Deciding On place !

ISDEF Spring 2015 is a meeting place for owners and managers of IT companies in Russia, CIS countries, and Europe who share a common goal: finding the right way to develop their business and break into foreign markets – right in Europe (Budapest).

What is ISDEF? It's more than **500 specialists** from Russia and CIS countries.

Managers and **Owners** of successful IT companies. Practicing experts in international law and issues relating to organizing and developing **IT companies** in various countries.

Companies that have participated in previous events:

Digital River, MyCommerce, Microsoft, Rospatent, Avangate, Cleverbridge, PayPro, G2S, Softkey, Intel, Skolkovo Fund, Yandex, Abbyy, 1C-Bitrix, Entensys, Fast Reports Inc., Elcomsoft, Alawar, Alconost Inc. Trade System Lab, Crowdin, NBAC Coproration, IconDesignLAB, AVA legal, Decherty LLP, Duane Morris LLP, Femida.us, Dr.Explain, DNK Technologies, Salomon Partners, Softengi, VCGroup

and that's far from all...

What are the advantages of an ISDEF sponsorship?

- **VISIBILITY:** Your company's visibility is something that demands constant attention. Sponsoring this event will send the message that your company is serious and successful.

- **SALES:** Increase sales and take advantage of an opportunity to reduce your sales cycle as much as possible by offering goods/services directly to your target audience in an ideal environment.

- **NERWORKING:** High-profile events attract successful people with active careers. Take advantage of this opportunity to get in touch with influential people who can help you both in business and in life.

Sponsor Packs:

*The General Sponsor Pack includes a premium site for all visual elements (logo dimensions, stand location, etc.)

	General Sponsor*	Conference Sponsor	Section Sponsor	Exhibition Participant	Registration Sponsor
Banner rotation on the ISDEF website	V	V	V		
Your logo is listed on the website's sponsors page	V	V	V	V	V
Your logo is listed in the conference program	V	V	V	V	V
Your advertising module is published in the conference program	V	V	V		
You have the opportunity to add your materials to the kits distributed to all conference participants	V	V	V	V	V
Recognition at the banquet corresponding to your status	V	V	V		
Sponsor promo page	V	V	V	V	
Participant badges					V
Participant packets (logo is included)					V
Reception branding/clothing for reception					V
Acknowledgment in press releases	V				
The opportunity to hold 20-‑ minute presentations during sections	x3	x2	x1		
Sponsor stand location	V	V		V	
Free participation for conference presenters (including the conference participation fee and marketing materials)	4 people	2 people	1 people	1 people	1 people
Online banners and physical banners in the hall where the plenary session will be held. Online and physical banners are available to sponsors	V	V	V		

	General Sponsor*	Conference Sponsor	Section Sponsor	Exhibition Participant	Registration Sponsor
The opportunity to hold lotteries etc. during the ISDEF banquet	V				
Cost	$ 4.800	$ 2.900	$ 1.900	$ 1.900	$ 1.900

Additional options:

Party sponsor: $3,000

- Separate page in the announcement brochure.
- Information about the party on the website.
- Party announcement on the conference website.
- The party is planned using our resources.
- Logo or video clip on screens during the party.
- Advertising sheets or business cards on tables during the party.

Souvenir gifts for conference participants/prize lottery: $1,500

- The opportunity to add your materials to the kits distributed to all conference participants
- Conference participants (100 people) receive gifts with the logos of

the conference and the sponsor (with the approval of the planners) for example: a T shirt, bag, etc. The items with the logo and the application of the logo are covered by the sponsors.

Advertising module placed in catalog: $1,000   (the information

catalog — the event's primary publication)

Informational materials included in kit given to participants: $500

Information Sponsor: free
- Logo appears on the website's sponsors page.
- Logo appears in the conference program.
- The opportunity to add your materials to the kits distributed to all conference participants.
- Recognition as an informational sponsor at the Banquet.
- Free participation for one company representative

*Information Sponsor requirements:
- Registration as an SMI.
- Accreditation by the conference planners.
- Distribution of a press release about the conference.
- Sending out a newsletter to subscribers with an invitation to the conference.
- Publishing an account of the conference once it is over.

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Attention!

1. Sponsor presentations must be approved by the section moderator.

2. Banner rotation of ISDEF Spring 2015 sponsors of all levels occur on the conference home page from 01.03.2015 – 31.07.2015. The size of the banners is 468x60 pixels.

3. Advertising posters and materials from sponsors of all levels must be submitted to the Planning Committee no later than April 12, 2015.