

MAY  
**23-26**  
2023 SOCHI

**XXIII INTERNATIONAL  
FORUM**

**BEER**  
**FESTIVAL**  
**«SEA OF BEER IN SOCHI»**

EXHIBITION COMPANY  
**SOUD**  
SOCHI EXHIBITIONS

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**BEERSOCHI.RU**  
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**PARTNER PACKAGES**

## PARTNER PACKAGES

### XXIII INTERNATIONAL FORUM

### "BEER - 2023"

May 23-26, Sochi

#### As part of the BEER-2023 forum:

**May 23-25:**

- international exhibition "Beer"
- festival "Sea of beer in Sochi"
- congress of participants in the brewing industry: "New solutions and issues of market regulation, modern production technologies and current marketing strategies."
- international tasting competition of beer, soft drinks. Competition of raw materials and equipment.

**26 of May:**

- team games "Pivoneria Day"

### INTERNATIONAL FORUM "BEER" IN SOCHI IS:

- Recognized by market participants, the only professional and the most important specialized exhibition event in Russia for the beer industry
- the largest exposition of the brewing industry in Russia
- meeting place for business representatives and regulators
- the best launching pad for entering the Russian market, for launching new brands and products
- authoritative speakers, recognized experts, influential industry associations
- competitive and educational programs
- cultural and entertainment events – an additional opportunity for informal communication and establishing promising contacts
- the unique atmosphere of a seaside resort - comfortable conditions for fruitful work

**100% target audience:**

- participants are leading enterprises of the brewing industry and related industries from Russia, CIS countries and far abroad
- visitors are heads of breweries and manufacturing enterprises, suppliers, regional dealers, distributors, representatives of wholesale companies, chain stores, trading houses, bars, restaurants, pubs and other interested business people.

**Forum organizer:** LLC "SOUD" - Sochi exhibitions" **Official partner of the Forum:** Union of Russian Brewers, Moscow

**Assisted by:** All-Russian Research Institute of the Brewing, Non-Alcoholic and Wine Industry - Branch of the Federal State Budgetary Scientific Institution "Federal Scientific Center for Food Systems named after I.I. V.M. Gorbатов" of the Russian Academy of Sciences, the Union "Chamber of Commerce and Industry of the Krasnodar Territory", the Administration of Sochi and the Union "Chamber of Commerce and Industry of Sochi".

## CONTENT

Types of partnership participation	Cost in rub.	Quick transition
<b>General partner</b>	<b>590 000</b>	<b>Go</b>
<b>Business partner</b>	<b>450 000</b>	<b>Go</b>
<b>Forum Registration Partner</b>	<b>150 000</b>	<b>Go</b>
<b>Partner of the Sea of Beer Festival in Sochi</b>	<b>250 000</b>	<b>Go</b>
<b>Security Partner</b>	<b>150 000</b>	<b>Go</b>
<b>Partner of the business program of the Forum</b>	<b>180 000</b>	<b>Go</b>
<b>Evening Reception Partner</b>	<b>350 000</b>	<b>Go</b>
<b>Partner of team games "Pivoneria Day"</b>	<b>150 000</b>	<b>Go</b>
<b>Member Premium Package</b>	<b>30,000</b>	<b>Go</b>
<b>Charging Zone Branding Partner</b>	<b>80 000</b>	<b>Go</b>
<b>Partner "Official water of the Forum"</b>	<b>150 000</b>	<b>Go</b>
<b>Separate advertising options</b>	<b>See full list</b>	<b>Go</b>

**The use of partnership and advertising opportunities will allow:**

- present your company / brand / products / services to the widest possible target audience long before the start of the event and within a year after - before the start of the next Forum
- position yourself as a market leader and conduct a full-scale advertising campaign during the event

*The Forum organizer is ready to consider your proposals for cooperation, take into account the specifics of your work with partners and clients, and develop mutually beneficial forms of partnerships.*

## GENERAL PARTNER

(Exclusive status)

**Package price: 590,000 rubles.**

### Status

1. Granting the status of "General Partner of the Forum".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Advertising campaign

1. Placing a logo or mentioning the General Partner:
  - in advertising and information materials dedicated to the Forum, posted in print media (at least 2 publications) and on specialized online resources (at least 2 publications)\*;
  - on outdoor advertising (at least 3 placements).
2. Mention of the General Partner in the TV announcement of the Forum (at least 1 announcement on the local TV channel).

*\* The option is available in full at the conclusion of the contract no later than February 1, 2023.*

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment for [link](#)
2. Placement of the logo of the General Partner with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least two mailings).
3. Electronic distribution of letters with news from the General Partner in the database of participants and potential visitors (at least two times).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placement of the logo of the General Partner indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the General Partner in the official electronic catalog of the Forum.
3. Placement of the header and advertising module of the General Partner in the amount of 2 pages (spread) in the official electronic catalog of the Forum.
4. Placement of the welcome address of the General Partner in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the logo of the General Partner indicating the status on the official registration badge of participants and guests of the Forum (on the front side).
2. Placement in the central position of the logo and number of the exhibition stand of the General Partner (with indication of the status) on invitation cards (sent upon online registration)\*.
3. Distribution of advertising materials of the General Partner (booklets, leaflets, souvenirs, etc.) from the registration desk to the Forum visitors and in the participant's package (materials are provided by the Partner).

*\* From the moment of signing the contract*



## Exhibition area

1. Placement of two advertising roll-ups of the General Partner on the territory of the exhibition during the Forum, on the site for solemn ceremonies during the opening and awarding ceremonies of the Forum participants (roll-ups are provided by the Partner).

## Additional features

1. Participation of a representative of the General Partner with a welcoming speech:
  - in the official opening ceremony of the Forum;
  - in the official award ceremony of the Forum participants.
2. Provision of advertising time on the air of the Forum (5 min/day).
3. The General Partner has the right to hold quizzes and contests with participants and guests of the Forum with prizes from the General Partner. If necessary, SOUD - Sochi Exhibitions provides one stand attendant for promotions.
4. The General Partner has the right to make his presentation (1 hour) as part of the business program of the Forum.
5. Speech by the General Partner with a welcoming toast at the celebratory banquet in honor of the opening of the Forum and at the celebratory buffet in honor of the closing of the Forum.
6. Providing the General Partner with two invitation cards for a festive banquet in honor of the opening of the Forum and for a festive buffet in honor of the closing of the Forum.
7. Placement of the logo of the General Partner in the program of the Forum in the list of partners.
8. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.



## BUSINESS PARTNER

**Package price: 450,000 rubles.**

### Status

1. Granting the status of "Business Partner of the Forum".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Advertising campaign

1. Placement of the logo or mention of the Business Partner in advertising and informational materials dedicated to the Forum, posted in print media (at least 1 publication) and on specialized online resources (at least 2 publications)\*.

*\* The option is available in full at the conclusion of the contract no later than February 1, 2023.*

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment [for link](#)
2. Placement of the Business Partner's logo with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least two mailings).
3. Electronic distribution of letters with news from the Business Partner in the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placing the logo of the Business Partner indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the Business Partner's company in the official electronic catalog of the Forum.
3. Placement of an advertising module of the Business Partner with a volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the Business Partner's logo (with indication of the status) on invitation cards (sent upon online registration)\*.
2. Distribution of promotional materials of the Business Partner (booklets, leaflets, souvenirs, etc.) in the participant's package (materials are provided by the Partner).

*\* From the moment of signing the contract*

### Exhibition area

1. Placing an advertising roll-up of the Business Partner on the territory of the exhibition during the Forum (the roll-up is provided by the Partner).

### Additional features

1. Participation of a representative of the Business Partner in the official opening ceremony of the Forum.
2. Provision of advertising time on the air of the Forum (3 min/day).
3. Providing the Business Partner with two invitation tickets to the celebratory banquet in honor of the opening of the Forum and to the celebratory buffet in honor of the closing of the Forum.
4. Placing the logo of the Business Partner in the Forum program in the list of partners.
5. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## FORUM REGISTRATION PARTNER (exclusive status)

**Package price: 150,000 rubles.**

### Status

1. Granting the status of "Forum Registration Partner".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment for [link](#)
2. Electronic mailing of letters with news from the Forum Registration Partner according to the database of participants and potential visitors (at least once).
3. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placement of the logo of the Forum Registration Partner indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the Forum Registration Partner's company in the official electronic catalog of the Forum.
3. Placement of an advertising module of the Forum Registration Partner with a volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the logo of the Forum Registration Partner indicating the status on the official registration badge of participants and guests of the Forum (on the reverse side).
2. Placement of the Forum Registration Partner's logo at the registration desk.
3. Placement of the Forum Registration Partner's logo (with indication of the status) on invitation cards (sent upon online registration) \*.
4. Distribution of promotional materials of the Forum Registration Partner (booklets, leaflets, souvenirs, etc.) from the registration desk to Forum visitors and in the participant's package (materials are provided by the Partner).
5. Equipping the staff at the registration desk with a uniform (t-shirts, baseball caps, jackets, etc.) with the symbols of the Forum Registration Partner (the uniform is provided by the Partner).

*\* From the moment of signing the contract*

### Additional features

1. Participation of a partner representative in the official opening ceremony of the Forum.
2. Placing the logo of the Forum Registration Partner in the Forum program in the list of partners.
3. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## PARTNER OF THE FESTIVAL "SEA OF BEER IN SOCHI" (exclusive status)



*The Sea of Beer in Sochi festival is held during the days of the Forum. The Festival site is a continuation of the exhibition expositions of the Forum. The format of the Festival is a la Oktoberfest: creatively designed stands of participants - producers of beer and related products, an area for visitors with large wooden tables and a stage where a cultural and entertainment program is held throughout the day.*

**Package price: 250,000 rubles.**

### Status

1. Granting the status of "Partner of the Festival".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Advertising campaign

1. Placing a logo or mentioning the Partner of the Festival in advertising and information materials dedicated to the Forum (at least 2 publications)\*.

*\* The option is available in full at the conclusion of the contract no later than February 1, 2023.*

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochoi.ru](http://www.beersochoi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment [for link](#)
2. Placement of the logo of the Partner of the Festival with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least one mailing).
3. Electronic distribution of letters with news from the Partner of the Festival in the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placement of the logo of the Festival Partner indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the Festival Partner's company in the official electronic catalog of the Forum.
3. Placement of the advertising module of the Festival Partner in the volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the logo of the Festival Partner (with indication of the status) on invitation cards (sent upon online registration)\*.
2. Distribution of promotional materials of the Festival Partner (booklets, leaflets, souvenirs, etc.) in the participant's package (materials are provided by the Partner).

*\* From the moment of signing the contract*



## Navigation

1. Placement of the logo of the Partner of the Festival on the signs located on the exhibition area and leading to the venue of the Festival.

## Additional features

1. Participation of a partner representative in the official opening ceremony of the Forum.
2. Placement of advertising roll-ups and other advertising structures of the Festival Partner at the Festival venue (roll-ups are provided by the Partner. Design design is agreed with the Organizing Committee).
3. Mention of the Partner of the Festival as part of the accompanying program at the venue of the Festival (every hour).
4. Provision of advertising time on the air of the Forum (3 min/day).
5. Providing the Partner of the Festival with two invitation tickets to a festive banquet in honor of the opening of the Forum and to a festive buffet in honor of the closing of the Forum.
6. Placement of the logo of the Festival Partner in the program of the Forum in the list of partners.
7. The right to organize a performance of the creative team on behalf of the Festival Partner at the festival site and hold draws for guests with prizes from the Festival Partner.
8. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## SAFETY PARTNER (exclusive status)

**Package price: 150,000 rubles.**



### Status

1. Granting the status of "Partner of the Security Forum".
2. Granting the Partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the Forum diploma to the Partner indicating the status.

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Advertising campaign

1. Branding of the stand, where masks and gloves for participants and visitors are placed, in the corporate style of the Forum Partner (the layout is provided by the Partner).
2. Placement of the logo or mention of the Partner in promotional and informational materials dedicated to the Forum (at least 2 publications).

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment for [link](#)
2. Placement of the logo of the Forum Partner with the mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least one mailing).
3. Electronic distribution of letters with news from the Partner of the Forum in the database of participants and potential visitors (at least once).
4. Posting news from the Partner on the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) and in social networks at least once a month from the moment of signing the contract (materials are provided by the Partner).

### Electronic catalog of the Forum

1. Placement of the logo of the Festival Partner indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the Festival Partner's company in the official electronic catalog of the Forum.
3. Placement of the advertising module of the Festival Partner in the volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the Forum Partner's logo (with indication of the status) on invitation cards (sent upon online registration)\*.
2. Distribution of promotional materials of the Partner of the Forum (booklets, leaflets, souvenirs, etc.) in the participant's package (materials are provided by the Partner).

### Additional features

1. Placement of the Partner's logo in the Forum program in the list of partners.
2. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## PARTNER OF THE FORUM BUSINESS PROGRAM (exclusive status)



**Package price: 180 000 rubles**

### Status

1. Granting the status of "Partner of the business program of the forum".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces).

To participate, see the detailed tech. assignment [for link](#)

2. Placement of the logo of the Partner of the business program of the forum with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least one mailing).
3. Electronic distribution of letters with news from the Partner of the business program of the forum according to the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placement of the logo of the Partner of the business program of the forum indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the company of the Partner of the business program of the forum in the official electronic catalog of the Forum.
3. Placement of the advertising module of the Partner of the business program of the forum with a volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placing the logo of the Partner of the business program of the forum (with an indication of the status) on invitation cards (sent upon online registration)\*.
2. Distribution of promotional materials of the Partner of the business program of the forum (booklets, leaflets, souvenirs, etc.) in the participant's package (materials are provided by the Partner).

*\* From the moment of signing the contract*

### Additional features

1. Participation of a representative of the Partner of the business program of the forum in the official opening ceremony of the Forum.
2. Participation of the Partner of the business program of the forum as a speaker in a profile business event / holding a presentation as part of the business program within the framework of the Forum.
3. Placement of an advertising roll-up in the main hall of the business program (roll-up is provided by the Partner).
4. Provision of advertising time on the air of the Forum (3 min/day).
5. Providing the Partner of the business program of the Forum with two invitation cards for a festive banquet in honor of the opening of the Forum and for a festive buffet in honor of the closing of the Forum.
6. Placement of the logo of the Partner of the business program of the forum in the program of the Forum in the list of partners.
7. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## EVENING RECEPTION PARTNER

Buffet in honor of the closing of the Forum  
(exclusive status)



**Package price: 350,000 rubles.**

### Status

1. Granting the status of "Partner of the Evening Reception".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Providing an opportunity for a representative of the Partner of the evening reception to address the guests of the evening reception with a welcoming speech (no more than 5 minutes).

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). To participate, see the detailed tech. assignment [for link](#).
2. Placement of the logo of the Partner of the Evening Reception with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least two mailings).
3. Electronic mailing of letters with news from the Partner of the evening reception according to the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placing the logo of the Partner of the Evening Reception indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the company of the Evening Reception Partner in the official electronic catalog of the Forum.
3. Placement of an advertising module of the Official Partner with a volume of 1 page in the official electronic catalog of the Forum.

### other services

1. Placement of an advertising banner of the Evening Reception Partner in the evening reception hall.
2. Providing the Partner of the evening reception with the opportunity to decorate the tables in the area of the evening reception with company logos (advertising materials are provided by the Partner. Design design is agreed with the Organizing Committee).
3. Providing representatives of the Partner of the evening reception with the opportunity to distribute its promotional products among the guests of the evening reception (products are provided by the Partner).
4. Placing the logo of the Partner of the Evening Reception with an indication of the status on the invitation cards of the Evening Reception.
5. Providing the Partner of the evening reception with two invitation cards for the evening reception.
6. Placing the logo of the Evening Reception Partner in the Forum program next to the information about the evening reception.
7. Distribution of promotional materials of the Partner of the Evening Reception in the packages of the Forum participants.
8. Provision of advertising time on the air of the Forum on the day of the evening reception (up to 5 minutes).
9. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.



## PARTNER OF TEAM GAMES "BEER DAY" (exclusive status)



**Team games "Pivoneria Day" are held the next day after the end of the official program of the Forum.** Event entertaining, aimed at strengthening the team spirit of the participants in the brewing industry. Format: country active rest. Duration is a full day. Participation in team games is optionally included in the registration fee for Forum participants.

**Package price: 150,000 rubles.**

### Status

1. Granting the status of "Partner of Pivoneria Day".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Presentation of the diploma of the Forum to the partner indicating the status.

### Official press and post-release of the Forum

1. Mention in the official press and post-release of the Forum about the partnership participation of the company.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochoi.ru](http://www.beersochoi.ru) (company name, logo or photo, description up to 120 characters with spaces). For participation, see detailed tech. assignment for [link](#)
2. Placement of the logo of the Pivoneria Day Partner with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least one mailing).
3. Electronic mailing of letters with news from the Partner of the "Day of Pivoneria" according to the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.

### Electronic catalog of the Forum

1. Placement of the logo of the Pivoneria Day Partner with an indication of the status in the official electronic catalog of the Forum.
2. Placement of information about the company of the Pivoneria Day Partner in the official electronic catalog of the Forum.
3. Placement of the advertising module of the Partner of the "Pivoneria Day" in the volume of 1 page in the official electronic catalog of the Forum.

### Visitor Registration Area / Invitation Cards

1. Placement of the Pivoner Day Partner's logo (with indication of status) on invitation cards (sent upon online registration)\*.
2. Distribution of promotional materials of the Pivoneria Day Partner (booklets, leaflets, souvenirs, etc.) in the participant's package (materials are provided by the Partner).

*\* From the moment of signing the contract*

### Additional features

1. Mention of the Pivoner Day Partner in all materials and mailings on this event.
2. Equipping the participants of team games with uniforms (t-shirts, baseball caps, jackets, ties, etc. - at the choice of the Partner) with the symbols of the Pivoneria Day Partner (up to 100 people; the uniform is provided by the Partner). The design is agreed with the Organizer.
3. Provision of advertising time on the air of the Forum (3 min/day).
4. Mention of the Pivoner Day Partner in the video on the results of the team games (posted on the Forum website and sent to all participants).
5. Placing the logo of the Pivoneria Day Partner in the Forum program in the list of partners.
6. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.

## PREMIUM PACKAGE PARTICIPANT

**Package price: 30,000 rubles.**

**The package includes:**

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces).

**Filling in the individual company page:**

- Company name
- Advertising text about the company (up to 3000 characters)
- Logo
- Banner slider
- Photo gallery
- Videos (when providing a link to the material on Youtube or Google drive)
- Widgets for social networks and messengers (WhatsApp, Telegram)
- Contact Information

2. Access to the general telegram chat (from 11.05)

3. Official electronic catalog of Forum participants

4. News of the participant on the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) and on the website of SOUD-Sochi Exhibitions [www.soud.ru](http://www.soud.ru)

5. News of the participant in the social networks of the SOUD company - Sochi exhibitions

6. Presentation as part of the Forum's congress program 10 minutes

*The individual page of the company opens immediately after payment and information is provided and continues its work for 5 months after the end of the Forum.*



## CHARGING ZONES BRANDING PARTNER (AT SOUD EVENTS)

**Package price: 80,000 rubles.**

**The package includes:**

1. Status **CHARGING ZONES BRANDING PARTNER**
2. Two branded charging stations with your logo and the official logo of the event on the exposition area for up to 4 days
3. Production and placement of a roll-up with your advertisement indicating the status of a partner in the "Charging Zone" on the territory of the exposition up to 4 days
4. Placement of your logo on the official website of the event, indicating the status of the partner and redirecting to your website
5. Placement of the logo in the official electronic catalog of the event
6. Posting news on the official website of the event and in the social networks of the SOUD company - Sochi exhibitions





## OFFICIAL FORUM WATER (exclusive status)

**Package price: 150,000 rubles + provision of a free product for a business buffet, banquet, stands for exhibition participants and a business program in the amount of 450 bottles.**



### Status

1. Granting the status of the Partner "Official water of the Forum".
2. Granting the partner the right to use the Forum logo in their advertising campaign.
3. Providing an opportunity for a representative of the Partner to address the guests with a welcoming speech at the official opening ceremony of the Forum, a business reception and a banquet.

### Online advertising

1. An individual company page in the "Event Participants" section on the main page of the official website of the Forum [www.beersochi.ru](http://www.beersochi.ru) (company name, logo or photo, description up to 120 characters with spaces). To participate, see the detailed tech. assignment for [link](#)
2. Placement of the Partner's logo "Official Water of the Forum" with a mention of the status in information letters on the Forum for electronic mailing according to the databases of SOUD - Sochi Exhibitions LLC (at least two mailings).
3. Electronic distribution of letters with news from the Partner "Official Water of the Forum" in the database of participants and potential visitors (at least once).
4. Mention of the partnership participation of the company in the news on the Forum website.
5. Provision to the Partner of the "Official Water of the Forum" "Premium participant package. To participate, see the detailed tech. assignment for [link](#)

### Electronic catalog of the Forum

1. Placement of the Partner's logo "Official water of the Forum" indicating the status in the official electronic catalog of the Forum.
2. Placement of information about the Partner's company "Official Water of the Forum" in the official electronic catalog of the Forum.
3. Placement of the advertising module of the Partner "Official water of the Forum" in the volume of 1 page in the official electronic catalog of the Forum.

### other services

1. Placement of an advertising Roll-up Partner "Official Water of the Forum" in the business reception hall, banquet and conference hall "Morskoy".
2. Providing the "Official Water of the Forum" Partner with the opportunity to decorate the tables in the business buffet and banquet area with the company's branding (advertising materials are provided by the Partner. Design design is agreed with the Organizing Committee).
3. Placement of the Partner's logo "Official Water of the Forum" indicating the status on the invitation cards of the business reception and banquet.
4. Providing the Partner "Official Water of the Forum" with two invitation cards for a business buffet and a banquet.
5. Placement of the Partner's logo "Official water of the Forum" in the Forum program.
6. Distribution of promotional materials of the Partner "Official Water of the Forum" in the packages of the Forum participants.
7. Provision of advertising time on the air of the Forum (up to 5 minutes).
8. Placement of the Partner's logo indicating the status on the press-wall (scheme + program), which is located at the entrance to the exhibition display.



## ADDITIONAL ADVERTISING OPPORTUNITIES

Format of advertising and presentation presence at the Forum	Price services
1. Placement of the company logo on the ribbon for badges (white, corrugated ribbon, logo: 2 colors, circulation 3000 pcs.** <i>** The option is available if it is not redeemed on exclusive terms.</i>	<b>250 000 rub.</b>
2. Information on the radio on the territory of the exhibition.	<b>500 rubles/1 min</b>
3. Advertising in the electronic catalog (materials are provided by e-mail): • 1 color page; • footer • Your logo in the header + 1 page of advertising You can place up to three logos. The footer is placed on each page of the catalog. The logo is active and leads to your advertising page.	<b>11 900 rub. 23 000 rub. 29 000 rub.</b>
4. Internet support: • static banner size 100*100, on the Forum webpage	<b>600 rubles/month</b>
5. Placement of an advertising roll-up near the visitor registration desk (roll-up is provided by the organizer). Roll-up printing / rental / placement	<b>2 400 / 1 000 / day / 8 000 rubles / day</b>
6. Your advertisement on a banner-flag, size 120x60 cm, horizontal, double-sided	<b>8 000 rub./pc.</b>
7. Placement of printed promotional materials at the visitor registration desk.	<b>12 900 rub. For participants Forum - 8,000 rubles</b>
8. The work of the promoter of the company on the territory of the exhibition exposition: • promoter provided by the company • promoter provided by the organizer The work of the promoter is possible when the company pays the registration fee.	<b>1 500 rubles/day 5 500 rubles/day</b>

## Contacts:

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**See you at the XXXII BEER-2023 Forum!**



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# СОУД

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