

BGA/Trade Fair & Events/2023/196

20 August 2023

To All Hon'ble Members of BGMEA

Subject: Participation in Bee-Together.RU to be held from 21-22 November 2023.

Dear Sir,

We are pleased to inform you that 16th international exhibition "Bee-Together.RU" to be held at Radisson Slavyanskaya, Moscow from 21-22 November 2023. So, get ready to experience an exciting showcase of the latest trends in the world of Readymade Garments and Garment Accessories. This event promises to be a hub of inspiration, networking and discovery. The detail information of the exhibition is mentioned below:

Details of the Exhibition

Exhibition Name : Bee-Together.RU
Exhibition Category : Readymade Garments and Garments Accessories
Date : 21-22 November 2023
Venue : Radisson Slavyanskaya, Moscow, Russia
Web : <https://bee-together.ru/#>

The size of per booth is 5 sqm and it costs 5000 euros. The participation deadline is 03 October 2023. If a visa is not obtained, the fee is refundable by the organizer but a deduction of 10% will apply.

This is an information circular. If you feel interested in participating, you are requested to contact BGMEA directly. BGMEA shall not be liable for the refunding of stall fees and visa-related issues. For any queries, please contact with:

Md. Shahriar Rahman, Deputy Secretary, BGMEA, Mobile: +88 01671-429218

Md. Fakhru Islam, Senior Executive, BGMEA, Mobile: +88 01676-027436

Enclosed:

1. Brochure

Thanking you,



Md. Faizur Rahman
Secretary General



NOVEMBER, 21-22, 2023
JUNE, 5-6, 2024



Radisson Slavyanskaya
Moscow, pl. Europe, 2



PROfashion



Who visits the exhibition?

During **2** days more than **1500** visitors take part in the B2B meetings

The visitors of the business platform are: large russian retailers, international brands, private labels, designers and clothing manufacturers from Russia, who are interested in production in various segments — from mass-market to premium, from underwear and socks to coats, jackets and hats.



Who can become an exhibitor?

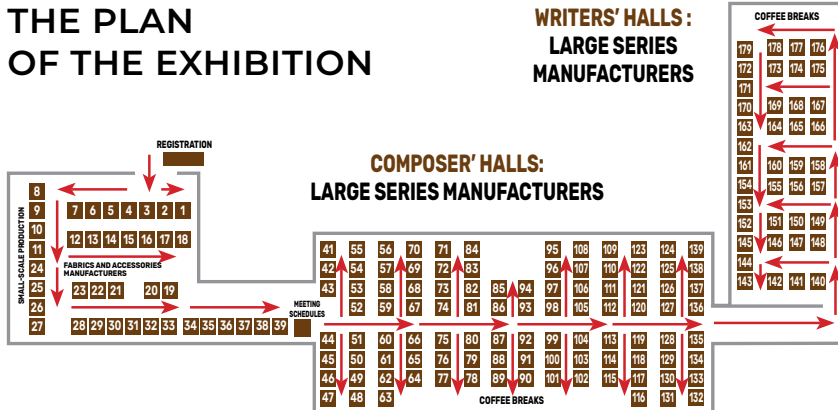
Any factory, which has free capacities and is ready to accept orders for various product groups:

- Women's, men's, children's clothing
 - Sportswear
 - Outerwear
 - Leather and fur products
 - Underwear and hosiery products
 - Accessories
-
- Fabric and fitting manufactures
 - Design bureaus
 - Transport and logistics companies
 - IT / consulting companies.

Every season more than **150 factories** from Russia and other countries come to Moscow for the individual B2B meetings with potential clients.



THE PLAN OF THE EXHIBITION



SALON LARGE SERIES MANUFACTURERS

What is included in the price?

- Placement on the official web-site www.BEE-TOGETHER.RU;
- Placement with fotos of samples, logo and contact data in a special issue of the magazine **PROfashion Outsourcing** with a volume of 1 page (the magazine is distributed not only on the business platform, it is sent to a special database of potential customers through the outsourcing system);
- Information about the factory in social networks of the business-platform **BEE-TOGETHER.ru**, magazine **PROfashion**;
- The work of the **call center** to notify visitors and making an individual meeting schedule for each participant;
- **Working space** (5 sq.m.), 1 table, 4 chairs;
- **1 unit of demonstration equipment to choose from:**
 - Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)
 - Floor stand for hats (height 180 cm * length 50 cm)
 - Shelving (width 77 cm* depth 33 cm* height 174 cm, 4 shelves)
 - Mesh with hooks (length 120 cm * height 170 cm)
- **Lunch** for 2 representatives of the company;
- A permanent line of **coffee-breaks**;
- **Foto and video report** with comments from factory representatives (optional)



INTERNATIONAL
BEE-TOGETHER.COM
OUTSOURCING BUSINESS PLATFORM

COST:
5000 euro

ADDITIONAL OPTIONS:

- Placement of your own roll-up in the registration area (size no more than: width 100 cm, height 170 cm): 100 euro.
- Placement of the second unit of demonstration equipment (own or from the organizer to choose form): 100 euro.
- Placement of the third unit of demonstration equipment (own or from the organizer to choose form): 750 euro.
- The location of the working space in the first row (the number is limited): 300 euro.
- Additional lunch: 30 euro a day per a person

PROHIBITED FOR PLACEMENT IN THE WORKSPACE:

- More than 3 pieces of demonstration equipment
- Mannequins
- Roll-ups
- Video plasmas
- Sound equipment
- Tee-pots / coolers



SALON

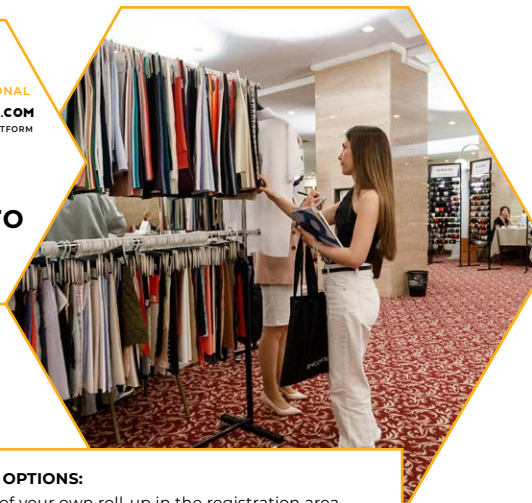
FABRICS AND ACCESSORIES MANUFACTURERS

What is included in the price?

- Placement on the official web-site www.BEE-TOGETHER.RU;
- Placement with fotos of samples, logo and contact data in a special issue of the magazine **PROfashion Outsourcing** with a volume of $\frac{1}{2}$ **page** (the magazine is distributed not only on the business platform, then it is sent to a special database of potential customers through the outsourcing system);
- **Working space** (5 sq.m.), 1 table, 4 chairs;
 - 1 unit of demonstration equipment to choose from:
 - Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)
 - Shelving (width 77 cm * depth 33 cm * height 174 cm, 4 shelves)
- **Lunch** for 2 representatives of the company;
- **Foto and video report** with comments from factory representatives (optional)

INTERNATIONAL
BEE-TOGETHER.com
OUTSOURCING BUSINESS PLATFORM

COST:
3500 euro



ADDITIONAL OPTIONS:

- Placement of your own roll-up in the registration area (size no more than: width 100 cm, height 170 cm): 100 euro.
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Who else can participate in the exhibition?

Design bureaus | Logistics | IT-Companies | Consulting Companies

What is included in the price?

PACKAGE/OPTIONS	ONSITE PARTNER PARTICIPATION PACKAGE	OFFICIAL PARTNER PACKAGE
Working space (on request, table, chairs, rails) at the exhibition hall.	+	+
Placement of contact information and company logo at site www.BEE-TOGETHER.RU in the Partners section.	+	+
Lunches for company representatives.	+	+
Coffee breaks for all the exhibitors;	+	+
Priority placement of contact information and company logo at site www.BEE-TOGETHER.RU in the Partners section.	-	+
Distribution of advertising brochures in all areas of the event.	-	+
E-mailing on database of Business platform BEE-TOGETHER – potential and registered participants	-	+
Additional partner activities as agreed with the organizers	-	+
Weekly advertising campaign (through the sources of PROfashion Publishing House and the mediapartners)	-	+
Advertising campaign in the PROfashion Outsourcing Special edition	1 page	4th cover
	5000 euro	8500 euro



BEE-TOGETHER is the shortest path from a contact to a contract

Exhibitors' reviews

**Lyudmila Denisova,
Head of Akademiya Mody
(«Milada», Russia):**

«It's not our first time on the BEE-TOGETHER.ru. We really like the fact, that the meetings are organised special for us. It lasts only 2 days, but they are intense indeed — we have meetings every half an hour. Clients come to our table consciously and with certain offers. Last exhibition provided us with 3 clients, we've been working with them for a year already.»

**Marina Torgashova,
Yurma Fashion (Russia):**

«Here you can get real orders for real prices — without any stocking limits. We came here for the 3rd time. During this period we have found ten clients from Moscow and other Russian regions. We appreciate the professionalism of the BEE-TOGETHER.ru team, which is really rare. You can't find irritating factors here. Visitors come to find out what we produce, how we work and how to make an order, if it is profitable for them.»

**Nazifat Tohchukova,
Head of Production department,
Nais (Russia):**

«We are satisfied with the results of the first day, because several clients have shown their interest, and we have made preliminary agreements. This platform is very important. It helps to raise the effectiveness of factories' capacities and stimulates its work. Besides, I like the format: clients themselves come to the exhibitors. It's very comfortable.»

**Tatyana Litvinovich,
Deputy Commercial Director
of Comintern, Belarus:**

«When we took part in the BEE-TOGETHER.ru for the first time, we presented our main group of products: men's suits, however, it turned out, that there is bigger demand for the boys clothing. That's why now we are working in this direction, and since it's the start of the order placement period, we can have a constructive dialogue with our clients.»

Visitors' reviews

**Natalia Kazakova,
Product Manager, Orby (Russia)**

«I am visiting the BEE-TOGETHER.ru for the third time. Every year the exhibition becomes more actual for me. Here I can find factories, which can relate my interests. This time I've had meetings with 2 factories, which are suitable for me, we are going to work with them. We'll get to know each other and develop our partnership.»

**Elena Kolesnikova,
the Head of Production Department,
ELIS FASHION RUS (Russia):**

«We are searching for partners, who can produce goods with their own materials, because we are in need of large production volumes. We have found the potential candidates. On the BEE-TOGETHER.ru you can communicate with contractors directly, not via phone. You can see the person in front of you, talk and understand, who are you going to work with and does it really worth it.»

**Alexandra Khramova,
Head of Product Development
Department, ZASPORT (Russia)**

«We are interested in the outdoor, leather goods, and, of course, the sportswear. Here you can meet the real producers, see their ready products and decide on the supplies. This is my 3rd time here, and every visit was quite productive: we have found good producers, whom we are still working with.»

**Ekaterina Kuhareva,
Head Designer, Chkalov (Russia):**

«We are the regular visitors of the platform. This time we came here purposefully, to meet a certain producer, with whom we discussed the collaboration conditions earlier. Now we are signing the contract. By the way, we have found a lot of interesting factories, working with real leather, and accessories suppliers. In general, the organization of the event surprises with its precision — the meeting schedule is sent by e-mail, so you can understand the timing.»



Special project PROfashion OUTSOURCING



PROfashion Outsourcing — professional magazine dedicated to the outsourcing issues in the field of light industry (factories, textiles, brands).

Specialized edition contains the list of the most competitive factories with the offer for garment-making facilities: jersey, outerwear, suits, dresses, sportswear, lingerie, home textile, children's clothing, denim, shirts, leather accessories, footwear, as well as companies that offer related products and services- logistics, certification, accessories, raw materials, IT-technology, banking programs, etc.

Circulation: 10 000 copies
Frequency: 2 times a year

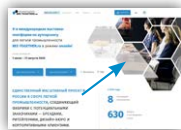





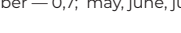
Distribution:
Participants and visitors of **www.BEE-TOGETHER.RU** platform, owners and managers of Russian enterprises, Russian brands and networks with their own brands, the e-version for the entire PROfashion database of over **65,000 subscribers.**



Position in the magazine	The size, mm + 5 mm bleed	Price, RUB
1st Cover	215 x 275	1 300 000
2nd Cover	215 x 275	520 000
3rd Cover	215 x 275	450 000
4th Cover	215 x 275	870 000
1st spread	430 x 275	870 000
2nd, 3rd spread	430 x 275	720 000
Last spread	430 x 275	560 000
spread	430 x 275	560 000
1/1 page advertorial	2500 – 2700 signs	350 000
1/2 page vertical format	88,5 x 235	100 000



Advertising opportunities on BEE-TOGETHER.RU website

Nº	Format	Position on the site (size)	Screen / image	Position on the mobile version of the site (size)	Term	Cost, RUB	Traffic
MAIN PAGE							
1	Honeycomb	900*1000		right after the key content	One week	35 000	10 000
2	Honeycomb * 5 (branding with a banner of the entire space)	900*1000*5		right after the key content	One week	35 000	10 000
3	Nº1 — horizontal banner after the block «How does the business platform work»	Desktop: 1120*240		Mobile: 440*125	One week	30 000	8 000
4	Nº2 — horizontal banner after the block «Visitors' reviews»	Desktop: 1120*240		Mobile: 440*125	One week	25 000	7 000
5	Banner in the news block, right	Desktop 265*440		Mobile: 440*735	One week	30 000	3 000
6	Placement of «Company's news» in the main feed on the main page. The publication is adapted to the platform format	2000–4000 characters + 1-3 photo		2000-4000 characters + 1-3 photo	бес-сроч-но	25 000	3 000
ALL PAGES EXCEPT THE MAIN PAGE							
7	Bottom banner	Desktop: 1920*60 (it is better to concentrate important information in the right part — the left part will be cut off on small monitors)		Mobile: 480*60	One week	45 000	10 000
USER'S PERSONAL ACCOUNT							
8	The entry page	«Top banner» (the user will see it for sure after logging in). Desktop: 1080*230		Mobile: 440*125	One week	35 000	2 000
9	All pages except the entry page	«Bottom banner» — on each page Desktop: 1080*230		Mobile: 440*125	One week	25 000	1 500


SEASONAL COEFFICIENTS: January, february, march, december — 0,5; april, september — 0,7; may, june, july, august, october, november — 1

* valid for advertising formats till December 31, 2023

If you want to take part or become a partner,
please contact us!
We are open to collaborate!



INTERNATIONAL
BEE-TOGETHER.com
OUTSOURCING BUSINESS PLATFORM

Organizer: Russian association of fashion
industry participants 

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Email: president@rafi.Moscow

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