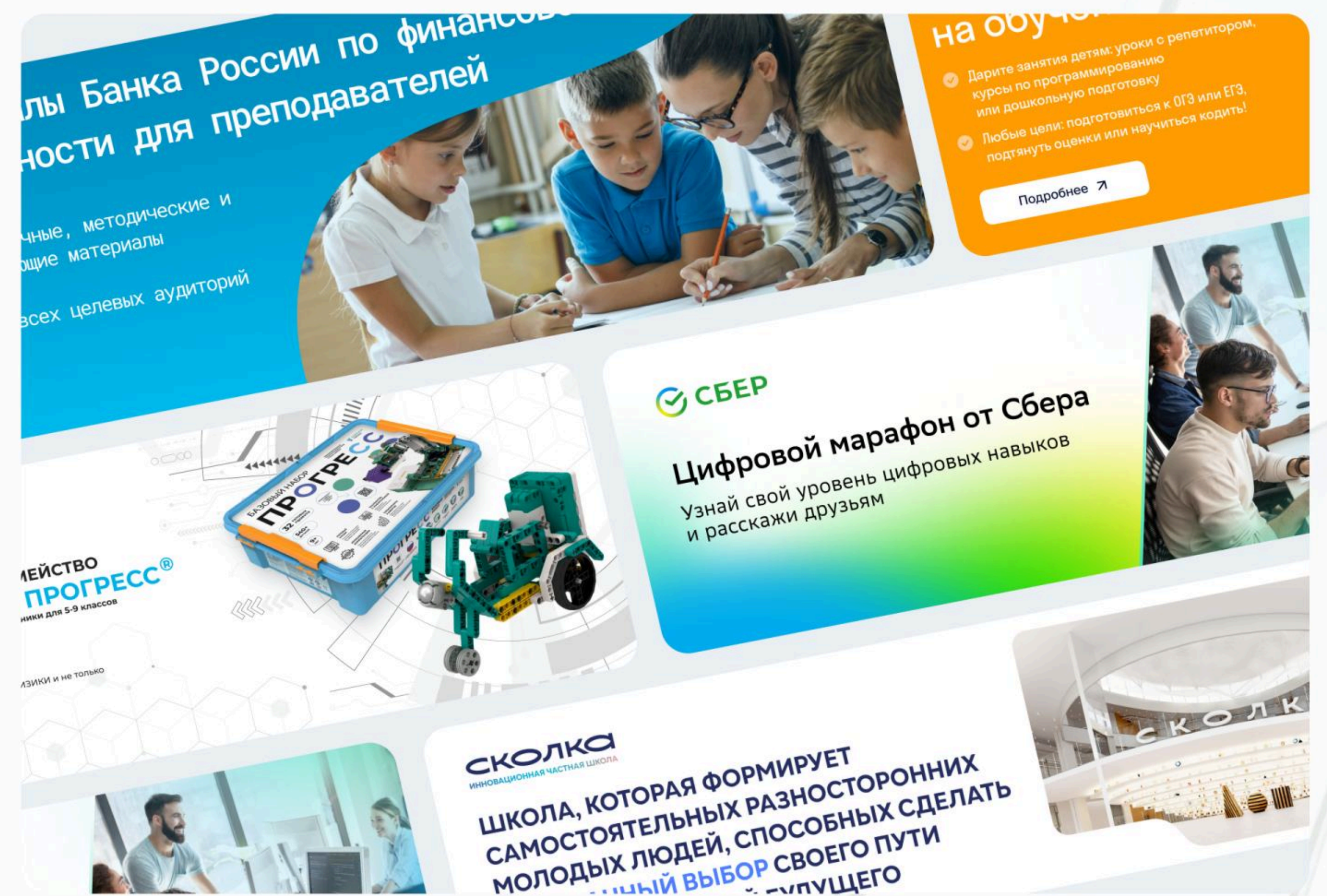
Banner placement is an opportunity to create a **unique promotional block** in the most visited sections of the platform to attract targeted traffic

03

Banners are **integrated into** key user touchpoints such as **registration emails and personal accounts**. The banner leads to an external link where the affiliate can accumulate incoming leads.

04

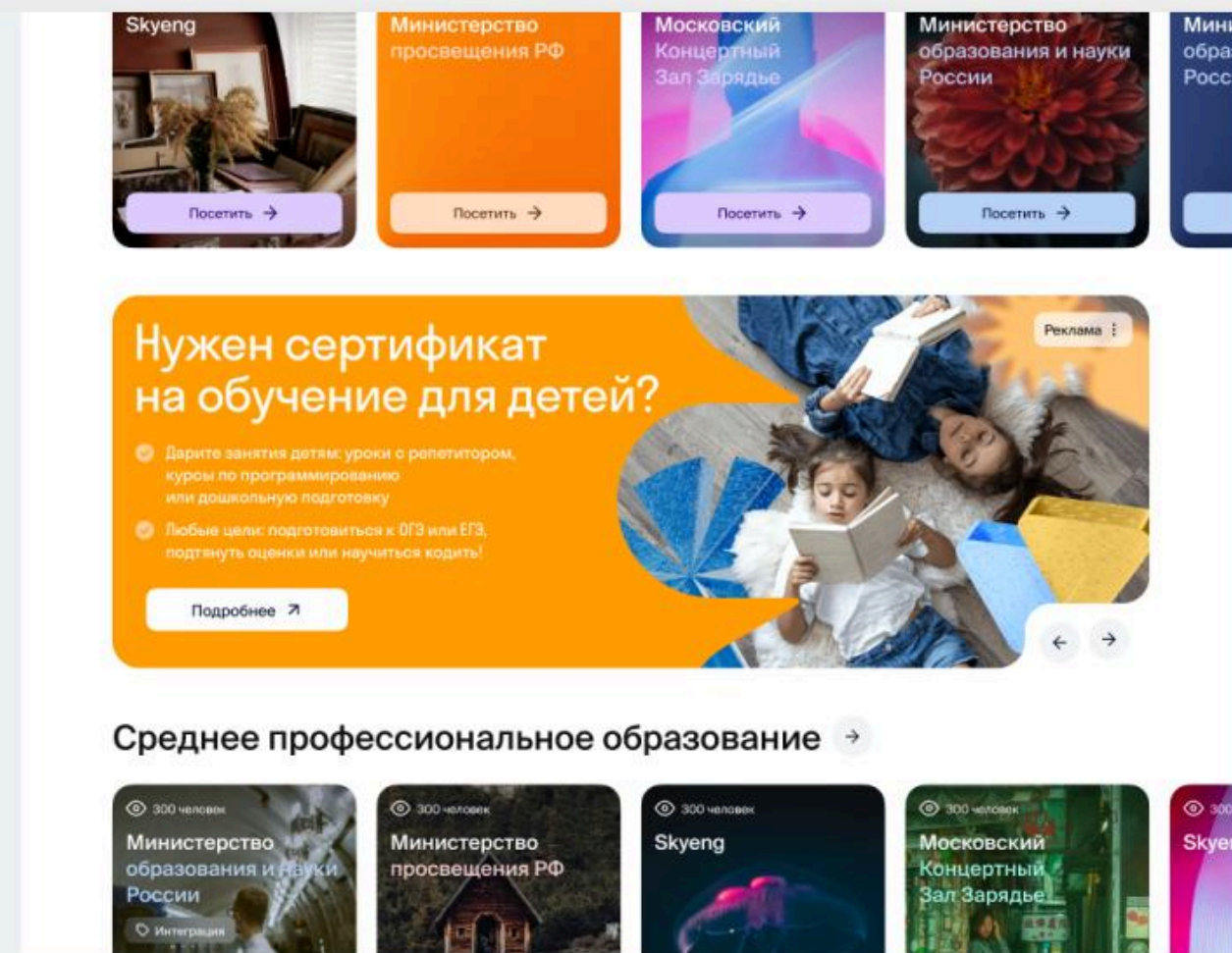
You can measure the effectiveness of banners through **inbuilt analytics tools**.



TYPES OF BANNERS

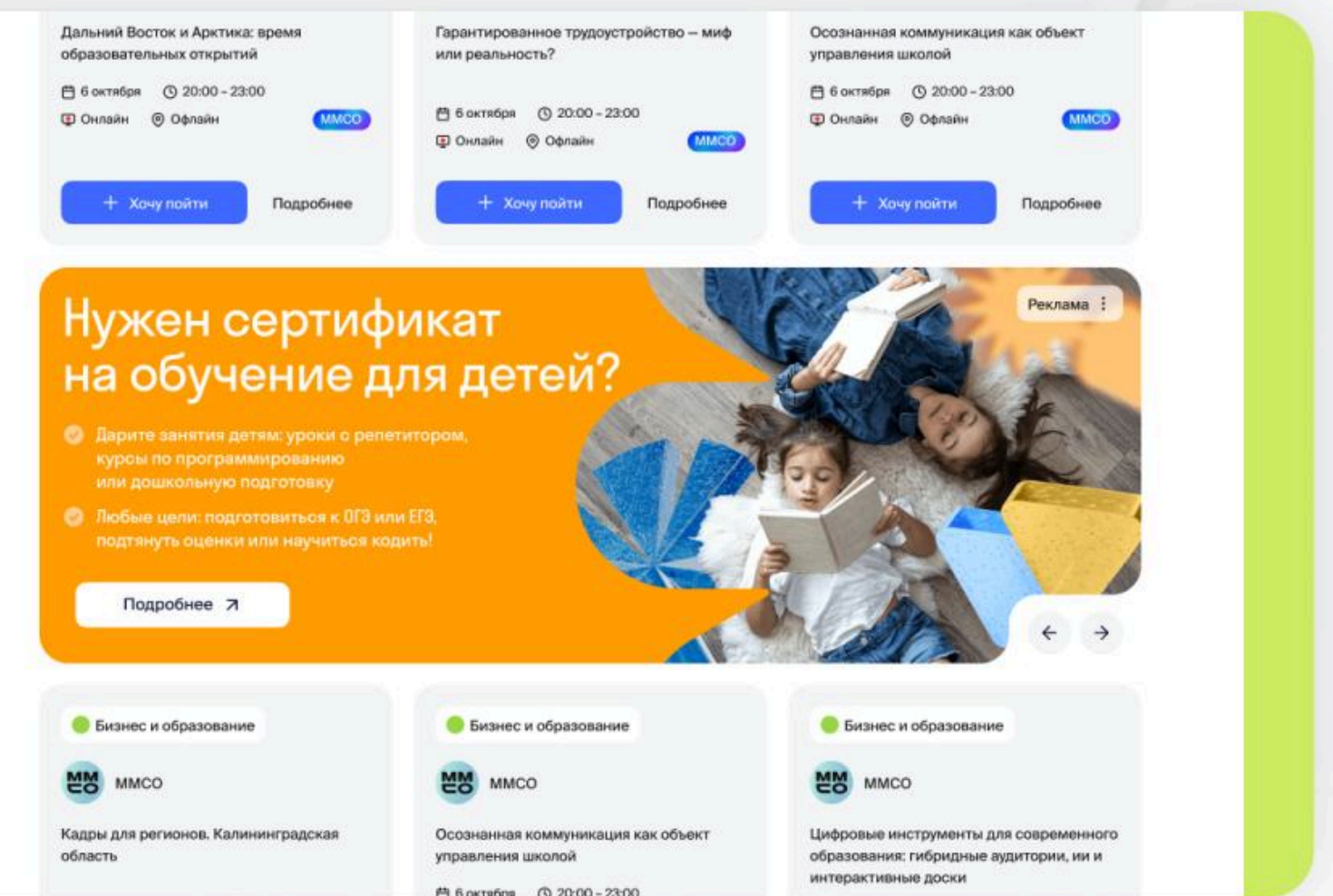
92 000+
views

Banner in the
Online Exhibition
section (in rotation)



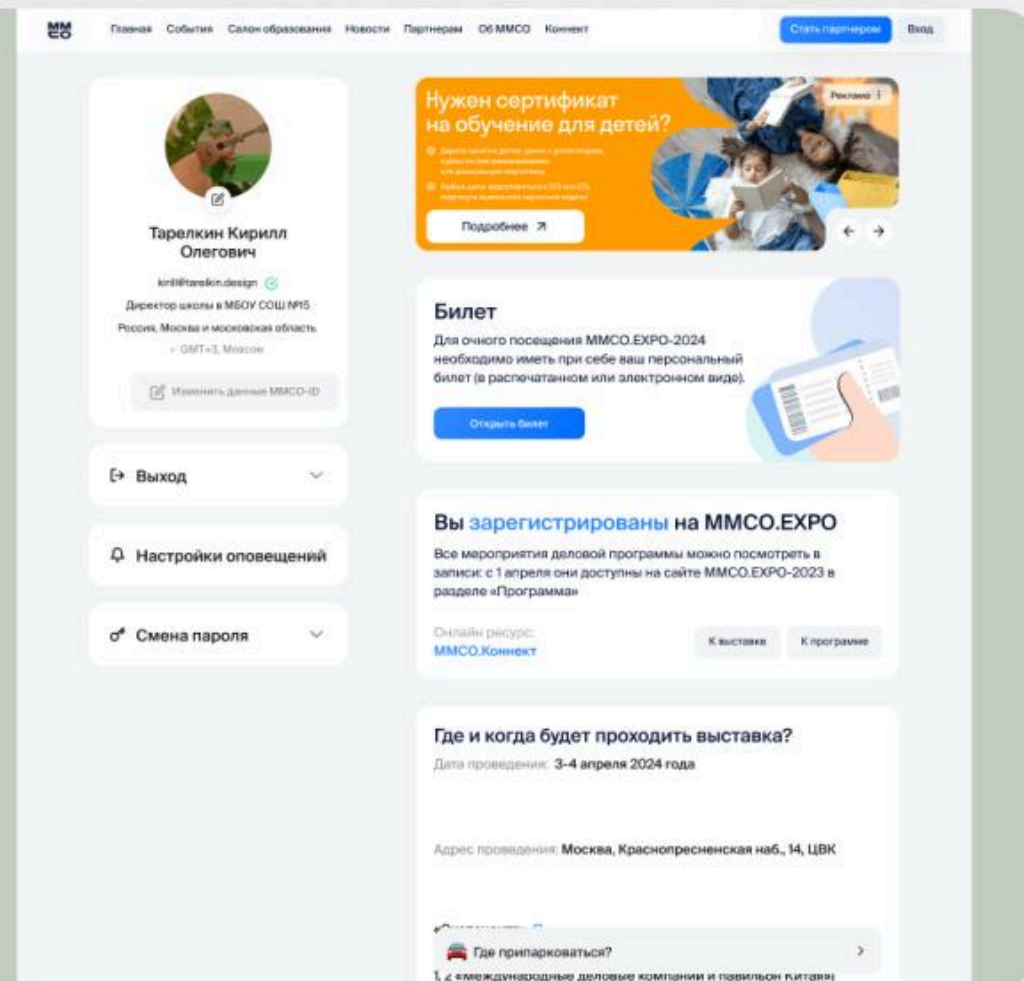
966 000+
views

Banner in the
'Programme' section
(in rotation)



2 626 000+
views

Banner in the visitor's
personal profile (in rotation)

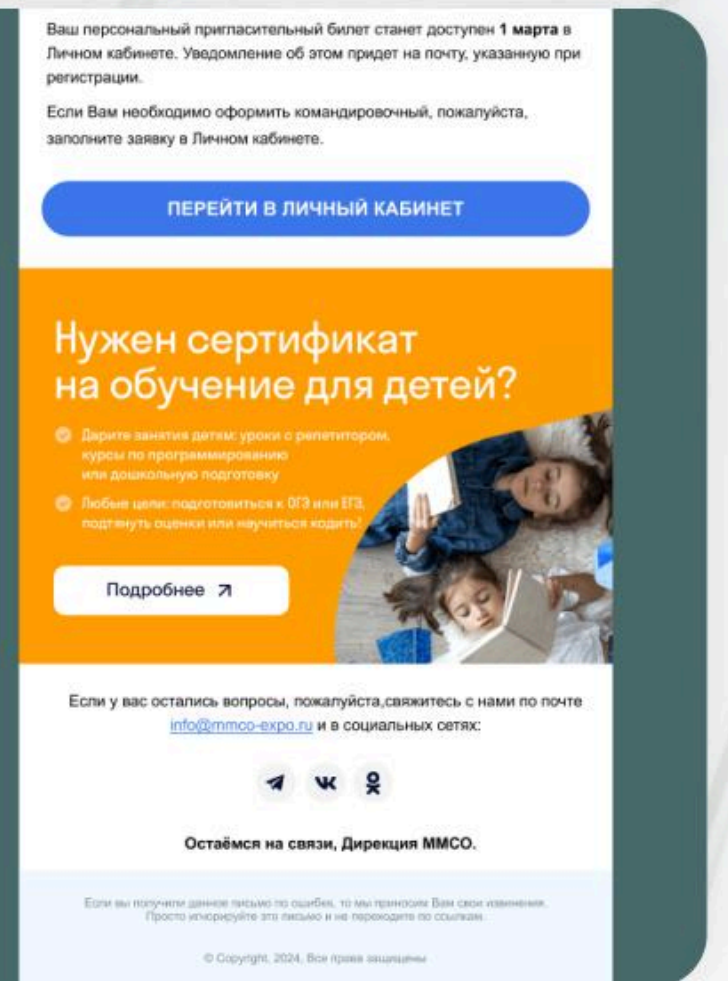


300 000+
views

Banner in the letter with
visitor's ticket 'Your ticket'
(in rotation)

300 000+
views

Banner in the welcome
registration letter



PARTNER'S PRODUCT PLACEMENT IN THE RECOMMENDATION FEED IN THE VISITOR'S PERSONAL PROFILE



Your product attracts **70% more** traffic through personalised recommendations



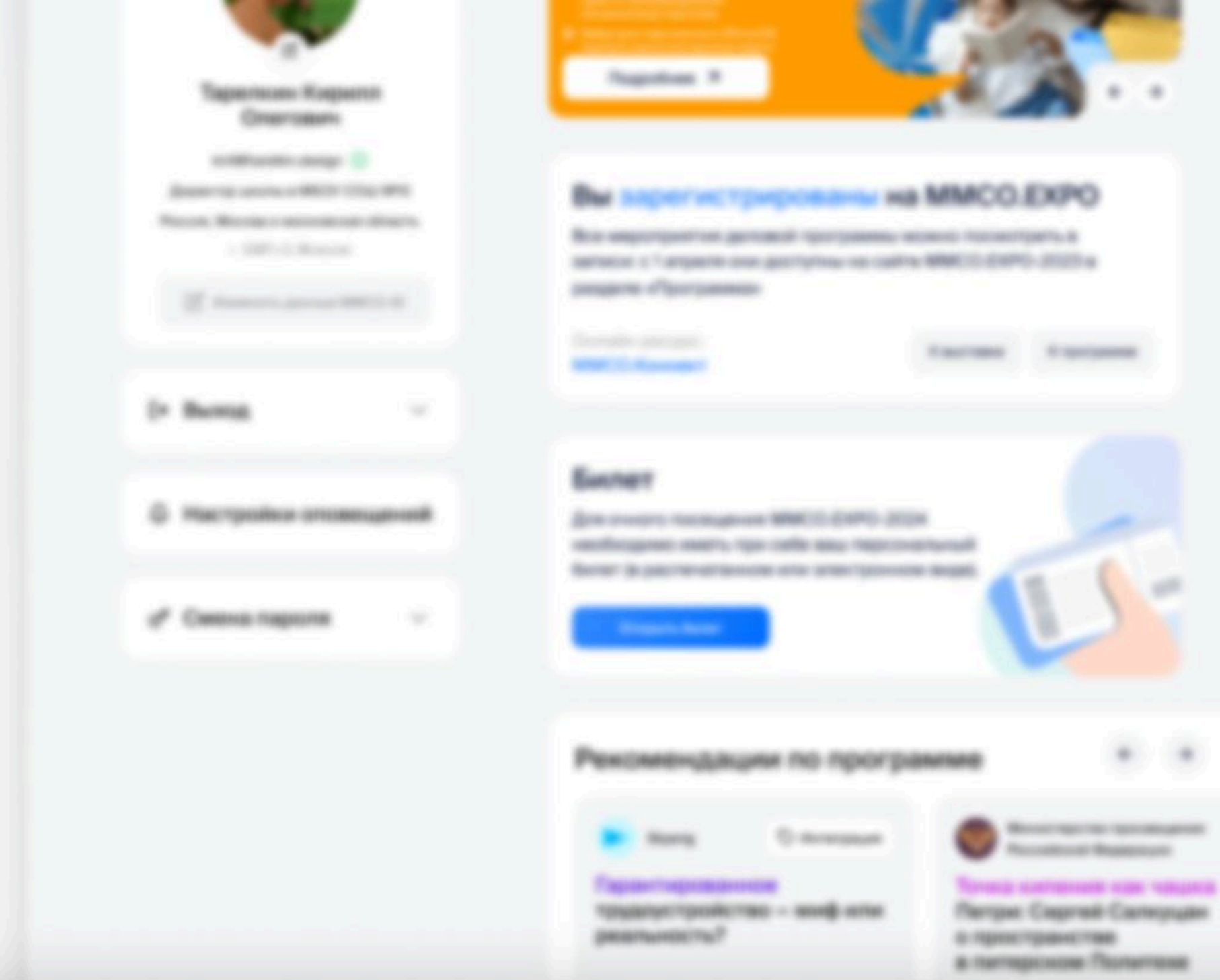
Your product becomes a **priority in the platform's recommendation system** attracting more audience attention



Recommendations will be shown to the **selected target audience**. The partner's product card labelled 'partner material' will be placed **first in the list of recommended products** and will be available only in the visitor's personal cabinet



Each **click** on the card **will direct** users to your **virtual stand** for detailed familiarisation



Рекомендуем продукты

Интеграция



Вдохновение. Учебник по развитию творчества для детей

Подробнее

Развивающая игра



Развивающая игра «Математика в детском саду»

Подробнее

Комплекс материалов



Литературное чтение. Диагностика и контроль. Комплекс материалов

Подробнее

Edtech



Системы практического обучения: «Умные сети / Smart Grid»

Подробнее

PLACEMENT OF YOUR PARTNER'S EVENT IN THE RECOMMENDATION FEED IN THE VISITOR'S PERSONAL PROFILE



Increase traffic by **80%** by prioritising your event in the **recommendations feed**



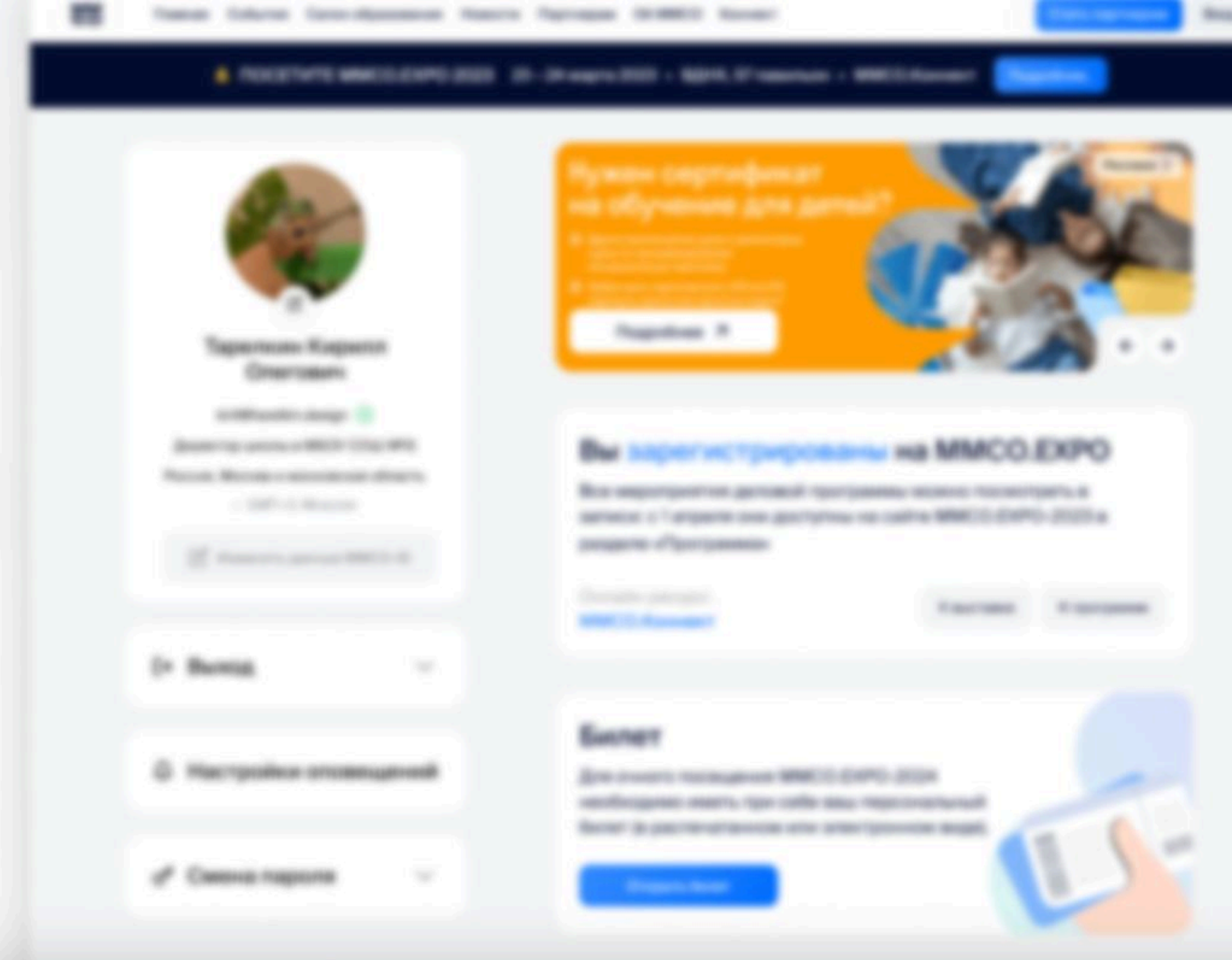
The recommendation system helps your event to stand out among others and **attract maximum attention of the audience**



The recommendation **will be shown** to your chosen **audience segment**. The event card labelled 'partner material' will be placed first in the list of recommended events and will be available only in the visitor's personal profile



Each **click** on the card will instantly redirect users to your **virtual space** for detailed familiarisation



Рекомендации по программе

Skyeng Интеграция

Гарантированное трудоустройство – миф или реальность?

6 октября 20:00 – 23:00

Онлайн Офлайн

MMCO

+ Хочу пойти

Подробнее

Министерство просвещения Российской Федерации

Точка кипения как чашка Петри: Сергей Салкуцан о пространстве в питерском Политехе

6 октября 20:00 – 23:00

Онлайн Офлайн

MMCO

+ Хочу пойти

Подробнее

Skyeng

Гарантированное трудоустройство – миф или реальность?

6 октября 20:00 – 23:00

Онлайн Офлайн

+ Хочу пойти

Подробнее





STATISTICS AND ANALYTICS

THE PARTNER RECEIVES PLACEMENT STATISTICS ON THE FOLLOWING METRICS

ONLINE FORMAT:

 Total number of page views of the stand

 Number of unique users

 Number of active actions on the stand (clicks)


 Number of views of stand products

 Number of products added to favourites

 Number and list of users who added the stand to their favourites

BANNER ADS:



 Number of banner views on placement pages

 Number of clicks on the banner or clicks on the link

ALL DATA OF VIRTUAL SPACE VISITORS ARE UPLOADED TO THE EXHIBITOR'S PERSONAL PROFILE:

- Organization
- City / region
- Full name
- Position
- E-mail
- Phone number

DEADLINES FOR PROVIDING STATISTICS:

-  1 week after MIEF.EXPO takes place
-  2 months after MIEF.EXPO - for the entire period of the online exhibition's operation

FOR MORE DETAILS

01

STATISTICS OF MIEF.EXPO-2024

[View](#)

02

GUIDELINES FOR CONTENT PREPARATION FOR EXHIBITORS

[View](#)

MIEF.EXPO-2025 BUSINESS PROGRAMME

Speaker integration into the Business Programme (business halls)

The central element of MIEF.EXPO-2025 is the Education for the Future Economy Forum, the key topic of which will be the process of synchronising the demands of the labour market, education and family. We invite practising industry experts from leading Russian corporations, educational enterprises, institutions, scientific and specialised associations and mass media, as well as from international structures as speakers.

[Apply for participation](#)

[Download the presentation](#)

If you or your team would like to participate in the MIEF.EXPO-2025 Business Programme business lounges, please fill in an application form

CLUSTERS

March 5-6 MIEF.Connect

Business programme is divided into thematic clusters:

01

Public policy

02

Vocational guidance

03

Additional education

04

Pre-school education

05

Additional vocational education

06

Inclusion

07

General education

08

Interaction between science, higher education and youth policy

09

Higher education

10

Secondary vocational education

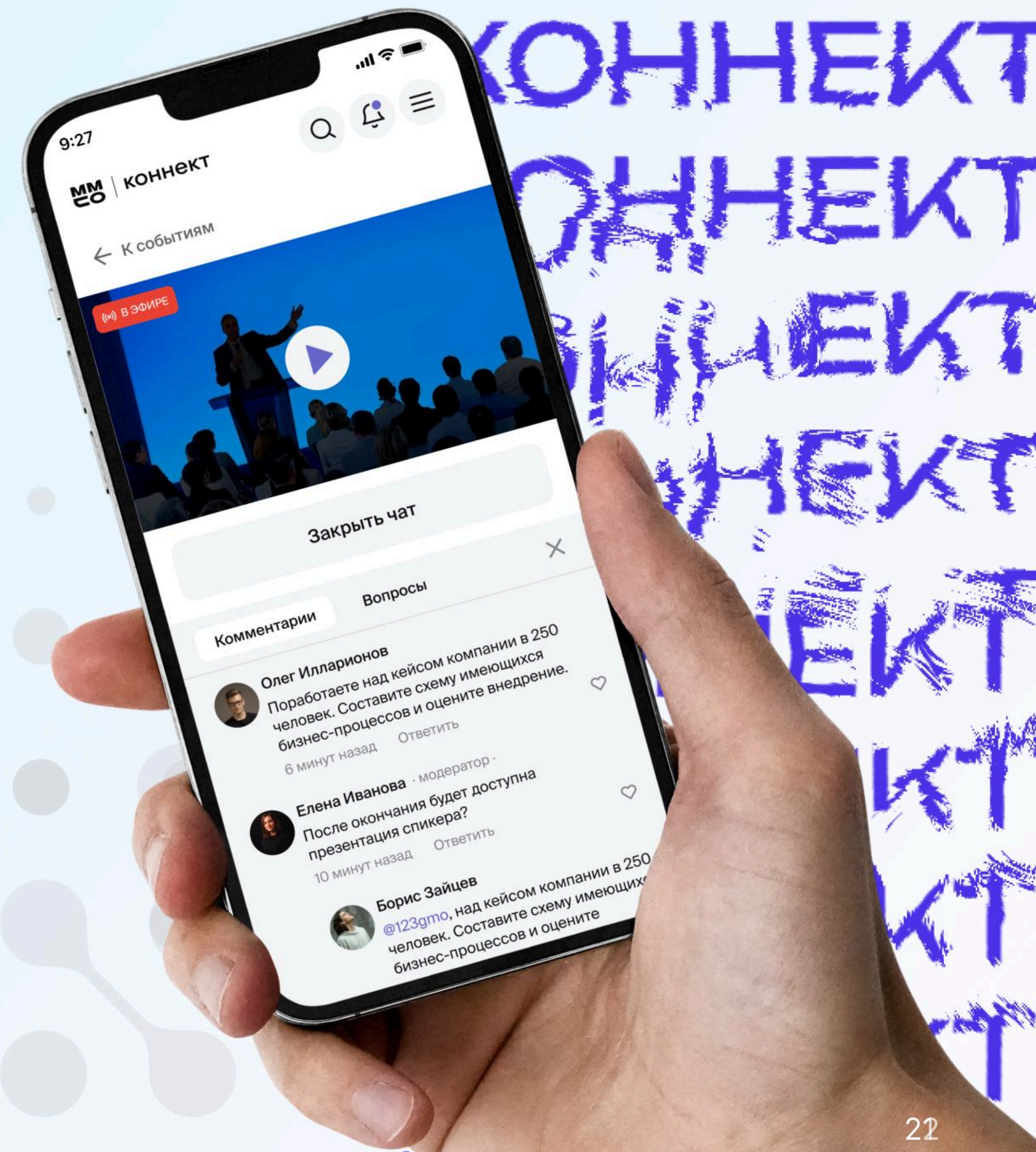
MIEF.CONNECT IS A TECHNOLOGICAL PARTNER OF MIEF.EXPO

All stages of event organisation
on one platform!

MIEF.Connect is a full-fledged organiser's assistant. Create, edit and analyse your event in a single window.

[Learn more](#)

[Request a demonstration](#)



PROFESSIONAL RETRAINING PROGRAMME

'LEADER OF CHANGE: MANAGING THE DEVELOPMENT OF EDUCATIONAL ORGANISATIONS'

The 'Leader of Change' programme is a set of tools for managers that help educational organisations to use the harmonized foundation of basic opportunities offered by the state to express their individuality

1st stream:

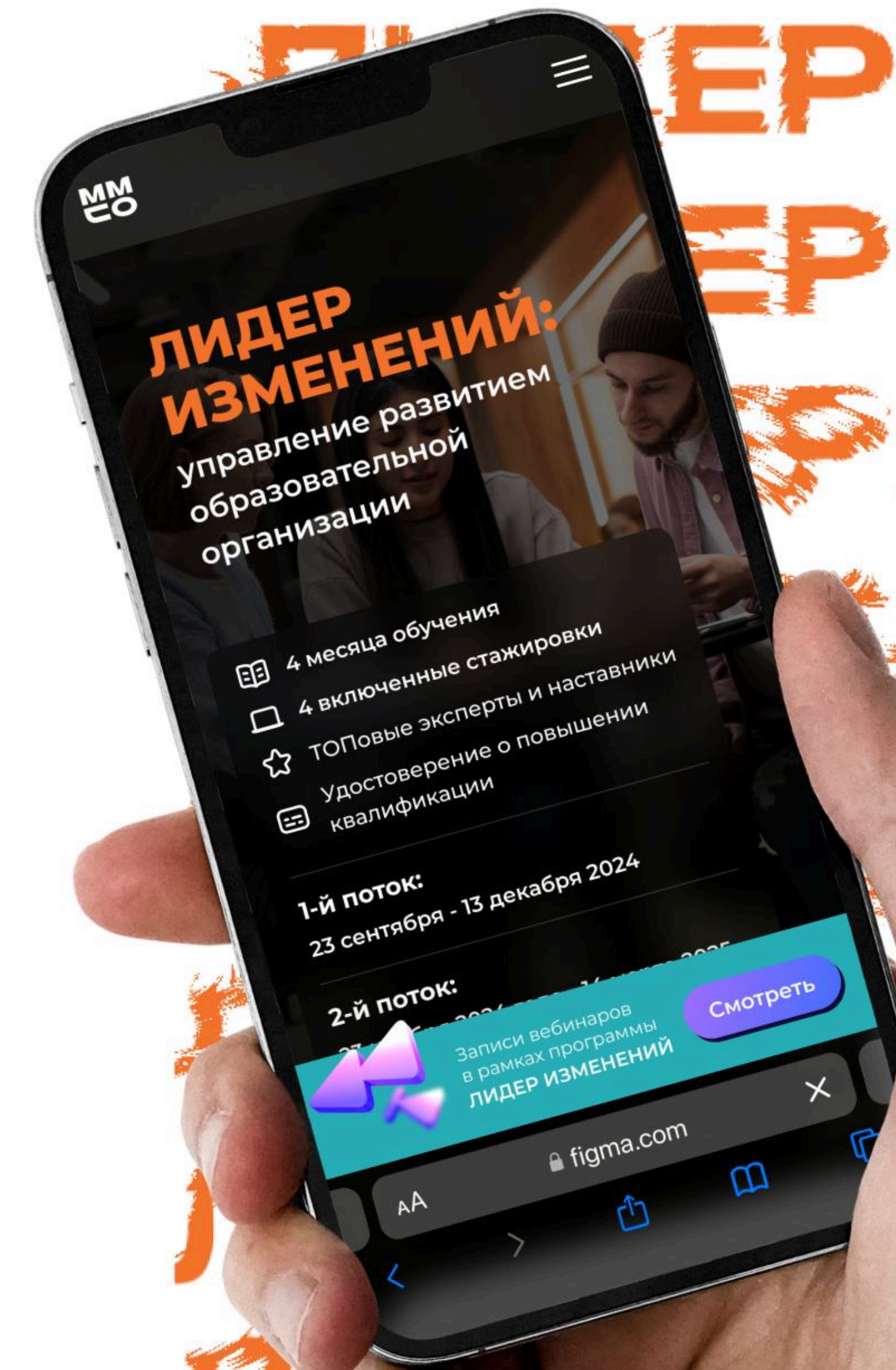
October 14th, 2024 - January 31st, 2025

Stream 2:

October

- 📖 4 months of training
- 📅 4 included internships
- ★ Top experts and mentors
- 📄 Professional Retraining Diploma

[Learn more](#)



CONTACTS

ON PARTICIPATION IN THE BUSINESS
PROGRAMME OF **MIEF.EXPO-2025**



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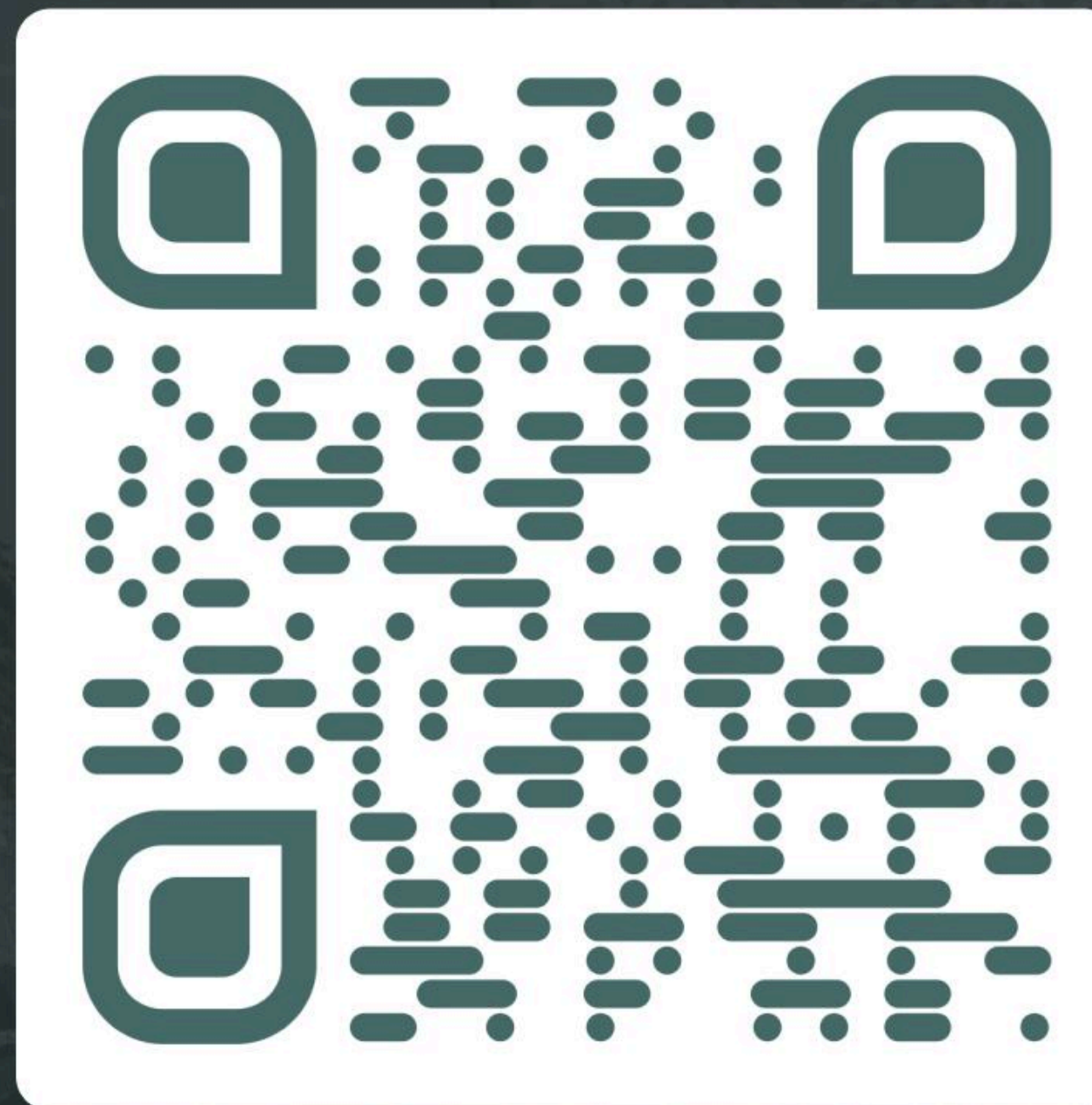


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E-MAIL: FEDOROVA.P@MMCO-EXPO.RU



To register participation in the Business Programme, please fill in an application form. Acceptance of applications starts **from October 15th, 2024 and ends on February 1st, 2025.**

[Apply for participation](#)



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