

# IMAF

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## International Moscow Automotive Forum

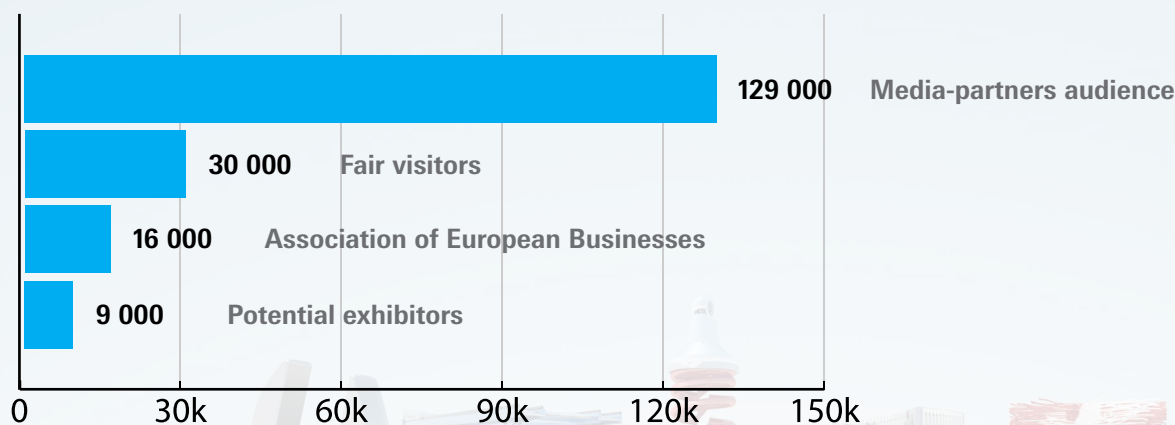
**25 August 2015**  
 IEC «Expocentre», Moscow

### Forum Partnership

Coverage of the specialists and experts in the automotive sphere:

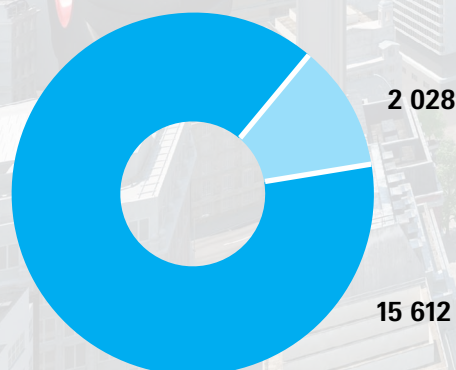
1. Informing target audience before the Forum (e-mailings, web-site, news items, Facebook)

**Audience = 184 000 specialists**



2. Coverage of the audience in the first two days of the fair on the territory of MIMS Automechanika Moscow Moscow (advertising banners, fringe program banners, informational banners of the Forum, roll-ups, navigation)

**Audience for first 2 days = 17 640 specialists**



15 612 Fair visitors, including  
Forum participants

2 028 Exhibitors

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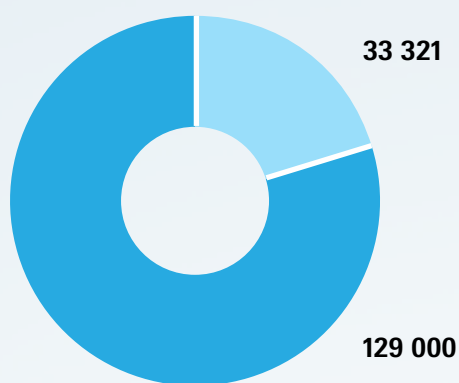
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### 3. Informing the audience after the Forum (Post Show report, articles, media coverage)

**Audience after Forum = 162 321 specialists**



**129 000** Media-partners audience

**33 321** Exhibitors and visitors

### Visitors profile



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### Partnership opportunities

Partnership category	Exclusive	Price	Description
Country/Region Partner	Exclusive	7 000 EUR + 18% VAT	Conditions are under changes according to the Partner's goals.
Premium Partner	Exclusive	5 300 EUR + 18% VAT	
Official Partner	Exclusive	3 800 EUR + 18% VAT	Extended PR-company not only in the frame of the Forum but on the Fair.
Forum Partner	Non-exclusive	3 000 EUR + 18% VAT	Extended PR-campaign in the frame of the Forum.
Coffee-area Partner	Exclusive	2 600 EUR + 18% VAT	PR-campaign during business brakes, where all the audience meet and talk to each other informally.
Registration Forum Partner (badges, ribbons)	Exclusive	2 000 EUR +18% VAT	Coverage of all the Forum audience and paid attention of fairs' visitors.
Forum handouts Partner (packages, notebooks)	Exclusive	2 100 EUR + 18% VAT	Maximum coverage of all the Forum audience.
Business Partner	Exclusive	2 230 EUR +18% VAT	B2B meetings and matchmaking area.



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### Contacts



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