



Plenipotentiary Representative of the
President of the Russian Federation in
the North -West Federal District

Federal Forestry Agency
of the Russian Federation



12th St. Petersburg International Forestry Forum

SPONSORSHIP PROGRAMME

19–21 October 2010
St. Petersburg, Russia

www.spiff.ru





SPONSORSHIP OPPORTUNITIES

Take the unique promotion opportunities to present your company at the main communication platform for Russian forest sector. Make your participation in the St.Petersburg International Forestry Forum the most effective!

St.Petersburg International Forestry Forum has annually been organized since 1998 on the federal level and enjoys participation of the leading forest and wood-related industries experts from over 60 Russian regions and more than 20 countries.

Annually more than 1,200 delegates participate in the Forum programme that covers all forest sector topics – forestry, woodworking, wood products, pulp&paper, bioenergy, education, science& research and others.

St.Petersburg International Forestry Forum has become a platform for discussion of vital issues and trends of forest sector, development of most efficient and objective solutions. The event fosters cooperation of government and forestry sector representatives in the domain of new forestry business conduct policy, strengthening and development of international cooperation.





SPONSORS 2001 - 2010





GENERAL SPONSOR **EXCLUSIVE AVAILABILITY**

COST EURO 100,000

Special program for the General SPONSOR's brand promotion

1) Exclusive promotion of the General SPONSOR's brand (logo) and the company name indicating its sponsorship category in a separate line in all the advertising materials of the Forum

- on advertising modules placed while the Forum is being organised
- in all the Forum summary materials (printed materials, the Internet, Mass Media)
- in the Forum advertising campaign (according to the media plan, except social advertising)
- in all the information letters and press releases issued while the Forum is being organised and held
- on badges for participants of the Forum conference and exhibition events
- on the Forum official banners (to be placed in halls of congress events)
- on complimentary tickets to the St.Petersburg International Forestry Forum
- on complimentary tickets and flyers of RESTEC® forestry exhibitions held within the framework of the Forum 2010 (circulation of over 50,000 copies)
- on the Forum Program cover (circulation of 1,500 copies)
- on the Forum Official Catalogue cover (circulation of 500 copies)
- on displays in the halls of the Forum Plenary Session
- on boards in the halls of the Forum congress and exhibition events

2) Exclusive promotion of the general SPONSOR's information (logo, company name, general information, outdoor advertising, souvenirs)

- Advertising module:
 - in the Forum Program (A4 format) (circulation of 1,500 copies)
 - in the Forum official catalogue (2 x A4 format) (circulation of 1000 copies)
- An announcement about the general SPONSOR company and its sponsorship category in the Internet:
 - on the Forum website – www.spiff.ru
 - on the Forum exhibitions website – www.restec.ru/lpkexpo
- An announcement about the General SPONSOR in the publications about the Forum placed for advertising purposes in 2010 (at least 5 publications)
- Inclusion of the General SPONSOR's advertising materials in the Forum participant's information package
- 2 banners in the halls of St.Petersburg International Forestry Forum (congress and exhibition events) (the banners are provided by the General SPONSOR, location shall be approved by the Organiser)
- Souvenirs (pens, pin and notebooks with logo) for the Forum participants (provided by the General SPONSOR)
- Distribution of the General SPONSOR's advertising materials in the Forum Press Center and Matchmaking Center and the zone of congress participants' registration
- Inclusion of the General SPONSOR's press-release/information materials in the folders distributed among journalists at the Press Conference

3) Participation of the General SPONSOR's representatives in the Forum program

- Representatives in the Congress Program Committee of the Forum;
- Guaranteed opportunity of speech presentation of the General SPONSOR's top manager (subject report) at the Plenary Session of the Forum
- Guaranteed opportunity of speech presentation of the General SPONSOR's top manager at the Press Conference devoted to the Forum opening
- Participation of the General SPONSOR's top manager in the ceremony of official opening of the Forum exhibition





- Participation of a representative in the ceremony of awarding the Forum official money prizes
- Participation of five representatives in all the Forum events

4) Special conditions

- Equipped exhibition space of 15 sq. m. at one of the Forum exhibitions (at the choice of the General SPONSOR)
- Organisation of the General SPONSOR's event (seminar\presentation) within the framework of the Forum
- The general SPONSOR has the right to use the status of the General Sponsor of St.Petersburg International Forestry Forum 2010 in its promotion programs

SPONSOR OF THE FORUM

2 SPONSORSHIP PACKAGES AVAILABLE

COST EURO 50,000

Special program for the SPONSOR's brand promotion

1) Promotion of the SPONSOR's brand (logo) and the company name indicating its sponsorship category in a separate line in all the advertising materials of the Forum

- on advertising modules placed while the Forum is being organised
- in all the Forum summary materials (printed materials, the Internet, Mass Media)
- in the Forum advertising campaign (according to the media plan, except social advertising)
- in all the information letters and press releases issued while the Forum is being organised and held
- on badges for participants of the Forum congress events
- on the Forum official banners (in the halls of congress events)
- on complimentary tickets to the St.Petersburg International Forestry Forum
- on the Forum Program cover (circulation of 1,500 copies)
- on displays in the halls of the Forum Plenary Session
- on billboards in the halls of the Forum congress events

2) Exclusive promotion of the SPONSOR's information (logo, company name, general information, outdoor advertising, souvenirs)

- Advertising module:
 - in the Forum program (A4 format) (circulation of 1,500 copies)
 - in the Forum official catalogue (A4 format) (circulation of 1000 copies)
- An announcement about the SPONSOR's company and its sponsorship category in the Internet:
 - on the Forum website – www.spiff.ru
 - on the Forum exhibitions website – www.restec.ru/lpkexpo
- Inclusion of the SPONSOR's advertising materials in Forum participants' information packages
- The SPONSOR banner in the venue of the St.Petersburg International Forestry Forum (congress events) (the banner is provided by the SPONSOR, location shall be approved by the Organiser)
- Souvenirs for the Forum exhibitors (pens, pins and notebooks with logo) (provided by the SPONSOR)
- Distribution of the SPONSOR's advertising materials in the Forum Press Center and Matchmaking Center
- Inclusion of the SPONSOR's press releases\advertising materials in the folders distributed among journalists at the press conference



3) Participation of the SPONSOR's representative in the Forum events

- A representative in the Congress Program Committee of the Forum
- Guaranteed opportunity of speech presentation of the SPONSOR's top manager (subject report) at the Forum Plenary Session
- Participation of three representatives in all the Forum events

4) Special conditions

- The SPONSOR has the right to use the status of the Sponsor of St.Petersburg International Forestry Forum 2010 in its promotion programs

FORUM PARTNER **2 SPONSORSHIP PACKAGES AVAILABLE**

COST EURO 30,000

Special program for the PARTNER's brand promotion

1) Exclusive promotion of the PARTNER's brand (logo) and the company name indicating its sponsorship category in a separate line in all the advertising materials of the Forum

- on advertising modules of the Forum congress events placed while the Forum is being organised
- in all the summary materials of the Forum congress events (printed materials, the Internet, Mass Media)
- in the advertising campaign of the Forum congress events (according to the media plan, except social advertising)
- in all the information letters and press releases of congress events issued while the Forum is being organised and held
- on badges for participants of the Forum congress events
- on the Forum official banners (in the venue of congress events)
- on complimentary tickets to the Forum congress events
- on the Forum Program cover (circulation of 1,500 copies)
- on displays in the halls of the Forum Plenary Session
- on billboards in the halls of the Forum congress events

2) Exclusive promotion of the PARTNER's information (logo, company name, general information, outdoor advertising, souvenirs)

- Advertising module:
 - in the Forum program (A4 format) (circulation of 1,500 copies)
- An announcement about the PARTNER's company and its sponsorship category in the Internet:
 - on the Forum website – www.spiff.ru
- Inclusion of the PARTNER's advertising materials in folders for the Forum congress events participants
- The PARTNER's banner in the venues of the St.Petersburg International Forestry Forum (provided by the PARTNER, location shall be approved by the Organiser)
- Souvenirs (pens, pins and notebooks with logo) for the Forum participants (provided by the PARTNER)

3) Participation of the PARTNER's representatives in the Forum program

- Guaranteed opportunity of speech presentation of the PARTNER's top manager (subject report) at a conference
- Participation of two representatives in all the Forum events



4) Special conditions:

- Presentation of the PARTNER's company within the framework of the Forum
- The PARTNER has the right to use its status of the Partner of St.Petersburg International Forestry Forum 2010 in its promotion programs

WELCOME RECEPTION SPONSOR
EXCLUSIVE AVAILABILITY

COST EURO 10,000

Special program for the SPONSOR's brand promotion

1) Promotion of the SPONSOR's brand (logo) and the company name indicating its sponsorship category in a separate line

- in all the summary materials (printed materials, the Internet, Mass Media)
- on the Forum banner in the hall of the Welcome Reception
- on complimentary tickets to the Welcome Reception of the St.Petersburg International Forestry Forum
- an announcement about the SPONSOR's company and its sponsorship category in the Internet:
 - on the Forum website – www.spiff.ru
 - on the Forum exhibitions website – www.restec.ru/lpkexpo

2) Exclusive promotion of the SPONSOR's information (outdoor advertising, souvenirs)

- A banner or an advertising panel in the hall of the Welcome Reception (provided by the SPONSOR)
- Distribution of souvenirs in the hall of the Welcome Reception among participants of the St.Petersburg International Forestry Forum (provided by the SPONSOR)

3) Participation of the SPONSOR's representative in the Forum events

- Participation of one representative in the official exhibition and congress events
- Participation of three representatives in the Welcome Reception
- The SPONSOR has the right to participate in the events to be held within the Welcome Reception

4) Special conditions:

- The SPONSOR has the right the use its status of the Sponsor of the Welcome Reception of St.Petersburg International Forestry Forum 2010 in its promo actions and BTL projects.

CONFERENCE/ROUND TABLE MEETING
GENERAL SPONSOR
EXCLUSIVE AVAILABILITY

COST EURO 20,000

The offer can be interesting to a company willing to announce its general information and products to max target audience of a conference/round table meeting.

1) Opportunities of participation in a conference

- Participation of the SPONSOR's representative as a co-chairman of the sponsored event
- Presentation of a report (35 minutes) made by the SPONSOR representative at a event Participation of the SPONSOR's representative in official exhibitions, congress events and the welcome reception



2) Special program for the SPONSOR's brand promotion

- Promotion of the SPONSOR's brand (logo) and the company name indicating its sponsorship category in a separate line in all the advertising materials of the Forum
 - in all the summary materials (printed materials, the Internet, Mass Media)
 - the SPONSOR's logo and company name on the banner (provided by the SPONSOR) or advertising panel in the venue of the events
 - the SPONSOR's logo, company name, sponsorship category and general information (brief description of the company business) in the event program (circulation of 1,500 copies)
 - an announcement about the company and its sponsorship in the Internet, the Forum website – www.spiff.ru
- Exclusive promotion of the SPONSOR's information (logo, company name, general information, outdoor advertising, souvenirs)
- Distribution of souvenirs (pens, pins and notebooks with logo) among participants of a conference/round table meeting (provided by the SPONSOR)

3) Special conditions:

- The SPONSOR has the right to use its status of the General Sponsor of a event (title) of St.Petersburg International Forestry Forum 2010 in its promotion programs.

CONFERENCE/ROUND TABLE MEETING SPONSOR EXCLUSIVE AVAILABILITY

COST EURO 15,000

1) Opportunities of participation in a conference

- Presentation of a report (15 minutes) made by the SPONSOR's representative at a event
- Participation of the SPONSOR's representative in official exhibitions, congress events and the welcome reception

2) Special program for the SPONSOR's brand promotion

- Promotion of the SPONSOR's brand (logo) and the company name indicating its sponsorship category in a separate line in all the advertising materials of the Forum
 - in all summary materials (printed materials, the Internet, Mass Media)
 - placement of the logo, company name on a banner (provided by the SPONSOR) or an advertising panel in the venues of the Event
 - placement of the logo, company name, sponsorship category and general information (brief description of the company business) in the event program (circulation of 1,500 copies)
- Exclusive promotion of the SPONSOR's information (logo, company name, general information, outdoor advertising, souvenirs)
- Distribution of souvenirs (pens, pins and notebooks with logo) among participant of the conference/round table meeting (provided by the SPONSOR)

3) Special conditions:

- The SPONSOR has the right to use the status of the Sponsor of St.Petersburg International Forestry Forum 2010 in its promotion program.



JOINT ADVERTISING CAMPAGNE WITH THE ORGANISING COMMITTEE SUBJECT TO BE APPROVED BY THE ORGANISING COMMITTEE

The offer can be interesting to a company willing to announce its general information and products to max target audience of a conference/round table meeting.

REGISTRATION AND BADGES SPONSOR

COST EURO 5,000

The Sponsor of the Forum Registration Zone has a unique opportunity to promote its brand among the Forum participants, the registration zone shall be working actively within the three days of the Forum.

The package includes:

- 1) Placement of color logo of the Sponsor on badges for the Forum participants (2,000 items);
 - 2) Placement of the Sponsor's advertising panel in the area of the Forum participants registration;
 - 3) Placement of the logo/flags/posters of the Sponsor on registration stands
 - 4) Exclusive right to distribute the Sponsor's information materials in the registration zone
 - 5) The right to distribute souvenirs in the Registration zone (for example, pens with logo, and other souvenirs put in folders for the Forum visitors).
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SPONSOR OF BRIEFCASES AND FOLDERS FOR THE FORUM PARTICIPANTS

COST EURO 10,000

Every participant of the Forum receives a briefcase and a folder with the Forum materials upon registration. The materials are used within the Forum and after the events.

The folder includes:

- 1) Placement of the Sponsor's logo on the briefcase and folder for the Forum participants
 - 2) Enclosure of the Sponsor's advertising materials in the briefcase and folder for the Forum participants
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SOUVENIR SPONSOR

COST EURO 7,000

Every participant receives souvenirs with the Forum symbol (a notebook and a pen) upon registration.

The package includes placement of the Forum logo on the notebook and the pen for the Forum participants.

SPONSOR OF BOARDS WITH THE FORUM PROGRAM AND EXHIBITIONS PLAN

COST EURO 3,000

Two boards with the Forum program, exhibitions plan and the list of exhibitors are located in the registration zone and next to the entrance to the Exhibition. The Sponsor of the boards can mark its stand on the Exhibition plan or its report within the conference with the company logo. The package also includes promotion stands next to the boards.



SPONSOR OF THE FORUM PROGRAM (PRINTED VERSION)

COST EURO 2,500

The St.Petersburg International Forestry Forum program is the main document used within the Forum events. Upon receiving the printed version every participant of the Forum immediately points out the official Sponsor of the Forum program.

Information about the Program:

- 1) The program is given to every congress participant;
- 2) Characteristics: A4 format, circulation of 1,500 copies.

The package includes:

- 1) Placement of the Sponsor's logo and its sponsorship category in a separate line on the front page;
- 2) Placement of color advertisement in the Forum program.

MAILING (WITH VIP – LETTERS AND COMPLIMENTARY TICKETS, INCLUDING ORGANISER BOOKET)

COST EURO 5,000

The Organising Committee plans to mail the Forum VIP participants (Directors General, heads of the Russian regions' administrations and committees, heads and experts of the industry state authorities, the industry experts) to the number of 1500 addresses. Sponsorship of mailing allows to inform a great number of experts about your company

Target groups:

- Administrations of the Russian constituent units
- The industry associations and unions
- Forestry
- Logging
- Pulp and paper industry
- Woodworking industry
- Wooden houses construction
- Bio energy
- Transport and logistics
- Investment company and banks



SPONSORSHIP OFFER

1. GENERAL PROVISIONS

1.1. Sponsors of the 12th St. Petersburg International Forestry Forum (hereinafter referred as to Forum) can be both legal and natural persons registered within the territory of the Russian Federation or abroad. The sponsorship shall be understood there to mean transfer of money (rubles or foreign currency) to the Organising Committee without charge.

1.2. The Forum Organising Committee uses the sponsorship fees as appointed – to organise and hold the 12th St. Petersburg International Forestry Forum (October 19–21, 2010, St. Petersburg)

2. THE SPONSOR STATUS

2.1. The present provision specifies the sponsor status:

2.1.1. The Forum sponsor is a legal person or natural person who transfers a specified sum of money without charge to the account of the Forum Organising Committee.

2.1.2. The sponsorship category is defined according to the sum of money transferred without charge.

PACKAGES

№	Sponsorship, marketing and advertising opportunities	Availability	cost of sponsorship packages, EURO
1	General sponsor	Exclusive	100 000
2	Forum sponsor	2 packages	50 000
3	Forum partner	2 packages	30 000
5	Welcome reception sponsor	Exclusive	10 000
6	Conference general sponsor	Exclusive	20 000
7	Conference sponsor/partner	Exclusive	15 000



Nº	Offers	Availability	Cost, EURO
1	Organisation of a seminar without information support	TO BE APPROVED BY ORGANISING COMMITTEE	3 500
2	Organisation of a seminar with information support	TO BE APPROVED BY ORGANISING COMMITTEE	8 000
3	Organisation of a speech at a plenary session	EXCLUSIVE! TO BE APPROVED BY ORGANISING COMMITTEE	10 000
4	Organisation of a speech at a conference or a round table meeting	TO BE APPROVED BY ORGANISING COMMITTEE	3 000
5	Mailing (with VIP-letters and complimentary tickets, and the Organiser's booklet) – 2 mailings	EXCLUSIVE	5 000
6	Personal emailing (up to 250 characters, logo) – information letters /press releases	2 PACKAGES	3 000
7	Holding a advertising campaign jointly with the Forum Organising Committee (following the media plan)	EXCLUSIVE! TO BE APPROVED BY ORGANISING COMMITTEE	30 000
8	Registration and badges sponsor	EXCLUSIVE	5 000
9	Sponsor of the Forum participants' briefcases and folders	EXCLUSIVE	10 000
10	Souvenirs sponsor	EXCLUSIVE	7 000
11	Sponsor of the Forum program (boards with the Forum program&exhibition halls)	EXCLUSIVE	3 000
12	Conference program sponsor (printed version)	EXCLUSIVE	2 500
13	Advertising in the Forum program (printed version)	3 PACKAGES	1 000
14	Placement of a mobile stand in the Forum venue	5 packages	3 000
15	Additional materials for the Forum participants' packages and files	3 packages	2 000



2010 **RESTEC® Group**



RESTEC® Group, one of the leading representatives of the Russian exhibition and congress market, has been developing the Russian exhibition business as an individual economy sector for already twenty years.

RESTEC® Group business is focused on organising congresses and forums; exhibitions and fairs; festivals, entertaining, sports and corporate events; incentive programs.

Annually, RESTEC® Group holds over 140 events in Moscow, St. Petersburg, and other big cities of the Russian regions as well as in foreign countries. The proficiency and expertise of the RESTEC® team are approved by the Global Association of Exhibition Industry (UFI), the Russian Union of Exhibition and Fairs (RUEF), the International Tourism Trade Fairs Association (ITTFA) and InterEXPO (Association of organisers of exhibitions abroad and of national participations in international trade fairs and exhibitions).

Using advanced technologies and state-of-the-art marketing strategies, RESTEC® Group introduces world exhibition brands to the Russian market, successfully implements large industry, cross-sectoral and network projects.

RESTEC® Group possesses a unique business and conference center PetroCongress which meets all the international standards and MICE requirements to hold congress and conference events.

The company holds events with active support of ministries and authorities of the Russian Federation, Governments of Moscow and St. Petersburg, as well as in cooperation with international and foreign companies, embassies, consulates, chambers of commerce and industry, industry unions and associations.

RESTEC® Group creates the most favourable and comfortable conditions for its clients by providing them with the full range of exhibition and related services.



ORGANISING COMMITTEE

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