



**IMBRICS  
FORUM**



V IMBRICS+ FORUM PARTNER PACKAGE

**«OFFICIAL PARTNER»**

The cost of the offer: 5,500,000 rubles / 91,700 USD

The fixed price is presented in rubles.

The payment in USD is made at the exchange rate of the Central Bank of Russia fixed on the payment date.

# International Municipal BRICS+ Forum

Prepared by the Organising committee  
for the preparation and holding  
of the International Municipal BRICS+ Forum

**Becoming a V IMBRICS+ Forum partner** means not only gaining premium participation and broad branding opportunities at the Forum site, but also obtaining the most effective mechanisms for promoting your business, finding new partners, and entering new markets.

## WHAT DOES PARTICIPATION IN THE FORUM AS A PARTNER GIVE YOU?



### **Exclusive access and premium terms of participation.**

Partners have access to unique formats of participation, including the opportunity to form their own agenda at the Forum site. The options of different packages include: organisation of conferences, press scrums, personal meeting rooms, translator services, photographers, personal manager, invitations to VIP events, and more. Partners can invite their fellow companies to events within the framework of the Forum.



### **Implementation of the company's strategic interests**

The organisers work out individual offers for the partner of the Forum based on their company's development goals.



### **Audience and business contacts**

The Forum has the attendance of over 5,000 people offline and over 100,000 online. Top officials from different countries of the world, politicians and entrepreneurs, academia and cultural figures, managers and top managers, and others will be invited as speakers.



### **Investment opportunities.**

Various investment projects will be presented at the Forum. Forum partners have access to invite-only presentations and will be able to consider projects with high liquidity and state support, as well as present their own projects.



### **Efficient advertisement**

The Forum platform offers a wide range of opportunities for advertising the partner's brand: placing information about the partner on the website, video broadcasts, outdoor advertising, advertising in the media, mailing lists.

**The V IMBRICS+ Forum is a unique platform for establishing communication channels, starting an effective multilateral dialogue, and expanding opportunities for international and interregional cooperation.**

## PACKAGE CONTENTS

| <b>PERSONAL MANAGER</b>   |  |  |  |
|---|--|--|--|
|   | <b>Package option</b>  | <b>Quantity</b>  | <b>Note</b>  |
| <b>1</b>  | Provision of a personal manager services.  | From the moment of the Contract's signing until the end of the Forum | Personal manager informs the Partner of all the events and options provided for in the agreement for the organisation of participation in the Forum, prepares the necessary documents, participation packages, fills out applications, monitors the performance of services under the contract and interacts with the Partner until the end of the Forum.                                      |
| <b>PARTICIPATION IN THE V IMBRICS+ FORUM BUSINESS PROGRAMME</b> |  |  |  |
|   | <b>Package option</b>  | <b>Quantity</b>  | <b>Note</b>  |
| <b>2</b>  | Organisation of a field-specific session within the framework of the business programme of the Forum (up to 200 people). | 1,5 h.   | Organisation of a field-specific session within the framework of the business programme of the Forum on a turnkey basis includes: the development and coordination of the business programme, the invitation of five speakers from the Partner's list and three speakers from the list of the Forum's Organising Committee, the moderator, the distribution of invitations (up to 50 letters). |
| <b>3</b>  | Branding of a hall.  | 1,5 h.   | Placement of 4 roll up structures (0.8 m * 2m) with branded banners in the conference hall, placement of the logo on two screens in the hall.  |

|    |   |                                  |  |
|----|---|----------------------------------|--|
| 4  | Organisation of an official ceremony of agreement signing.                              | Up to 15 minutes                 | Turnkey organisation of a solemn ceremony of agreements' signing in a specially equipped hall, with the placement of the company's logo on the TV panel.                           |
| 5  | Participation in a workshop session as a speaker  | 3 speakers                       | The option includes the opportunity of participation of a company representative as a speaker of a workshop session.   |
| 6  | Provision of participation packages of the VIP category (badges).                       | 4 pcs.                           | For representatives of the Partner's company. For the contents of the participation packages, see page 9.  |
| 7  | Provision of participation packages of the Business category (badges).                  | 7 pcs.                           | For representatives of the Partner's company. For the contents of the participation packages, see page 9.  |
| 8  | Provision of participation packages of the Standard category (badges).                  | 20 pcs.                          | For representatives of the Partner's company. For the contents of the participation packages, see page 9.  |
| 9  | Provision of participation packages of the 1-Day Standard category (badges)             | 40 pcs.                          | For representatives of the Partner's company. For the contents of the participation packages, see page 9.  |
| 10 | Opportunity to invite business associates and potential partners to 1 day of the Forum. | Up to 30 participation packages. | The Organising Committee will invite up to 30 organisations according to the Partner's list (badge of the 1-Day Standard category); the list is provided 30 days before the event. |

#### **PARTICIPATION IN THE V IMBRICS+ FORUM EXHIBITION**

*\* All services are provided only through a personal manager upon prior request, no later than 30 days before the day of the Forum.*

|    |                           |                   |   |
|----|---------------------------|-------------------|---|
| 11 | Rent of exhibition space. | 30 m <sup>2</sup> | Sublease of unequipped exhibition space within the framework of the Forum's exposition. |
|----|---------------------------|-------------------|---|

## ADVERTISING AND PROMO

|    | Package option  | Quantity        | Note  |
|----|---|-----------------|---|
| 12 | Opportunity to hold a promotional activity at the Forum site.       | Up to 3 h.      | Opportunity of organizing the work of one promoter –a representative of the company with handouts (company's own) on the territory of the Forum exposition, halls, registration area. The promoter's schedule is approved by the organizers of the Forum. |
| 13 | Advertisement on TV panels.   | 3,000 views     | Inclusion of the Partner company's logo in the advertising video sequence on 30 TV panels at the Forum site.  |
| 14 | Placement of the Partner's logo in the programme of the Forum.      | 4,000 copies    | The programme of the Forum is included in the list of handouts to the participants of the Forum.  |
| 15 | Placement of the Partner's logo in the business communication halls | 4 halls         | Inclusion of the Partner's logo in the stage backdrop of the presidium  |
| 16 | Placement of the logo in the areas of agreements' signing           | 2 areas         | Placement of the Partner's logo on the backdrops in the areas of agreements' signing, the size of the backdrop is 4m* 2.5 m.  |
| 17 | Logo placement in photo zones                                       | 5 photo zones   | Placement of the Partner's logo on the backs of the photo zones, the size of a photo zone is 6m* 3m.  |
| 18 | Media scrum   | Up to 3 minutes | Organisation of a media scrum at the Forum site (regional and federal media). The service is provided through a personal manager upon prior request.  |

|                            |  |                            |   |
|----------------------------|--|----------------------------|---|
| 19                         | Placement of information on the website <a href="http://IMBRICSFORUM.COM">IMBRICSFORUM.COM</a> . | Up to 300 characters       | Placement of information about the Partner's company in the "Partners" section of the Forum's website. The text and logo are provided by the Partner.   |
| 20                         | Participation in the award ceremony  | 3 awards                   | Presentation of certificates of acknowledgment at a solemn ceremony to important persons (in agreement with the Organising Committee, 3 persons) by a representative of the Partner.  |
| <b>ADDITIONAL SERVICES</b> |  |                            |   |
|                            | <b>Package option</b>  | <b>Quantity</b>            | <b>Note</b>   |
| 21                         | Meeting room rental (up to 20 people)  | For every day of the Forum | Meeting rooms are set up with sound and video equipment. It is necessary to book a meeting room no later than 14 days before the Forum through a personal manager. The time provided can be used both on the first and on the second day. |
| 22                         | Media support of the delegation  | 4 publications             | Interview with the head of the company in the press (2 publications on the first day and 2 on the second day of the Forum).   |
| 23                         | Organisation of meetings and negotiations for representatives of the Partner company             | 4 meetings                 | A personal manager organises a meeting between a representative of the Partner company and a Forum participant. 2 meetings every day of the Forum.  |

|           |   |                            |  |
|-----------|---|----------------------------|--|
| <b>24</b> | Translation services  | 2 days                     | English language. A request for the provision of translation services must be submitted no later than 14 days before the Forum through a personal manager.   |
| <b>25</b> | Enclosure of the Partner's materials in the Forum participants' handouts. | Up to 3,500 pcs            | Enclosure of the Partner's materials (booklets, business cards, presentations, etc.) in the packages of Forum participants of the STANDARD+/ BUSINESS/ SPEAKER categories along with other handouts. The materials are provided by the Partner. No more than one type of material. |
| <b>26</b> | Personal table for negotiations in the business communication area        | For every day of the Forum | In the business communication area, a table is reserved for negotiations.  |
| <b>27</b> | Services of a photographer.   | 2 days                     | Services of a professional photographer. A request for the provision of photographer's services must be submitted no later than 14 days before the Forum through a personal manager. Provision of up to 50 photos in digital format.   |
| <b>28</b> | Participation of the Partner's delegation in the closed coffee break      | 6 tickets                  | Access to the closed coffee break area with special passes.  |
| <b>29</b> | Greeting of the delegation at the airport                                 | One-way transfer           | Greeting of the delegation at the airport with accompanying to the hotel.  |

|           |   |           |   |
|-----------|---|-----------|---|
| <b>30</b> | Provision of a car  | 2 days    | Provision of a business class car with a personal driver for two days. The car is branded with Forum logos.   |
| <b>31</b> | Opportunity to get acquainted with the list of participants                               | 1 service | At the request of the Partner, the personal manager provides a list of participants of the event, for further arrangement of the meetings schedule. An appeal from the Organising Committee about the possibility of meeting with the Partner, up to 20 contacts from the total list. |
| <b>33</b> | Presentation of a commemorative plaque to a Partner's representative at a solemn ceremony | 1 service | A representative of the Partner is presented with a commemorative award.  |



## COVID-19 PREVENTION

The V IMBRICS+ Forum'2023 will be held in compliance with all necessary safety measures and the recommendations of the Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing and the World Health Organisation to prevent the spread of the new coronavirus infection COVID-19. Please stay tuned for updates on the Forum website and via newsletters.

Dear partners! Taking into account the difficult epidemiological situation in the world related to the spread of the COVID-19 infection, the Organising Committee of the V IMBRICS+ Forum is aware of the risks associated with holding mass events and prioritises your interests! In view of this, in case of cancellation of the event in 2023, the contract for the organisation of participation in the Forum will be automatically extended for 2024, while maintaining the cost specified in this package.

| <b>FORUM PARTICIPATION PACKAGES (BADGES)</b> |  |                                      |   |
|--|--|--------------------------------------|---|
|  | <b>Package Category</b>                      | <b>Package price</b>                 | <b>Contents</b>   |
| <b>1</b>                                     | <b>STANDARD/<br/>Single-day<br/>STANDARD</b> | <b>120,000 RUB /<br/>2,000 USD *</b> | <ul style="list-style-type: none"> <li>• Access to the events of the V IMBRICS+ Forum'2023 business programme</li> <li>• Access to the exhibition</li> <li>• Set of handouts (notepad, pencil)</li> </ul>   |
| <b>2</b>                                     | <b>BUSINESS/<br/>STANDARD+</b>               | <b>210,000 RUB /<br/>3,500 USD *</b> | <ul style="list-style-type: none"> <li>• Access to the events of the V IMBRICS+ Forum'2023 business programme</li> <li>• Access to the exhibition</li> <li>• Access to the opening ceremony</li> <li>• Access to the lounge area for 2 days</li> <li>• Set of handouts (notepad, pen, folder, event programme)</li> </ul>   |
| <b>3</b>                                     | <b>VIP</b>                                   | <b>350,000 RUB /<br/>5,900 USD *</b> | <ul style="list-style-type: none"> <li>• Access to the events of the V IMBRICS+ Forum'2023 business programme</li> <li>• Access to the exhibition</li> <li>• Access to the opening ceremony</li> <li>• Access to the plenary session</li> <li>• Access to the video archive of the business programme</li> <li>• Access to the lounge area for 2 days</li> <li>• Access to the lunch area for 2 days</li> <li>• Participation in the business breakfast</li> <li>• Participation in the evening reception</li> <li>• Set of handouts (notepad, pen, folder, event programme)</li> </ul> |

\*The switch to dynamic pricing will occur on April 1, 2023, with a 10% monthly growth. From June 1, 2023, - 15% monthly growth.