



INTERNATIONAL EXHIBITION

InterLogistika

INTEGRATED SOLUTIONS IN TRANSPORT AND LOGISTICS

Sponsorship opportunities

8 – 11 September 2014

«Crocus expo», IEC Pav. 1, halls 2 и 3

www.interlog-expo.ru

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Invitation to Cooperation

Dear Sirs,

We invite you to consider sponsorship possibilities of **InterLogistika'2014** Exhibition. Choosing one of the sponsorship packages* is the best way for your company to demonstrate its leading position among the main logistics and transport providers. We offer to your company to take advantage of the commercial potential of the **InterLogistika'2014** Exhibition in order to efficiently reach your targets and reach potential partners with the information about your company, its products and services.

SPONSORSHIP PROVIDES FOR **:

- Increased sales and wider partner cooperation;
- Strengthening the position of your company in the market ;
- Leading competitive position;
- Successful image of your brand

Given the marketing strategy of your company we are ready to negotiate the sponsorship package which will meet best your aims, wishes and budget.

InterLogistika — forum of the professionals

* The Sponsorship package rate includes VAT.

** Sponsor companies have advantage in choosing the stand location on the Exhibition

Best Regards, Management Office **InterLogistika**.

You can discuss the sponsorship package you choose with the Exhibition Management Office at .:

Interlog-expo@mediaglobe.ru

Tel.: +7 (495) 961-22-62 (multichannel)

PRIMARY SPONSOR OF AUTOTRANS'14 AND InterLogistika'14

— 25 500 €

SPONSORSHIP PACKAGE PROVIDES THE FOLLOWING OPPORTUNITIES:

- Granting an official status “Primary Exhibition Sponsor” of **AUTOTRANS'14** and **InterLogistika** with the right to use the status in all own presentations and advertising materials
- Placing the logo indicating the status “Primary Exhibition Sponsor”:
 - ✓ On stationary and mobile advertising constructions during the event;
 - ✓ In direct e-mailing to participants and visitors (at least 3000 registered participants);
 - ✓ On advertising banners on the sites of the official event – the Exhibition;
 - ✓ In printed promotional materials of the Exhibition, published after the contract is signed (invitation tickets, programs, official catalogue for participants);
 - ✓ Backside of the visitors' card;
 - ✓ On the visitors' questionnaires.
- Placing data in the Official Participant Catalogue (logo and text)
- Placing Primary Sponsor Logo on the Exhibition Booth (visitors' 10% of the total advertising medium space)
 - ✓ On billboards (Moscow Circle, Auto road) – 10 pcs
 - ✓ On posters and boards within the Exhibition territory or on the territory of CrocusExpo IEC
 - ✓ In the vicinity of the Exhibition on the facade of Pavilion №1 of "Crocus Expo" IEC (18x9 meters)
 - ✓ * Specific location will be determined upon signing the contract before August 1st, 2014r.
- Broadcasting the Primary Sponsor's advertising video clip on the photodiode screen on the facade of Pavilion №1 of "Crocus Expo" IEC of 24 x 9 meters size, 30 seconds long during the exhibition (four hours a day, 288 shows per day)
- Placing advertising module or reference article of the Primary Sponsor in “ComTrans” commercial auto transport journal (circulation 17 000 pcs) in two issues (№1/May and №4/June), each item of 1/1 page size.
- Placing Primary Sponsor's Welcome in all Official Exhibition Catalogues.
- Placing an advertising module in Official Exhibition Catalogues and Official Exhibition Guides (1/1page) and a banner in the electronic version on the first page.
- Placing the Primary Sponsor advertising on visitors' plastic PVC packages – total 10 000pcs (on one side). Packages are granted to every registered visitor.
- Placing web-banners on the official web-sites of the Exhibitions www.interlog-expo.ru and www.comtransexpo.ru/autotrans/

- Publishing the Sponsor's news on the websites of the Exhibition – from the moment of the Contract signing till 30.09.2014..
- Providing exhibition area in Pavilion №1, halls 1-4/2-3
- (18-20 m2 with no equipment and 12-16 m2 with a standard stand) with the right to distribute the Sponsor's promotional materials
- Possibility to make three presentations at the Presentation Forum of the Exhibition **InterLogistika** (30 minutes each).
- Possibility for the Sponsor representative to make a speech in the framework of **AUTOTRANS** Exhibition (max 10 minutes)
- Participation in the Official Opening of the Exhibition Ceremony(5-minute speech of the representative of the Primary Sponsor)
- Placing the company head interview in the final video clip about the Exhibitions.

Official Sponsor – 11 700 €

SPONSORSHIP PACKAGE PROVIDES THE FOLLOWING OPPORTUNITIES:

- Granting an official status “Official Exhibition Sponsor” with the right to use the status in all own presentations and advertising materials
- Placing the logo indicating the status “Official Exhibition Sponsor”:
 - ✓ On stationary and mobile advertising constructions during the event;
 - ✓ In direct e-mailing to participants and visitors (at least 5 mails, 30 000 registered subscribers)
 - ✓ In printed promotional materials of the Exhibition, published after the Sponsorship contract is signed (invitation tickets, programs, official catalogue of the participants);
- Placing data in the Official Participants Catalogue (logo and text)
- Placing Sponsor advertising on one side of the lightbox outdoors in Crocus opposite the entrance to Pavilion №1 (max 2 lightboxes)
- Placing advertising module in the Official Exhibition catalogue (1/1page)
- Placing web-banners 100x100 on the official web-sites of the Exhibitions www.interlog-expo.ru and www.interlog-expo.pro.
- Publishing the Sponsor’s news on the websites of the Exhibition (at least 3 publications)
- Placing the Sponsor’s promotional materials into the Exhibition participants’package.
- Providing exhibition area (12-15 m² with no equipment and 9-12 m² with a standard stand) with the right to distribute the Sponsor’s promotional materials
- Possibility to make two presentations at the Presentation Forum of the Exhibition (30 minutes each).
- Participation in the Official Opening of the Exhibition Ceremony
Placing the company senior executive interview and the stand clip in the final video clip about the Exhibition

Visitors Registration Sponsor

— 5 100 €

SPONSORSHIP PACKAGE PROVIDES THE FOLLOWING OPPORTUNITIES:

- Granting an official status “Visitors Registration Sponsor” with the right to use the status in all own presentations and advertising materials
- Placing the logo indicating the status “Visitors Registration Sponsor”:
 - ✓ In direct e-mailing (at least 5 mails, 30 000 registered subscribers)
 - ✓ On stationary and mobile advertising constructions in the registration area;
- Placing data in the Official Participants Catalogue (logo and text)
- Placing advertising module in the Official Exhibition catalogue (1/1page)
- Placing web-banners 100x100 on the official web-sites of the Exhibitions www.interlog-expo.ru and www.interlog-expo.pro.
- Publishing the Sponsor’s news on the websites of the Exhibition (at least 3 publications)
- Possibility to distribute promotional materials at the Visitors Registration Desk.
- Placing the Sponsor’s logo on the Visitors’ questionnaires (20 000 pcs)
- Dress up the Registration Clerks with items provided by the Sponsor (T-shirts, baseball cap) with the Sponsor’s logo.
- Placing the Sponsor’s promotional materials into the bag of the Business Program participants.
- Placing the company senior executive interview and the stand clip in the final video clip about the Exhibition

The Official Exhibition Catalogue Sponsor

– 6 400 €

SPONSORSHIP PACKAGE PROVIDES THE FOLLOWING OPPORTUNITIES:

- Granting an official status “The Official Exhibition Catalogue Sponsor”
- Placing the logo indicating the status “The Official Exhibition Catalogue Sponsor” on the cover of the official catalogue.
- Placing data in the Official Participants Catalogue (logo and text)
- Placing advertising module in the Official Exhibition catalogue (1 page).
- Placing advertising and logo of the Sponsor in the leader notes on all pages of the catalogue (text and size are to be agreed upon conditionally)
- Placing the Sponsor logo in the electronic catalogue of the Exhibition.
- Placing web-banners 100x100 on the official website of the Exhibitions www.interlog-expo.ru and www.interlog-expo.com
- Publishing the Sponsor's news on the website of the Exhibition (at least 3 publications)
- Placing colored marker with the Sponsor logo in the Official Exhibition Catalogue.

SOLD

Official Exhibition Guide Sponsor

– 3 000 €

SPONSORSHIP PACKAGE PROVIDES THE FOLLOWING OPPORTUNITIES:

- Granting an official status “The Official Exhibition Guide Sponsor”
- Placing the logo indicating the status “The Official Exhibition Guide Sponsor” on the cover of the official catalogue.
- Placing the logo indicating the status “The Official Exhibition Guide Sponsor” on the cover of the official guide.
- Marking the Sponsor’s stand on the plan in the Guide and on the banners with hall plans (logo+ arrow)
- Placing data in the Official Participants Catalogue (logo and text)
- Placing advertising module in the Official Exhibition catalogue (1/1 page).
- Placing advertising module in the Official Exhibition guide (1/1 page).
- Placing advertising and logo of the Sponsor in all headers/footers of all pages of the Guide (text and size are to be agreed upon additionally)
- Publishing the Sponsor’s news on the websites of the Exhibition (at least 3 publications)
- Placing web-banners 100x100 on the official web-sites of the Exhibitions www.interlog-expo.ru and www.interlog-expo.pro.