Sponsorship packages of the Russian Health Care Week Forum

		General sponsor, **exclusive**	Forum sponsor	Sponsor of the reception	Official sponsor of the registration, **exclusive**	Sponsoring the navigation	Sponsoring the forum bags, **exclusive**	Sponsoring souvenirs (participants / visitors / VIP)	Official car of the forum	Official bank of the forum	Official beverage of the forum
	Price (euro)	20 000	14 000	12 000	20 000	10 000	8 000	8 000	10 000	20 000	10 000
Status	Granting **status** to Sponsor	*	*	*	*	*	*	*	*	*	*
	Permission to use official **forum logo** in Sponsor's advertising campaign	*	*	*	*	*	*	*	*	*	*
Indoor / Outdoor advertising	Placement of Sponsor's logo indicating the status on all **forum image billboards**	*	*	*	*	*	*	*	*	*	*
	Production and placement of Sponsor's banner (4x2 m) at Expocentre Fairgrounds. The layout shall be provided by Sponsor	*	*		*						
	Production and placement of Sponsor's banner (2x2 m) at Expocentre Fairgrounds. The layout shall be provided by Sponsor			*		*				*	
	Permission to use **aisle floor stickers** (on the floor carpeting)					*					
Online-placement	Placement of Sponsor's ad banner on **the main page of the forum official website***	*									
	Placement of Sponsor's ad banner on **Sponsors page of the forum official website***	*	*	*	*	*	*	*	*	*	*
	Placement of Sponsor's logo on an **e-ticket**	*									
Printed materials	Placement of Sponsor's ad page in the forum official **catalogue**	1	1	1	1						
	Placement of Sponsor's logo indicating the status in the **forum catalogue**	*	*	*	*	*	*	*	*	*	*
	Placement of Sponsor's **standard short information** in the forum catalogue	*	*	*	*	*	*	*	*	*	*
	Placement of Sponsor's **logo** in the forum catalogue	*	*	*	*	*	*	*	*	*	*
	Placement of Sponsor's logo on an **invitation to the reception**			*							
Press release	Mention of the company's sponsorship in the press release	*	*	*	*	*	*	*	*	*	*
Video advertising	**Broadcasting Sponsor's videos** (up to 15 sec long each) on all plasma panels in the forum pavilions not less than … times a day. Video shall be provided by Sponsor	8	4								
Audio advertising	Broadcasting Sponsor's **adverts / announcements** in open-air territory (3 times a day) up to 30 sec long each. Audio advert shall be provided by Sponsor	*								*	*
Promotion	Permission for Sponsor's **BTL-activity** for the forum period - Sponsor's promotional materials at the forum area (for … promoters)	2	2	2		2	2	2	2	2	2
Information racks	Permission to place **Sponsor's information racks** (booklet holder) at the forum area		3	3					3	3	3
	Permission to use **Expocentre's information racks** for distributing Sponsor's materials	*									
Registration zone	Providing **uniform with Sponsor's logo** for registration staff (badges, scarves, caps, pens)				*						
	Distribution of **Sponsor's printed materials** at the registration desks to the visitors of the forum				*						
	Sponsor's logo on a visitor **badge lanyard** (lanyards with logos shall be provided by Sponsor)				*						

Category	Description										
Forum bags	Placement of Sponsor's materials into the **forum bags for visitors**						*				
	Exclusive opportunity to place Sponsor's ad **on one side of the forum bag** (copies shall be provided by Sponsor)						*				
Reception, coffee breaks	Providing **invitations** to the forum reception	5	2	5	2	1	2	2	2	2	2
	Welcome speech of Sponsor's representative (up to 3 min long) at the reception	*		*							
	Permission to provide reception guests with **Sponsor's souvenirs/gifts**			*							
Business souvenirs	Permission to distribute **Sponsor's souvenirs (with Sponsor's logo)** to visitors / participants / VIP partners of the forum						*				
Parking	Providing **permits for parking**	2	1	1	1	1	1	1	1	1	1
Outdoor	Providing raw space (6 sq m)								*	*	*
Business centre	Opportunity for Sponsor's representative to work in the **forum business centre**								*	*	*
Beverages	Providing **Sponsor's beverage for formal events** of the forum										*

*The size shall be agreed on further