

# INTERLIGHT MOSCOW

powered by **light+building**

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

Joint arranger:



Powered by:



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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.

**«General 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 outdoor banners of CEC Expocentre
- Logo placement on the outdoor banners near the exit from “Vystavochnaya” metro station
- Logo placement on the navigation banners inside of CEC 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
- Logo placement on the badges of the Forum
- 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
- Insertion of printing materials into the package for the Forum visitors
- Installation of 2 counters 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

**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 “General Sponsor of the Forum” sponsorship package is 5 900 Euro without VAT**

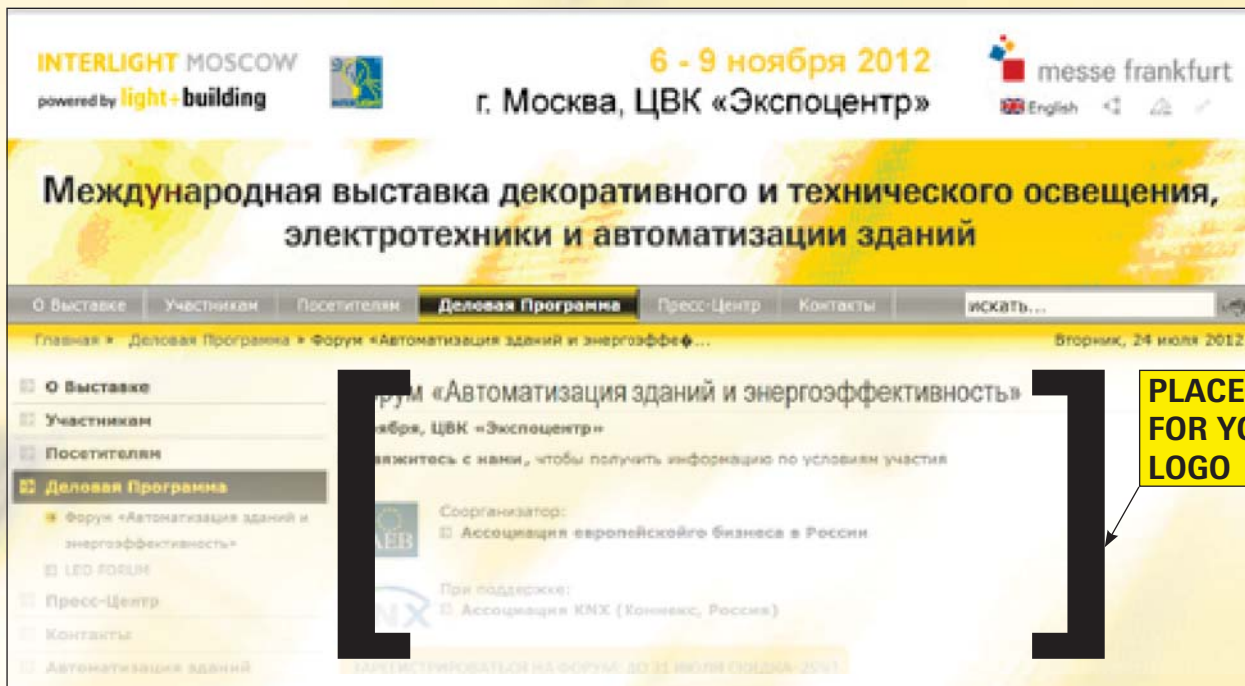
Company:

Signature, place of seal \_\_\_\_\_

«General Sponsor of the Forum» sponsorship package

1. Placement of the Company logo before the event

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



- 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 the banner with the programme of the Forum



- Logo placement on the navigation banners inside of IEC «Expocentre»



**YOUR LOGO**

- Logo placement on the banner in the Forum Programme

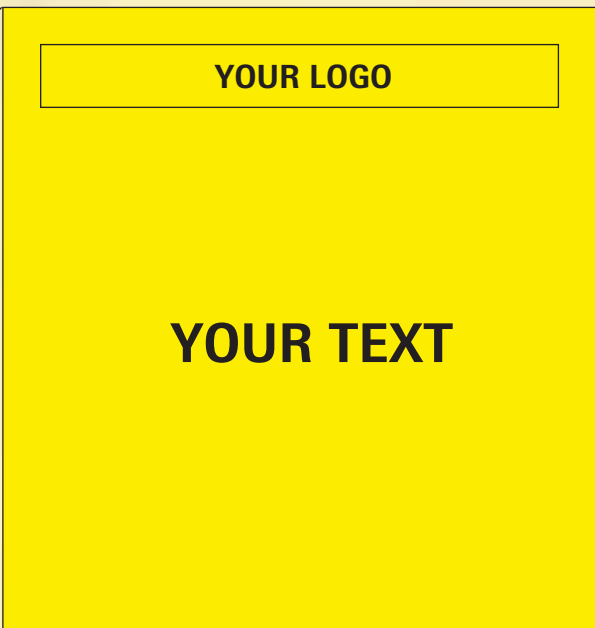


**YOUR LOGO**

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



**YOUR LOGO**



- 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 2 counters 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 5 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



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