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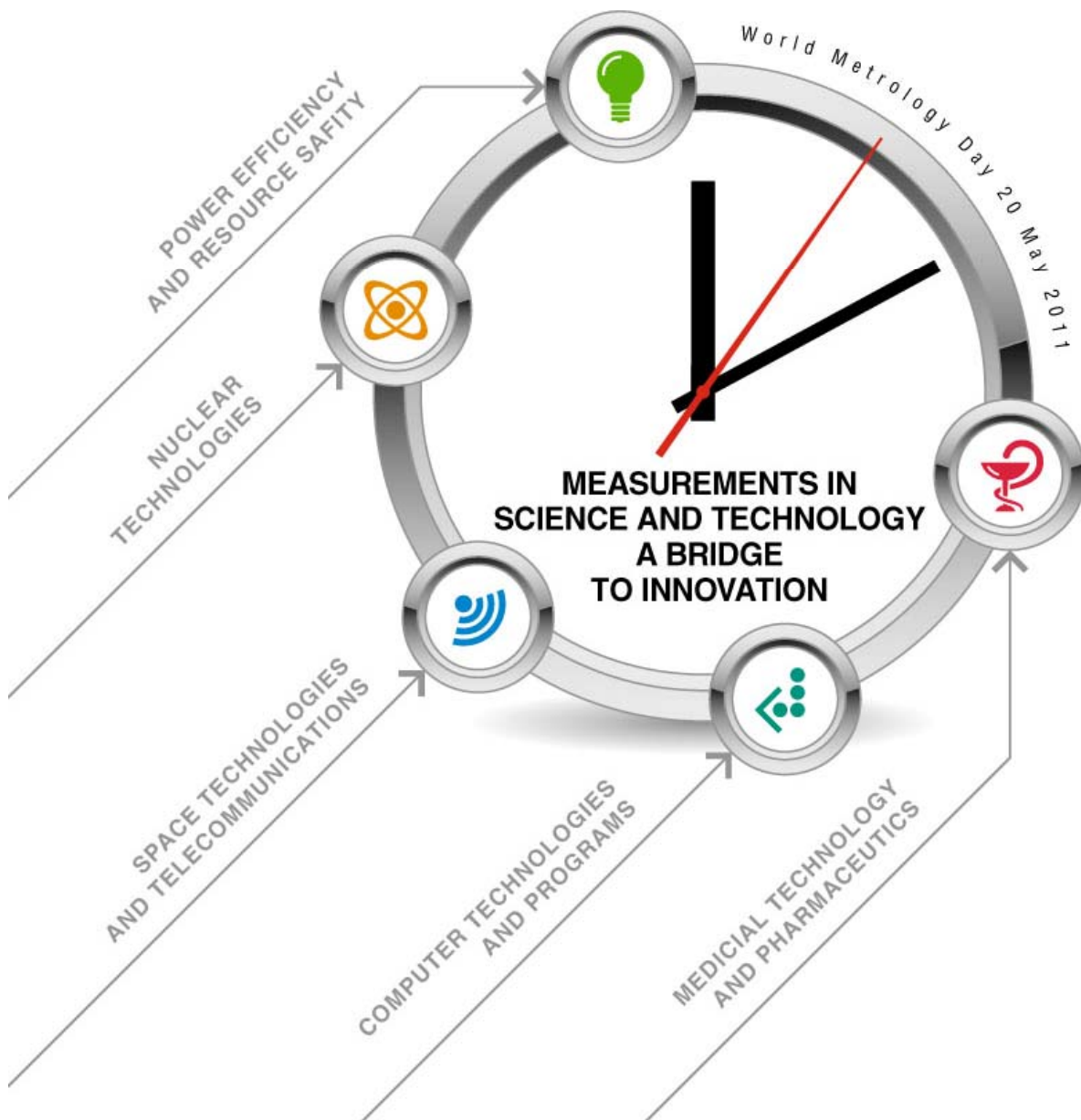
7th Moscow International Forum

MetrolExpo '2011

7th Competitive Exhibitions of Measuring Tools, Testing and Laboratory Equipment

May 17-19
Moscow
VVC

3d Symposium
«Precision. Quality. Safety»



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Moscow International Forum «MetrolExpo-2011» is the largest specialized event in the sphere of assurance of accuracy, quality and safety of manufacturing processes and finished products.

The forum will combine the 7th Competitive Exhibition of Measuring Tools, Testing and Laboratory Equipment «MetrolExpo» and the 3rd Moscow International Symposium «Accuracy. Quality. Safety» on one show-floor.

In 2011, the forum will be held under the motto «Measurements in Science and Technology – a bridge to innovation» to support the national policy directed to modernization and development of the economy of Russia in association with the Central Office of the Government of the Russian Federation.

Major Russian and foreign manufacturers and consumers of instrument-making products participate annually in the forum.

The Organizing Committee will supply a number of sponsorship opportunities for organizations wishing to use a unique format and marketing opportunities of the event:

- General Partner of the Forum;
- General Partner of the Exhibition;
- General Partner of the Symposium;
- Partner of the Registration.

General Partner of the Forum

The package includes:

Status:

- conferment of an exclusive status of a General Partner of the Forum (only one company can be a General Partner).

Advertising campaign. Placement of a logo, a corporate name and a partner's status on all advertising vehicles of the forum:

- advertising modules in printed media and at internet portals (over 35 specialized editions);
- banners, cross-street-banners and outdoor advertising panels;
- reference signposts of the event in the territory of the exhibition complex;
- the central banner on the front of the exhibition pavilion;
- a banner on the presentation scene of the forum (for the purpose of opening, awarding and closing of the event, interview with media representatives);
- an individual advertising banner at the main entrance to the pavilion;
- a presidium banner at the conference hall of the symposium;
- at the home page and interior pages of the official website of the forum.

Invitations:

- information booklet about the event (20,000 booklets distributed among the potential forum participants six months before the beginning of the event);
- invitations (30,000 invitations, distributed for participation in the forum 1 month before the beginning of the event);
- delivery of up to 1,000 invitations to the forum.

Catalogue, guide-book:

- placement of a logo, a corporate name and a status on the first page of the catalogue;
- placement of an advertising module of a partner (1/1 of page) on page 4 of the catalogue;
- a sponsor's greeting speech in the catalogue;
- placement of a logo, a corporate name and a status on the cover of the guide-book.

Participation Package:

- placement of a logo, a corporate name and a status in the program, on the package, a notebook, a pen;
- placement of partner’s advertising materials (provided by a partner) in a participant’s file.

Registration:

- placement of a logo, a corporate name and a status on visitors’ badges;
- allocation of a literary stand in the registration zone for a partner’s advertising materials (provided by a partner).

Speeches:

- an opportunity to speak at the official opening and closing of the forum (a 60 second speech);
- a speech in one of the symposium sections (up to 15 minutes);
- awarding of a sponsor with a medal and a diploma of the exhibition;
- a video recording in the official press release of the forum.

Buffet zone:

- 4 personal badges with the right to visit all the forum events (including VIP-party).

Additional Services (*option, the cost is subject to agreement):

- an exhibition floor for preparation of an exposition*;
- an exclusive exhibition stand*;
- show displays within the pavilion*;
- other advertising tools of a sponsor*.

Package cost: 900,000 Rub / 22,500 Euro



↓ See low General Partner of the Exhibition

General Partner of the Exhibition

The package includes:

Status:

- conferment of an exclusive status of a General Partner of the Exhibition (only two companies can be a General Partner).

Advertising campaign. Placement of a logo, a corporate name and a partner's status on all advertising vehicles of the forum:

- advertising modules in printed media and at internet portals (over 35 specialized editions);
- banners, cross-street-banners and outdoor advertising panels;
- reference signposts of the event in the territory of the exhibition complex;
- the central banner on the front of the exhibition pavilion;
- a banner on the presentation scene of the forum (for the purpose of opening, awarding and closing of the event, interview with media representatives);
- an individual advertising banner at the main entrance to the pavilion;
- at the home page and interior pages of the official website of the forum.

Invitations:

- information booklet about the event (20,000 booklets distributed among the potential forum participants six months before the beginning of the event);
- invitations (30,000 invitations, distributed for participation in the forum 1 month before the beginning of the event);
- delivery of up to 500 invitations to the forum.

Catalogue, guide-book:

- placement of a logo, a corporate name and a status on the first page of the catalogue;
- placement of an advertising module of a partner (1/1 of page) on page 2 of the catalogue;
- placement of a logo, a corporate name and a status on the cover of the guide-book.

Participation Package:

- placement of partner's advertising materials (provided by a partner) in a participant's file.

Registration:

- placement of a logo, a corporate name and a status on visitors' badges;
- allocation of a literary stand in the registration zone for a partner's advertising materials (provided by a partner).

Speeches:

- awarding of a sponsor with a medal and a diploma of the exhibition;
- a video recording in the official press release of the forum.

Buffet zone:

- 2 personal badges with the right to visit all the forum events.

Additional Services (*option, the cost is subject to agreement):

- an exhibition floor for preparation of an exposition*;
- an exclusive exhibition stand*;
- show displays within the pavilion*;
- other advertising tools of a sponsor*.

Package cost: 250,000 Rur / 6,500 Euro

↓ See low General Partner of the Symposium

General Partner of the Symposium

The package includes:

Status:

- conferment of an exclusive status of a General Partner of the Symposium (only two companies can be a General Partner).

Advertising campaign. Placement of a logo, a corporate name and a partner's status on all advertising vehicles of the forum:

- advertising modules in printed media and at internet portals (over 35 specialized editions);
- banners, cross-street-banners and outdoor advertising panels;
- reference signposts of the event in the territory of the exhibition complex;
- the central banner on the front of the exhibition pavilion;
- a banner on the presentation scene of the forum (for the purpose of opening, awarding and closing of the event, interview with media representatives);
- an individual advertising banner at the main entrance to the pavilion;
- a presidium banner at the conference hall of the symposium;
- at the home page and interior pages of the official website of the forum.

Invitations:

- information booklet about the event (20,000 booklets distributed among the potential forum participants six months before the beginning of the event);
- invitations (30,000 invitations, distributed for participation in the forum 1 month before the beginning of the event);
- delivery of up to 500 invitations to the forum.

Catalogue, guide-book:

- placement of a logo, a corporate name and a status on the first page of the catalogue;
- placement of an advertising module of a partner (1/1 of page) on page 3 of the catalogue;
- placement of a logo, a corporate name and a status on the cover of the guide-book.

Participation Package:

- placement of a logo, a corporate name and a status in the program, on the package, a notebook, a pen;
- placement of partner's advertising materials (provided by a partner) in a participant's file.

Registration:

- placement of a logo, a corporate name and a status on visitors' badges;
- allocation of a literary stand in the registration zone for a partner's advertising materials (provided by a partner).

Speeches:

- a speech in one of the symposium sections (up to 15 minutes);
- granting seminar carrying out (up 1 hour);
- awarding of a sponsor with a medal and a diploma of the exhibition;
- a video recording in the official press release of the forum.

Buffet zone:

- 2 personal badges with the right to visit all the forum events.

Additional Services (*option, the cost is subject to agreement):

- an exhibition floor for preparation of an exposition*;
- an exclusive exhibition stand*;
- show displays within the pavilion*;
- other advertising tools of a sponsor*.

Package cost: 350,000 Rur / 9,000 Euro

↓ See low Partner of the Registration

Partner of the Registration

The package includes:

Status:

- conferment of an exclusive status of a Partner of the Registration (only one company can be a Partner).

Advertising campaign. Placement of a logo, a corporate name and a partner's status on all advertising vehicles of the forum:

- the central banner on the front of the exhibition pavilion;
- a banner on the presentation scene of the forum (for the purpose of opening, awarding and closing of the event, interview with media representatives);
- an individual advertising banner at the reception;
- at the interior pages of the official website of the forum in section «Visit».

Invitations:

- placement of a logo on electronic tickets of the forum.

Catalogue, guide-book:

- placement of a logo, a corporate name and a status on the first page of the catalogue;
- placement of an advertising module of a partner (1/1 of page) in the catalogue;

Participation Package:

- placement of partner's advertising materials (provided by a partner) in a participant's file.

Registration:

- placement of a logo, a corporate name and a status on visitors' badges;
- allocation of a literary stand in the registration zone for a partner's advertising materials (provided by a partner);
- equipment of employees of a zone of registration by clothes with firm symbolics (vests, baseball caps, jackets, etc.);
- complete set of a zone of registration by a stationery with firm symbolics (handles, registration cards etc.).

Buffet zone:

- one personal badge with the right to visit all the forum events.

Additional Services (*option, the cost is subject to agreement):

- an exhibition floor for preparation of an exposition*;
- an exclusive exhibition stand*;
- show displays within the pavilion*;
- other advertising tools of a sponsor*.

Package cost: 150,000 Rur / 4,000 Euro

Please contact the Director's Office for all the sponsorship questions:

Director of the Forum, PhD. Alexander B. Puchkov

Sponsorship Manager Olga Ignatyeva

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