



1995  
**30**  
years  
2025



Association  
of European  
Businesses

# EVENT SPONSORSHIP OPPORTUNITIES



[AEBRUS.RU](http://AEBRUS.RU)



# CONTENTS

|                          |           |  |           |                                       |           |
|--------------------------|-----------|--|-----------|---------------------------------------|-----------|
| AEB EVENTS               | <b>03</b> | WEBINAR SERIES                             | <b>13</b> | EXAMPLES OF SPONSORSHIP<br>PLACEMENTS | <b>18</b> |
| FY25 CALENDAR OVERVIEW   | <b>04</b> | SPECIAL EVENTS                             | <b>15</b> | CONTACT INFORMATION                   | <b>19</b> |
| CONFERENCE / OPEN EVENTS | <b>05</b> | COMPARISON OF SPONSORSHIP<br>OPPORTUNITIES | <b>17</b> |                                       |           |
| REGIONAL EVENTS          | <b>09</b> |  |           |                                       |           |

# AEB EVENTS

AEB 30 years  
in Russia

**100+**  
events per year

Exclusive insights from  
industry experts / leaders

Main representative  
of foreign businesses  
in Russia

**85+**  
Committees  
and Working Groups

Top executives  
from government  
and business

**AEB EVENTS** - this is a platform for discussions on current business issues: climate change, digitalization, HR, finance, real estate, sanctions & countermeasures, legislative environment and much more. Among the speakers are high-level representatives of various industries, Russian national and Eurasian authorities, heads of large companies and international experts. Events are held at the AEB Conference Centre and best business venues in Moscow and St Petersburg as well as online.

# FY25 CALENDAR OVERVIEW

|              | CONFERENCE / OPEN EVENTS        | REGIONAL EVENTS                    | SPECIAL EVENTS       |
|--------------|---------------------------------|------------------------------------|----------------------|
| April        | Customs conference              | Open Conference (Krasnodar)        |                      |
| May          | IPR Conference                  |                                    | IMAF 2025            |
| June         | Taxation bi-annual conference   |                                    |                      |
| October      |                                 |                                    | Joint event AmCham   |
| December     | Technical regulation Conference | Christmas cocktail (St Petersburg) |                      |
|              | Energy Efficiency Conference    |                                    |                      |
| January 2026 |                                 |                                    | AMC Press Conference |



# CONFERENCE / OPEN EVENTS

# CONFERENCE / OPEN EVENTS

These are events on topical issues for each industry, our annual conference in HR, Taxation and Customs areas. The goal is to bring quality information to the participants.

## AUDIENCE:

industry experts, CFOs, Chief accountants, possibly CEOs of the EU companies in that specific area.

## NUMBER OF GUESTS:

80 – 150

## GUEST SPEAKERS:

high-level representatives of the Finance Ministry, Federal Tax Service, Federal Customs Service, Ministry of Interior

## CALENDAR 2025

### APRIL

Customs conference

### MAY

IPR Conference

### JUNE

Taxation bi-annual conference

### DECEMBER

Technical regulation Conference

Energy Efficiency Conference

# CONFERENCE / OPEN EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES  | SILVER SPONSOR<br>150 000 rub. (+20% VAT) | GOLD SPONSOR<br>175 000 rub. (+20% VAT) | PLATINUM SPONSOR*<br>250 000 rub. (+20% VAT) | GENERAL SPONSOR**<br>400 000 rub. (+20% VAT) |
|--|---|---|--|--|
| Logo placement on the event program indicating the sponsor's status          | ●   | ●                                       | ●  | ●  |
| Placement of sponsor's handouts in the area provided by AEB                  | ●   | ●                                       | ●  | ●  |
| Expression of gratitude to the sponsor during the event                      | ●   | ●                                       | ●  | ●  |
| Logo placement on the first slide of the event presentation (if any)         | ●   | ●                                       | ●  | ●  |
| Logo placement in newsletters about the sponsored event                      | ●   | ●                                       | ●  | ●  |
| Logo placement on the back drop/press-wall                                   | ●   | ●                                       | ●  | ●  |
| Free registration of the sponsor's delegates                                 | 2   | 4                                       | 6  | 8  |
| Mentioning the sponsor in the event announcement in the AEB Telegram channel | ●   | ●                                       | ●  | ●  |
| Sponsor's roll-up in the lobby (for offline events)                          | ●   | ●                                       | ●  | ●  |
| Sponsor's roll-up in the hall of the event (for offline)                     | —   | ●                                       | ●  | ●  |
| Sponsor promotional video before the event                                   | —   | ●                                       | ●  | ●  |

\* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

\*\*Exclusivity. There can only be one General sponsor on the event.

# CONFERENCE / OPEN EVENTS | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES  | SILVER SPONSOR<br>150 000 rub. (+20% VAT) | GOLD SPONSOR<br>175 000 rub. (+20% VAT) | PLATINUM SPONSOR*<br>250 000 rub. (+20% VAT) | GENERAL SPONSOR**<br>400 000 rub. (+20% VAT) |
|--|---|---|--|--|
| Ad banner placement in the AEB weekly newsletter (AEB Weekly)                                      | –   | 1                                       | 2  | 3  |
| Ad banner placement in the AEB Daily newsletter  | –   | 2                                       | 3  | 5  |
| Reservation of seats for sponsor delegates (for offline)   | –   | ●                                       | ●  | ●  |
| Sponsor's promo materials placement in the event hall  | –   | –                                       | ●  | ●  |
| Placement of an advertising banner in the newsletters about the sponsored event                    | –   | –                                       | ●  | ●  |
| Sponsor's advertising stand in the lobby (provided by the sponsor)                                 | –   | –                                       | ●  | ●  |
| Placement of the sponsor's advertising module in the AEB Business Quarterly print edition (1 page) | –   | –                                       | ●  | ●  |
| Welcoming speech of the sponsor's representative during the event                                  | –   | –                                       | ●  | ●  |

\* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

\*\*Exclusivity. There can only be one General sponsor on the event.





# REGIONAL EVENTS

# REGIONAL EVENTS

Events and conference organized at the regional level by our North-West regional as well as South Regional committees of the AEB.

**AUDIENCE:**

representatives of AEB Member companies in St Petersburg and Krasnodar

**NUMBER OF GUESTS:**

50 – 80

**GUEST SPEAKERS:**

representatives of the local authorities

## CALENDAR **2025**

**APRIL**

Open Conference  
(Krasnodar)

**DECEMBER**

Christmas cocktail  
(St Petersburg)

# REGIONAL EVENTS

## | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES  | SILVER SPONSOR<br>100 000 rub. (+20% VAT) | GOLD SPONSOR<br>125 000 rub. (+20% VAT) | PLATINUM SPONSOR*<br>175 000 rub. (+20% VAT) | GENERAL SPONSOR**<br>300 000 rub. (+20% VAT) |
|--|---|---|--|--|
| Logo placement on the event program indicating the sponsor's status          | ●   | ●                                       | ●  | ●  |
| Placement of sponsor's handouts in the area provided by AEB                  | ●   | ●                                       | ●  | ●  |
| Expression of gratitude to the sponsor during the event                      | ●   | ●                                       | ●  | ●  |
| Logo placement on the first slide of the event presentation (if any)         | ●   | ●                                       | ●  | ●  |
| Logo placement in newsletters about the sponsored event                      | ●   | ●                                       | ●  | ●  |
| Logo placement on the back drop/press-wall                                   | ●   | ●                                       | ●  | ●  |
| Free registration of the sponsor's delegates                                 | 2   | 4                                       | 6  | 8  |
| Mentioning the sponsor in the event announcement in the AEB Telegram channel | ●   | ●                                       | ●  | ●  |
| Sponsor's roll-up in the lobby (for offline events)                          | ●   | ●                                       | ●  | ●  |
| Sponsor's roll-up in the hall of the event (for offline)                     | —   | ●                                       | ●  | ●  |
| Sponsor promotional video before the event                                   | —   | ●                                       | ●  | ●  |
| Ad banner placement in the AEB weekly newsletter (AEB Weekly)                | —   | 1                                       | 2  | 3  |

\* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

\*\* Exclusivity. There can only be one General sponsor on the event.

# REGIONAL EVENTS

## | SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES  | <b>SILVER SPONSOR</b><br>100 000 rub. (+20% VAT) | <b>GOLD SPONSOR</b><br>125 000 rub. (+20% VAT) | <b>PLATINUM SPONSOR*</b><br>175 000 rub. (+20% VAT) | <b>GENERAL SPONSOR**</b><br>300 000 rub. (+20% VAT) |
|--|--|--|---|---|
| Ad banner placement in the AEB Daily newsletter  | –  | 1  | 2   | 3   |
| Reservation of seats for sponsor delegates (for offline)   | –  | ●  | ●   | ●   |
| Sponsor's promo materials placement in the event hall  | –  | –  | ●   | ●   |
| Placement of an advertising banner in the newsletters about the sponsored event                    | –  | –  | ●   | ●   |
| Sponsor's advertising stand in the lobby (provided by the sponsor)                                 | –  | –  | ●   | ●   |
| Placement of the sponsor's advertising module in the AEB Business Quarterly print edition (1 page) | –  | –  | ●   | ●   |
| Welcoming speech of the sponsor's representative during the event                                  | –  | –  | ●   | ●   |

\* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

\*\*Exclusivity. There can only be one General sponsor on the event.



# WEBINAR SERIES <sup>↗↗</sup>

# WEBINAR SERIES

These are our monthly anti-crisis webinars, Talks on the Russian Economy, and other open webinars.

## AUDIENCE:

Open to all AEB members, industry experts

## NUMBER OF GUESTS:

150+

These are our regular AEB webinar “Crisis Update: Sanctions and Countermeasures”, Talks on the Russian Economy, and other open webinars.

## SPONSORSHIP OPPORTUNITIES

| PROVIDED SERVICES  | SILVER SPONSOR<br>25 000 rub. (+20% VAT) | GOLD SPONSOR<br>50 000 rub. (+20% VAT) | PLATINUM SPONSOR<br>75 000 rub. (+20% VAT) | GENERAL SPONSOR<br>100 000 rub. (+20% VAT) |
|--|--|--|--|--|
| Mentioning the sponsor in the moderator’s welcome speech       | ●  | ●                                      | ●  | ●  |
| Logo placement in newsletters about the sponsored webinar      | ●  | ●                                      | ●  | ●  |
| logo placement on a separate slide of the webinar presentation | ●  | ●                                      | ●  | ●  |
| Mentioning the sponsor on the webinar page on the AEB website  | ●  | ●                                      | ●  | ●  |
| The price includes a package of                                | 1 webinar                                | 3 webinars                             | 6 webinars                                 | Full year (min 12 webinars)                |



# SPECIAL EVENTS





# SPECIAL EVENTS

**MAY**

IMAF 2025

**OCTOBER**

Joint event AmCham

**JANUARY 2026**

AMC Press Conference

For more information, please contact us.



# COMPARISON OF SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP PACKAGES     | SILVER SPONSOR<br>(rub. +VAT) | GOLD SPONSOR<br>(rub. +VAT) | PLATINUM SPONSOR*<br>(rub. +VAT) | GENERAL SPONSOR**<br>(rub. +VAT) |
|--------------------------|-------------------------------|-----------------------------|----------------------------------|----------------------------------|
| Conference / Open events | 150 000                       | 175 000                     | 250 000                          | 400 000                          |
| Regional events          | 100 000                       | 125 000                     | 175 000                          | 300 000                          |
| Webinar series           | 25 000                        | 50 000                      | 75 000                           | 100 000                          |

## PACKAGE DEALS \*\*\*

> 2 sponsored events – **15% DISCOUNT**

>> 3 sponsored events – **25% DISCOUNT**

\* Exclusivity by industry. There can only be one Platinum Sponsor in its industry on the event.

\*\* Exclusivity. There can only be one General sponsor on the event.

\*\*\* The discount is provided for a one-time payment. Webinar series are not included in the package offer.

# EXAMPLES OF SPONSORSHIP PLACEMENTS

