

The logo for RACE (Russian Affiliate Congress and Expo) is displayed in a bold, red, sans-serif font. The letters 'R' and 'A' are connected, and the 'C' and 'E' are also connected. The background of the entire page features a collage of images: a hand holding glowing person icons, a smiling man in a suit, and a group of people in business attire, all set against a geometric background of teal, orange, and grey shapes.

RACE

Russian Affiliate Congress and Expo

SPONSOR'S PACK

**Russian Affiliate
Congress and Expo 2014**

WWW.RACE-EXPO.RU

Platinum Sponsor

1. Prime location in exhibitor hall of 4 x 5m. standard equipped booth.
2. Participation of one Sponsor's speaker in the agenda of the conference.
3. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.).
4. Sponsor's logo and recognition:
 - On front cover and sponsor page of Exhibition catalogue with brief company description;
 - On Exhibition admission tickets;
 - in official exhibition catalog, distributed free of charge to all visitors and participants;
 - On the official Exhibition website **www.race-expo.ru** with hyperlink to Sponsor's website;
 - On badges of visitors and exhibitors;
 - On promo bags for the delegates;
 - In confirmation letters among E-registered visitors;
5. In e-mail/event marketing and all promotional materials;
6. website side panel branding.
5. Enclosing of Sponsor's print materials in promo bags: leaflets, booklets, brochures (provided by Sponsor).
6. Promoter's work at the Exhibition hall (up to 3 persons, promoters and advertising materials must be provided by Sponsor).
7. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
8. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn as well as in information letters about Exhibition, distributed via e-mail over a period of Exhibition PR-company, in press and post releases, reports and publications.
9. Sponsor's rollup in exhibitor hall.
10. Accreditation for 10 Sponsor's representatives to Exhibition and conference.
11. Invitation cards to Exhibition (100pc.)
12. Invitations for five persons to Race Awards ceremony.

Package price:

\$ 18 300

2 days
(from 10:00 till 18:00)

Gold Sponsor

1. Equipped standard stand, size 3x4 m.
2. Participation of one Sponsor's speaker in the agenda of the conference.
3. Placement of Sponsor's logo:
 - on invitation cards to Exhibition;
 - in official Exhibition catalog distributed among all visitors and exhibitors free of charge;
 - at official Exhibition website www.race-expo.ru with hyperlink to Sponsor's site;
 - in confirmation letters about e-registration to Exhibition and conference;
 - in all Exhibition advertising and information layouts distributed in print and Internet editions, and in outdoor advertising;
 - enclosing of Sponsor's print materials in promo bags: leaflets, booklets, brochures (provided by Sponsor).
 - брендирование уголка сайта
4. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
5. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.).
6. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
7. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
8. Placement of Sponsor's roll-up in Exhibition area (provided by Sponsor).
9. Accreditation for 5 Sponsor's representatives to Exhibition and conference.
10. Invitation cards to Exhibition numbering 50 pc.
11. Invitation cards for five persons to Race Awards ceremony.

Package price:

\$ 12 200

2 days
(from 10:00 till 18:00)

Silver Sponsor

1. Equipped standard stand, size 2x3 m.
2. Half page of sponsor advertisement in Exhibition catalog with brief company description;.
3. Placement of Sponsor's logo:
 - on invitation cards to Exhibition;
 - in official Exhibition catalog distributed among all visitors and exhibitors free of charge;
 - at official Exhibition website www.race-expo.ru with hyperlink to Sponsor's site;
 - in all Exhibition advertising and information layouts distributed in print and Internet editions, and in outdoor advertising.
4. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.).
5. Adding information about the company into participants' bags.
6. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
7. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
8. Accreditation for two Sponsor's representatives to Exhibition and conference.
9. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
10. Invitation cards for two persons to Race Awards ceremony.

Package price:

\$ 9 150

2 days
(from 10:00 till 18:00)

Conference Sponsor

1. Sponsor's representative greeting speech at the Conference opening ceremony.
2. Participation of one Sponsor's speaker in the agenda of the conference.
3. Rolling of Sponsor's commercial on wide-frame screens before the conference start and upon its completion (video recording time should not exceed 3 min.).
4. Placement of Sponsor's full-color advertising module in official Exhibition catalog on 1 type page (layout is provided by Sponsor).
5. Placement of Sponsor's logo:
 - on the 2nd cover of Exhibition catalog;
 - on invitation cards to Exhibition;
 - in official Exhibition catalog distributed among all visitors and exhibitors free of charge;
 - at official Exhibition website www.race-expo.ru with hyperlink to Sponsor's site;
 - in e-mail campaign conducted by the Organizer of the Exhibition;
 - in confirmation letters about e-registration to Exhibition and conference.
6. Enclosing of Sponsor's print materials in promo bags: leaflets, booklets, brochures (provided by Sponsor).
7. Promoter's work at Exhibition (1 person, promoter and advertising materials are provided by Sponsor).
8. One-time mailing over the database of registered visitors to Exhibition and conference (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
9. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn as well as in information letters about Exhibition, distributed via e-mail over a period of Exhibition PR-company, in press and post releases, reports and publications.
10. Sponsor's roll-ups in exhibitor and conference halls.
11. Accreditation for four Sponsor's representatives to Exhibition and conference.
12. Invitation cards to Exhibition numbering 30 pc.
13. Invitation cards for two persons to award ceremony Race Awards.

Package price:

\$ 9 150

2 days
(from 10:00 till 18:00)



WI FI Sponsor

1. Placement of sponsor's logo at the exhibition area and conference zones.
2. Placement of sponsor's logo in the business area with free WI-FI.
3. Providing all visitors with Internet access cards with the sponsor's logo.
4. Sponsor's website page as a home page after WiFi network login.
5. Placement of Sponsor's graphic arts in the Conference halls.
6. Adding information about the company into visitors' bags.
7. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
8. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
9. Inclusion of the sponsor's logo in the exhibition e-mail campaign.
10. Accreditation for two Sponsor's representatives to Exhibition and conference.
11. Invitation cards to Exhibition numbering 50 pc.
12. Invitation cards for two persons to award ceremony Race Awards.



Package price:

\$ 6 100

2 days
(from 10:00 till 18:00)



Lounge zone sponsor

1. Branding the Lounge zone with the sponsor's logo.
2. Distribution of the sponsor's printed materials at the conference halls.
3. Enclosing the sponsor's handouts in the visitors welcome bags.
4. One-time advertising mailout over the database of registered visitors of exhibition and conference (mailing is done by our company, database is not shared).
5. Placing the sponsor's logo on the letter confirming the electronic registration of the visitors for the conference and exhibition.
6. Announcing the sponsorship via social networks Twitter and Facebook VKontakte, LinkedIn.
7. Accreditation for three Sponsor's representatives to Exhibition and conference.
8. Invitation cards to Exhibition numbering 50 pc.
9. Invitation cards for three persons to award ceremony Race Awards.



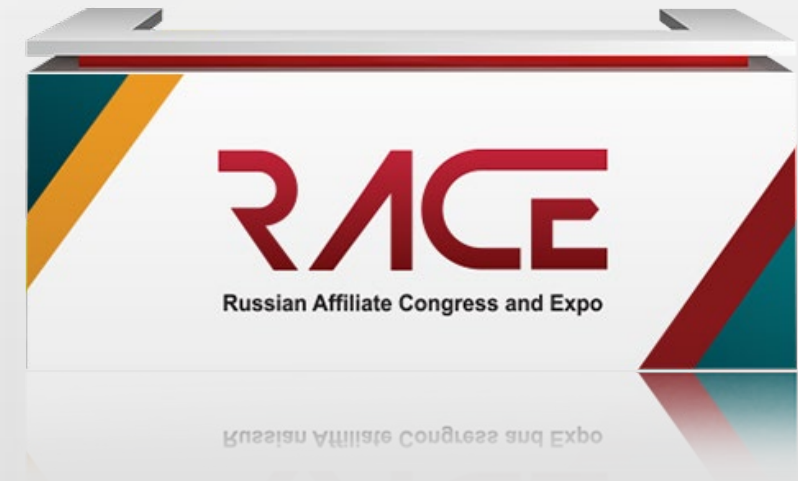
Package price:

\$ 7 650

2 days
(from 10:00 till 18:00)

Registration desk Sponsor

1. Registration desk branded with Sponsor's company colors and logo.
3. Placement of Sponsor's logo at the page of preliminary login of visitors at Exhibition website www.race-expo.ru.
4. Placement of Sponsor's logo in Exhibition catalogue.
5. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
6. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
7. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
8. Accreditation for two Sponsor's representatives to Exhibition and conference.
9. Invitation cards for two persons to Race Awards ceremony.



Package price:

\$ 4 500

2 days
(from 10:00 till 18:00)

Promo Bags Sponsor

1. Placement of Sponsor's logo at visitors' bags.
2. Enclosing of Sponsor's print materials in promo bags: leaflets, booklets, brochures (provided by Sponsor, 1 pc.).
3. Placement of Sponsor's logo at Exhibition website **www.race-expo.ru**.
4. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
5. Placement of Sponsor's logo in Exhibition catalog.
6. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
7. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
8. Invitation cards to Exhibition numbering 20 pc.
9. Accreditation for two Sponsor's representatives to Exhibition and conference.
10. Invitation cards for two persons to Race Awards ceremony.

Package price:

\$ 6 100

2 days
(from 10:00 till 18:00)



Badges Sponsor

1. Placement of Sponsor's logo at visitors' badges.
2. Logo in confirmation letters about e-registration to Exhibition and conference sent to visitors.
3. Placement of logo at Exhibition website **www.race-expo.ru**.
4. Placement of Sponsor's logo in Exhibition catalog.
5. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
6. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
7. One-time use of the attendee mailing list pre- and post- registration (mailing is done by Organizer, database is not shared, information to be mailed is provided by Sponsor).
8. Invitation cards to Exhibition numbering 20 pc.
9. Accreditation for two Sponsor's representatives to Exhibition and conference.
10. Invitation cards for two persons to Race Awards ceremony.



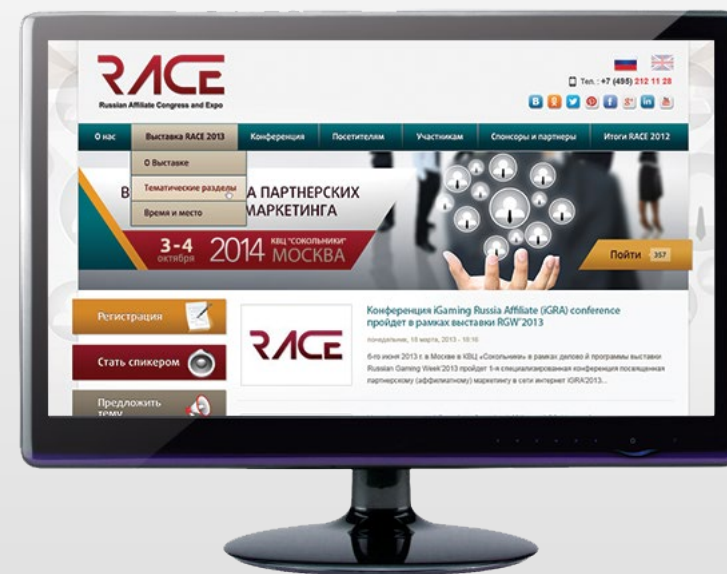
Package price:

\$ 6 100

2 days
(from 10:00 till 18:00)

News block sponsor

1. Sponsor identified as Exhibition Partner.
2. One-time mailing of Sponsor's news and logo over the database with 100 000 e-mail subscribers (mailing is done by Organizer, database is not shared, news are provided by Sponsor, mailing time is assigned by Sponsor).
3. Sponsor level acknowledgement and logo display in social networks Twitter, Facebook, VKontakte, LinkedIn.
4. Four times publishing of Sponsor's news with logo in the main page of Exhibition official website.
5. Invitation cards for two persons to Race Awards ceremony.



Package price:

\$ 1 500

2 days
(from 10:00 till 18:00)

Exhibition Catalogue

1. One page – **\$1.000**
2. Half page – **\$650**
3. Spread – **\$1.500**
4. 2nd, 3rd pages – **\$1.500**
5. 4th page – **\$1.300**
6. Logo and URL at the bottom of each page – **\$2.000**

