

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 logo area is a light gray with a dark teal diagonal stripe.

Russian Affiliate Congress and Expo

A close-up of a hand in a dark suit sleeve, palm up, holding several glowing white icons of people in business attire. The background is dark and blurred, showing other people in business suits.

# SPONSOR'S PACK

Russian Affiliate  
Congress and Expo 2014

A photograph of a man in a dark suit and blue tie, smiling and looking towards the right. Another person's head and shoulder are visible in the foreground, looking up at him. The background is a light gray with a dark teal diagonal stripe.

[WWW.RACE-EXPO.RU](http://WWW.RACE-EXPO.RU)

## Platinum Sponsor

1. Diploma of the PLATINUM Sponsor.
2. Sponsor's representative welcoming speech on Grand opening ceremony.
3. Prime location in exhibitor hall of 4 x 5m. standard equipped booth.
4. One and half page of sponsor advertisement in Exhibition catalog with brief company description.
5. Participation of one Sponsor's speaker in the agenda of the conference.
6. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.), at the reception area and lounge zone.
7. 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**;
  - On badges of visitors and exhibitors;
  - On promo bags for the delegates;
  - In confirmation letters among E-registered visitors;
  - In e-mail/event marketing and all promotional materials;
  - website side panel branding;
  - on front cover and sponsor page of Exhibition catalogue with brief company description;
  - press wall.
8. Enclosing of Sponsor's print materials in promo bags: leaflets, booklets, brochures (provided by Sponsor).
9. Promoter's work at the Exhibition hall (up to 3 persons, promoters and advertising materials must be provided by Sponsor).
10. 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).
11. 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.
12. Sponsor's rollup or banner (not more than 2) in exhibitor hall.
13. Accreditation for 10 Sponsor's representatives to Exhibition and conference.
14. Invitation cards to Exhibition (100pc.)
15. Invitations for five persons to Race Awards ceremony.

Package price:

**\$ 18 300**

including VAT

## Gold Sponsor

1. Diploma of the GOLD Sponsor.
2. Equipped standard stand, size 3x4 m.
3. One page of sponsor advertisement in Exhibition catalog with brief company description.
4. Participation of one Sponsor's speaker in the agenda of the conference.
5. 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**;
  - 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);
6. 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).
7. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.), at the reception area and lounge zone.
8. Promoter's work at the Exhibition hall (up to 3 persons, promoters and advertising materials must be provided by Sponsor).
9. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
10. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
11. Sponsor's roll-up or banner (not more than 2) in exhibitor hall.
12. Accreditation for 5 Sponsor's representatives to Exhibition and conference.
13. Invitation cards to Exhibition numbering 50 pc.
14. Invitation cards for five persons to Race Awards ceremony.

Package price:

**\$ 12 200**

including VAT

## Silver Sponsor

1. Diploma of the SILVER Sponsor.
2. Equipped standard stand, size 2x3 m.
3. Half page of sponsor advertisement in Exhibition catalog with brief company description;
4. 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;
  - press wall.
5. Demonstration of Sponsor's trailer on a wide-frame screen before and after the conference (duration should not exceed 3 min.), at the reception area and lounge zone.
6. Adding information about the company into participants' bags.
7. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
8. Inclusion of Sponsor's logo in Exhibition e-mail campaign.
9. Accreditation for two Sponsor's representatives to Exhibition and conference.
10. 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).
11. Sponsor's roll-up or banner (not more than 2) in exhibitor hall.
12. Invitation cards for two persons to Race Awards ceremony.

Package price:

**\$ 9 150**

including VAT

## 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 2 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**;
  - 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-up or banner (not more than 2) in exhibitor hall.
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**

including VAT



## 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. Placing the sponsor's logo on the letter confirming the electronic registration of the visitors for the conference and exhibition.
8. 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).
9. Announcement of sponsorship via social networks Twitter, Facebook, VKontakte, LinkedIn.
10. Inclusion of the sponsor's logo in the exhibition e-mail campaign.
11. Accreditation for two Sponsor's representatives to Exhibition and conference.
12. Invitation cards to Exhibition numbering 50 pc.
13. Invitation cards for two persons to award ceremony Race Awards.

### Package price:

**\$ 6 100**

including VAT





## 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**

including VAT

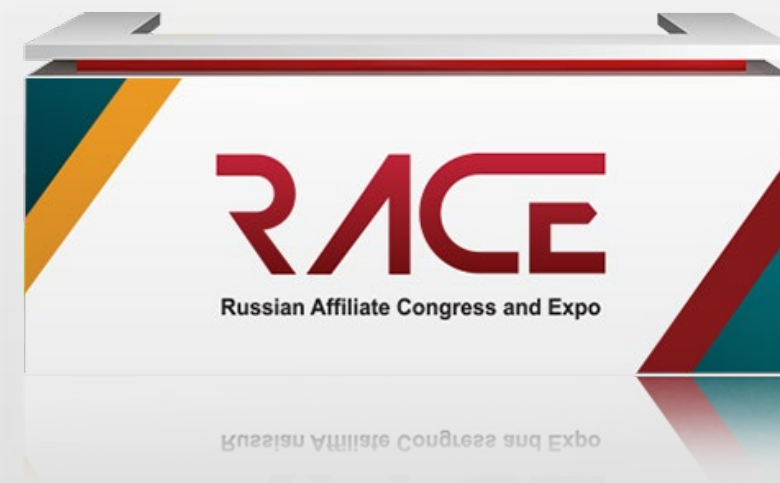
## Registration desk Sponsor

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](http://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**

including VAT





## 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**

including VAT



## 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.



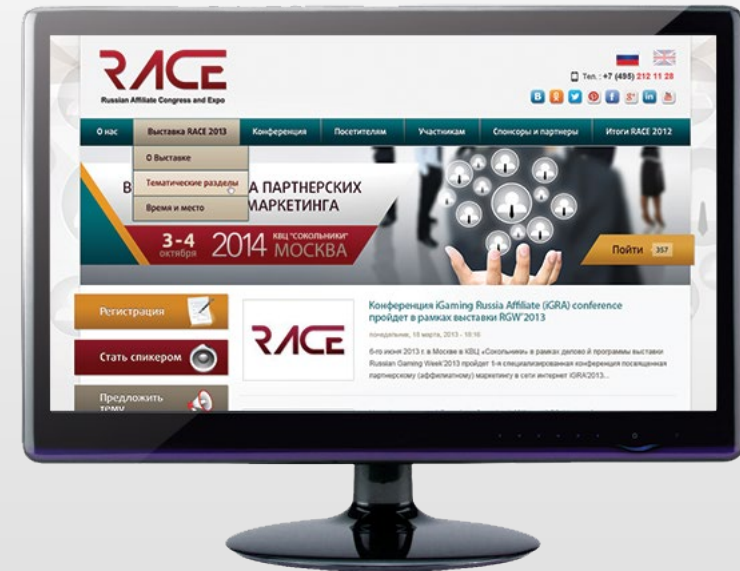
Package price:

**\$ 6 100**

including VAT

## 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**

including VAT

## 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**

