



FURNITURE & WOODWORKING URAL

**22-24 September
2022**

Russia, Yekaterinburg,
IEC "Yekaterinburg-EXPO"



mebelexpo-ural.ru

**EXHIBITION
OF FURNITURE,
EQUIPMENT AND
COMPONENTS**

for wood&timber processing
and furniture production

Organised by



International
Exhibition
Company

+7 (861) 200-12-19
mebelexpo@mk.ru

PROSPECTS OF THE 1st EXHIBITION

Furniture&Woodworking Ural is a new project of MVK company, the organiser of UMIDS international exhibition

120 + EXHIBITORS

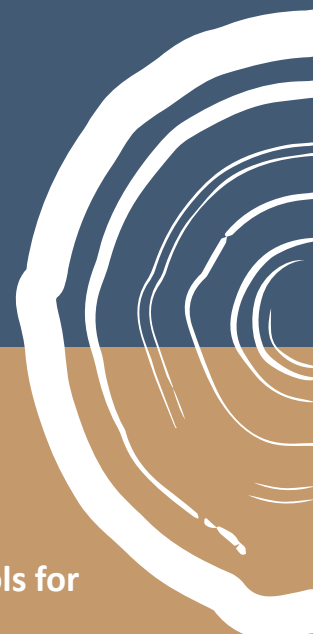
from Russia and foreign countries

6 000 VISITORS

from Sverdlovsk, Chelyabinsk, Tyumen, Kurgan, Perm, Khanty-Mansi, Yamalo-Nenets regions

EXHIBITION SECTIONS:

- Furniture, interior items
- Equipment, components and tools for furniture production
- Equipment and tools for woodworking
- Equipment and tools for stone, glass and metal processing
- Equipment and tools for forestry and forest industry
- Logging equipment



VISITORS PROFILE



FURNITURE SALONS AND STORES

Owners, managers and
buyers of furniture/interior
salons and stores



FURNITURE PRODUCTION

Heads, technologists of large
furniture factories, owners and
specialists of small
manufacturers



TIMBER PROCESSING AND WOODWORKING ENTERPRISES

Owners, managers, technologists of
timber processing and woodworking
enterprises

EXHIBITION VENUE

INTERNATIONAL EXHIBITION
CENTRE «Yekaterinburg-Expo»
is one of the largest and
most modern exhibition
venues in Russia.



The exhibition will take place in
Pavilion 1. Its technical capabilities
allow to showcase large-sized
equipment and machinery.

ADVERTISING CAMPAIGN

The promotion plan covers all key channels for attracting visitors.



E-mailing
over 20 000 contacts



SMS notification
over 15 000 contacts



INTERNET ADVERTISING
15 August — 24 September
PPC campaign

Yandex.Direct, Google.Adwords
Facebook, Instagram, Vkontakte, MyTarget



ADVERTISING IN INDUSTRY MEDIA
February-September 2022



RADIO
7 radio stations, 10 days



INVITATION BY PHONE
01 August — 15 September
top-buyers and owners of
businesses will be invited
personally

**Exhibit at Furniture&Woodworking Ural
to find customers in the Ural region!**



CONTACTS

For further inquiries, please, contact the
exhibition organiser:

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E-mail: mebelexpo@mvk.ru



**Book your
stand**