

SPONSORSHIP PACKAGES



L E S
D R E V
M A S H
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October 24–27



**16th International
Exhibition for Machinery,
Equipment and Technology
for Logging, woodworking
and Furniture Industries**

www.lesdrevmash-expo.ru

Dear participants in the Lesdrevmash'2016 Exhibition

Participation in the Lesdrevmash 2016 exhibition as a Sponsor will enable your company to use all advertising opportunities provided by Expocentre and promote your products to the Russian and international markets **in the professional environment of the trade show.**

Sponsorship package is the most effective marketing tool allowing your company to stand out from competitors, cover the target audience, and use Expocentre's exhibition area as your own advertising platform.

We offer you our sponsorship package developed according to the marketing objectives of your company.

We offer the most powerful promotion tools for your company:

- ✓ outdoor advertising
- ✓ e-newsletter sent to the email database
- ✓ mention in press releases
- ✓ BTL activity
- ✓ handout materials
- ✓ ad in the exhibition catalogue
- ✓ ad on e-tickets plus many others.

Contact us and we will choose the right type of sponsorship which mostly meets your aims and objectives. We are also ready to discuss special sponsorship projects within Lesdrevmash.

Type of sponsorship / partnership	Cost, EUR (VAT excl.)
General sponsor*	17,000
Sponsor of registration*	12, 000
Official sponsor*	10,000
Sponsor of reception*	9,000 / 7,500
Sponsor of exhibition section	7,500
Sponsor of navigation*	5,500
Partner of the exhibition	3,500
Souvenir sponsor	1,500
*Exclusive	

GENERAL SPONSOR

Exclusive



Cost: 17,000 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Mention of company sponsorship in the exhibition official press release

On-line advertising

- Company banner placed on the homepage of the exhibition website
- Company banner included in Expocentre e-newsletter sent to the email database of potential attendees (only once, before the exhibition)
- Mention of company sponsorship in the news on the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (150-200 symbols) and logo printed in the exhibition catalogue
- A full-page, full-color ad printed in the exhibition catalogue and guidebook
- Company name highlighted in the list of participants and company logo printed on the pavilion layout in the exhibition guidebook

E-ticket

- Company ad on an e-ticket (ad block 18x5 cm, one month prior to the exhibition opening)

Exhibition accompanying events

- Providing sponsor with a hall to hold a presentation about sponsor's company, a round-table discussion or a seminar¹

¹ The service is provided as agreed with the Exhibition Management and if technically possible

GENERAL SPONSOR

Exclusive



Outdoor advertising

- Company logo placed on the exhibition navigation at Expocentre Fairgrounds as a sponsor during the exhibition
- Production and placement of company banner on Pavilion No.2 (North Entrance, ad group No.1, ad spot 'd' (18x4), or Pavilion No.7 (West Entrance, ad group No.3, ad spot 'a-e', at your option) ² or in another place, depending on the location of the exhibition and in agreement with the Exhibition Management
- Production and placement of company ad on 2 light boxes (Pavilion No.8 Hall 5) (1.76x1.8 m)
- Company stand highlighted and company logo printed on the pavilion layout, company name highlighted in the list of participants
- Production and placement of company ad on light boxes in Registration Zones:
 - ✓ (0.835x1.19 m) one at the South Entrance, one at the West Entrance
 - ✓ (1x1 m) one at the North Entrance

Other services

- Permission for sponsor's BTL-activity on the exhibition area (4 passes for distributor of promotional materials (for the exhibition open hours), promoters are hired by sponsor)
- An opportunity for company representative to use VIP-lounge services during the exhibition (one invitation)
- 6 invitations to the exhibition reception (extra)
- 3 permits for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

² Ad spot is provided if technically possible. Expocentre reserves the right to change the banner to a portable advertising structure (3x2 m) placed at the pavilion entrance.

SPONSOR OF REGISTRATION

Exclusive



Cost: 12,000 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Mention of company sponsorship in the exhibition official press release

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (100-150 symbols) and logo printed in the exhibition catalogue
- A full-page, full-color ad printed in the exhibition catalogue and guidebook

Outdoor advertising

- Production and placement of company ad on light boxes in the Registration Zones:
 - ✓ one light box (1.75x1.8 m) – Pavilion No.8 Hall 5
 - ✓ two light boxes (0.835x1.19 m) – West Entrance
 - ✓ two light boxes (0.835x1.19 m) – South Entrance
 - ✓ two light-boxes (1x1 m) – North Entrance
- Production and placement of company banner (1x2 m) on the portable advertising structures in the North, South and West Registration Zones

Registration zone

- Providing uniform with company logo for registration staff (T-shirts, scarves, caps). Items are sponsor supplied, style in conjunction with Expocentre
- Distribution of company printed materials at the registration desks to the exhibition visitors
- Company logo on a visitor badge lanyard (lanyards are sponsor supplied, lanyards shall bear both Expocentre's and sponsor's logos)

Other services

- 4 invitations to the exhibition reception (extra)
- 2 permits for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

OFFICIAL SPONSOR

Exclusive



Cost: 10,000 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Mention of company sponsorship in the exhibition official press release

On-line advertising

- Company banner placed on the homepage of the exhibition website
- Mention of company sponsorship in the news on the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (100 symbols) and logo printed in the exhibition catalogue
- A full-page, full-color ad printed in the exhibition catalogue and guidebook
- Company name highlighted in the list of participants and company logo printed on the pavilion layout in the exhibition guidebook

Outdoor advertising

- Company logo placed on the exhibition navigation at Expocentre Fairgrounds as a sponsor during the exhibition
- Production and placement of company ad on 1 light box (Pav. No.8 Hall 5, 1.76x1.8 m)
- Company stand highlighted and company logo printed on the pavilion layout, company name highlighted in the list of participants
- Production and placement of company banner ad (3x2 m) on the portable advertising structures at the pavilion entrance

OFFICIAL SPONSOR

Exclusive



Exhibition accompanying events

- Providing sponsor with a hall to hold a presentation about sponsor's company, a round-table discussion or a seminar ¹

Other services

- Permission for sponsor's BTL-activity on the exhibition area (2 passes for distributor of promotional materials (for the exhibition open hours), promoters are hired by sponsor)
- 4 invitations to the exhibition reception (extra)
- 2 permits for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

¹ *The service is provided as agreed with the Exhibition Management and if technically possible*

SPONSOR OF RECEPTION

Exclusive



Cost: 9,000* € (VAT excl.)

* In case Sponsor provides beverages, desserts, souvenirs for the reception, the cost is 7,500 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Welcome speech of sponsor's representative (up to 3 min long) at the reception

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (100 symbols) and logo printed in the exhibition catalogue (*in case sponsor participates in the exhibition*)
- A full-page, full-color ad printed in the exhibition catalogue and guidebook
- Company name highlighted in the list of participants and company logo printed on the pavilion layout in the exhibition guidebook (*in case sponsor participates in the exhibition*)

Outdoor advertising

- Production and placement of company ad on 2 light boxes (Pavilion No.8 Hall 5) (1.76x1.8 m)
- An opportunity to set a roll-up or a pop-up (2 items)
- Company banner ad (1x2 m) placed at the entrance to the hall where reception is held

Other services

- Permission for sponsor's BTL-activity on the exhibition area (2 passes for distributor of promotional materials (for the exhibition open hours), promoters are hired by sponsor)
- 10 invitations to the exhibition reception
- 2 permits for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)
- Company logo on the invitation to the exhibition reception

! Purchase a package possible, as an exhibitor, and non-core company.

SPONSOR OF EXHIBITION SECTION



Cost: 7,500 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

Exhibition press release

- Mention of company sponsorship in the exhibition official press release

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (100 symbols) and logo printed in the exhibition catalogue
- A half-page, full-color ad printed in the exhibition catalogue and guidebook
- Company name highlighted in the list of participants and company logo printed on the pavilion layout in the exhibition guidebook

Outdoor advertising

- Company logo placed on the exhibition navigation at Expocentre Fairgrounds as a sponsor during the exhibition
- Company stand highlighted and company logo printed on the pavilion layout, company name highlighted in the list of participants
- Production and placement of company banner ad on the portable advertising structure at the pavilion where the sponsor section/booth is located

Other services

- Permission for sponsor's BTL-activity on the exhibition area (2 passes for distributor of promotional materials (for the exhibition open hours), promoters are hired by sponsor)
- 2 invitations to the exhibition reception
- 1 permit for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

SPONSOR OF NAVIGATION

Exclusive



Cost: 5,500 € (VAT excl.)

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor
- Company profile (100 symbols) and logo printed in the exhibition catalogue
- A half-page, full-color ad printed in the exhibition catalogue and guidebook
- Company name highlighted in the list of participants and company logo printed on the pavilion layout in the exhibition guidebook

Outdoor advertising

- Company logo placed on the exhibition navigation at Expocentre Fairgrounds as a sponsor during the exhibition
- Company stand highlighted and company logo printed on the pavilion layout, company name highlighted in the list of participants

Other services

- 2 invitations to the exhibition reception
- 1 permit for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

PARTNER OF THE EXHIBITION

Cost: 3,500 € (VAT excl.)



Status

- Granting status to partner
- Permission to use exhibition logo in partner's advertising campaign
- Awarding company with certificate of sponsorship

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition press release

- Mention of company partnership in the exhibition official press release

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a partner
- Company profile (100 symbols) and logo printed in the exhibition catalogue
- A half-page, full-color ad printed in the exhibition catalogue and guidebook

Other services

- Permission for sponsor's BTL-activity on the exhibition area (1 pass for distributor of promotional materials (for the exhibition open hours), promoters are hired by sponsor)
- 2 invitations to the exhibition reception
- 1 permit for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)

SOUVENIR SPONSOR

Cost: 1,500 € (VAT excl.)



Sponsor provides Expocentre AO with VIP souvenirs branded with sponsor's logo and Expocentre's logo. Souvenirs are distributed among the exhibition VIP visitors. The number and type of souvenirs shall be agreed with the Exhibition Management.

Status

- Granting status to sponsor
- Permission to use exhibition logo in sponsor's advertising campaign
- Awarding company with certificate of sponsorship

On-line advertising

- Company banner placed on the homepage of the exhibition website

Exhibition catalogue and guidebook

- Company logo printed in the exhibition catalogue and guidebook as a sponsor

Other services

- 2 invitations to the exhibition reception
- 1 permit for parking on the territory of Expocentre Fairgrounds during the exhibition (parking spot at your wish)