



# SPONSORSHIP PACKAGES



# Mir Detstva

**23rd International Exhibition**

**Goods and Services for Children and Teenagers,  
New Educational and Personality Developing Programs**

**26–29 September 2017**

**Expocentre Fairgrounds, Moscow, Russia**

**[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)**

Organized by



Supported by





# TYPE OF SPONSORSHIP / PARTNERSHIP



## Mir Detstva features

- **17 437 visitors**
- **528 exhibitors**
- **over 20 industry partners**
- **100 926 website visitors**
- **12 514 e-tickets**

Name of sponsorship/ partnership	Cost Euro (VAT excl.)
General Sponsor*	17 000
Sponsor of Registration*	12 000
Official Sponsor*	10 000
Sponsor of Gala Event*	9 000
Sponsor of Exhibition Section	7 500
Sponsor of Navigation*	5 500
Partner of Exhibition	3 500

\*Exclusive



# GENERAL SPONSOR

17 000 € (VAT excl.)

Exclusive



<b>YOUR E-TICKET</b>		
<small>NOTE! Admittance is only for professional visitors</small>		
		
<b>VISITOR NAME</b>	<b>PERSONAL BARCODE</b>	
<b>MARK RONSON</b>	<small>NOTE! E-tickets are not for sale</small>	
<b>EVENT NAME</b>	<b>DATES</b>	<b>PAVILIONS</b>
<b>MIR DETSTVA-2017</b>	<b>26-29 September 2017</b>	<b>№ 2, 3, 8</b>
<small>Expocentre Fairgrounds Krasnoproletarskaya nab., 14 Moscow, Russia, 123100 See the location map and opening hours at <a href="http://www.expoctr.ru">www.expoctr.ru</a></small>		
<small>To enter the Fairgrounds: 1. Show your personal e-ticket to a clerk at the registration desk to scan the barcode. 2. Get your personal visitor badge.</small>		
		<small>DATE AND TIME OF E-TICKET GENERATION</small>
<small>Welcome to Expocentre exhibitions!</small>		<b>17.010.2016 13.10</b>

Ad space

## Status

- Exclusive status “General Sponsor of the Exhibition”
- Right to use the exhibition logo in Sponsor’s advertising campaign

## Exhibition press release

- Announcement of company sponsorship in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website
- Company banner ad in Expocentre e-newsletters about the exhibition sent to the email database
- Company news on the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a sponsor
- Company profile in the exhibition catalogue
- Company ad on the back cover of the exhibition catalogue
- A full-page company ad in the exhibition guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

## E-ticket

- Company ad on an e-ticket to the exhibition

## Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a sponsor







# GENERAL SPONSOR

## 17 000 € (VAT excl.)

Exclusive



- Company banner ad on the pavilion<sup>1</sup>
- Company ad on 2 light boxes in Pavilion No.8, Hall 5
- Company banner ad on the portable advertising structure (4 x 2 m)
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

## Associated events

- Hall to hold a presentation, a round-table discussion or a seminar<sup>2</sup>

## Video advertising

- 50 ad videos per day on all plasma panels in the exhibition pavilions

## Other services

- 4 passes for promoters on the exhibition area
- 6 invitations to the gala event devoted to the exhibition opening
- 3 parking passes to Expocentre Fairgrounds



<sup>1</sup> Ad spot is provided if technically possible. Expocentre reserves the right to change the banner to a portable advertising structure (4 x 2 m) near entry to the pavilion

<sup>2</sup> Hall is provided for one day as agreed with the Exhibition Management and if technically possible



# SPONSOR OF REGISTRATION

12 000 € (VAT excl.)

Exclusive



## Status

- Exclusive status "Sponsor of the Exhibition Registration"
- Right to use the exhibition logo in Sponsor's advertising campaign

## Exhibition press release

- Announcement of company sponsorship in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

## Outdoor advertising

- Company ad on light boxes in Registration Zones:
  - 1 light box – Pavilion No. 8, Hall 5;
  - 2 light boxes – West Entrance;
  - 2 light boxes – South Entrance;
  - 2 light boxes – North Entrance
- Company banner ad (1 x 2 m) on the portable advertising structure near entry to the North, South and West Registration Zones

## Registration zone

- Uniform with company logo for registration staff (T-shirts, scarves, sweat-shirts). The uniform is Sponsor supplied.
- Company promotion material on the visitor registration desks
- Company logo on a visitor badge lanyard (lanyards are Sponsor supplied)

## Other services

- 4 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds



# OFFICIAL SPONSOR

Exclusive



## 10 000 € (VAT excl.)



## Status

- Exclusive status "Official Sponsor of the Exhibition"
- Right to use the exhibition logo in Sponsor's advertising campaign

## Exhibition press release

- Announcement of company sponsorship in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website
- Company news on the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue and guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

## Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company ad on the light box in Pavilion No.8, Hall 5
- Company banner ad on the portable advertising structure (3 x 2 m)
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

## Associated events

- Hall to hold a presentation, a round-table discussion or a seminar<sup>1</sup>

## Other services

- 2 passes for promoters on the exhibition area
- 4 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds

<sup>1</sup> Hall is provided for one day as agreed with the Exhibition Management and if technically possible





# SPONSOR OF GALA EVENT

Exclusive

9 000 € (VAT excl.)



## Status

- Exclusive status “Sponsor of the Gala Event”
- Right to use the exhibition logo in Sponsor’s advertising campaign
- Welcome speech at the gala event devoted to the exhibition opening
- Company logo on the invitation to the gala event devoted to the exhibition opening

## On-line advertising

- Company banner ad on the homepage of the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue and guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

## Outdoor advertising

- Company ad on 2 light boxes in Pavilion No.8, Hall 5
- Permission to set a roll up or pop up banner
- Company ad banner (1 x 2 m) near entry to the gala event hall

## Other services

- 2 passes for promoters on the exhibition area
- 10 invitations to the gala event devoted to the exhibition opening
- 2 parking passes to Expocentre Fairgrounds



# SPONSOR OF EXHIBITION SECTION

7 500 € (VAT excl.)



## Status

- Status "Sponsor of the Exhibition Section"
- Right to use the exhibition logo in Sponsor's advertising campaign

## Exhibition press release

- Announcement of company sponsorship in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page company ad in the exhibition catalogue

## Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company banner ad on the portable advertising structure (3 x 2 m)

## Other services

- 2 passes for promoters on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

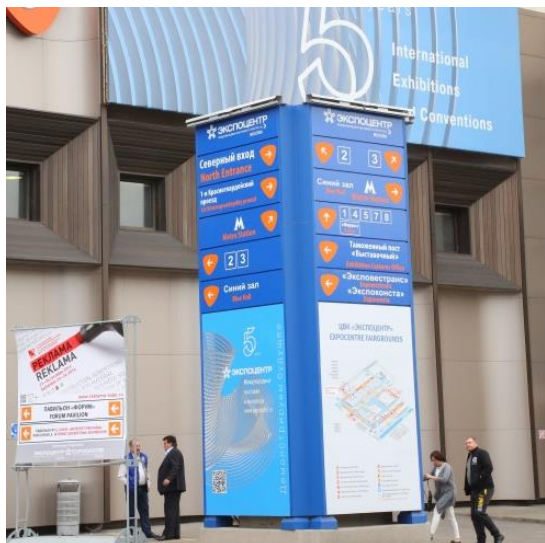




# SPONSOR OF NAVIGATION

Exclusive

5 500 € (VAT excl.)



## Status

- Exclusive status “Sponsor of the Exhibition Navigation”
- Right to use the exhibition logo in Sponsor’s advertising campaign

## Exhibition press release

- Announcement of company sponsorship in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Sponsor
- Company profile in the exhibition catalogue
- A full-page ad in the exhibition guide
- Company logo on the pavilion layout in the exhibition guide and company name highlighted in the list of participants

## Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Sponsor
- Company name highlighted in the list of participants and company logo on the layout on the navigation banner at the pavilion

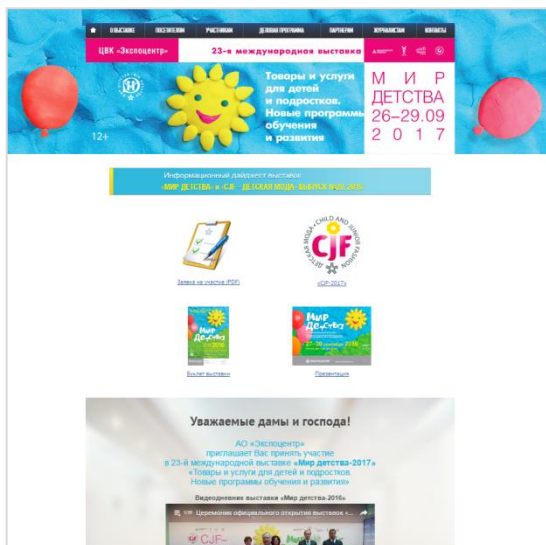
## Other services

- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds



# PARTNER OF EXHIBITION

3 500 € (VAT excl.)



## Status

- Status "Partner of the Exhibition"
- Right to use the exhibition logo in Partner's advertising campaign

## Exhibition press release

- Announcement of company partnership in the exhibition press release

## On-line advertising

- Company banner ad on the homepage of the exhibition website

## Exhibition catalogue and guide

- Company logo in the exhibition catalogue and guide as a Partner
- Company profile in the exhibition catalogue

## Outdoor advertising

- Company logo on the exhibition navigation at Expocentre Fairgrounds as a Partner

## Other services

- 1 pass for a promoter on the exhibition area
- 2 invitations to the gala event devoted to the exhibition opening
- 1 parking pass to Expocentre Fairgrounds

