

INSURANCE MARKET TECHNOLOGIES ACORD FORUM RUSSIA

6-8 November 2013

Metropol Hotel, Moscow, Russia



CONFERENCE SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL (COST: \$40,000)

- Number available – 1
- Acknowledgement as a Diamond Level sponsor in all relevant marketing collateral and signage
- One exhibition stand in the main conference hall (on the 2nd day of the conference)
- One exhibition stand in the exhibition hall (on the 2nd day of the conference)
- Diamond Level includes the opportunity of **Keynote Speaker sponsorship** and **WiFi sponsorship**
- Two full page advertisements in program guide
- Company logo branded on all signage
- Table for marketing materials (if applicable)
- Listing on the IMT's website event and registration page
- One-time access to the list of conference participants to invite to additional events following the conference
- Recognition space in the conference program guide
- Full conference passes (includes all conference materials)
- Opportunity to present the Keynote speaker
- Opportunity to make a 1-hour presentation relevant to the conference agenda during one of the concurrent sessions. See "Sponsored Presentation Format Options" on Page 4
- Airport pick-up and transfer to the hotel upon arrival
- Hotel pick-up and transfer to the airport on departure
- Transportation services and support for post-conference events
- Branding on the Forum registration with company logo
- Opportunity to provide a branded gift item for the attendees
- Video interview uploaded to the websites of the conference and IMT
- Free of charge publication of an article in the magazine "Insurance Market Technologies" (in the issue following the conference)
- 3 meetings with senior managers of one of the -Top 20 Russian insurance companies on the 3rd day of the conference
- Free of charge participation in the seminar for 5 representatives of a company on the 1st day of the conference
- Free of charge participation in the press conference for 3 representatives of a company on the 1st day of the conference
- Discounts on IMT events and articles publication in 2014
- Free Moscow sightseeing tour for company's representatives
- Each sponsor can purchase extra speaking slots for \$4,000 per 30 min or \$7,500 per hour. The total cost of one concurrent session is \$20,000. To fill the speaking slot a sponsor can choose from a list of presentation formats. See "Sponsored Presentation Format Options" on Page 4



PLATINUM LEVEL (COST: \$15,000)

- Number available – 3*
- Acknowledgement as a Platinum Level sponsor in all relevant marketing collateral and signage
- One exhibition stand in the main conference hall (on the 2nd day of the conference)
- One exhibition stand in the exhibition hall (on the 2nd day of the conference)
- Two full page advertisements in program guide
- Company logo branded on all signage
- Table for marketing materials (if applicable)
- Listing on the IMT's website event and registration page
- One-time access to the list of conference participants to invite to additional events following the conference
- Recognition space in the conference program guide
- Full conference passes (includes all conference materials)
- Opportunity to make a 1-hour presentation relevant to the conference agenda during one of the concurrent sessions. See "Sponsored Presentation Format Options" on Page 4
- Airport pick-up and transfer to the hotel upon arrival
- Hotel pick-up and transfer to the airport on departure
- Transportation services and support for post-conference events
- Branding on the Forum registration with company logo
- Opportunity to provide a branded gift item for the attendees
- Video interview uploaded to the websites of the conference and IMT
- Free of charge publication of an article in the magazine "Insurance Market Technologies" (in the issue following the conference)
- 3 meetings with senior managers of one of the Top 20 Russian insurance companies on the 3rd day of the conference
- Free of charge participation in the seminar for 3 representatives of a company on the 1st day of the conference
- Free of charge participation in the press conference for one representative of a company on the 1st day of the conference
- Discounts on IMT events and articles publication in 2014
- Free Moscow sightseeing tour for company's representatives
- Each sponsor can purchase extra speaking slots for \$4,000 per 30 min or \$7,500 per hour. The total cost of one concurrent session is \$20,000. To fill the speaking slot a sponsor can choose from a list of presentation formats. See "Sponsored Presentation Format Options" on Page 4



GOLD LEVEL (COST: \$11,000)

Number available – 5*

Acknowledgement as a Gold Level sponsor in all relevant marketing collateral and signage

One exhibition stand in the exhibition hall (on the 2nd day of the conference)

One full page advertisement in program guide

Company logo branded on all signage

Table for marketing materials (if applicable)

Listing on the IMT's website event and registration page

One-time access to the list of conference participants to invite to additional events following the conference

Recognition space in the conference program guide

Full conference passes (includes all conference materials)

Opportunity to make a 30-minutes presentation relevant to the conference agenda during one of the concurrent sessions. See "Sponsored Presentation Format Options" on Page 4

Airport pick-up and transfer to the hotel upon arrival

Hotel pick-up and transfer to the airport on departure

Transportation services and support for post-conference events organized by sponsor

Opportunity to provide a branded gift item for the attendees

Free of charge publication of an article in the magazine "Insurance Market Technologies" (in the issue following the conference)

1 meeting with senior managers of one of the Top 20 Russian insurance companies on the 3rd day of the conference

Free of charge participation in the seminar for 2 representatives of a company on the 1st day of the conference

Discounts on IMT events and articles publication in 2014

Free Moscow sightseeing tour for company's representatives

Each sponsor can purchase extra speaking slots for \$4,000 per 30 min or \$7,500 per hour. The total cost of the brunch is \$23,000. To fill the speaking slot a sponsor can choose from a list of presentation formats. See "Sponsored Presentation Format Options" on Page 4

One exhibition stand in the exhibition hall (on the 2nd day of the conference)

One half page (horizontal only) advertisement in program guide

Listing on the IMT's website event

Full conference passes (includes all conference materials)

Opportunity to make a 20-minutes presentation relevant to the conference agenda during one of the concurrent sessions. See "Sponsored Presentation Format Options" on Page 4

Airport pick-up and transfer to the hotel upon arrival

Hotel pick-up and transfer to the airport on departure

Opportunity to provide a branded gift item for the attendees

Free of charge participation in the seminar for 1 representative of a company on the 1st day of the conference

Free Moscow sightseeing tour for company's representatives

Each sponsor can purchase extra speaking slots for \$4,000 per 30 min or \$7,500 per hour. The total cost of one concurrent session is \$25,000. To fill the speaking slot a sponsor can choose from a list of presentation formats. See "Sponsored Presentation Format Options" on Page 4

BRONZE LEVEL (COST: \$3,000)

Number available - 20

Acknowledgement as a Bronze Level sponsor in all relevant marketing collateral and signage

One half page (horizontal only) advertisement in program guide

Listing on the IMT's website event

Full conference passes (includes all conference materials)

Opportunity to make a 20-minutes presentation relevant to the conference agenda during one of the concurrent sessions. See "Sponsored Presentation Format Options" on Page 4

One exhibition stand in the exhibition hall

Opportunity to provide a branded gift item for the attendees

Each sponsor can purchase extra speaking slots for \$4,000 per 30 min or \$7,500 per hour. The total cost of one concurrent session is \$25,000. To fill the speaking slot a sponsor can choose from a list of presentation formats. See "Sponsored Presentation Format Options" on Page 4

SILVER LEVEL (COST: \$7,000)

Number available - 10

Acknowledgement as a Silver Level sponsor in all relevant marketing collateral and signage

* THERE IS A SEPARATE FEE FOR EACH SPONSOR'S REPRESENTATIVE EQUIVALENT TO \$1,000 PER PERSON. IT MEANS THAT IF A SPONSOR SELECTS A GOLD LEVEL SPONSORSHIP PACKAGE AND NEEDS TO BRING 3 ATTENDEES FROM THEIR COMPANY, IN THIS CASE THE SPONSOR COVERS THE COST OF THE SELECTED GOLD LEVEL SPONSORSHIP PACKAGE PLUS PAYS \$1,000 PER REPRESENTATIVE, I.E. \$1,000 X 3 = \$3,000



EXTRA SPONSORSHIP OPPORTUNITIES

<i>Mobile App Sponsor with in-app banner and inclusion on all app promotions</i>	\$7,500	<i>Registration Counter</i>	\$5,000
<i>Pen & Pad Sponsor</i>	\$5,000	<i>Food & Beverage Stations in Exhibition Hall</i>	\$10,000
<i>Cell Phone Charging Station</i>	\$2,000	<i>Attendee Tote Bags</i>	\$8,000
<i>Name Badges</i>	\$3,000	<i>Tote Bags Inserts</i>	\$3,000
<i>Name Badge Lanyards</i>	\$5,000	<i>Water Bottles with Sponsors Logo</i>	\$3,000
<small>(lanyards bearing the Sponsor's logo and the Conference's logo)</small>		<i>Online Registration</i>	\$2,000
<i>Conference Signage</i>	\$5,000	<i>Participant's Package</i>	\$1,500 per person
<small>(one or double sided free standing signs to display your logo/advertisement. Graphics provided by Sponsor)</small>			

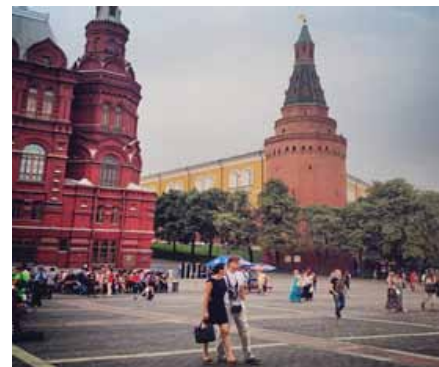
We offer sponsorship opportunities for every need and budget.
We can work with you to custom-build an exclusive sponsorship package of your own.

CUSTOM EVENT OPPORTUNITIES (FOR THE 1ST DAY OF THE CONFERENCE OR FOR ANY OTHER DATES BEFORE OR AFTER THE CONFERENCE)

Gala Dinner (COST : \$20,000)

- Up to 40 guests
- Luxury dining restaurant located in the heart of Moscow
- Exquisite Russian cuisine
- Caviar bar
- Live music or DJ
- Vodka tasting

- E-mail blast promoting the seminar
- Banner ad on IMT website
- Seminar registration page
- 1-page print ad for the seminar will be included in an issue of IMT magazine prior to the event



Round Table (COST: \$35,000)

- Up to 10 top Russian insurance carriers as attendees
- Press conference
- Media contacts
- Press releases
- Conference reviews
- 1-page print ad for the seminar will be included in an issue of IMT magazine prior to the event

Possible formats of presentations in the framework of the conference

- 1 Panel discussion moderated by vendor
- 2 Customer – agent presentation
- 3 Panel discussion moderated by a consulting company
- 4 Presentation by vendor in a given company
- 5 Round-table meeting followed by a press conference
- 6 Thematic seminar including a section with a presentation by vendor



Seminar (COST: \$35,000)

- Up to 50 attendees
- Event planning
- Any topic of the seminar (preceded by publication of an article in IMT magazine)
- Media contacts

MAGAZINE - GENERAL RATES

Articles Publication Rates

Size	Rate (in USD)
1 page	1,000
Up to 2 pages	2,000
Up to 4 pages	3,200
Up to 8 pages	5,120

Special rates are applied for publications of over 8 pages.

WE OFFER THE FOLLOWING OPTIONS FOR PUBLICATION OF ARTICLES IN THE MAGAZINE "INSURANCE MARKET TECHNOLOGIES":

- 1) FREE OF CHARGE PUBLICATION OF AN ARTICLE ABOUT A SPONSORS SPEECH AFTER THE CONFERENCE
- 2) SPONSOR CAN ORDER AN ARTICLE IN THE ISSUE PRECEDING THE CONFERENCE (FULL DESCRIPTION OF A SPONSOR AND THEIR PRODUCT IN ORDER TO INTRODUCE THE READERS TO THEM) FOLLOWED BY ANOTHER ARTICLE COVERING THE SPONSOR'S PRESENTATION - \$5,000
- 3) SPONSOR CAN ORDER A NUMBER OF ARTICLES ON VARIOUS TOPICS FOR A RANGE OF ISSUES OF THE MAGAZINE AND GETS A DISCOUNT ON THE PARTICIPATION IN THE CONFERENCE. THESE RATES AND THE AMOUNT OF DISCOUNT ARE NEGOTIATED SEPARATELY.



THANK YOU!