

Perm Forum: Official Sponsorship Package

The sponsor is granted the official status of “Official Sponsor of the VIII Perm Forum ‘Person. Community. Nation.’” conferring the right to use the official Forum logo, including references to said status, in its advertising campaigns from the moment of agreement signing through August 01, 2012.

Congress-business opportunities:

- Distribution of the Sponsor’s informational material/promotional item within the Forum site;

PR-coordination and advertising opportunities:

- Publication of informational material on the Official Sponsor’s company (logo, company name, partnership level, information on company operations, direct link to the company’s website) under the “Partners” section of the official Forum website www.permforum.ru within three (3) days of information submission;*
- Posting of the Sponsor’s corporate logo on the homepage of the official Forum website www.permforum.ru (general sponsor-logo block);*
- Placement of the Sponsor’s corporate logo on the indoor advertising space at the main Forum venue;*
- Inclusion of the Sponsor’s corporate logo in the Forum Participant’s Programme;*
- Inclusion of the Sponsor’s corporate advertising module (1/2 page A5 format) in the “Partners” section of the Forum Participant’s Programme – 1,500 copies;
- Provision of a site for the holding of a press conference by the Sponsor at the Forum’s Press Center or at one of the conference halls of the main Forum venue (press conference date, topic and additional information for mass-media representatives must be agreed upon by March 20, 2012);
- Participation by two (2) mass-media representatives accredited on behalf of the Sponsor, pursuant to the Forum’s media participation rules;
- Distribution of the Sponsor’s corporate press releases among mass-media representatives accredited to cover the Forum during the Forum’s days/hours of operation.

General provisions:

- Participation by three (3) Sponsor representatives in Forum work, including pass granting one (1) of them access to all official Forum events;
- Advance accreditation of Sponsor representatives;
- Issuance of two (2) transit pass allowing Sponsor vehicles (whether privately-owned or leased) to enter the Forum site;
- Opportunity for a Sponsor representative to participate as a featured speaker in the Forum’s Business Program;
- Participation by the “First Person” of the Sponsor’s company in the VIP events held under the Forum’s Cultural Program (by advance agreement);
- Presentation of a Certificate of Forum Participation.

*the logo placement in the first line of the sponsor’s section is provided within this sponsor’s package

Queries on sponsorship support and additional opportunities for Forum participation should be directed to the Forum Operator, IRP Group.

Contact information:

Email: sponsor@permforum.ru

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