

September  
25-27  
2018



### *Dear friends, colleagues and partners!*

Organizing Committee of REX/T-REX Trade shows would like to thank exhibitors, visitors and partners — everyone, who was an essential part of this event and participated in its preparation.

We are glad to offer general report on **REX/T-REX 2018**:

Exhibition area, sq.m.:	
including net booth area	3 100
including special exhibition area	1 133,5
(speaker's area, business area, REX Gallery)	300
Number of exhibitors,	130
including foreign	1
Brands represented	189
Countries represented	2
(Ukraine, Poland)	
Number of visitors *	8 650 (+20%)
Number of visits by visitors **	8 997

*\*visit — action of a person who enters the trade show during official open hours with own badge and represents target audience for organizers and exhibitors. One person can be counted only once a day.*

*\*\* Visitor is a person who visits the trade show. One person is counted only once during the entire period of the trade show, regardless of number of visits.*

### **Partners of REX/T-REX**

**General printing partner** — publishing house “Carbon Service”



**Innovation partner** — KONICA MINOLTA.



**AR partner** — AR BROWSER.



**REX Photo exposition partner** — Lightfield PRODUCTIONS.



**Branch partner** — Association of producers and importers of advertising souvenirs.



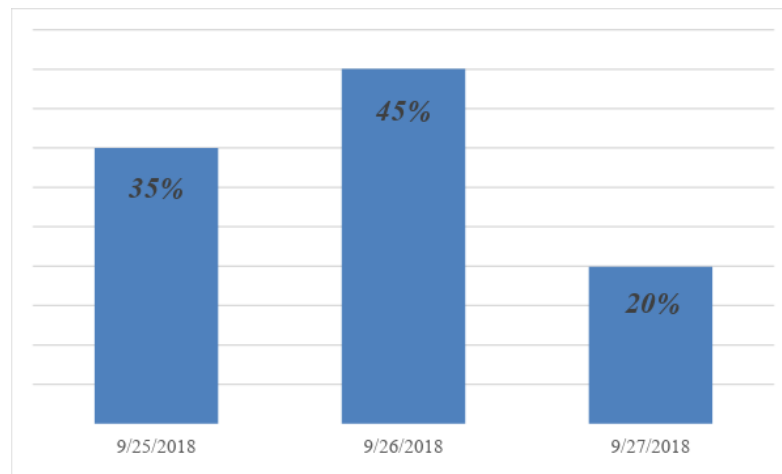
**Informational partners** — [Print Plus](#) and ["Naruzhka"](#).



## Visitors

In three days the trade show was visited by 8 650 persons (8 997 visits).

### Distribution of visits by days:



Trade show has gathered 3843 questionnaires filled out by visitors, representing the following branches of industry:

<b>Branch:</b>	
Advertising <sup>1</sup>	50,7%
Printing industry	44,6%
Trade	20,8%
Education	11,6%
Information technologies	12,6%
Construction and materials	6,4%
Mass Media	5,6%
Entertainment industry	5,0%
Telecommunication	4,3%
Food industry	3,9%
Light industry	3,7%
Tourism	3,7%
Medicine and pharmacology	2,6%
Furniture industry	2,5%
Transport	2,5%
Banking/financial services	2,1%
Car and auto service	1,8%
Digital marketing	1,6%
Other	10,0%
<b>Advertising:</b>	
Advertising services (PR, BTL, design, ads publishing)	67,8%
Advertisement production	53,8%
Materials and equipment for production of advertisement	

Photo report and video is available at [www.rex.ua](http://www.rex.ua), [www.t-rex.ua](http://www.t-rex.ua), [www.facebook.com/REX.UA](http://www.facebook.com/REX.UA)

**See you on 24 – 26 of September at REX/T-REX 2019 trade shows!**