



# CHRISTMASBOX PODARKI

21 international specialized exhibition of gifts, souvenirs,  
new year, christmas and festive products

**March 17-19, 2026**

MOSCOW, CROCUS EXPO



**FIND DISTRIBUTERS IN 80+ RUSSIAN REGIONS**

organizer

company  
**MAYER J.**

## Content

International exhibition ChristmasBox Podarki today.....	3
Expoplex in numbers.....	4
International participation .....	5
Key areas of the exhibition .....	6
The exhibition's buyer potential.....	7
ChristmasBox Podarki Participants .....	8
Why you should participate in the ChristmasBox Podarki-2026.....	10
Expand opportunities for participation.....	12
Participation with a stand includes .....	14
B2B negotiations: «Buyer-Supplier».....	15
Target Visitors.....	16
Visitors' Profile.....	17
Status of specialist visitors by job level .....	18
Industry visitors .....	19
Within the framework of the Business Program for Industry Specialists.....	21
Organiser .....	22
Contacts.....	22



## International exhibition ChristmasBox Podarki today

### ChristmasBox Podarki in figures\*

**400+**

participants

**25 000+**

professional visitors

**4+**

thematic areas

**62%**

are interested in OEM and ODM  
orders

**540+**

negotiations with networks  
and buyers

**20+**

countries of the world  
and all regions of Russia

\*as part of the HouseHold Expo expoplex



## Expoplex in numbers

### Scale of the spring expoplex

SPRING  
**2025**

SPRING  
**2024**

SPRING  
**2023**



participants

670



exposition,  
sq.m

24 600



visitors

23 000



retail chains

237



business  
events

81



regions of  
Russia

87



countries

25

850

23 000

16 600

170

50

86

28

350

11300

11500

130

54

83

22

## International participation

Represented by national stands of manufacturers from **China, Turkey, Iran, Kazakhstan, Uzbekistan, Republic of Belarus** and other countries.

**55%****Moscow and Russian regions****30%****Central Asian countries****15%****Eastern European countries**

## Key areas of the exhibition

### NEW YEAR AND CHRISTMAS PRODUCTS

- Artificial Christmas trees, and other products made with artificial pine needles
- Christmas and New Year-themed toys and decorations
- Handmade Christmas tree toys
- New Year merchandize, symbols of the New Year, themed gifts for New Year and Christmas
- Festive décor for New Year and Christmas: tinsel, garlands, gifts, illumination and pyrotechnics

### FESTIVE LIGHTING **NEW**

- Outdoor lightning
- Festive indoor and outdoor installations
- Media illumination
- Lanterns, string lights, light statues
- Smart light

### GIFT WRAPPING FESTIVE DECORATIONS AND GIFTWARE

- Greeting cards, deluxe editions, audio- and video production
- Services for children's event management
- Balloons, interior decorations
- Bonfires and fireworks
- Festive lightning, illumination
- Candles for décor, birthday candles, flower arrangements

### BEAUTY GIFTS

- Designer imitation jewelry and other accessories
- Jewelry related gifts
- Jewelry
- Gifts made of precious metal and gemstones
- Designer scarves and stoles
- Exclusive leather goods

### GIFTS, SOUVENIRS, COZY DECORATIONS

- Exclusive art and VIP gift projects, such as paintings, clocks, textiles and rugs
- Decorative objects
- Silver, ceramic and porcelain souvenirs
- Corporate souvenirs, gifts and prizes
- Holiday decorations
- Gift editions of books
- Collectible handicrafts

### EDIBLE GIFTS

- Tea and coffee accessories
- Tea and coffee gift sets
- Handmade chocolate



## The exhibition's buyer potential

Held at peak times, **ChristmasBox Podarki** is a **universal venue and a source where Russian wholesale companies purchase new products.**

### Reasons to visit

**92%**

came to the exhibition to make purchases and search for goods and solutions for production and business

**83%**

expressed high satisfaction and recommend the event to partners

**80%**

plan post-visit purchases

**78%**

wield decision-making authority over procurement

**53%**

represent new first-time buyers

**47%**

found new suppliers and business partners, and strengthened existing contacts

**42%**

seeking OEM/ODM manufacturing partners

**27%**

information and attendance of the business program

## ChristmasBox Podarki Participants



### **Manufacturers**

Direct manufacturers  
Contract manufacturing



### **Distributors**

License holders, copyright holders and  
license agencies  
Childcare facilities  
Educational  
Entertainment  
Recreation and treatment



### **Services**

Event management  
Parent services  
Catering  
Testing, inspection and  
certification



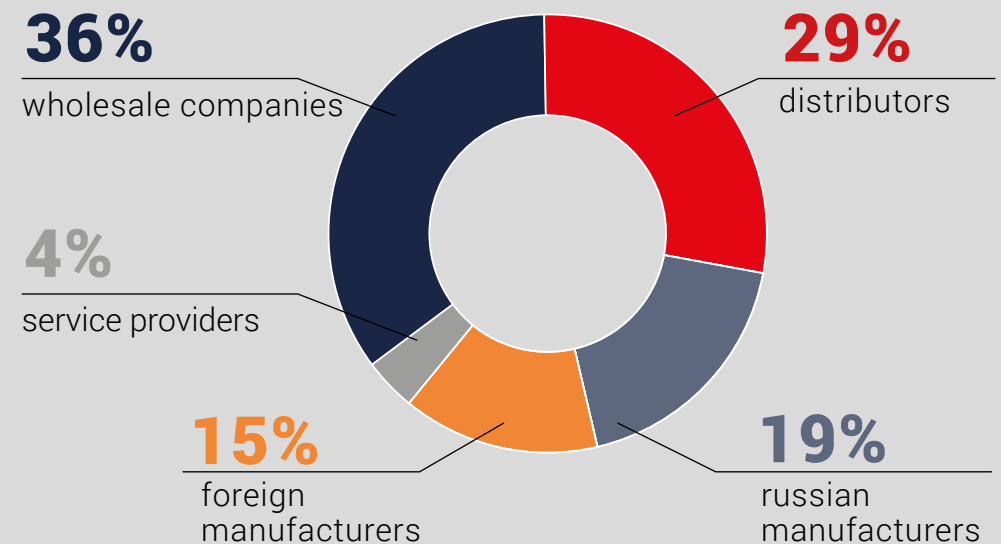
### **Distributors**

## ChristmasBox Podarki Participants

Major Russian and international manufacturers and distributors of holiday goods, gifts, souvenirs, New Year's products, as well as children's goods and toys.

**Over 80% of exhibitors connect with new buyers and partners at the exhibition.**

- 91%** expressed high satisfaction with outcomes
- 80%** rebooked booth space for next year
- 72%** rated participation as critical for business development
- 74%** maintaining ongoing client/partner relationships
- 56%** successfully launching new products/brands
- 63%** achieving significant brand visibility boosts



*Following the exhibition in March 2025*



## Why you should participate in the ChristmasBox Podarki-2026

**ChristmasBox Podarki** brings together two important groups of visitors: retail chain buyers and marketplace sellers from Russia, Belarus, Kazakhstan, and Uzbekistan. This unique combination opens up tremendous opportunities for your business and gives participants a unique competitive advantage.

**94%** of visitors represent an exclusively B2B audience.

## Showcase your brand, products, and private label offers to 20,000+ of target buyers

### Enter new markets

Exhibiting provides a platform to present products and services directly to the consumers, retailers, and distributors

### Develop new distribution channels

Exhibitors acquire access to distributors from all regions of Russia, Central Asia, and the Republic of Belarus. It is a unique opportunity to select reliable distributors among other exhibitors and target visitors

### Multiply sales during the peak purchasing season and gain easy access to new valuable contacts

Growing consumer demand boosts the demand for modern goods and giftware manufacturing

### Guaranteed interest

in your products from industry professionals and enhanced brand recognition

### The Value of ChristmasBox Podarki

Invest in participation, experience a high return on investment, gain access to hundreds of personal meetings, and get new contracts right at your stand

### Enhanced Brand Recognition

Participation makes it easier to establish a market presence, strengthening trust and recognition among potential clients

### Understanding local market trends and testing new products

Interacting with visitors involved in the industry provides direct feedback on customer needs and preferences

### Competitive analysis

Observing other participants leads to better understanding of local business competition and pricing strategies

### Showcase your products

Introduce your production to target B2B buyers eager to find new goods and update the current stock

## Expand opportunities for participation

**A set of tools and opportunities** for the best promotion of goods and the most practical use of time to **find and select new partners in Russia**.  
Take advantage of marketing services during the preparation and execution of the exhibition:

**Preparation of exclusive offers,  
which will be valid only for the exhibition  
specialists**

Offer special discounts to buyers on wholesale supplies and promotions at the booth. For example, offer coupons valid during the exhibition or for two months after.

**Contract manufacturing offers.  
62% of exponents and visitors  
are interested in private label  
production**

If your company has production facilities and offers OEM and ODM services, prepare a proposal and send it to the organizer's office. The office will notify interested buyers.

**Participate in the negotiation  
and personal meeting program,  
«Purchaser-Supplier»**

Arrange appointments with Russian buyers from retail chains and distributors and participate in the two-day program of personal negotiations, «Buyer-Supplier».

This program of face-to-face meetings is specially designed for foreign participants, and interpreters will be provided in the conference hall.

## Expand opportunities for participation

**Announcing products on the portal**  
[www.expo-retail.ru](http://www.expo-retail.ru)

Bring new products and premieres to the exhibition to maximize interest in your stand. Announce your products with their release dates on the permanent platform [www.expo-retail.ru](http://www.expo-retail.ru)  
Indicate the brands that will be represented at your stand

**Placing new products in the Trends Zone  
«Novelties Gallery»**

Display new products and premieres not only at your stand but also in the Trends Zone «Novelties Gallery»  
Take advantage of the promotional opportunities offered by the exhibition pavilion

**Participate in ChristmasBox Podarki, generate new leads, communicate with potential customers, make connections and partnerships, exchange ideas with experts and business leaders from various industries, use HouseTech Expo for effective access to Russian and international industry players.**



## Participation with a stand includes

1. The opportunity to present your company and products to buyers from federal, regional, and international networks; wholesale and distribution companies; marketplace sellers; and corporate clients
2. The company will participate in B2B negotiations with buyers and demonstrate products according to an advance schedule agreed upon with retailers.
3. Information about the company's participation will be disseminated before the start of the exhibition to regular visitors, including wholesale buyers from chains, marketplace sellers, and corporate clients
4. The participant's novelties will be placed on the website [www.expo-retail.ru](http://www.expo-retail.ru), where visitors can make appointments, and in electronic catalogs of premieres and novelties for distribution to wholesale buyers of [NEW YEAR'S GOODS, TOYS, GIFTS, KITCHENWARE, HOUSEHOLD GOODS, HOME GOODS, GARDEN GOODS, HOUSEHOLD APPLIANCES, DIGITAL APPLIANCES, HOUSEHOLD CHEMICALS, AND COSMETICS](#)
5. Samples of the company's products will be placed in the trend zone, «Gallery of Novelties» (one sample of goods on the shelf), and the company will participate in the HouseHold Award-2025\* (one sample of goods in the nomination)
6. Participation in the «Retailer's Choice» contest program
7. News, goods, and premieres of the exhibitor will be promoted before the exhibition through publication of information about the company on exhibition websites and social networks
8. Information about the company will be placed in the electronic catalog of exhibitions (including the company logo and a link to the company's website), the printed guide, press releases, and post-releases
9. There is a possibility to hold meetings and negotiations in the consulting center of the exhibitions
10. Company delegates can participate in Expoplex business programs, including conferences and master classes
11. Separately discussed: the company's presentation as part of the business program, as well as the participation of a company representative as a speaker in the program

\*Participation in the award is agreed upon separately

## B2B negotiations: «Buyer-Supplier»

International exhibitions of the Mayer Group of Companies are always accompanied by a program of closed, personal «B2B Buyer-Supplier» negotiations. These personal negotiations are one of the most effective tools for selling products at exhibitions. They can replace «cold calls,» email correspondence, and lengthy negotiations. They can also significantly reduce the time it takes to search for partners and maximize the time spent at the exhibition.

### Two days of meetings and negotiations on supplies and purchases\*



There is an opportunity to present products to buyers of leading retail and industry chains and stores



Conduct express meetings with dozens of target buyers interested in your product category



Agree on supplies with dozens of retailers



Establish direct contact with decision-makers

### Participate in negotiations and conclude contracts with chains and wholesale buyers

**3 800+**

meetings a year

**70+**

federal, regional and international  
retail chains

**42%**

are interested in private label  
production (contract manufacturing)

**100+**

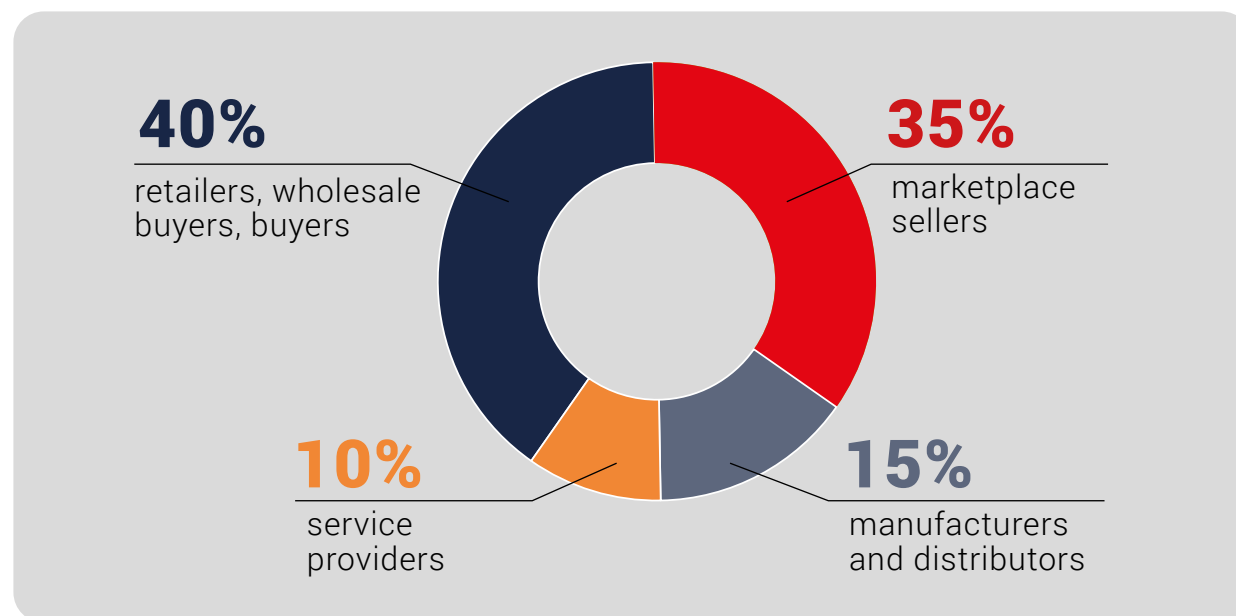
negotiators

*\*during the Expoplex in March of 2025*

## Target Visitors

**ChristmasBox Podarki** defining advantage is its curated audience of industry professionals who attend Mayer Group events specifically to discover innovative products, optimize retail merchandising, track market developments, and cultivate essential partnerships with manufacturers and supply chain leaders.

## Specialization of visitors



**88%** Russia

**8%** CIS

**4%** Other countries

## Top 10 regions of Russia:

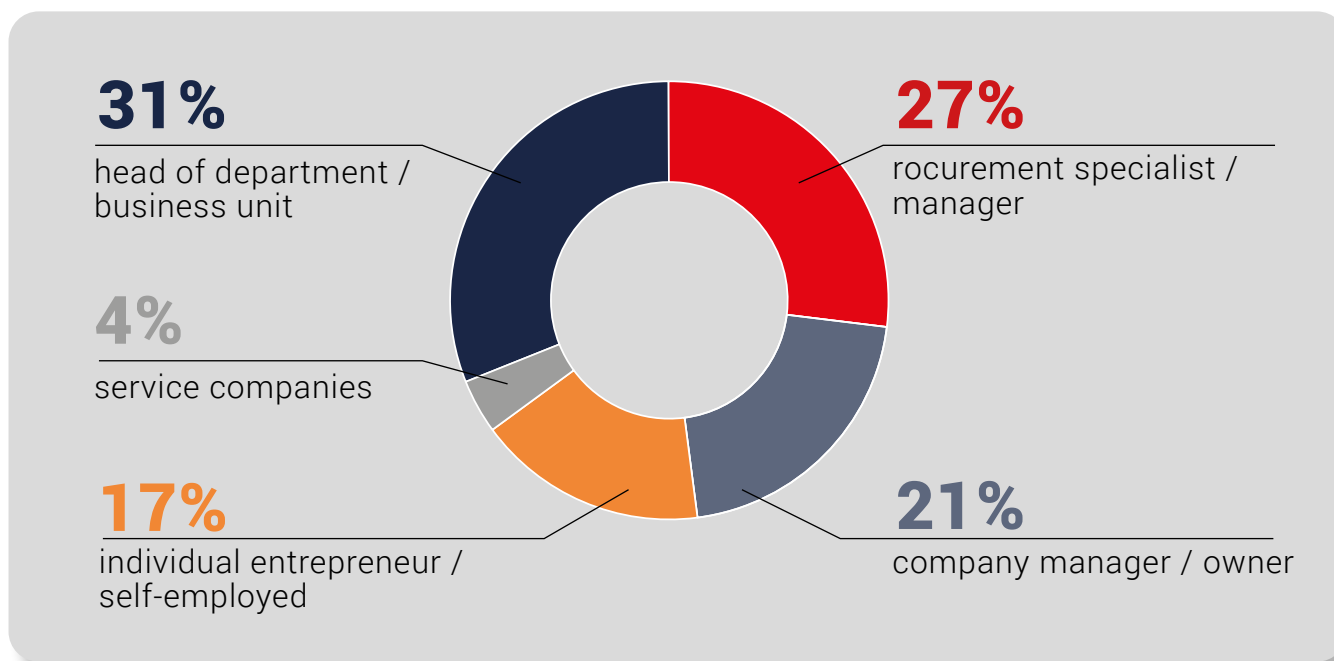
Moscow  
 Moscow Region  
 Saint Petersburg  
 Nizhny Novgorod Region  
 Krasnodar Territory  
 Sverdlovsk Region  
 Republic of Tatarstan  
 Vladimir Region  
 Voronezh Region  
 Krasnoyarsk Territory

## Visitors' Profile

- National and regional retail chains and wholesale companies, dealers, and distributors
- Online marketplace sellers
- Souvenir shops, glass, porcelain and ceramics shops, gift shops
- Decor and visual merchandising studios
- Children's retail chains and stores
- Florist and event agencies, DIY stores
- Interior design studios, furniture showrooms
- Florist studios and garden centers
- HoReCa and shopping malls representatives
- Advertising and event agencies
- Corporate clients
- Product designers, architects, urban planners
- Municipal clients



## Status of specialist visitors by job level



## Industry visitors

### Marketplaces, e-commerce, delivery

CDEK Shopping  
Joom  
Kaspi (Kazakhstan)  
Ozon  
Shopping live  
UZUM (Uzbekistan)  
WildBerries (RWB)  
Avito  
Vprok  
Megamarket  
Russian Post  
Samokat  
UtkoNos  
Yandex Market

### Hypermarkets

FIX Price  
Metro Cash&Carry  
Auchan  
Globus  
Dobrotsen  
Drogerie Soyuz  
Komandor  
Lenta  
Magnit  
Maria-Ra  
O'KEY  
Svetofor  
Tvoy Dom

### Supermarkets

7 dney  
Bravo (Azerbaijan)  
Flip.kz (Kazakhstan)  
Korzinka (Uzbekistan)  
Small (Kazakhstan)  
SPAR  
Avokado  
Azbuka Vkusa  
Apelsin  
Atac  
Verny  
Victoria  
VkusVill  
Dobronom (Belarus)  
Kirgu  
Magnit  
Maxi  
MEGAMART (DIXY)  
Perekrestok  
Pyaterochka  
Rada  
Samokat  
Super Tseny  
TD PIK  
X5 Retail Group  
Chizhik  
Yabloko

### DIY

OBI  
Ambar  
BauCenter  
Vimos  
VselInstrumenti.ru  
Domovoy (Start)  
Colorlon  
Lemana PRO  
Leonardo  
Maxidom (Castorama)  
220-Volt  
Megapolis  
Megastroy Moroshka  
Saturn  
STD Petrovich  
StroyGigant  
StroyPark  
Stroytsentr  
Titan-Stroy  
CSK

**Florist studios and  
gardening-specialized  
centers**

**Management  
companies of  
countryside**

### Tableware, household goods

Aura of BOHEMIA  
Cook House  
Cozy Home  
Kuchenland Home  
Westwing  
Williams et Oliver  
Bezant  
Galamart  
Eurodom  
Hoztorg United  
OptTorgSoyuz  
Poryadok  
Posuda Center  
Posudov  
RosHozTorg  
Sima-Land  
Spetstorg  
Federatsia  
SHEN

**Souvenir shops**

### Interior, furniture

HOFF  
Ascona  
Ogo-Go Obstanovochka  
Perviy Gipermarket  
Mebeli  
Perviy Mebelinii

**Product designers,  
architects, urban  
planners, decorators**

**Interior design studios,  
furniture showrooms**

**Merchandisers and  
window dressers,  
decor and visual  
merchandising studios**



## Industry visitors

### Children's stores, books, stationery

Gulliver  
Begemotik  
Begemotya  
Biblio-Globus  
Detskij mir  
KancPark  
Kenguru  
Komus  
MDK  
Mir kubikov  
OfisMag  
Respublika  
Samson  
Chitaj-gorod

### Luxury, fashion, clothing

GUM  
Snezhnaya koroleva  
Sportmaster  
Stokmann  
CUM  
Edinaya Evropa Holding

### Online marketplace sellers

Wholesale companies  
Importers and  
exporters

Private label managers

Individual  
entrepreneurs,  
freelancers

Governmental and  
municipal customers,  
departments of festive  
preparations in public  
spaces

Corporate clients

HoReCa  
representatives, café,  
restaurant, country  
club, hotel and tourist  
base buyers

Service providers

Shopping malls

PR and event agencies



## Within the framework of the Business Program for Industry Specialists

Negotiations between buyers  
and suppliers

«Trends and Prospects 2026»  
conference

Consulting center for service  
companies

Buyer program «Contract Expo»

Retailer's Choice Program

«The Best Design and Display in a  
Home Goods Store» competition



## Organiser

The Mayer Group of Companies is a member of the Global Association of the Exhibition Industry (UFI), the Russian Union of Chemists, and the Russian Union of Industrialists and Entrepreneurs (RSPP). For over 20 years, the company has organized professional B2B exhibitions and congress events. Currently, the company organizes 15 international exhibitions, business forums, and conferences annually. Mayer Group exhibitions are held with the official support of the Russian Ministry of Industry and Trade and the Russian Chamber of Commerce and Industry.

**The organizer of international specialized exhibitions and congress events.**

[ChristmasBox Podarki](#)

[Toy Market](#)

[HouseHold Expo](#)

[ZooExpoPlace](#)

[HouseTech Expo](#)

[Stylish Home. Objects & Tableware](#)

[Outdoor Dacha](#)

[ChemiCos](#)

[BeautyChemiCos](#)

[ChemiCos Industry](#)

[ChemiPack](#)

**Exhibitions in Kazakhstan**

[Non-Food Asia Expo](#)

[ExpoGoods Central Asia](#)

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