



Association
of European
Businesses

EVENT SPONSORSHIP OPPORTUNITIES



AEBRUS.RU



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AEB EVENTS

AEB soon
30 years in Russia

100+
events per year

Exclusive insights from
industry experts / leaders

Main representative
of foreign businesses
in Russia

85+
Committees
and Working Groups

Top executives
from government
and business

AEB EVENTS - this is a platform for discussions on current business issues: climate change, digitalization, HR, finance, real estate, sanctions & countermeasures, legislative environment and much more. Among the speakers are high-level representatives of various industries, Russian national and Eurasian authorities, heads of large companies and international experts. Events are held at the AEB Conference Centre and best business venues in Moscow and St Petersburg as well as online.

FY24 CALENDAR OVERVIEW

| | FLAGSHIP EVENTS | CONFERENCE / OPEN EVENTS | REGIONAL EVENTS | SPECIAL EVENTS |
|--------------|---------------------------|---|--|----------------------|
| February | Winter Reception (Moscow) | | | |
| March | | Customs conference HR Conference | | |
| April | | | Open Conference (Krasnodar) | |
| May | | IPR Conference | | |
| June | Summer cocktail (Moscow) | Taxation bi-annual conference | Flagship Conference (St. Petersburg) | |
| August | | | | IMAF 2024 |
| September | | | Opening of business season (St Petersburg) | |
| October | Flagship Conference | | | Joint event AmCham |
| December | | Migration conference Taxation bi-annual conference | Christmas cocktail (St Petersburg) | |
| January 2025 | | | | AMC Press Conference |



FLAGSHIP EVENTS



FLAGSHIP EVENTS

These are the main AEB events including major milestones in AEB year such as the Annual General Meeting and the AEB Flagship conference as well as our traditional social gatherings such as our Summer and Winter networking events.

AUDIENCE:

open to all AEB members, diplomatic corps and partners

NUMBER OF GUESTS:

100 – 300

CALENDAR 2024

FEBRUARY

Winter Reception (Moscow)

JUNE

Summer cocktail (Moscow)

OCTOBER

Flagship Conference

FLAGSHIP EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 200 000 rub. (+20% VAT) | GOLD SPONSOR 250 000 rub. (+20% VAT) | PLATINUM SPONSOR* 350 000 rub. (+20% VAT) | OFFICIAL CAR SPONSOR** 350 000 rub. (+20% VAT) | GENERAL SPONSOR** 500 000 rub. (+20% VAT) |
|--|---|---|--|---|--|
| Logo placement on the event program indicating the sponsor's status | ● | ● | ● | ● | ● |
| Placement of sponsor's handouts in the area provided by AEB | ● | ● | ● | ● | ● |
| Expression of gratitude to the sponsor during the event | ● | ● | ● | ● | ● |
| Logo placement on the first slide of the event presentation (if any) | ● | ● | ● | ● | ● |
| Logo placement in newsletters about the sponsored event | ● | ● | ● | ● | ● |
| Logo placement on the back drop/press-wall | ● | ● | ● | ● | ● |
| Free registration of the sponsor's delegates in case of paid even | 2 | 4 | 6 | 6 | 8 |
| Mentioning the sponsor in the event announcement in the AEB Telegram channel | ● | ● | ● | ● | ● |
| Sponsor's roll-up in the lobby (for offline events) | ● | ● | ● | ● | ● |
| Sponsor's roll-up in the hall of the event (for offline) | — | ● | ● | ● | ● |

* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

** Exclusivity. There can only be one Car/General sponsor on the event.

FLAGSHIP EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 200 000 rub. (+20% VAT) | GOLD SPONSOR 250 000 rub. (+20% VAT) | PLATINUM SPONSOR* 350 000 rub. (+20% VAT) | OFFICIAL CAR SPONSOR** 350 000 rub. (+20% VAT) | GENERAL SPONSOR** 500 000 rub. (+20% VAT) |
|--|---|---|--|---|--|
| Sponsor promotional video before the event | – | ● | ● | ● | ● |
| Ad banner placement in the AEB weekly newsletter (AEB Weekly) | – | 1 | 2 | 2 | 3 |
| Ad banner placement in the AEB Daily newsletter | – | 2 | 3 | 3 | 5 |
| Reservation of seats for sponsor delegates (for offline) | – | ● | ● | ● | ● |
| Sponsor's promo materials placement in the event hall | – | – | ● | ● | ● |
| Placement of an advertising banner in the newsletters about the sponsored event | – | – | ● | ● | ● |
| Sponsor's advertising stand in the lobby (provided by the sponsor) | – | – | ● | ● | ● |
| Placement of the sponsor's advertising module in the AEB Business Quarterly print edition (1 page) | – | – | 1 | 1 | 2 |
| Welcoming speech of the sponsor's representative during the event | – | – | ● | ● | ● |
| Placement of one or more sponsor's cars | – | – | – | ● | – |

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CONFERENCE / OPEN EVENTS [↗]

CONFERENCE / OPEN EVENTS

These are events on topical issues for each industry, our annual conference in HR, Taxation and Customs areas. The goal is to bring quality information to the participants.

AUDIENCE:

industry experts, CFOs, Chief accountants, possibly CEOs of the EU companies in that specific area.

NUMBER OF GUESTS:

80 – 150

GUEST SPEAKERS:

high-level representatives of the Finance Ministry, Federal Tax Service, Federal Customs Service, Ministry of Interior

CALENDAR 2024

MARCH

Customs conference

HR Conference

MAY

IPR Conference

JUNE

Taxation bi-annual conference

DECEMBER

Migration conference

Taxation bi-annual conference

CONFERENCE / OPEN EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 150 000 rub. (+20% VAT) | GOLD SPONSOR 175 000 rub. (+20% VAT) | PLATINUM SPONSOR* 250 000 rub. (+20% VAT) | GENERAL SPONSOR ** 400 000 rub. (+20% VAT) |
|--|--|--|---|--|
| Logo placement on the event program indicating the sponsor's status | ● | ● | ● | ● |
| Placement of sponsor's handouts in the area provided by AEB | ● | ● | ● | ● |
| Expression of gratitude to the sponsor during the event | ● | ● | ● | ● |
| Logo placement on the first slide of the event presentation (if any) | ● | ● | ● | ● |
| Logo placement in newsletters about the sponsored event | ● | ● | ● | ● |
| Logo placement on the back drop/press-wall | ● | ● | ● | ● |
| Free registration of the sponsor's delegates | 2 | 4 | 6 | 8 |
| Mentioning the sponsor in the event announcement in the AEB Telegram channel | ● | ● | ● | ● |
| Sponsor's roll-up in the lobby (for offline events) | ● | ● | ● | ● |
| Sponsor's roll-up in the hall of the event (for offline) | — | ● | ● | ● |
| Sponsor promotional video before the event | — | ● | ● | ● |

* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

**Exclusivity. There can only be one General sponsor on the event.

CONFERENCE / OPEN EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 150 000 rub. (+20% VAT) | GOLD SPONSOR 175 000 rub. (+20% VAT) | PLATINUM SPONSOR* 250 000 rub. (+20% VAT) | GENERAL SPONSOR** 400 000 rub. (+20% VAT) |
|--|---|---|--|--|
| Ad banner placement in the AEB weekly newsletter (AEB Weekly) | – | 1 | 2 | 3 |
| Ad banner placement in the AEB Daily newsletter | – | 2 | 3 | 5 |
| Reservation of seats for sponsor delegates (for offline) | – | ● | ● | ● |
| Sponsor's promo materials placement in the event hall | – | – | ● | ● |
| Placement of an advertising banner in the newsletters about the sponsored event | – | – | ● | ● |
| Sponsor's advertising stand in the lobby (provided by the sponsor) | – | – | ● | ● |
| Placement of the sponsor's advertising module in the AEB Business Quarterly print edition (1 page) | – | – | ● | ● |
| Welcoming speech of the sponsor's representative during the event | – | – | ● | ● |

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REGIONAL EVENTS

REGIONAL EVENTS

Events and conference organized at the regional level by our North-West regional as well as South Regional committees of the AEB.

AUDIENCE:

representatives of AEB Member companies in St Petersburg and Krasnodar

NUMBER OF GUESTS:

50 – 80

GUEST SPEAKERS:

representatives of the local authorities

CALENDAR 2024

APRIL

Open Conference (Krasnodar)

JUNE

Flagship Conference (St. Petersburg)

SEPTEMBER

Opening of business season (St Petersburg)

DECEMBER

Christmas cocktail (St Petersburg)

REGIONAL EVENTS

| SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 100 000 rub. (+20% VAT) | GOLD SPONSOR 125 000 rub. (+20% VAT) | PLATINUM SPONSOR* 175 000 rub. (+20% VAT) | GENERAL SPONSOR** 300 000 rub. (+20% VAT) |
|--|--|--|---|---|
| Logo placement on the event program indicating the sponsor's status | ● | ● | ● | ● |
| Placement of sponsor's handouts in the area provided by AEB | ● | ● | ● | ● |
| Expression of gratitude to the sponsor during the event | ● | ● | ● | ● |
| Logo placement on the first slide of the event presentation (if any) | ● | ● | ● | ● |
| Logo placement in newsletters about the sponsored event | ● | ● | ● | ● |
| Logo placement on the back drop/press-wall | ● | ● | ● | ● |
| Free registration of the sponsor's delegates | 2 | 4 | 6 | 8 |
| Mentioning the sponsor in the event announcement in the AEB Telegram channel | ● | ● | ● | ● |
| Sponsor's roll-up in the lobby (for offline events) | ● | ● | ● | ● |
| Sponsor's roll-up in the hall of the event (for offline) | — | ● | ● | ● |
| Sponsor promotional video before the event | — | ● | ● | ● |
| Ad banner placement in the AEB weekly newsletter (AEB Weekly) | — | 1 | 2 | 3 |

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REGIONAL EVENTS

| SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 100 000 rub. (+20% VAT) | GOLD SPONSOR 125 000 rub. (+20% VAT) | PLATINUM SPONSOR* 175 000 rub. (+20% VAT) | GENERAL SPONSOR** 300 000 rub. (+20% VAT) |
|--|--|--|---|---|
| Ad banner placement in the AEB Daily newsletter | – | 1 | 2 | 3 |
| Reservation of seats for sponsor delegates (for offline) | – | ● | ● | ● |
| Sponsor's promo materials placement in the event hall | – | – | ● | ● |
| Placement of an advertising banner in the newsletters about the sponsored event | – | – | ● | ● |
| Sponsor's advertising stand in the lobby (provided by the sponsor) | – | – | ● | ● |
| Placement of the sponsor's advertising module in the AEB Business Quarterly print edition (1 page) | – | – | ● | ● |
| Welcoming speech of the sponsor's representative during the event | – | – | ● | ● |

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**Exclusivity. There can only be one General sponsor on the event.



WEBINAR SERIES ^{↗↗}

WEBINAR SERIES

These are our monthly anti-crisis webinars, Talks on the Russian Economy, and other open webinars.

AUDIENCE:

Open to all AEB members, industry experts

NUMBER OF GUESTS:

150+

These are our regular AEB webinar “Crisis Update: Sanctions and Countermeasures”, Talks on the Russian Economy, and other open webinars.

SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES | SILVER SPONSOR 25 000 rub. (+20% VAT) | GOLD SPONSOR 50 000 rub. (+20% VAT) | PLATINUM SPONSOR 75 000 rub. (+20% VAT) | GENERAL SPONSOR 100 000 rub. (+20% VAT) |
|--|--|--|--|--|
| Mentioning the sponsor in the moderator’s welcome speech | ● | ● | ● | ● |
| Logo placement in newsletters about the sponsored webinar | ● | ● | ● | ● |
| logo placement on a separate slide of the webinar presentation | ● | ● | ● | ● |
| Mentioning the sponsor on the webinar page on the AEB website | ● | ● | ● | ● |
| The price includes a package of | 1 webinar | 3 webinars | 6 webinars | Full year (min 12 webinars) |



SPECIAL EVENTS



SPECIAL EVENTS

AUGUST

IMAF 2024

OCTOBER

Joint event AmCham

JANUARY 2025

AMC Press Conference

For more information, please contact us.

COMPARISON OF SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP PACKAGES | SILVER SPONSOR (rub. +VAT) | GOLD SPONSOR (rub. +VAT) | PLATINUM SPONSOR* (rub. +VAT) | OFFICIAL CAR SPONSOR** (rub. +VAT) | GENERAL SPONSOR** (rub. +VAT) |
|--------------------------|-------------------------------|-----------------------------|----------------------------------|---------------------------------------|----------------------------------|
| Flagship events | 200 000 | 250 000 | 350 000 | 250 000 | 500 000 |
| Conference / Open events | 150 000 | 175 000 | 250 000 | — | 400 000 |
| Regional events | 100 000 | 125 000 | 175 000 | — | 300 000 |
| Webinar series | 25 000 | 50 000 | 75 000 | — | 100 000 |

PACKAGE DEALS ***

> 2 sponsored events – **15% DISCOUNT**

>> 3 sponsored events – **25% DISCOUNT**

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*** The discount is provided for a one-time payment. Webinar series are not included in the package offer.



EXAMPLES OF SPONSORSHIP PLACEMENTS



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Disclaimer: this information is not an offer/proposal to sign the contract and/or the preliminary agreement. The time, date, and place of any event are subject to review and can be changed by the AEB unilaterally before signing of the final sponsorship agreement.