

Sponsorship Packages

AGRO PROD MASH

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MINPROMTORG
RUSSIA



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IR
Expo Rating



22ND INTERNATIONAL EXHIBITION FOR EQUIPMENT,
TECHNOLOGIES, RAW MATERIALS AND INGREDIENTS
FOR THE FOOD PROCESSING INDUSTRY

9-13
October 2017

Expocentre Fairgrounds
Moscow, Russia

Exhibition No.1
in Russia*

Organized by



Assisted by

- Ministry of Industry and Trade of the Russian Federation
- Ministry of Agriculture of the Russian Federation

Under auspices of
Chamber of Commerce and Industry
of the Russian Federation

* Source: Russian National Exhibition Rating.
See more at www.exporating.ru/en

Advertising 12+



Dear participants in Agroprodmasn 2017



Advertising and sponsorship opportunities will allow to make your company known to the target audience long before the beginning of the exhibition and showcase your products during the event. It will undoubtedly improve the efficiency of your company's promotion in the market.

We offer you integrated promotion opportunities i.e. sponsorship packages developed for various marketing aims of participating companies.

We kindly offer you to choose sponsorship or partnership participation that is in line with your aims and tasks. We are also ready to discuss special sponsorship projects within the Agroprodmasn exhibition.

Type of sponsorship/partnership	Cost (VAT excl.)
	Euro
General sponsor*	30 000
Sponsor of registration*	24 000
Official sponsor*	20 000
Sponsor of gala dinner*	12 000
Sponsor of exhibition section	12 000
Sponsor of navigation*	10 000
Sponsor of exhibition guide*	10 000
Partner of exhibition	8 000
Partner of associated events	8 000

General sponsor (*exclusive*)

30 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "General Sponsor of the Exhibition"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Placement of company logo on e-tickets to the exhibition ¹	Number of e-tickets	
4.	Awarding company with a certificate of sponsorship	1	
5.	Placement of information about company sponsorship in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
6.	Placement of company banner ad on the homepage of the exhibition website, 400 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
7.	Placement of company banner ad in Expocentre e-newsletters about the exhibition (schedule and number of e-newsletters shall be specified by Expocentre)	2 e-newsletters	from the date of payment
8.	Announcement of company sponsorship in the news on the exhibition website (text is provided by Sponsor)	3	from the date of payment
9.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
10.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 400 symbols including punctuation marks and spaces)		from the first day of exhibition

11.	Placement of full-page coloured company ad on the back cover of the exhibition catalogue ² (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition
12.	Placement of full-page coloured company ad in the exhibition guide (ad layout is Sponsor supplied according to Expocentre specifications)		from the first day of exhibition
13.	Company name highlighted in the list of participants and placement of company logo on the pavilion layout in the exhibition guide and on the banner (location and size of the logo shall be specified by Expocentre)		from the first day of exhibition
14.	Placement of company ad on an e-ticket to the exhibition, 18x5 cm ³ (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the date of payment
15.	Placement of company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor for the exhibition open hours (arrangement of Sponsors' logos as well as the number and location of banners shall be specified by Expocentre)		
16.	Production and placement of company ad on the light box in Pavilion No.8, Hall 5 (1.76 x 1.8 m. Ad layout is Sponsor supplied according to Expocentre specifications)	1	
17.	Production and placement of company banner ad on the portable advertising structure 4 x 2 m (location of structure shall be coordinated additionally, ad layout is Sponsor supplied according to Expocentre specifications)	2	
18.	Providing Sponsor with a hall (please specify the name) to hold a presentation about Sponsor's company, a round-table discussion or a seminar ⁴	1	specify the date and time

19.	Broadcasting of Sponsor's videos on all plasma panels in the exhibition pavilions (videos up to 15 sec long each, Sponsor supplied)	50 broadcasts per day	
20.	Providing invitations to the gala dinner devoted to the exhibition opening	6	
21.	Passes for promoters of information and promotional materials (promoters are hired by Sponsor). A promoter is obliged to follow the Approved Procedure for Distribution of Promotional Material at Expocentre Fairgrounds. Layouts of ad material shall be pre-approved with Expocentre.	4	
22.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	4	

- ¹ The service can be rendered providing the agreement is signed before the date of putting the layout into print
- ² The service can be sold on the date of signing this contract. It is necessary to agree the opportunity of its providing.
- ⁴ The hall is provided for one day as agreed with the Exhibition Management and if technically possible

Sponsor of Registration (exclusive)

24 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "Sponsor of the Exhibition Registration"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of sponsorship	1	
4.	Placement of information about company sponsorship in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications)	1	from the date of payment
6.	Placement of company logo on the printed visitor questionnaire		
7.	Placement of company logo on a visitor badge		
8.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
9.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 200 symbols including punctuation marks and spaces)		from the first day of exhibition
10.	Placement of full-page coloured company ad in the exhibition catalogue (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition

11.	Production and placement of company ad on light boxes in Registration Zones: <ul style="list-style-type: none"> • West entrance (0.8 x 1.2 m) • South entrance (0.8 x 1.2 m) • North entrance (1 x 1 m) (ad layout is Sponsor supplied according to Expocentre specifications)	2 2 1	
12.	Production and placement of company ad on the light box in Pavilion No.8, Hall 5 (1.76 x 1.8 m. Ad layout is Sponsor supplied according to Expocentre specifications)	1	
13.	Production and placement of company banner ad on the portable advertising structure in the North, South and West Registration Zones, 1 x 2 m (ad layout is Sponsor supplied according to Expocentre specifications)	3	
14.	Granting the right to use uniform with company logo for registration staff (The uniform, e.g., T-shirts, caps and scarves are Sponsor supplied)	Specify the number of registration staff	
15.	Placement of company print advertising materials on visitor registration counters (layout of ad material shall be coordinated with Expocentre)	Not more than 10 000 copies	
16.	Permission to place company logo on a visitor badge lanyard (lanyards are Sponsor supplied, Sponsor's layout shall be coordinated with Expocentre)	Number of copies	
17.	Invitations to the gala dinner devoted to the exhibition opening	4	
18.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	2	

Official Sponsor (exclusive)

20 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "Official Sponsor of the Exhibition"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of sponsorship	1	
4.	Placement of information about company sponsorship in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Announcement of company sponsorship in the news on the exhibition website (text is provided by Sponsor)	3	from the date of payment
6.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner shall be specified by Expocentre)	1	from the date of payment
7.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
8.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 300 symbols including punctuation marks and spaces)		from the first day of exhibition
9.	Placement of full-page coloured company ad in the exhibition catalogue and guide (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition
10.	Company name highlighted in the list of participants and placement of company logo on the pavilion layout in the exhibition guide and on the banner (location and size of the logo shall be specified by Expocentre)		from the first day of exhibition

11.	Placement of company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor for the exhibition open hours (arrangement of Sponsors' logos as well as the number and location of banners shall be specified by Expocentre)		
12.	Production and placement of company ad on the light box in Pavilion No.8, Hall 5 (1.76 x 1.8 m. Ad layout is Sponsor supplied according to Expocentre specifications)	1	
13.	Production and placement of company banner ad on the portable advertising structure, 4 x 2 m (location of structure shall be coordinated additionally. Ad layout is Sponsor supplied according to Expocentre specifications)	1	
14.	Providing Sponsor with a hall (please specify the name) to hold a presentation about Sponsor's company, a round-table discussion or a seminar ¹	1	specify the date and time
15.	Invitations to the gala dinner devoted to the exhibition opening	4	
16.	Passes for promoters of information and promotional material (promoters are hired by Sponsor). A promoter is obliged to follow the Approved Procedure for Distribution of Promotional Material at Expocentre Fairgrounds. Layouts of ad material shall be pre-approved with Expocentre.	2	
17.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	2	

¹Hall is provided for one day as agreed with the Conventions Department and if technically possible

Sponsor of Gala Dinner (exclusive)

12 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "Sponsor of the Gala Dinner"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Providing Sponsor's representative with an opportunity to have welcome speech at the gala dinner devoted to the exhibition opening (up to 3 min long, the text shall be agreed with Expocentre not later than a week prior to the exhibition opening)		
4.	Placement of company logo on the invitation to the gala dinner devoted to the exhibition opening (arrangement and size of the logo shall be specified by Expocentre)		
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
6.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
7.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 100 symbols including punctuation marks and spaces)		from the first day of exhibition
8.	Placement of full-page coloured company ad in the exhibition catalogue (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition
9.	Production and placement of company ad on light boxes in Pavilion No.8, Hall 5 (1.76 x 1.8 m. Ad layout is Sponsor supplied according to Expocentre specifications)	2	

10.	Production and placement of company banner ad on the portable advertising structure near entry to the gala dinner hall, 2 x 2 m (ad layout is Sponsor supplied according to Expocentre specifications)	1	
11.	Permission to set company roll up banner (Expocentre shall not take any liability for the loss or damage of advertising equipment during the exhibition open hours. Location and size of the roll up banner shall be agreed on additionally)	2	
12.	Providing invitations to the gala dinner devoted to the exhibition opening	10	
13.	Passes for promoters of information and promotional materials (promoters are hired by Sponsor). A promoter is obliged to follow the Approved Procedure for Distribution of Promotional Material at Expocentre Fairgrounds. Layouts of ad material shall be pre-approved with Expocentre.	2	
14.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	2	

Sponsor of Exhibition Section

12 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting the status "Sponsor of the Exhibition Section"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of sponsorship	1	
4.	Placement of information about company sponsorship in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
6.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
7.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 200 symbols including punctuation marks and spaces)		from the first day of exhibition
8.	Placement of half-page coloured company ad in the exhibition catalogue and guide (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition

9.	Placement of company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor for the exhibition open hours (arrangement of Sponsors' logos as well as the number and location of banners shall be specified by Expocentre)	1	from the first day of the exhibition
10.	Production and placement of company banner ad on the portable advertising structure, 2 x 2 m (location of structure shall be agreed on additionally. Ad layout is Sponsor supplied according to Expocentre specifications)	1	
11.	Invitations to the gala dinner devoted to the exhibition opening	2	
12.	Passes for promoters of information and promotional materials (promoters are hired by Sponsor). A promoter is obliged to follow the Approved Procedure for Distribution of Promotional Material at Expocentre Fairgrounds. Layouts of ad material shall be pre-approved with Expocentre.	2	
13.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	2	

Sponsor of Navigation (exclusive)

10 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "Sponsor of the Exhibition Navigation"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of sponsorship	1	
4.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
5.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
6.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 100 symbols including punctuation marks and spaces)		from the first day of exhibition
7.	Placement of full-page coloured company ad in the exhibition guide (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition
8.	Company name highlighted in the list of participants and placement of company logo on the pavilion layout in the exhibition guide and on the banner (location and size of the logo shall be specified by Expocentre)		
9.	Placement of company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor for the exhibition open hours (arrangement of Sponsors' logos as well as the number and location of banners shall be specified by Expocentre)		

10.	Invitations to the gala dinner devoted to the exhibition opening	2	
11.	Parking pass to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her car at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	1	

Sponsor of Exhibition Guide (exclusive)

10 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting an exclusive status "Sponsor of the Exhibition Guide"		date of payment
2.	Granting the right to use the exhibition logo in Sponsor's advertising campaign (on Sponsor's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of sponsorship	1	
4.	Placement of information about company sponsorship in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Sponsor supplied according to Expocentre specifications, location of the banner shall be specified by Expocentre)	1	from the date of payment
6.	Placement of company logo in the exhibition catalogue and guide as a Sponsor (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
7.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 300 symbols including punctuation marks and spaces)		from the first day of exhibition
8.	Placement of coloured company ad on the back cover of the exhibition catalogue ¹ (ad layout is Sponsor supplied according to Expocentre specifications)	1	from the first day of exhibition
9.	Company name highlighted in the list of participants and placement of company logo on the pavilion layout in the exhibition guide (location and size of the logo shall be specified by Expocentre)		from the first day of exhibition

10.	Providing Sponsor with invitations to the gala dinner devoted to the exhibition opening	2	
11.	Parking pass to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her car at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	1	

*The service can be sold on the date of signing the contract. It is necessary to agree the opportunity of its providing.

Partner of Exhibition

8 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting the status "Partner of the Exhibition"		date of payment
2.	Granting the right to use the exhibition logo in Partner's advertising campaign (on Partner's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of partnership	1	
4.	Placement of information about company partnership in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Partner supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
6.	Placement of company logo on the Sponsor page in the exhibition catalogue and guide as a Partner (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
7.	Placement of company profile and logo in the exhibition catalogue (text shall contain up to 100 symbols including punctuation marks and spaces)		from the first day of exhibition
8.	Placement of half-page coloured company ad in the exhibition catalogue (ad layout is Partner supplied according to Expocentre specifications)		from the first day of exhibition
9.	Invitations to the gala dinner devoted to the exhibition opening	2	

10.	Parking pass to Expocentre Fairgrounds for the exhibition open hours. The pass allows Partner to park his/her car at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	1	
11.	Pass for promoter of information and promotional materials (promoters are hired by Partner). A promoter is obliged to follow the Approved Procedure for Distribution of Promotional Material at Expocentre Fairgrounds. Layouts of ad material shall be pre-approved with Expocentre.	1	

Partner of Associated Events

8 000 Euro (VAT excl.)

	Services	Amount (number)	Date of providing services
1.	Granting the status "Partner of the Exhibition Associated Events		date of payment
2.	Granting the right to use the exhibition logo in Partner's advertising campaign (on Partner's website, print advertising materials, outdoor advertising)		from the date of payment
3.	Awarding company with a certificate of partnership	1	
4.	Placement of information about company partnership in the exhibition press release (time of publication, information scope and placement of the press release shall be specified by Expocentre)		from the date of payment
5.	Placement of company banner ad on the homepage of the exhibition website, 220 x 80 px (banner is Partner supplied according to Expocentre specifications, location of the banner on the website shall be specified by Expocentre)	1	from the date of payment
6.	Providing Partner with a hall (please specify the name) to hold a presentation, a round-table discussion or a seminar ¹		
7.	Placement of company logo in the exhibition catalogue and guide as a Partner (arrangement and location of logos shall be specified by Expocentre)		from the first day of exhibition
8.	Including information about Partner's event in the exhibition event program		
9.	Announcement of Partner's event via public address system in the exhibition pavilions (schedule of broadcasts and the text shall be coordinated with Expocentre)	No more than 3 times on the day of holding the event	

10.	Permission to set company roll up banner (Expocentre shall not take any liability for the loss or damage of advertising equipment for the exhibition open hours. Location of the roll up banner shall be agreed on additionally)	1	
11.	Parking passes to Expocentre Fairgrounds for the exhibition open hours. The pass allows Sponsor to park his/her cars at Expocentre Fairgrounds from 8 a.m. to 8 p.m.	2	
12.	Invitations to the gala dinner devoted to the exhibition opening	2	

¹The hall is provided for one day as agreed with the Exhibition Management and if technically possible