

ABT-ACTE Russia

International MICE Geography Show Russia

September 17&18th, 2015
Metropol Hotel, Moscow

ACTE
RUSSIA



IN PARTNERSHIP WITH
RUSSIAN ASSOCIATION
OF BUSINESS TRAVEL



In partnership with



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES



International MICE Geography Show Russia

- On the 17th & 18th of September, 2015 ABT-ACTE Russia will be proud to present the first edition of the International MICE Geography Show Russia (**IMG Show Russia**).
- The event will allow up to 70 reputed suppliers of the MICE industry to meet **300 + professional buyers** (including Hosted Buyers from Russia's major cities).
- On September 17th the "MICE Dream" Gala dinner, open to exhibitors, corporate buyers and selected agents only, will take place in the main Metropol restaurant. Exhibitors will bid for RFP's from Corporate buyers via presentation videos or performances. The winner will be chosen through the interactive voting and will be announced next day.
- IMG Show Russia will be supported by a major professional education program delivered by renown meetings industry professionals.

For all queries regarding participation for suppliers kindly email to partnership@businesstravelrussia.ru



Event Program:

DAY 1

11:00 - 14:00 City Tour for Hosted Buyers and Exhibitors

14:30 - 17:00 Educational session for Exhibitors

- «Russian MICE market: Trends. Numbers»
- «Understanding Russian MICE-buyer» presentation by a corporate speaker on key criteria for choosing the event venue and destination
- «Candid talk» corporate experts revealing truth on their requirements and expectations while planning the event

18:30 - 22:00 "MICE Dream" Gala-dinner

DAY 2

09:30 - 11:00 Registration & educational session for corporate buyers

11:00 - 14:00 Individual face-to-face meetings of corporate buyers with Exhibitors (by prior appointment)

14:00 - 15:00 Lunch

14:30 - 15:00 Registration for travel trade professionals

15:00 - 16:00 General education conference

15:00 - 18:00 Individual face-to-face meetings of MICE professionals with Exhibitors (by prior appointment)

18:00 - 21:00 Closing cocktail & Lottery



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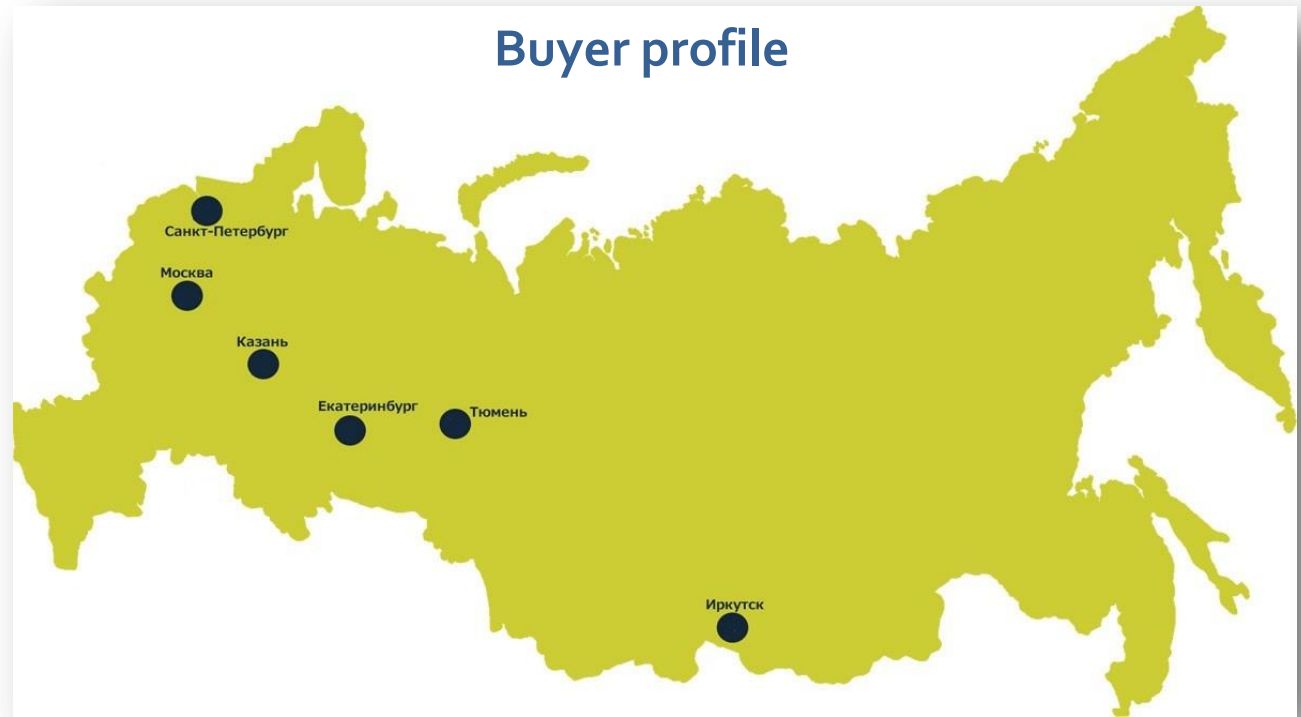


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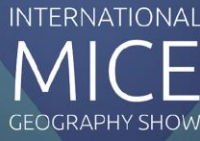
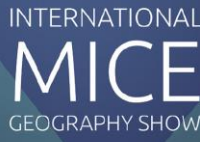
Buyer profile



- **Section 1:** (Corporate buyers): Corporate MICE & travel buyers, marketing and purchasing directors, event & congress managers, PAs to corporate executives, travel-managers, HR, heads of administrative departments, association planners, etc.
- **Section 2:** MICE, TMC & travel-agencies

The following companies have already confirmed their interest in attending the IMG Show Russia :

IT Online, Mary Kay, Tupperware, L'oreal, Astra Zeneka, Alfa Insurance, Sibur, Kaspersky Lab, BNS Group of Companies, Fazer, Sberbank, Oriflame, Beeline, BBDO, Alfa Insurance, JTI, Fora Farm, Qiwi, Mosenergo, Yota, Yandex Money, Severstal, Uralsib, National Oil Varco, Lumene, Sogaz, Surgutneftegaz, Rusfinance Bank, Toyota Financial services, Onexim Group.



Opportunities for suppliers

General Sponsor	15 000 EUR + VAT 18%
Sponsor of the Coffee-breaks	10 000 EUR + VAT 18%
Strategic Sponsor	5 400 EUR + VAT 18%
Exhibitor	2 900 EUR + VAT 18%

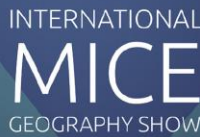
Exhibitor's profile: Tourism Boards & Convention bureaus, TMC's, DMC's, tour operators, airlines, technology providers, individual hotels & hotel chains, transport providers, conference & meeting venues, event companies, etc.

Exhibitor

- Exhibitor's table with company name
- Free registration of 2 company representative at the event
- Online diary of pre-scheduled appointments
- Complimentary Wi-Fi onsite
- Coffee-breaks and lunch during the workshop
- 2 tickets to Gala dinner on September 17, 2015
- 2 tickets to Cocktail reception with lottery draw on September 18, 2015
- Company profile on the event website and in the event catalogue

Participation fee: 2900 EUR+ VAT 18%





General Sponsor

- Status of the General Sponsor of the workshop
- Exclusive VIP-lounge with an opportunity for scheduled presentations for buyers
- Exclusive branding opportunities at IMG Show Russia visitor brochure and at the workshop
- One full-page advertising at IMG Show Russia visitor brochure
- Additional free registration of 2 (two) Sponsor representatives
- Introduction of the General Sponsor by the moderator
- Logo placement on top of participants' name badges
- Additional marketing opportunities (presenting gifts for selected attendees, etc.)
- 2 full page advertisements in the event catalogue
- One full-page advertising at Business Traveller magazine (Russian edition)
- General Sponsor acknowledgement in the news before and after the workshop
- Exhibitor's package

Participation fee : 15 000EUR+ VAT 18%

Coffee-break Sponsor



- Status of the Coffee break Sponsor
- Opportunity for a video demonstration in the coffee break zone
- Additional free registration of 2 Sponsor representatives
- Introduction of the Sponsor by the moderator
- Logo placement on the official webpage of the workshop
- Flags with Logo on the tables in coffee-break area (to be provided by the sponsor)
- Additional marketing opportunities (presenting gifts for selected attendees, etc.)
- 1 full page ad in the event catalogue
- Sponsor acknowledgement in the news before and after the workshop
- Exhibitor's package

Participation fee : 10 000EUR+ VAT 18%



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Strategic Sponsor

- Status of the Strategic Sponsor of the workshop
- Additional free registration of 2 company's representatives
- Acknowledgement by the moderator
- Logo placement on the official webpage of the workshop
- Acknowledgement in the news before and after the workshop
- Additional marketing opportunities (enclosing promo souvenirs for all attendees, etc.)
- Branding opportunities in the coffee-break area
- 1 full page ad in the event catalogue
- Exhibitor's package

Participation fee: 5 400 EUR + VAT 18%



Additional branding opportunities for IMG Exhibitors and Sponsors

- ❖ Sponsor of the Eco-bag distributed to each buyer – 5 000 EUR + VAT (bags are to be provided by the ABT-ACTE Russia with company name on one side of it – 350 pieces)
- ❖ Lanyard sponsor – 2500 EUR + VAT : opportunity to provide lanyards for the workshop participants (600 pieces)
- ❖ 1 full page ad in the event catalogue – 1500 EUR + VAT



General Media Partners



Buying Business Travel Russia is a unique online provider of the latest information for all participants of the business travel community. The site's daily publications include current business travel news, analytical articles and detailed reviews, special reports, interviews with industry representatives, expert comments, and announcements, as well as after-event press releases of the most important industry events, the most interesting survey results, and the latest research and statistics provided by Russian and foreign companies.

Word of mouth between business travel journalists and experts has helped Buying Business Travel to gain a reputation of being the leading provider of the most up-to-date information about the market situation and business travel development trends.



The Russian edition of the world famous magazine edition offers its readers an expert opinion on how to make their trip comfortable, affordable and exciting.

Various sections of the magazine about cities and countries help readers to keep track of events even from distant corners of the world and to learn how to make profitable use of few hours after an intensive working day in any city or to spare a weekend after a busy week abroad.

In Russia and the CIS, both projects are run under the license of the British **Panacea Publishing** house that has branches all over Europe, Asia, America and the Middle East.



**We welcome you to join and
share a success of a greatest
Corporate Travel and MICE
industry event in Russia!**

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