

8th of November, 2018
Expocentre
Moscow



Buildings and security automation

Intersec Forum Russia for the first time will run in Interlight Moscow powered by Light + Building

Sections:

- Building automation
- Integrated security systems

Theme

3 themes:

- «smart home»
- «smart office»
- «smart city»

Date: 8th of November 2018

Location: Expocentre, Moscow



Intersec Forum Russia

The target audience: developers, project organizations, facilities drafters и integrators, representatives of regional authorities, representatives of safety and security industry.

Organizer: Messe Frankfurt Russ

Co-organizers: Association of European Businesses (AEB) and “Smart Building Consulting“ company (formed part of “Lighting business Consulting”).

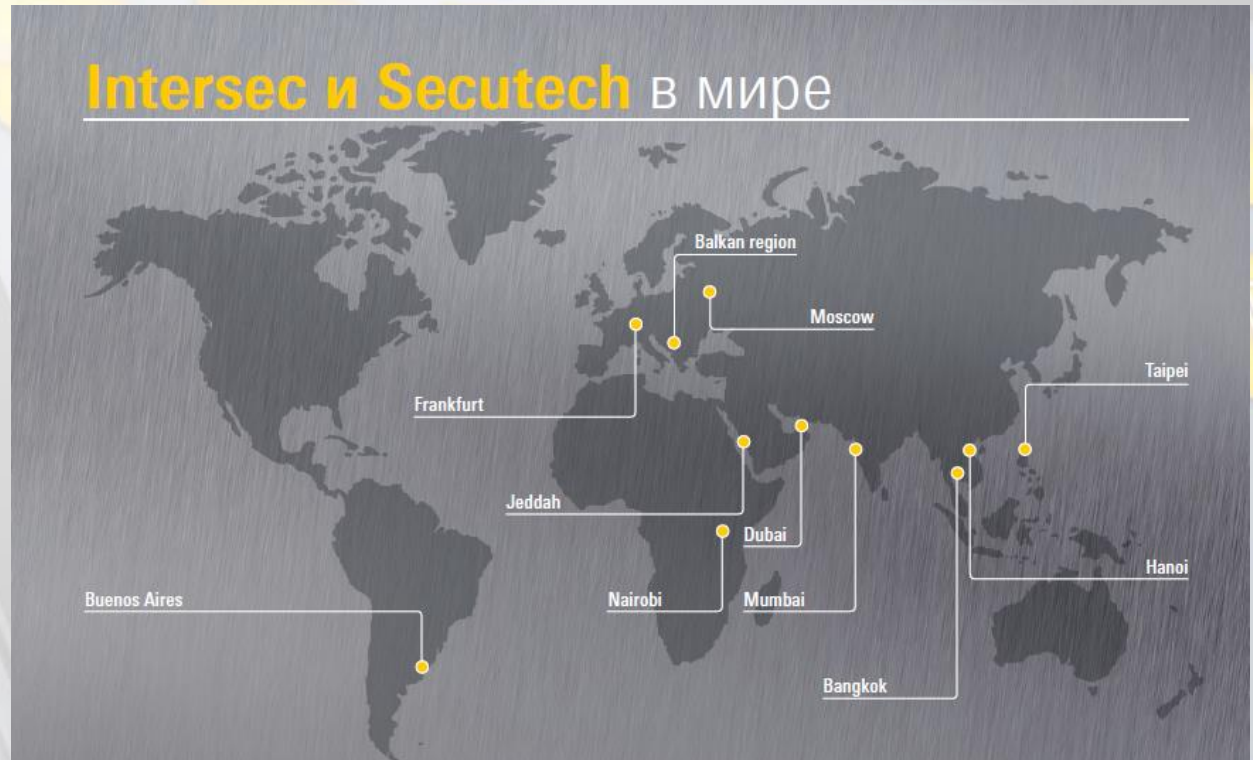
Supported by

Center of Competences for the Development of the Urban Environment of the Ministry of Construction of Russia, credible professional associations: KNX International, EnOcean Alliance, Russian guild of managers and developers, Russian biometrics society.

Speakers: representatives of the leading companies in the sphere of building and security automation systems and corporations - IBM, PwC, MTC, Panasonic, Cisco, Siemens, KNX International, Kaspersky lab, KPOK, representatives of top Russian and worlds developers (Strabag), security systems, and authorities.

Intersec

Intersec/Secutech expos are devoted to various security subjects and being held all over the world. There are only five events in the eastern hemisphere under the name of **Secutech**, and six in the west under the name of **Intersec**.



Intersec

Intersec is the leading international trade expo out of the Messe Frankfurt's range and annually held in Dubai for 19 years. Intersec events also include Intersec Buenos Aires and Intersec Saudi Arabia located in Jeddah.

The new comer of this range is a joint venture Adria Security Summit based of Intersec.

Intersec Forum – is an annual conference about security technologies which highlights the future of security systems within building automotion, technical planning, construction services and technical facilities. Also Messe Frankfurt conducts five trade fairs in China, Taiwan, Thailand, India and Vietnam under the name of Secutech.

Preliminary program Intersec Forum Russia*

Session 1 – «smart city»

«Smart city: world trends and realization possibilities: cases, trends. Security development within the city: trend and perspectives»

Target audience:

- Regional authorities of key cities
- Research institutes
- Developers and integrators of equipment

Session 2 – «smart home»

«How to increase attractiveness of business and comfort class residences: «smart home» implementation and integration of security systems– advantages or useless extra costs?»

Target audience:

- Developers
- Drafters and integrators of equipment

Session 3 – «smart office»

«Economic efficiency of design and implementation of integrated management and security systems within office buildings»

Target audience:

- Developers
- Drafters and integrators of equipment

Options of cooperation*:

Forum partner For AEB members (special price)
Strategic partner 400 000 rub.
Official partner 300 000 rub.
Session partner 100 000 rub.
Personal package (calculated by requirement)

* - the cost is indicated including VAT

Forum partner - advantages:

- An opportunity to hold the central stage in front of an audience interested in product;
- Finding partners and potential customers;
- Possibility to strengthen presence of your brand at the Forum and Interlight fair;
- Marketing activities for more than 42 000 active contacts that do not participate in the fair and Intersec webpage and social networks digital integration

Every package includes:

- Allowance to visit any Forums sessions (November 8, Expocentre, South hall, Forum lasts the whole day, session will go one after another);
- Information materials;
- Translation service (if there are foreign speakers);
- Catering.

Partners package

Option\ Status	Strategic partner	Official partner	Partner (Sessions)
On-line options			
Information about the company with the logo in the "Partners" section on the site of the event (not more than 400 symbols). The company logo is a hyperlink to the partner site.	yes	yes	yes
Placement of the partner's video on the site of the event in the form of a hyperlink to the partner's online resource	yes	-	-
News-presentation of the company as a forum partner:			
• in e-mail dispatch 1 time (more then 42 000 unique contacts in data base), next – presence of the partner's logo in all subsequent e-mail dispatches by the database;	yes	yes	-
• On exhibition web-page– 1 time (more than 156 000 visitors c from September 1 till November 9);	yes	yes	yes
• Implementations in social networks– 1 time (Fb – 11 400 followers, Instagram – 1355 subscribes)	yes	yes	yes
Placement of partner's news on the site of the event with a hyperlink to partner's Internet resources	Not more than 3 times through the whole period*	Not more than 2 times through the whole period*	Once through the whole period*
Placement of an interview with a partner on the exhibition website with duplication in the social networks of the exhibition	yes	-	-

* - after payment

Partners packages

Option\ Status	Strategic partner	Official partner	Partner (sessions)
In exhibition's area			
Audio announcement about the beginning of the forum with the mention of the partner at the exhibition (once)	yes	-	-
Materials for the press about the exhibition - mention in the post release with the status of a forum partner	yes	yes	yes
The logo of the partner on the plan of the exhibition halls, which will be implemented in the form of a layout on: <ul style="list-style-type: none"> information constructions at the exhibition; in on-line-catalog; printed guide in brochures / programs of the exhibition; in the exhibition's mobile app. 	yes	-	-
Partner's logo on all navigational constructions of the exhibition inside and outside the premises "Forum" (more then 20 constructions)	yes	yes	-
The possibility of developing a new topic, taking into account the recommendations and attracting clients of the partner	Possibility to organize a new session	yes	-

Partners package

Option \ Status	Strategic partner	Official partner	Partner (session)
On Forum's territory			
Speech of the partner representatives with the presentation or in the discussion	1 performance 15 minutes	1 performance 15 minutes	1 performance 15 minutes each session
Announcement of the partner's moderator 1 time at the beginning of each session of the forum	yes (2 times)	yes (2 times)	yes (once)
Partner's info-desk with his representative and the opportunity to place on this counter their materials (not more then 1,5 meters long, provided by partner)	yes	-	-
Placement of the partner's roll-up (size 1*2) in conference hall (provided by partner)	yes	yes	yes (within session)
Placement of the partner's logo on electronic screensavers of all sessions (inside the hall) with the status of the partner	yes	yes	yes (within session)
Placement of the partner's logo on the forum's schedule banner(1 in front of entrance to the hall) with the status of the partner	yes	yes	yes
Placement of the partner's logo at the press-wall (behind speakers)	yes	yes	-

Partners package

Option\ Status	Strategic partner	Official partner	Партнер (сессии)
On Forum's territory			
Broadcast of the partner's advertising video on the screens inside the conference hall during the breaks of the forum (provided by partner)	yes	-	-
Placement of partners roll up (width 1*2) in forum registration's zone (near the hall, provided by partner)	yes	-	-
Employee of the registration area on the forum is dressed in uniform with partners logo on it (provided by partner)	yes	-	-
Distribution of branded advertising and souvenir materials of the partner in the package of the forum participant (provided by partner)	yes	yes	Yes (within session)
Partner's advertising materials at the front desk(provided by partner)	yes	yes	-
Placement of the partner's logo on the participants' badges	yes	-	-
Accreditation as delegates for the representatives and clients of the partner	6 tickets	4 tickets	2 tickets

Partners packages

Option\ Status	Strategic partner	Official partner	Partner (session)
Printed materials			
Placement in the Forum's Brochure: - advertising mockup, - Logo in «Appreciation to partners» section - fly-leaf and first spread, - Information about the company (information about the company (800 symbols), site, stand number)	Mockup for 2 spreads yes (fly-leaf and spread) Yes	Mockup for 1 spread yes (fly-leaf and spread) Yes	- yes (spread)
Invitation tickets for the partner's stand in the conference halls of the exhibition (provided by partner)	yes	yes	yes

Individual package

We will be pleased to develop an individual package of the Forum based on your needs and goals.

If you have any questions, please do not hesitate to contact me:



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Thank you for your attention!