

IMAF

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International Moscow
Automotive Forum

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IEC «Expocentre», Moscow, Russia

**PARTNERSHIP
OPPORTUNITIES**



www.imaf-forum.ru

Organizer:



Co-organizer:



Association
of European
Businesses

In frame of:

MIMS
automechanika
MOSCOW



Forum Partnership

Audience coverage of specialists and experts in the area of automotive industry
Audience of **MIMS Automechanika Moscow 2015**:



Exhibitors

1 127 companies
35 countries



Visitors

32 018 visitors
80 regions of Russia
60 countries



Exhibition Space

43 445 m² of exposition
12 exhibition halls

The Profile of Exhibitors:

Russian and Foreign Manufacturers and Suppliers:

- Spare parts for cars, trucks, machinery
- Auto-Components
- Car Body Tools and Accessories
- Equipment and products for vehicle maintenance

Specialists in Automotive Design and Engineering

Among the Exhibitors:

Bosch	Krafftech	Valeo Service
Brembo	KYB	Shate-m Plus
Brisk	Mann+Hummel	GAZ Group
Dayco	Mercedes Benz RUS	LADA Image
Denso	Mutlu	Motorline
Exist	Optibelt	Stankoimport
Fenox	Schaeffler Group	Xopc
GKN	Saipa	Equinet
Hitachi	Sogefi Group	
JP Group	Tenneco	

Forum Partnership

Key Topics of the Forum:

- State support actions and their effectiveness
- Production of new products as a contingency measure
- Adaptation of strategies and possible scenarios
- Localisation in times of crisis
- Aftermarket development in Russia
- The economic situation in Russia and the possibility of projects financing

There were more than 30 meetings with the companies' purchasing directors:



Avtovaz
Erik Barenthein
Deputy head of the region's purchasing



Ford Sollers
Nikolay Khodosevich
Purchasing Director



PCMA
Toshiyuki Sadoi
Deputy Director of Purchasing

More than **180** representatives of the leading companies in automotive industry from Russia, France, Germany, Italy, Netherlands, Great Britain, India and Turkey took part in IMAF 2015.

Participants of IMAF 2013-2015:



Partnership opportunities

Partnership category	Exclusive	Price	Description
Country Partner	✓	6 000 EUR + 18% VAT	Conditions are under changes according to the Partner's goals.
Premium Partner	✓	5 000 EUR + 18% VAT	Conditions are under changes according to the Partner's goals.
Official Partner	✓	4 000 EUR + 18% VAT	Extended PR-company not only in the frame of the Forum but on the Fair.
Forum Partner	✗	3 000 EUR + 18% VAT	Extended PR-campaign in the frame of the Forum.
Coffee-area Partner	✓	2 500 EUR + 18% VAT	PR-campaign during business brakes, where all the audience meet and talk to each other informally.
Registration Forum Partner (badges, ribbons, photostand)	✓	2 300 EUR + 18% VAT	Coverage of all the Forum audience and paid attention of fairs' visitors.
Business Partner	✓	2 000 EUR + 18% VAT	B2B meetings and matchmaking area.
Forum handouts Partner (packages, notebooks)	✓	1 900 EUR + 18% VAT	Maximum coverage of all the Forum audience.



Partnership opportunities

COUNTRY PARTNER

1. 15-minute presentation on the Forum;
2. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
3. Logo and description of the company in the Forum's catalogue;
4. Full-color ad of the Partner in the Forum catalogue (1 A4 page);
5. Partner's printed materials in the Forum registration area;
6. Partner's roll-up in the conference-hall;
7. Partner's roll-up in the Forum's Presidium;
8. Flags of the country/region-partner on the Forums presidium;
9. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
10. News e-mailing about Partner to the Forum delegates and visitors of MIMS Automechanika Moscow
11. Partner's web-banner with the status on the Forum web-site;
12. Registration of 4 representatives of the Partner as the Forum delegates free of charge;
13. Providing the Partner with any number of entrance tickets for attending the Forum with 30% discount;
14. Providing the Partner potential clients from the list of delegates at the Forum according to the Partners requests.
15. B2B free participation
16. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum + providing the Partner with contacts of the Forum participants after the event.

Price:

6 000 EUR
+ VAT 18%

Partnership opportunities

PREMIUM PARTNER

1. 15-minute presentation on the Forum;
2. Partner's logo and status on all the Forum's materials;
3. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
4. Logo and description of the company in the Forum's catalogue;
5. Partner's logo with the status on the Forum web-site;
6. Full-colour ad of the Partner in the Forum catalogue (2 A4 pages);
7. Roll-up near the Registration area of the Forum;
8. Roll-up in the presidium area;
9. Partner's printed materials in participants' folders;
10. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow Moscow(30.000 contacts);
11. News E-mailing about Partner to the Forum delegates and visitors of MIMS Automechanika Moscow Moscow;
12. Partner's web-banner with the status on the Forum web-site;
13. Registration of 5 (five) representatives of the Partner as the Forum delegates free of charge;
14. Providing the Partner with any number of entrance tickets for attending the Forum with 15% discount;
15. Providing the Partner potential clients from the delegates list at the Forum according to the Partners requests.
16. Participation in B2B meetings free of charge;
17. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum + providing the Partner with contacts of the Forum participants after the event.

Price:

5 000 EUR
+ VAT 18%

Partnership opportunities

OFFICIAL PARTNER

1. Opportunity to make a 15-minute presentation on the Forum;
2. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Forum registration area
 - Backdrop banner in conference-hall
 - Cover of the Forum catalogue
3. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
4. Logo and description of the company in the Forum's catalogue;
5. Full-colour ad of the Partner in the Forum catalogue (1 A4 page);
6. Partner's materials in the conference-hall;
7. Roll-up in the conference-hall;
8. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
9. Logo with the status on the web-site of the Forum;
10. Registration of 3 (three) representatives of the Partner as the Forum delegates free of charge;
11. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
12. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum + providing the Partner with contacts of the Forum participants after the event.



Price:

4 000 EUR
+ VAT 18%

Partnership opportunities

FORUM PARTNER

1. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Forum registration area
 - Backdrop banner in conference-hall
 - Cover of the Forum catalogue;
2. Logo with the status on the web-site of the Forum;
3. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
4. Logo and description of the company in the Forum's catalogue;
5. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
6. Translation of the partner's video (at most 2 minutes) at the hall entrance;
7. Registration of 3 (three) representatives of the Partner as the Forum delegates free of charge;
8. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
9. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum.



Price:

4 000 EUR
+ VAT 18%

Partnership opportunities

COFFEE-AREA PARTNER

1. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Coffee-area
 - Cover of the Forum catalogue
2. Branded products of Partner (serviettes, table-covers, dishes) for laying, service and decor in Coffee-area;
3. Partner's materials in Coffee-area;
4. Logo with the status on the web-site of the Forum;
5. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
6. Logo and description of the company in the Forum's catalogue;
7. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
8. Registration of 1 (one) representative of the Partner as the Forum delegate free of charge;
9. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
10. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum.



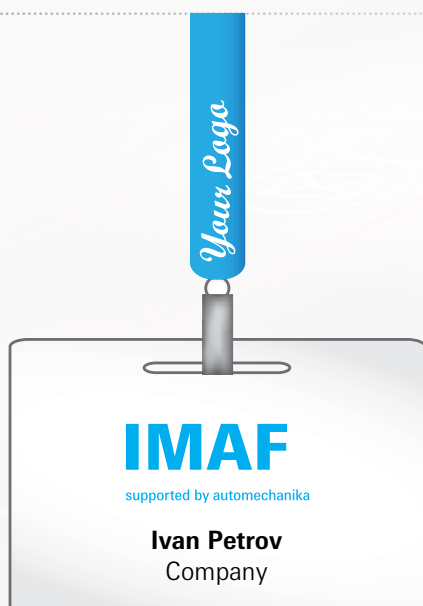
Price:

2 500 EUR
+ VAT 18%

Partnership opportunities

REGISTRATION FORUM PARTNER

1. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Forum registration area
 - Backdrop banner in conference-hall
 - Cover of the Forum catalogue;
2. Branding registration desk of the Forum;
3. Roll-up in the Forum registration area;
4. Logo on Forum's badges and ribbons (Exclusive);
5. Logo with the status on the web-site of the Forum;
6. Translation of the partner's video (at most 2 minutes) at the hall entrance;
7. Partner's printed materials in the Forum registration area and participants' folders;
8. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
9. Logo and description of the company in the Forum's catalogue;
10. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
11. Registration of 1 (one) representative of the Partner as the Forum delegate free of charge;
12. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
13. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum.



Price:

2 300 EUR
+ VAT 18%

Partnership opportunities

FORUM HANDOUTS PARTNER

1. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Forum registration area
 - Backdrop banner in conference-hall
 - Cover of the Forum catalogue;
2. Roll-up in the presidium zone;
3. Logo on pens, advertising module on packages of the Forum and 4th cover of the Forum catalogue;
4. Logo with the status on the web-site of the Forum;
5. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
6. Logo and description of the company in the Forum's catalogue;
7. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow Moscow (30.000 contacts);
8. Registration of 2 (two) representatives of the Partner as the Forum delegates free of charge;
9. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
10. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum.

4th Cover



1st Cover

Price:

1 900 EUR
+ VAT 18%

Partnership opportunities

BUSINESS PARTNER

1. Partner's logo and the status on:
 - Banner at the Pavilion entrance
 - Banner in the Forum registration area
 - Backdrop banner in conference-hall
 - Cover of the Forum catalogue;
2. Roll-up in the presidium zone;
3. Roll-up in the B2B area matchmaking;
4. Logo with the status on the web-site of the Forum;
5. Partner's logo with the status in the Forum catalogue on the page of gratitude to the Forum partners;
6. Partner's logo and indicating the partnership status in regular e-cards sent to potential participants of the Forum and the trade fair MIMS Automechanika Moscow (30.000 contacts);
7. Registration of 1 (one) representative of the Partner as the Forum delegate free of charge;
8. Free participation in B2B meetings;
9. Providing the Partner with any number of entrance tickets for attending the Forum with 10% discount;
10. **Additional B2B opportunities:** providing the Partner with an updated list of the Forum participants prior to the event for a more efficient communication at the Forum.



Price:

2 000 EUR
+ VAT 18%