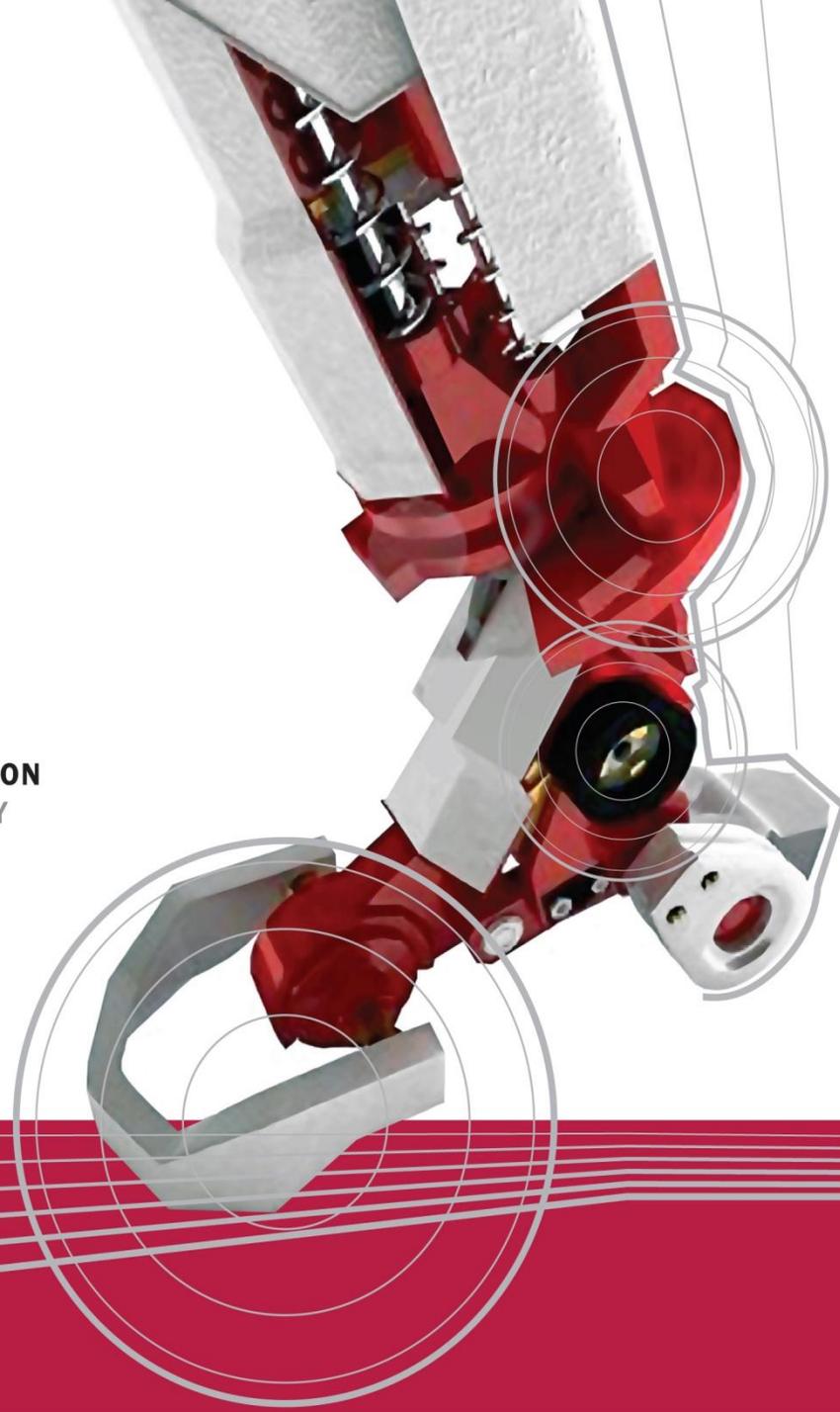




**INNOPROM**  
**2011**

**14-17 JULY**  
**EKATERINBURG**

**THE URAL**  
**INTERNATIONAL EXHIBITION**  
**AND FORUM OF INDUSTRY**  
**AND INNOVATIONS**





1

## INNOPROM-2010. Results. Facts



# 1

## INNOPROM-2010. Results. Facts



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Total area of **46 000 sq. m**  
(10 000 sq. m net area of the stands, **6 000 sq. m** outside area)



**7 014** registered participants from **30** countries

**2414** forum speakers



over **500** companies participated in the exhibition  
over **20 000** visitors



**82** business events: plenary meetings, round table discussions, etc.

**21** agreements for the total amount of approx.

**43.2** billion rubles were concluded

**16** press conferences and briefings. Events of the exhibition and forum were displayed by the TV-channel "Rossiya-24" that organized a one-hour translation of the plenary meeting of July, 15



**46 000 sq.m**

**INNOPROM-2010** became one of the biggest and most prominent events amongst the forums and exhibitions in Russia

# 1

## INNOPROM-2010. Results. Facts



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It is necessary to invent and implement new production technologies for the sustainable development of the economy of the country and its diversification. The modern Russia has to launch unique, science-intensive and certainly competitive at world markets products of all areas of economy, from agriculture to hi-tech sphere.

*Igor Sechin*  
*Deputy Chairman of the Government of the Russian Federation*



We possess all resources for creating innovations. Thereby we can not only create infill projects, but also form favorable environment for development of innovations. At present, many Russian enterprises already implement created and tested technologies. We are to work on creating completely new products and technologies taking into consideration the experience of separate people and companies and forming the favorable environment for creating and implementing heuristic concepts.

*Arkady Dvorkovich*  
*Aide of the President of the Russian Federation*



There is no alternative to innovations. And it is important that it is the national policy now. It is no use being scared, let's believe in ourselves and go ahead. "Intelligent policy" and "intelligent economy" are the elements of our success. The Sverdlovsk region set a course for industrial modernization, development and implementation of innovative resource-saving technologies and pays special attention to the projects that combine science and practice, and where scientific ideas are supplied with business-plan and investment project turn into reality and increase the living standards.

*Alexander Misharin*  
*Governor of Sverdlovsk Region*



Today, the share of high-tech goods and services in the GDP of Russia is small, and the Russian industry can be called low-innovative. It will take an upswing in demand for innovations as well as supply promotions to radically enhance efficiency of economy in our country.

*Andrey Sharonov*  
*Executive director of Investment Company "Troika Dialog"*



2

INNOPROM-2011



# 2

## INNOPROM-2011



14-17 JULY  
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INNOPROM  
2011

THE URAL  
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### INTERNATIONAL URAL EXHIBITION AND FORUM OF INDUSTRY AND INNOVATION “INNOPROM – 2011”,

supported by the Government of the Russian Federation, is the first Russian specialized exhibition dedicated to industries, technologies and innovations, offering unique opportunities for exchange of experience and positive interaction of representatives of federal and regional authorities, major domestic and foreign companies, small- and medium sized innovative businesses, scholars and experts.

The main task of “INNOPROM” is implementation of up-to-date industrial innovations into the system of state and corporate purchases, expanding the potential of Russian industry as a purchaser of latest technologies in order to modernize the economy and to enhance the competitiveness of the Russian industry.

#### THE GOAL OF THE EXHIBITION

- To present advanced technologies developed in Russia and abroad which are ready to be introduced
- To facilitate the spreading of best innovation practices
- To assist in developing business connections between industrial enterprises and technology developers.

#### THE GOAL OF THE FORUM

- To make up a list of open requests for innovative solutions and developments from mega-project holders
- To elaborate a package of real offers for the creation of specific conditions so as to convert mega-projects into a substantial consumer of innovations in Russia.

# 2

## GENERAL INFORMATION ABOUT EXHIBITION AND FORUM



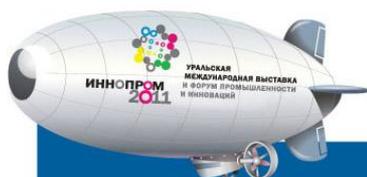
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International Ural Exhibition and Forum of Industry and Innovation “INNOPROM-2011” will take place

**from July 14 to 17, 2011 in Ekaterinburg city in the new exhibition center “Ekaterinburg-Expo”**

“INNOPROM-2011” will become a unique communication place, on which new technological developments in industry will be demonstrated and which will give possibility to discuss urgent questions of innovation market development in Russia in order to modernize and make the Russian industry more competitive. The exhibition will present Russian and foreign industrial developments, innovative projects and also projects of modernization of Russian leading industrial enterprises.



### Themes of the exhibition:

Industry, Energy Efficiency, Nano and Micro Technologies, Medicine and Biotechnologies, Ecology and Effective Use of Resources, Security and Safety technologies and devices, TeleCommunication, IT, Education, Transport, Construction, Agriculture.

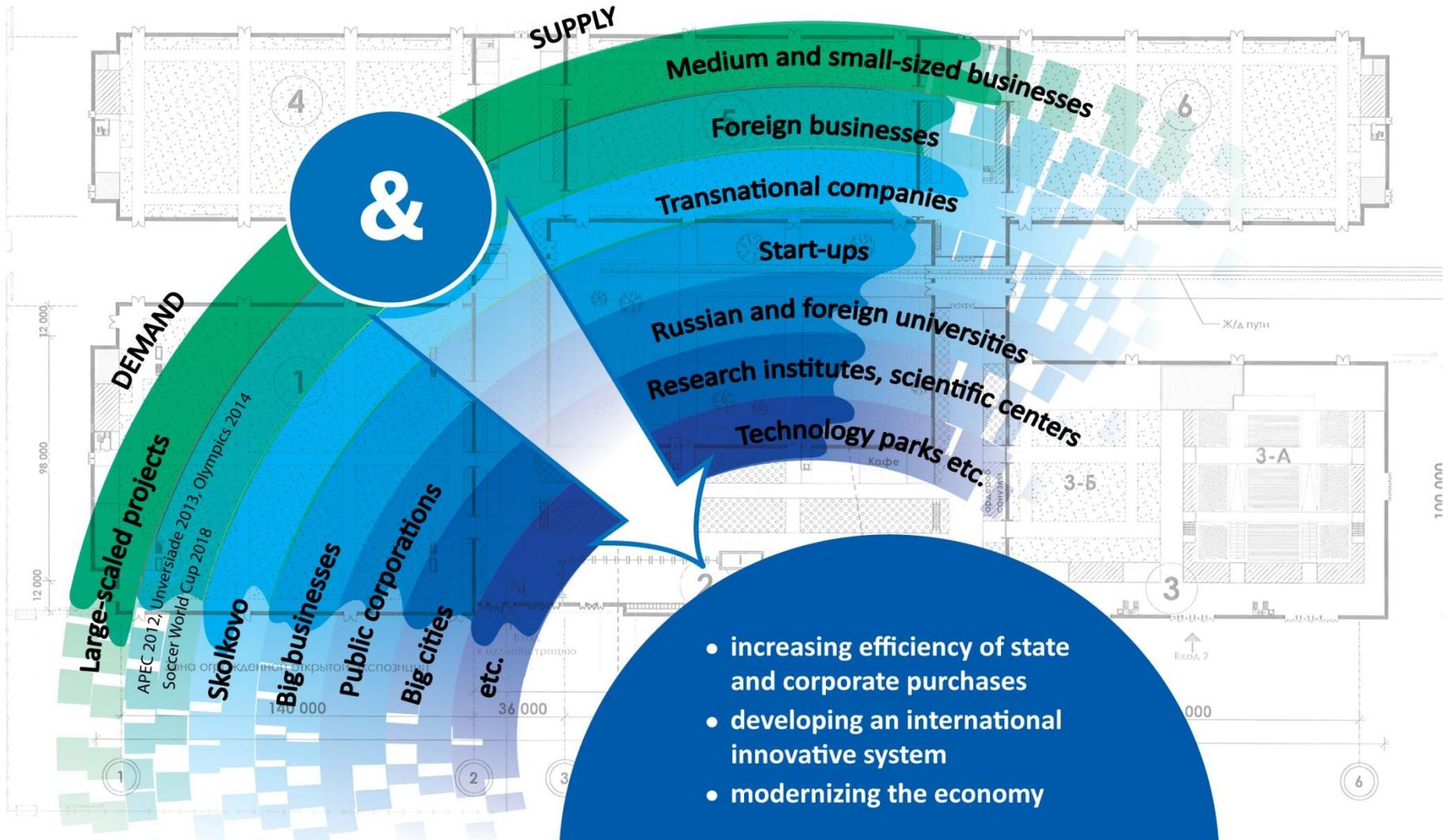


**Forum “INNOPROM-2011”** will be a discussion arena for those who understand the challenges of today and have a strategic vision for the future of Russia, for those who are capable of becoming the main agents for building an innovative economy and implementing megaprojects, and also of proposing specific technological solutions for them.



# 2

## CONCEPT OF INNOPROM-2011 PLANNING



# 2

## INNOPROM ANNUAL EXHIBITION AND FORUM STEERING COMMITTEE



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**Sechin I.I.** - Deputy Chairman of the Government of the Russian Federation (chairman of the steering committee)

**Misharin A.S.** - Governor of the Sverdlovsk Region (deputy chairman of the steering committee)

**Dmitriev V.A.** - Chairman of the State Corporation Bank for Development and Foreign Economic Activity (Vnesheconombank)

**Lokshin A.M.** - Deputy General Director of “Rosatom” state nuclear energy corporation

**Klepach A.N.** - Deputy Minister of economic development of the Russian Federation

**Kambolov M.A.** - Deputy Minister of education and science of the Russian Federation

**Maksimov M.I.** - First Deputy Chairman of the Government of Sverdlovsk Region - minister of economy of Sverdlovsk Region

**Kalamanov G.V.** - Deputy Minister of Industry and Trade of the Russian Federation

**Popik V.M.** - Deputy Head of the President’s Expert Department of the Russian Federation

**Pumpyansky D.A.** - Chairman of the Board of JSC “Pipe Metallurgical Company”

**Shishkin A.N.** - Deputy Minister of Energy of the Russian Federation

**Sokolov M.U.** - Director of the Government Department of the Russian Federation

**Khlunov A.V.** - Director of the Government Department of the Russian Federation

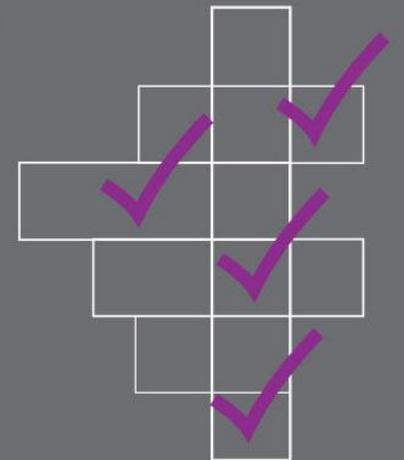
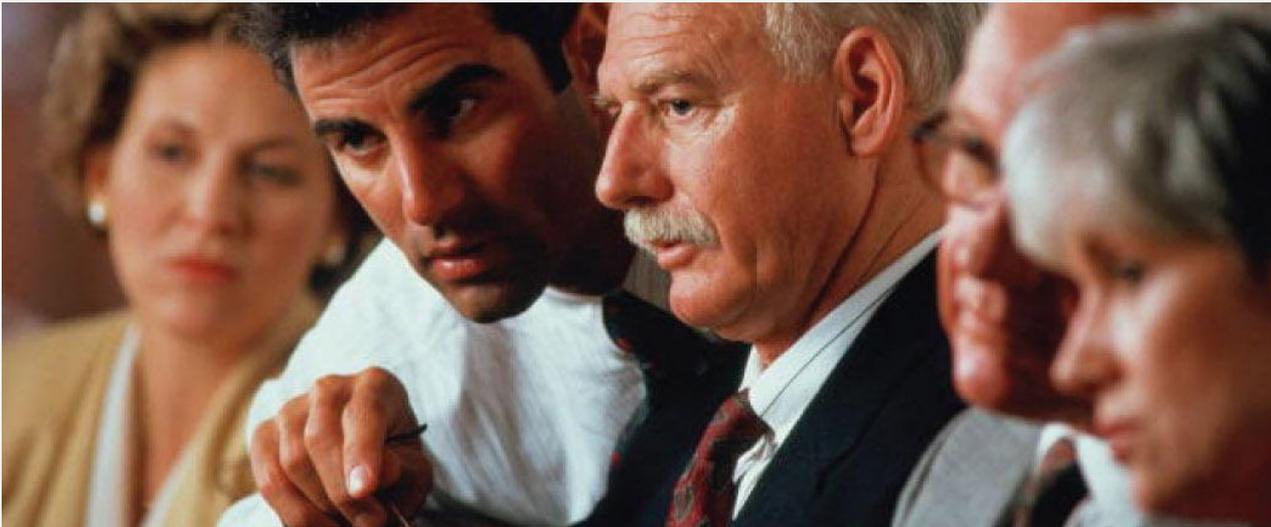
**Shokhin A.N.** - President of the All Russian Union of Industrialists and Entrepreneurs

# 2

## THE EXPERT BOARD PLAYS A KEY ROLE IN HIGH-QUALITY PREPARATION OF THE EVENT



The Expert Board is an advisory body that unites businessmen, experts and consultants interested in the creation of high-quality program of the event and ready to directly participate in its preparation.



# 2

## MEMBERS OF THE “INNOPROM-2011” EXPERT BOARD



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**Sharonov A.V.** – Deputy Mayor of Moscow in the Government of Moscow for economic policy,  
*Chairman of the Expert Board*

**Sepp D. Heckmann** - CEO of the company organizing Hannover Messe  
Deutsche Messe AG

**Bortnik I.M.** - Chairman of the supervisory board “Fund for assistance to small innovative enterprises”

**Volkov A.E.** - Rector of the Moscow Management School “Skolkovo”

**Gladkih I.V.** - Coordinating Director of Russian Venture Fair

**Dmitriev K.A.** - President of Icon Private Equity

**Zhuravlev S.E.** - Deputy Chairman of the Expert Board of the project “Russian House of Future” of “Expert” group

**Kostarev A.A.** - General producer of i-Jet Media

**Kulikov V.G.** - Head of Kulikov Innovation Center

**Kurbatov M.Y.** - Deputy General Manager “Holding IDGC” JSC

**D.S. Medovnikov** - Head of innovation bureau “Expert”

**P.V. Neverov** - Executive director of “Medical Company UNICS”

**Nedelsky V.O.** - Vice Chairman of the Government of Sverdlovsk region,  
Minister of state property management of Sverdlovsk region

**Nikkonen A.I.** - Executive Director of Russian association of direct and  
venture investments

**Odnoblyudov M.A.** - General Manager of “Optogan” JSC

**Petrov A.U.** – Deputy Chairman of the Government of the Sverdlovsk region,  
Minister of industry and science of the Sverdlovsk region

**Pirozhkov V.V.** - President of “ASTRAROSSA” JSC

**Ryazantsev Y.V.** – Director of investment and expertise department of  
“Russian venture company” PLC

**Sitnikov A.U.** - Director of International Development Department of the  
Moscow School of Management “Skolkovo”

**Solzhenitsin E.A.** - Managing Partner of the Moscow office McKinsey &  
Company

**Udaltsov U.A.** - Director for innovative development of state corporation  
“Russian corporation of nanotechnologies”

**Yan D.E.** - Chairman of the Board of Directors and founder of ABBYY

etc.

# 2

## ZONING OF THE EXHIBITION AND THE FORUM



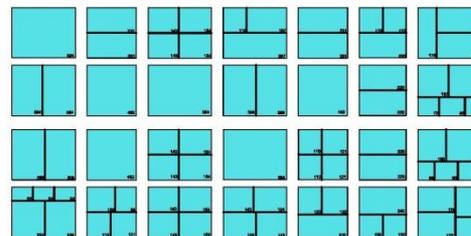
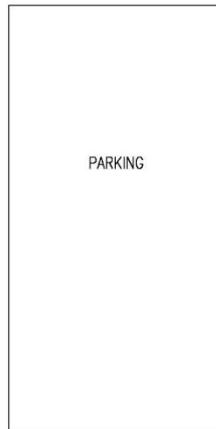
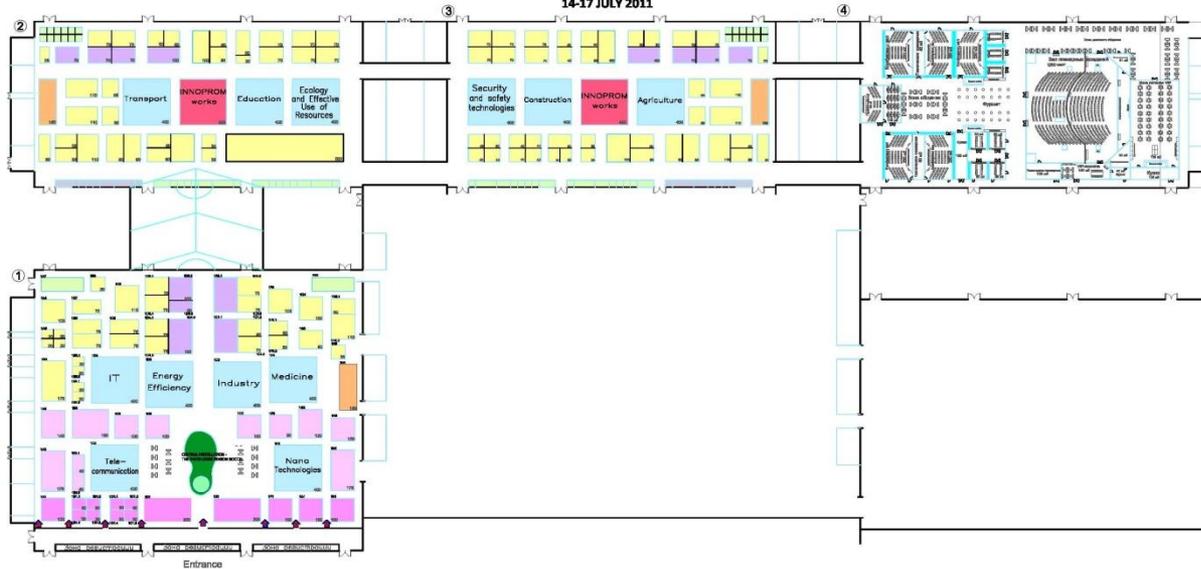
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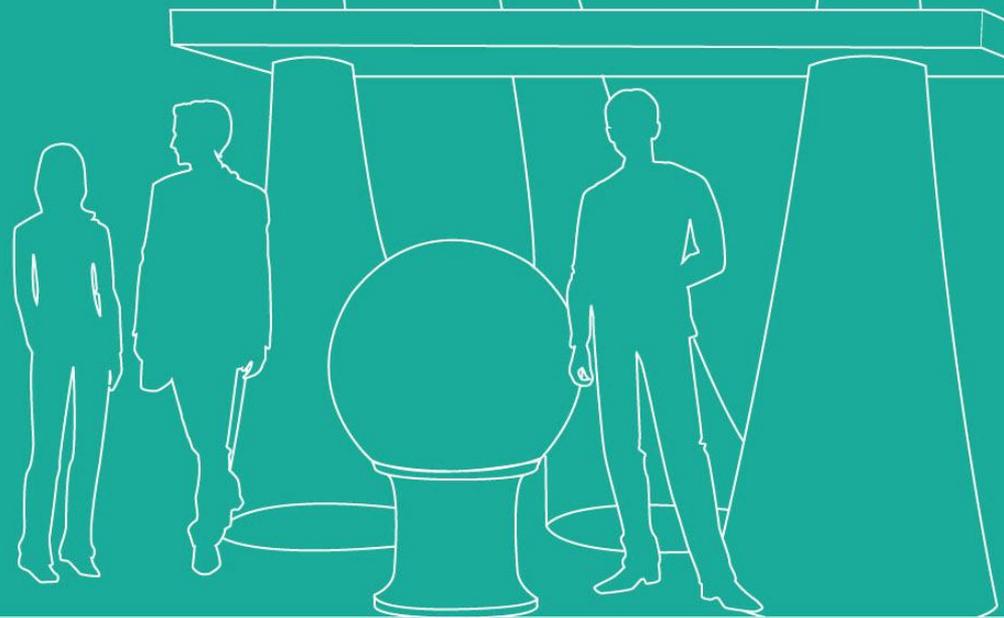
INNOPROM  
2011

LAYOUT OF INTERNATIONAL URAL EXHIBITION AND FORUM "INNOPROM-2011"

INTERNATIONAL EXHIBITION CENTER "EKATERINBURG - EXPO"  
14-17 JULY 2011



- Sponsor stands
- Stand of Sverdlovsk region and central exposition
- Exhibition space for individual build-up with improved visibility
- Industry clusters
- Individual stands
- Dedicated projects
- Stands for displaying of large-size equipment
- Project presentation area
- Equipped stands (standard buildings)
- Stands of media partners
- Outdoors exposition



# 3

## FORMS OF PARTICIPATION IN THE EXHIBITION AND THE FORUM



# 3

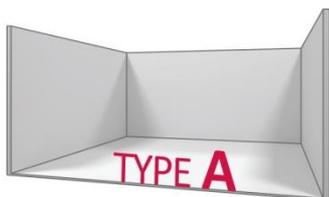
## FORMS OF PARTICIPATION IN THE EXHIBITION



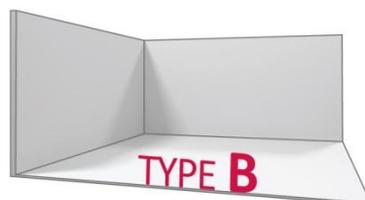
14-17 JULY  
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INNOPROM  
2011

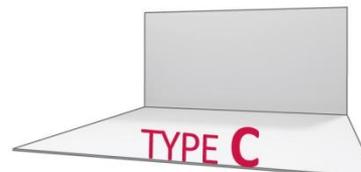
THE URAL  
INTERNATIONAL EXHIBITION  
AND FORUM OF INDUSTRY  
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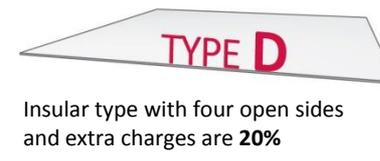
Line type with one open  
side without extra charges



Corner type with two open sides  
and extra charges are **10%**



Frontal type with three open sides  
and extra charges are **15%**



Insular type with four open sides  
and extra charges are **20%**

### Exhibition space for individual build-up

Exhibition space inside the exhibition pavilion (**no less than 20 sq.m.**) is granted to the Exhibitor for use within total period of the exhibition. The exhibitor or third-party construction firm builds up this space independently.

The cost of **1 sq.m.** of the exhibition space inside the exhibition pavilion works out **\$ 190 or € 142\***, including VAT and extra charges for visibility. The Obligatory registration fee equals to **\$ 346 or € 257\***, including VAT.

\* Prices will be recalculated in accordance with official rate of the Central Bank of the Russian Federation on the day of filing



# 3

## FORMS OF PARTICIPATION IN THE EXHIBITION



### Exhibition space for large-sized equipment and machinery inside the exhibition pavilion

Exhibition space inside the exhibition pavilion (**no less than 50 sq.m.**) is granted to the Exhibitor for use within total period of the exhibition. The cost of **1 sq.m.** of the Exhibition space inside the exhibition pavilion works out **\$35 or €26\***, including VAT. The Obligatory registration fee equals to to **\$ 346 or € 257\***, including VAT.

\* Prices will be recalculated in accordance with official rate of the Central Bank of the Russian Federation on the day of filing

### Exhibition space outside exhibition pavilion

Exhibition space outside exhibition pavilion is granted to the Exhibitor for use within total period of the exhibition. The cost of **1 sq.m.** of the exhibition space outside exhibition pavilion works out **\$35 or €26\***, including VAT. The Obligatory registration fee equals to **\$ 346 or € 257\***, including VAT

\* Prices will be recalculated in accordance with official rate of the Central Bank of the Russian Federation on the day of filing



# 3

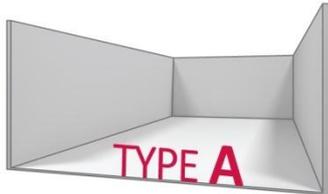
## FORMS OF PARTICIPATION IN THE EXHIBITION



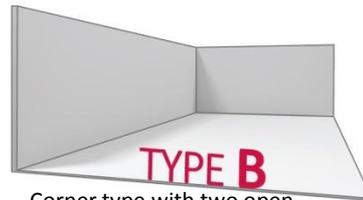
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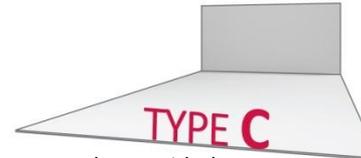
THE URAL  
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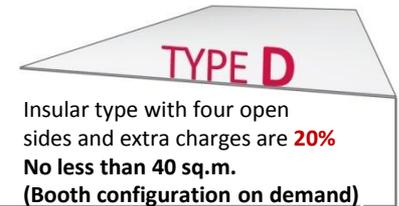
**TYPE A**  
Line type with one open  
side without extra charges  
**No less than 9 sq.m. (3 sq.m. in  
depth)**



**TYPE B**  
Corner type with two open  
sides and extra charges are **10%**  
**No less than 12 sq.m. (3 sq.m. in  
depth)**



**TYPE C**  
Frontal type with three open  
sides and extra charges are **15%**  
**No less than 30 sq.m.**  
**(3 sq.m. or 6 sq.m. in depth)**

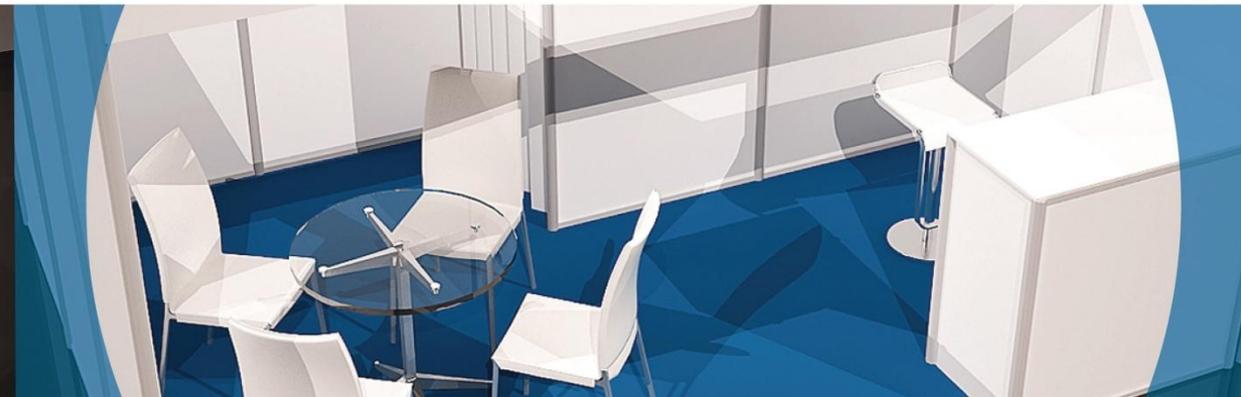
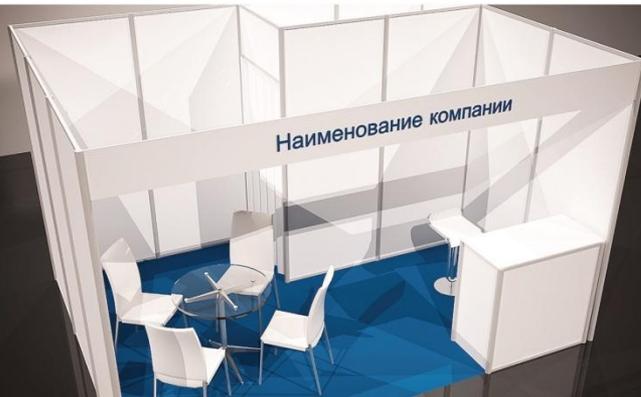


**TYPE D**  
Insular type with four open  
sides and extra charges are **20%**  
**No less than 40 sq.m.**  
**(Booth configuration on demand)**

### Equipped exhibition space (Octanorm system booths)

Exhibition stand (**no less than 9 sq.m.**) is granted to the Exhibitor for use within total period of the exhibition. The cost of **1 sq.m.** of equipped exhibition space works out **\$225 or €167\***, including VAT and extra charges for visibility. The Obligatory registration fee equals to **\$ 346 or € 257\***, including VAT.

\* Prices will be recalculated in accordance with official rate of the Central Bank of the Russian Federation on the day of filing



# 3

## FORMS OF PARTICIPATION IN THE EXHIBITION



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	Decoration of the stand 9 sq.m.	Decoration of the stand 12, 15, 18 sq.m.	Decoration of the stand 21-39 sq.m.	Decoration of the stand from 40 sq.m.
Carpet	9 sq. m.	12,15,18 sq.m.	21 – 39 sq.m	от 40 sq.m.
Octanorm panels (990 mm . 2500 mm)	9 pcs.	The quantity of wall's panels is defined by the chosen configuration and the area	The quantity of wall's panels is defined by the chosen configuration and the area	The quantity of wall's panels is defined by the chosen configuration and the area
Break-out room	—	—	—	от 10 sq.m до 12 sq.m
Storage room (2 sq.m.)	—	2 sq.m.	4 sq.m. for 21-27 sq.m. stand 6 sq.m. for 30-39 sq.m. stand	2 sq.m
Folding door with lock	—	1 pcs.	1 pcs.	2 pcs.
Company name for fascia panel	1 pcs.	 1 pcs.- for Type A  2 pcs. – for Type B	 1 pcs.- for Type A  2 pcs. – for Type B  3 pcs. – for Type C	 1 pcs.- for Type A  2 pcs. – for Type B  3 pcs. – for Type C  4 pcs. – for Type D
Reception desk	1 pcs.	1 pcs.	1 pcs.	1 pcs.
Table 800 . 800	—	—	—	1 pcs.
Table d=800	1 pcs.	1 pcs.	2 pcs.	2 pcs.
Chair	2 pcs.	4 pcs.	8 pcs.	9 pcs.
Bar chair	1 pcs.	1 pcs.	1 pcs.	1 pcs.
Wastebasket	1 pcs.	1 pcs.	1 pcs.	1 pcs.
Socket (0,5 kW)	1 pcs.	1 pcs.	2 pcs.	3 pcs.
Wall spotlight (100 W)	1 pcs.	2 pcs.	5 pcs.	6 pcs.

# 3

## FORMS OF PARTICIPATION IN THE EXHIBITION



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### Extra-participation in the exhibition

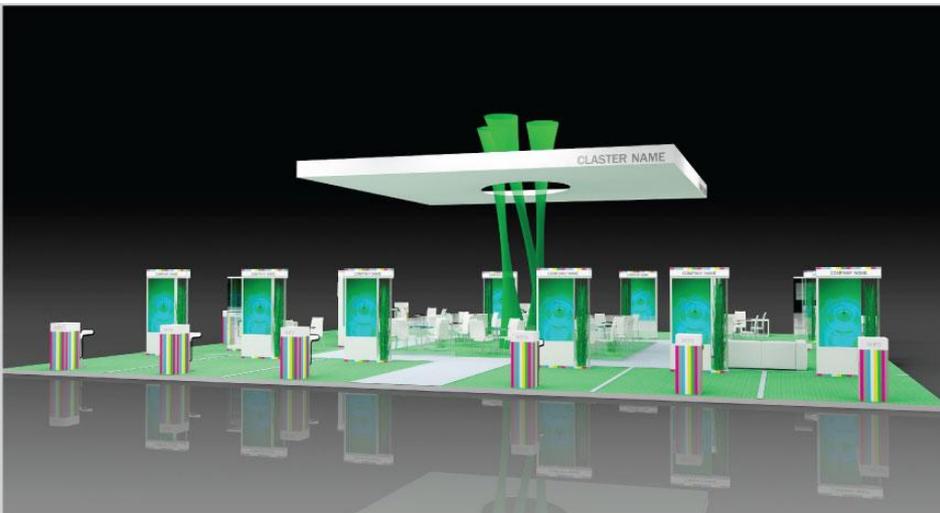
Extra-participation in the exhibition includes: placement information and company's logo at official catalogue of the exhibition (**above 800 symbols = 400 symbols in Russian and 400 symbols in English**); Placement promotional and informational materials, commercial offers at the extra - participation's informational desk of the exhibition.

The cost of the extra-participation works out **\$ 346 or € 257\***, including VAT.

\* Prices will be recalculated in accordance with official rate of the Central Bank of the Russian Federation on the day of filing

### Participation in the exhibition with workplace in branch sector

Design of the sector



*Division on the branch sectors is effected in accordance with the exhibition subjects*

# 3

## FORMS OF PARTICIPATION THE PARTICIPATION IN EXHIBITION



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**«STANDART» Package \***  
Total area 15 sq.m

**\$ 3460 or €2570\*\* (including VAT) +**  
the obligatory registration fee equals  
to **\$ 346 or € 257\* , including VAT**



**«BUSINESS» Package \***  
Total area 30 sq.m.

**\$9343 or €6941\*\* (including VAT) +**  
the obligatory registration fee equals  
to **\$ 346 or € 257\* , including VAT**



**«PREMIUM» Package \***  
Total area 50 sq.m.

**\$15571 or €11568\*\* (including VAT) +**  
the obligatory registration fee equals  
to **\$ 346 or € 257\* , including VAT**

### GENERAL DESIGN OF THE CLUSTER ZONE

Decorative metal construction with fabric  
Podium + carpet, for project areas  
Table + 3 chairs in the area of negotiation

opportunity to book break-out rooms  
placement company's information at official catalogue of the exhibition  
and forum and on the exhibition's web site.

WORKPLACE	STANDART PACKAGE	BUSINESS PACKAGE	PREMIUM PACKAGE
Decorative pylon (2400 . 2600 . 400 mm)	1 pcs	1 pcs	2 pcs
Podium for exhibits or Showcase (at option)	-	1 pcs	-
Podium for exhibits and Showcase	-	-	1+1 pcs
Reception desk (1100*450*450mm) with a plastic holder (A4)	1 pcs	1 pcs	1 pcs
Bar chair	1 pcs	2 pcs	2 pcs
Plasma panel 42"+ laptop	-	1 pcs	1 pcs
Table + 3 chairs	-	1 pcs	1 pcs
Brochure rack	-	-	2 pcs
Sofa + coffee table	-	-	1 pcs
Socket (0,5 kW) to connect exhibits	1 pcs	1 pcs	-
Socket (1 kW) to connect exhibits	-	-	1 pcs
<b>GRAPHIC DESIGN</b>			
Logo of the company in the reception desk (plotter cut-out )	1 pcs	1 pcs	1 pcs
The name of the company on the decorative pylon (plotter cut-out )	1 pcs	1 pcs	2 pcs
Ink-jet printed poster	1 pcs	1 pcs	2 pcs
Forum's badge	1 pcs ( excl. Plenary meeting)	2 pcs ( excl. Plenary meeting)	3 pcs ( 1 pce -incl. Plenary meeting, 2 - excl.)

# 3

## Participation in the forum: terms



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### Target audience

In 2011 the forum's guests are offered the opportunity to select the participation format that suits them best.

### Speakers and moderators

**Participant in the forum's official programme – Package No 1:** includes participation in all the events of the business and cultural programme apart from special invitation-only events, an information service, a pack of INNOPROM 2011 handouts, entry to the exhibition and business zones (with unlimited access to the plenary session zone during sessions), and a transport service.

### Participants in plenary sessions and round tables

The cost of participation in the official programme of the forum under Package No 1 is 41,300 roubles, including VAT

### Audience

**Participant in the forum's official programme – Package No 2:** includes participation in all the events of the business and cultural programme apart from special invitation-only events, an information service, entry to the exhibition and business zones (with limited access to the plenary session zone during sessions), and a transport service.

The cost of participation in the official programme of the forum under Package No 1 is 23,600 roubles, including VAT

With effect from 1 May 2011, the registration fee upon concluding an agreement to participate in the forum under Package No 1 will be **47,200** roubles, and the registration fee under Package No 2 will be **29,500** roubles.

# 3

## BUSINESS SERVICES OF THE FORUM



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Participants	Speakers and moderators	State authorities	Business Community	Sponsors	Audience
Services					
Plenary sessions					
Conferences					
Seminars					
Round tables					
Special lectures					
Discussion rooms					
Lounge zones					

# 3

## INTERNATIONAL EXPO CENTRE "EKATERINBURG-EXPO"



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### CONTACTS:

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8 (800) 333-27-35

E-MAIL:  
[info@innoprom.org](mailto:info@innoprom.org)

[www.innoprom.org](http://www.innoprom.org)