

INTERLIGHT MOSCOW

powered by **light+building**

**International Forum
«Automation of buildings and Energy Efficiency 2012»
Official sponsorship offer**

Joint arranger:



Powered by:



Your contact: Kirill Kozhin
Head of Marketing,
Corporate Communications and PR Department

Tel.: +7 (495) 649-87-75, ext. 138
E-mail: kirill.kozhin@russia.messefrankfurt.com



For the first time in Russia Messe Frankfurt RUS in collaboration with Association of European Business (AEB) and Association of manufacturers of complex automation systems Connex (Russia) form a new specialized platform for business communication of professionals in the field of building automation.

The Forum will take place within the framework of the leading branch-wise exhibition of Russia and Eastern Europe - **INTERLIGHT MOSCOW powered by Light + Building**.

November 7, 2012 in IEC «EXPOCENTRE»

Having become the official sponsor of the Forum, you get an excellent opportunity to reinforce the image of your company as vertically integrated, with a wide nomenclature of component and final products and highly technological novelties, as well as to receive the following important advantages:

- Special attention of potential clients and partners
- Image of the market leader among professionals
- Target audience for the effective advertising of your business and technological decisions
- Additional advertising in mailing, on the web-site in the printing materials of the Forum – the biggest International event of the industry in Russia and Eastern Europe



INTERLIGHT MOSCOW powered by Light + Building is № 1 exhibition in the lighting industry on the territory of Russia and CIS countries. In 2011 it hit all records by gathering on one ground 576 exhibitors from 24 countries of the world – which is by 36,5 % more than the previous year. Officially the exhibition was visited by 26 236 professionals.

In 2012 **INTERLIGHT MOSCOW powered by Light + Building** follows the European trend and it organizes for the first time the International Pavilion and Forum dedicated to automation of buildings. Thus, **INTERLIGHT MOSCOW powered by Light + Building** is the only exhibition in Russia and CIS countries, which includes the full range of topics in lighting and automation of buildings.

«Official Sponsor of the Forum» sponsorship package

The sponsorship package includes the following options:

1. Placement of the Company logo before the event

- Placement of the company logo on the web-page of the Forum
- Detailed mentioning and logo placement in mailing to the potential Forum participants
- Placement of the company news on the web-site of the Exhibition

2. Placement of the Company logo during the event

- Logo placement on the banner with the programme of the Forum
- Logo placement on the banner in the Presidium area
- Logo placement in the thesis magazine of the Forum
- Placement of a full (1/1) advertising page in the guide book of the exhibition
- Placement of the logo and detailed information in the CD-catalogue of the exhibition
- Installation of one counter with handouts in the Forum hall

3. Placement of the Company logo after the event

All logos are saved in archive materials (programmes, reports, photos and videos) on the Forum web-page for the unlimited period of time.

4. Additional opportunities of the Company

- Provision of 3 free tickets to the Forum. 25% discount for all following tickets.

Note:

This list contains obligatory options for the Official Sponsor package. The organizer has the right to increase amount of outdoor advertising with sponsor's logo at his own discretion.

Price for the Official Sponsor of the Forum sponsorship package is 3 900 Euro without VAT

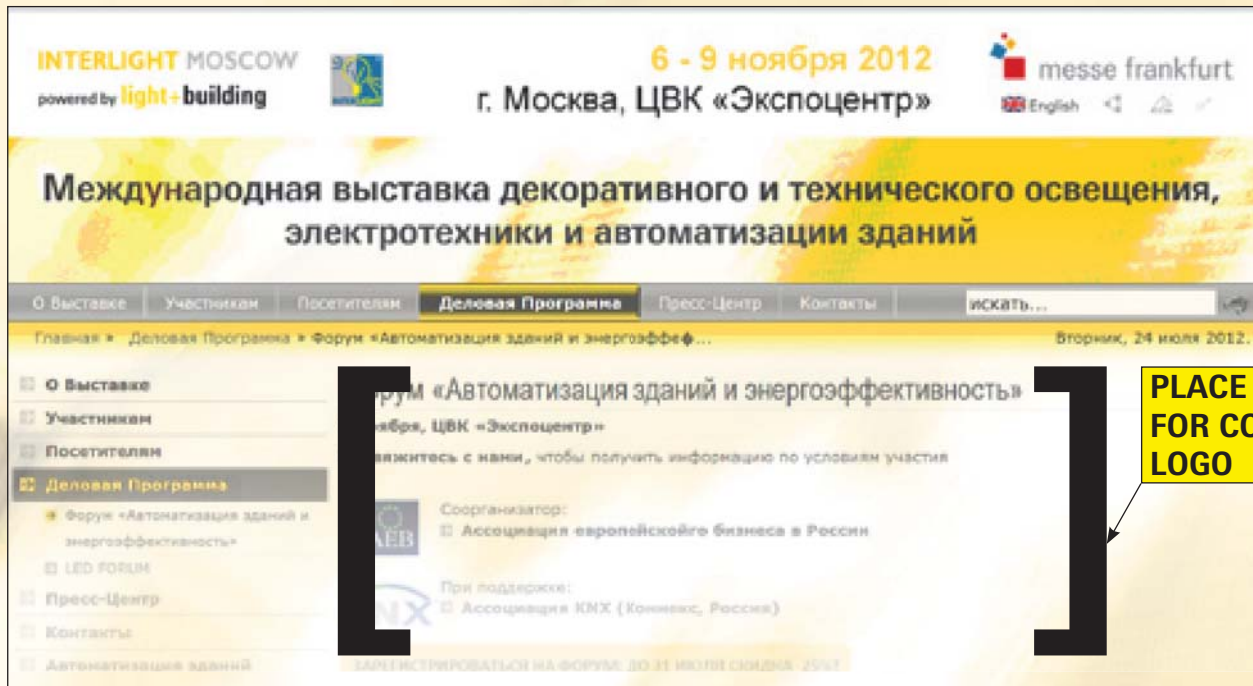
Company:

Signature, place of seal _____

«Official Sponsor of the Forum»

1. Placement of the Company logo before the event

- Placement of the company logo on the page of the Forum from the date of signing the Agreement and to the end of 2012.

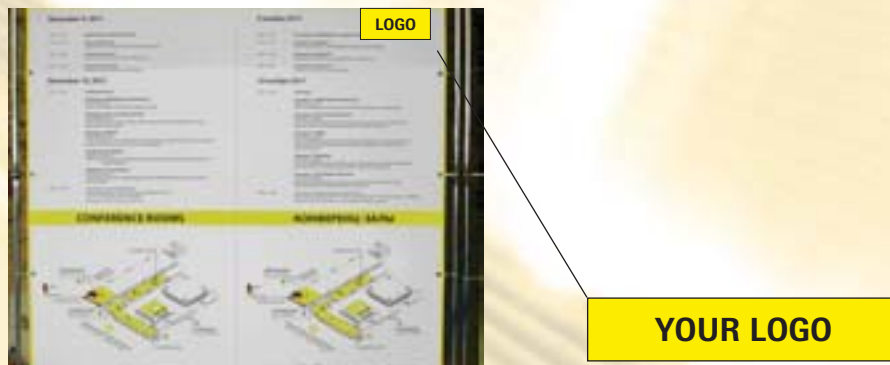


Area for logo placement

Detailed mentioning and logo placement in mailing to the potential Forum participants (minimal number - 3 mailings to the e-mail address database of the exhibition and the Forum).
 Placement of the company news on 2 web-sites: Messe Frankfurt RUS company (www.messefrankfurt.ru) and INTERLIGHT MOSCOW powered by Light + Building (5 issues with active hyperlink)

2. Placement of the Company logo during the event

- Logo placement on outdoor banners of IEC Expocentre
- Logo placement on the banner with the programme of the Forum



- Logo placement on the banner in the registration area
- Logo placement on the banner in the Presidium area



YOUR LOGO

- Placement of the logo and advertising page in the Forum booklet



- Logo placement in the thesis magazine of the Forum
- Logo placement in the guide book of the exhibition
- Publishing of a detailed news article (2000 symbols) in the exhibition magazine
- Placement of the logo and detailed information in the CD-catalogue of the exhibition
- Installation of one counter with handouts in the Forum hall

3. Placement of the Company logo after the event

All logos are saved in archive materials (programmes, reports, photos and videos) on the Forum web-page for the unlimited period of time.

4. Additional opportunities of the Company

- Exclusive right to perform a speech on the official opening of the Forum
- Provision of 3 free tickets to the Forum. 25% discount for all following tickets.

If you have any questions regarding sponsorship please contact the Forum team. Take into consideration that the claimed sponsor options are of base character. We are always glad to discuss additional options and to work out a package in accordance with your aims and budget. The key topics of the session and its format must be agreed with the Forum Moderator.

We are sincerely interested in your success!
With best regards, Forum team



Your contact: Kirill Kozhin,
Head of Marketing, Corporate Communications and PR Department
Tel.: +7 (495) 649-87-75, ext. 138
E-mail: kirill.kozhin@russia.messefrankfurt.com