

April 1-2nd, 2026

MM
CO

13th Moscow International Education Fair

MMCO.EXPO-2026

PARTICIPATION OFFER IN THE
ONLINE FORMAT

Exhibition Center "Timiryazev Center"
Moscow, Verkhnyaya Alleya 6, Bldg.1

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



@mmcoexpo_official



@mmcoexpo



mmco-expo.ru

CONTENTS

About the MMCO.EXPO-2026

Format and audience of MIEF.EXPO-2026 03

Agenda of MIEF.EXPO-2026 04

Manifesto 05

Business Programme

Speaker integration into the **Business Programme (business halls)** 06

Business Programme: **your expertise for the professional** 07

Integration into the Business Programme: **opportunities for every Business Programme speaker** 08

Integration into the Business Programme business halls: **pricing** 09

Additional marketing integrations: **options and pricing** 10

Online integrations: **options and pricing** 11

Affiliate packages with Business Programme integration: **options and pricing** 12

Participation

On the participation in the MIEF.Business Programme 13

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



Exhibition Center "Timiryazev Center"



Moscow, Verkhnyaya Alleya 6, Bldg.1

200+

exhibitors

2 935 M²

total exhibition area

15 000+

expected audience

ONLINE

MIEF.EXPO-2026 will be held in online
format from from April 1st to 31st March
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

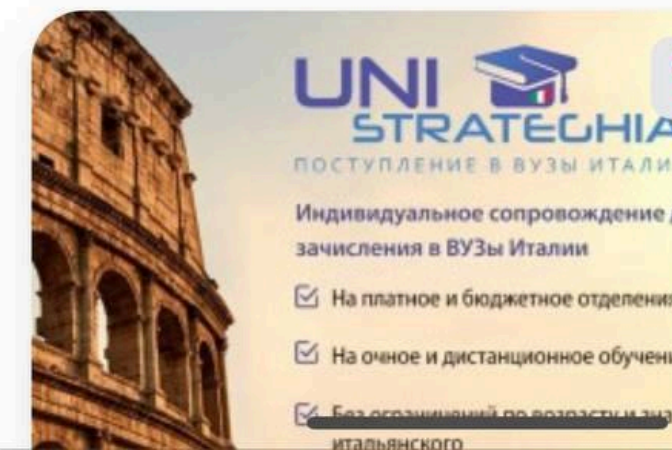
Все участники

Пространства Продукты

Поиск...

Настройка интересов

**Образовательные
организации**



MIEF.EXPO-2026 AGENDA

TOPICS OF UPCOMING
MIEF.EXPO-2026

The main topic of the MIEF.EXPO-2026 exhibition **is the impact of modern technologies on educational results, emotional intelligence of children and the image of educational organisations.**

The central element of **MIEF.EXPO-2026** will be **the Education for the Future Economy forum**, the key topic of which is the process of synchronising the demands of the labour market, the education sector and the family.

ДРУГИЕ ВАЖНЫЕ ЭЛЕМЕНТЫ ДЕЛОВОЙ ПРОГРАММЫ:

вопросы государственной политики в сфере образования

региональные кейсы

уникальные концепции и коммуникационные стратегии образовательных организаций

современные технологии обеспечения равного доступа к образованию

роль девелоперских компаний в проектировании образовательного процесса

MANIFESTO

THE XIII MOSCOW INTERNATIONAL
EDUCATION FAIR MIEF.EXPO-2026
WILL BE HELD ON **APRIL 1-2ND**, 2026
AT TIMIRYAZEV CENTER

In this document we outline our programme policy and introduce you to the architecture of MIEF.EXPO-2026. This will help our guests make a conscious choice of a track to visit.

We observe how rapidly the context in the economic and humanitarian spheres is changing. Over the past two and a half years, exhibitions and forums have gained special importance because these formats allow us to react dynamically and flexibly to all changes. Being aware of this trend, we realize how significant is the role of MIEF.EXPO-2026 as a platform for interdepartmental dialogue and social contract in the field of education.

Traditionally, the exhibition of educational technologies, infrastructure and intellectual solutions will be presented within the framework of MIEF.EXPO.

The main topic of the MIEF.EXPO-2026 exhibition is the impact of modern technologies on educational results, emotional intelligence of children and the image of educational organisations.

The MIEF.EXPO exhibition space will unite modern solutions for both educational organisations and individual consumers - teachers, students and their parents.

The central element of MIEF.EXPO-2026 will be the **Education for the Future Economy Forum**, the key subject of which will be the process of synchronising the demands of the labour market, the education sector and the family.

SPEAKER INTEGRATION INTO THE BUSINESS PROGRAMME (BUSINESS HALLS)

The **MIEF.EXPO-2026 Business Programme** will be divided into thematic blocks. We invite leading Russian industry experts as from most influential Russian corporations, enterprises, scientific and educational institutions, specialised associations and mass media, as well as from international structures to participate as speakers in the important event of the year in the field of education.

CLUSTERS

01

Public policy

02

Pre-school education

03

Additional vocational education

04

Vocational guidance

05

Inclusion

06

Additional education

07

General education

08

Interaction between science, higher education and youth policy

09

Higher education

10

Secondary vocational education

BUSINESS PROGRAMME: YOUR EXPERTISE FOR THE PROFESSIONAL COMMUNITY

Your speaker will be presented in the Business Programme track where company representatives talk about their solutions and show how the product works in real tasks and business processes.



BENEFITS OF PARTICIPATING IN THE BUSINESS PROGRAMME:

01

PRODUCTS AND SERVICES PRESENTATION

the most effective presentation of your company at your own events within the Business Programme;

demonstration of the expert image and high level of your company:

according to the surveys that we conduct at least twice a year, **according to the experts**, the majority of visitors trust us.

02

BRAND ADVERTISING

promotion on relevant information resources of MIEF;

increase of your brand awareness:

a large-scale advertising campaign will last more than three months and will reach over 1.5 million people.

03

CONTACT WITH THE TARGET AUDIENCE DURING THE EXHIBITION

online broadcasting of the Business Programme sessions will take place on the «**MIEF.Connect**» platform in real time;

wide audience reach during the event and after the event;

more than 200,000 views of online broadcasts recordings of Business Programme events in post-use.

04

NETWORKING

the possibility of direct dialogue with the target audience during the session; maximum useful information in one place in a short period of time; up-to-date information from experts and key players of the education market that provides with the opportunity to relate expert opinion and own experience.

INTEGRATION INTO THE BUSINESS PROGRAMME: OPPORTUNITIES FOR EVERY SPEAKER

placement of a video recording of the speech on the **MIEF.Connect platform**

01

individual consultations with the organisers **to optimise the presentation** and communicate ideas to the audience more effectively

02

professional **video recording of the presentation**

03

professional **photos** of the speaker's **presentation**

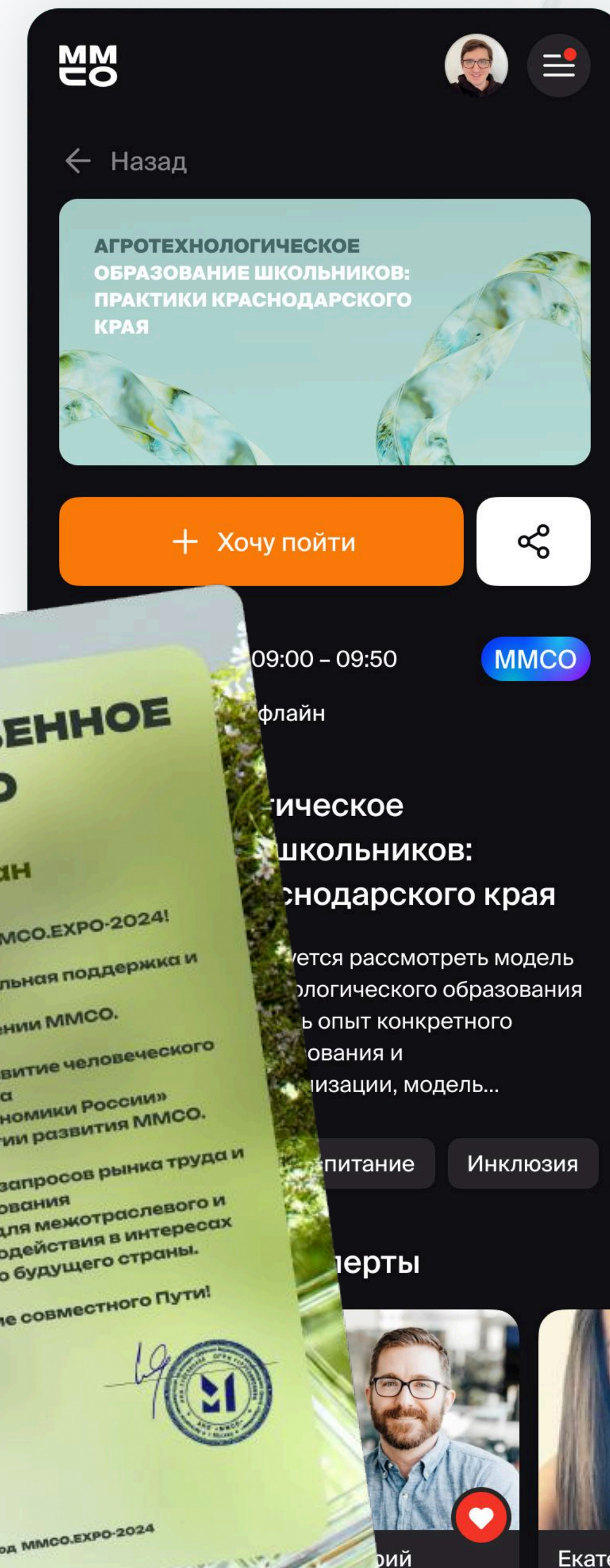
06

Business Programme speaker's certificate

05

partner page in the virtual space on **«MIEF.Connect»**

06



CONTACTS

ON PARTICIPATION IN THE BUSINESS
PROGRAMME OF **MIEF.EXPO-2026**



МОИСЕЕВА ИРИНА

Менеджер отдела развития MMCO

ТЕЛ.: +7 (969) 069-71-77

E-MAIL: MOISEEVA@MMCO-EXPO.RU



БАРАНОВА ПОЛИНА

Менеджер отдела развития MMCO

ТЕЛ.: +7 (909) 997-15-77

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



@mmcoexpo_official



@mmcoexpo



To register participation in the **Business Programme**, please fill in an application form.

Please fill in the application form to find more information about participation in the business lounges of the **MIEF.EXPO-2026 Business Programme**.

Apply for participation