

## Partner proposal

Moscow / Synergy Expo  
01/12/2011

EXPANSION  
STRATEGY



STARTING A BUSINESS  
ABROAD

The second edition of the conference “EXPANTION STRATEGY: Starting a business abroad” will take place on **13<sup>th</sup> April 2012 in Moscow**

This business event is an annual meeting of the owners and senior executives with the main goal to obtain information and share experiences on how to promote their business in the global market.

**The target audience** of this event is owners of the companies, Chief Executive Officers, Commercial Directors, Marketing Directors and Business Development Managers. In 2011 there was a pilot project with the audience of 80 people and they show enormous interest to this topic. This year we expect 200 attendees as well as 15 experts.

**EXPANTION STRATEGY:  
Starting a business abroad**

## Partners

### EXPANSION STRATEGY: Starting Business Abroad



ИНСТИТУТ ТРЕНИНГА  
TRAINING INSTITUTE



School of management "Arsenal"

Training Institute ARB - PRO

"Synergy" University

**Partner proposal**  
**For every package**

**EXPANSION  
STRATEGY**



**STARTING A BUSINESS  
ABROAD**

**Placement of logo**

- On the official website [www.russiagoglobal.com](http://www.russiagoglobal.com) with the hyperlink on the website of the Partner;
- In the newsletters sent to the contacts from the client data base, after the partnership agreement is signed;
- In the program and all materials of the conference;
- In all announcements and articles about the conference;
- On the screens in the hall and on the banners of the conference;
- In all press releases of the conference;
- In post release that will be sent out to all contacts in the client data base and media partners.

**Partner proposal**  
**General partner**  
**3500€**

**EXPANSION  
STRATEGY**



**STARTING A BUSINESS  
ABROAD**

**Organizational and  
marketing support**

- Status of “General partner”;
- Equipped exhibition space (3 m<sup>2</sup>) include : 1 table, 2 chairs, 2 sockets, waste bin (additional equipment can be discussed separately);
- Printed material of the Partner is included in the bag of every participant and guest of the conference;
- Placement of ½ advertisement page in the Program of the conference;
- Placement of information about the Partner and logo in the “Catalogue of investment proposals and opportunities 2012”;
- Possibility to make a small presentation at the conference (not more than 5 min);
- A word of thanks at the on the opening of the conference;
- Placement of a roll-up (provided by the Partner)in the area of the conference;
- Showing of video advertisement of the Partner in the area of the conference;
- Two free invitations on the conference for guests of the Partner (should be signed up in advance).

**Partner proposal**

**Partner**

**1700€**

**EXPANSION  
STRATEGY**



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- Printed material of the Partner is included in the bag of every participant and guest of the conference;
- Placement of ½ advertisement page in the Program of the conference;
- Placement of information about the Partner and logo in the “Catalogue of investment proposals and opportunities 2012”;
- One free invitation on the conference for a guest of the Partner (should be signed up in advance).

**Partner proposal**

**Extramural participation**

**500€**

**EXPANSION  
STRATEGY**



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**Organizational and  
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- Placement of ½ advertisement page in the Program of the conference;
- Placement of information about the Partner and logo in the “Catalogue of investment proposals and opportunities 2012”;
- On-line participation through video conferencing (+100€)



## International Organizing Committee

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**SYNERGY EXPO**

**EXPANTION STRATEGY:**  
Starting business abroad