

# **SPONSORSHIP & ADVERTISING OPTIONS**

## **CIS Steel and Raw Materials on the World Markets**

25-26 of April 2016

Baku, Azerbaijan, Hilton Baku Hotel

Business-Forum



**Business-Forum** specializes in the organization of the conferences and industry events for international and regional markets.

Business-Forum Ltd. is a project of Metal Expert Holding along with Metal Expert, Metal Expert Consulting, Chem-Courier and Coaster Freight Index magazines.

Since 2003 we have organized **over 180 conferences** and over **40 000 delegates** from **70 countries** have attended our events.

Industries we cover:

- **Metallurgy:** steel semis, flat and long products, tube & pipes, refractory products, raw materials (Europe, MENA region, CIS countries)
- **Mining:** coal, pet coke, iron ore (Europe, MED countries, CIS countries)
- **Transportation:** sea shipping (Black Sea, Azov Sea, Mediterranean Sea) and railway transportation (CIS countries)
- **Chemicals:** polymers, coatings (CIS countries, Europe)

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## **CONFERENCE SPONSORSHIP “CIS STEEL AND RAW MATERIALS ON THE WORLD MARKETS” WILL ALLOW YOU TO:**

- › to evidentiate your leadership and prosperity to the target audience and all market players
- › to outspcak about your products within the frames of the largest meeting which is dedicated to CIS steel and raw materials exports
- › to draw attention of key companies' decision-makers
- › to find new business partners and to strengthen existent connections
- › to imrove brand awareness and to assure successful promotion of company products



# PLATINUM SPONSOR

## OPTIONS:

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- 4 delegate places
- 20% discount on the participation of each subsequent employee of the Sponsor
- Welcome speech to the participants of the conference (5 minutes)
- Speech at the thematic session of the business program of the conference (15 minutes)
- Moderation of the session with the possibility to make a welcome speech (5 minutes)
- Company logo on the delegate badges
- Company logo on all printed and electronic conference materials
- Publication layout 2A4 in the Conference brochure
- Decoration a conference room in the corporate style of the company:
  - ✓ one banner 2,27\*2,27m; one banner 0,8\*1,8m
  - ✓ flags with the company logo on the presidium table
  - ✓ logo on the chair covers

## *NB!*

- › Advertising unit for publishing / banners provided by Sponsors

**SPONSORSHIP COST: 18 000 USD**



# **GOLD SPONSOR STANDING BUFFET / GALA-DINNER SPONSOR**

## **OPTIONS:**

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- 3 delegate places
- 15% discount on the participation of each subsequent employee of the Sponsor
- Invitations to the dinner with the logo of the Sponsor
- Welcome speech at the beginning of the evening (5 minutes)
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure
- Decoration of the dinner zone in the corporate style of the company:
  - ✓ two banners 0,8\*1,8m
  - ✓ flags with the company logo

## ***NB!***

- › Advertising unit for publishing / banners provided by Sponsors

**SPONSORSHIP COST: 10 000 USD**



# SILVER SPONSOR LUNCH SPONSOR

## OPTIONS:

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- 2 delegate places
- 10% discount on the participation of each subsequent employee of the Sponsor
- Invitations to the lunch with the logo of the Sponsor
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure
- Decoration of the lunch zone in the corporate style of the company:
  - ✓ one banner 0,8\*1,8m
  - ✓ flags with the company logo

## *NB!*

- › Advertising unit for publishing / banners provided by Sponsors

**SPONSORSHIP COST: 8 000 USD**



## **SILVER SPONSOR LANYARDS SPONSOR**

### **OPTIONS:**

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- 2 delegate places
- 10% discount on the participation of each subsequent employee of the Sponsor
- Company logo on the badge lanyards
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure

### ***NB!***

- › Advertising unit for publishing / banners provided by Sponsors

**SPONSORSHIP COST: 7 000 USD**



# SILVER SPONSOR REGISTRATION SPONSOR

## OPTIONS:

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- 2 delegate places
- 10% discount on the participation of each subsequent employee of the Sponsor
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure
- Possibility of advertising materials / souvenir goods insertion (notebook, pen, brochures with the company's logo) in the registration area
- Decoration of the registration area in the corporate style of the company:
  - ✓ one banner 2,27\*2,27m
  - ✓ flags with the company logo in the registration area
  - ✓ branded candies / chocolate at the registration table

## *NB!*

- › Advertising unit for publishing / banners provided by Sponsors
- › Souvenir goods provided by Sponsor

**SPONSORSHIP COST: 7 000 USD**





# SILVER SPONSOR

## COFFEE BREAKS SPONSOR

### OPTIONS:

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- 1 delegate place
- 7% discount on the participation of each subsequent employee of the Sponsor
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure
- Decoration of the coffee breaks area in the corporate style of the company:
  - ✓ one banner 2,27\*2,27m
  - ✓ flags with the company logo in the coffee breaks area
  - ✓ chocolate (5 g) with Sponsor's logo on the tables in the coffee breaks area

### *NB!*

- › Advertising unit for publishing / banners provided by Sponsors

**SPONSORSHIP COST: 6 000 USD**



# SILVER SPONSOR SESSION SPONSOR

## OPTIONS:

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- 2 delegate places
- 10% discount on the participation of each subsequent employee of the Sponsor
- Invitations to the session with the logo of the Sponsor
- Moderation of the session with the possibility of welcome speech (5 minutes)
- Speech within the session (15 minutes)
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure
- One banner 0,8\*1,8m at the session area
- Possibility of souvenir goods insertion (notebook and pen with the company's logo) for all participants of the session

## *NB!*

- › Advertising unit for publishing / banners provided by Sponsors
- › Souvenir goods provided by Sponsor

**SPONSORSHIP COST: 6 000 USD**



# BRONZE SPONSOR CONFERENCE BAGS SPONSOR

## OPTIONS:

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- 1 delegate place
- 7% discount on the participation of each subsequent employee of the Sponsor
- Company full-color advertising layout on one side of conference bags
- Inclusion of advertising leaflets / brochures to the Conference kit
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure

## *NB!*

- › Advertising unit for publishing provided by Sponsor
- › Advertising leaflets / brochures for inclusion in the Conference kit provided by Sponsor

**SPONSORSHIP COST: 4 000 USD**



## **BRONZE SPONSOR SPONSOR OF SOUVENIR GOODS**

### **OPTIONS:**

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- 1 delegate place
- 7% discount on the participation of each subsequent employee of the Sponsor
- Insertion of the souvenir goods with the company's logo (organizers / table business card holders / pocket business card holders / key holders / trinkets / memory sticks etc.) into conference bags
- Company logo on all printed and electronic conference materials
- Publication layout A4 in the Conference brochure

### ***NB!***

- › Advertising unit for publishing provided by Sponsor
- › Souvenir goods provided by Sponsor

**SPONSORSHIP COST: 3 000 USD**



# ADDITIONAL PROMOTIONAL OPTIONS

**Advertising speech** - 3 000 USD

## **Advertising layout in the Conference brochure**

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Full-color layout 2A4 (spread) in the inner part of the brochure – 800 USD

A4 full color layout for 2 or 3 cover – 800 USD

A4 full color layout in the inner part of the brochure – 500 USD

A5 full color layout – 400 USD

1/3 A4 full color layout – 300 USD

## **Advertising banner in the Conference hall**

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2,27\*2,27m – 800 USD

0,8\*1,8m – 500 USD

## **Distribution of promotional materials**

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Insertion into the conference kit – 1000 USD

In the Conference-hall – 800 USD

In the registration area of delegates – 400 USD

## **Banner on the Conference web-page**

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590\*60 px – 350 USD \ 28 days

### ***NB!***

- › Advertising unit for publishing provided by Advertiser
- › Promotional materials provided by Advertiser