



Decision on place!

BE A SPONSOR AT ISDEF Spring 2016

The **ISDEF CONFERENCE** is an annual meeting of the owners and top managers of independent companies from the CIS, Europe, Asia and the Americas with a common goal: to discover new ways to grow their businesses and increase profits from selling software. Now in Kazan city.

What is ISDEF?

It's a club of **more than
500 professionals**
from 30 countries.

Owners and top managers

of software IT businesses with annual revenue
from \$50,000 to \$50,000,000.

Experts on international law, as well as
IT business organization and development.

Niche specialists from service companies
focused on satellite tasks like software packaging,
promotion and sales on international and
domestic markets.

Why be an ISDEF sponsor?

- 1. ACCESS TO DESISION-MAKERS.** 80% of participants are directors and shareholders of ISVs of all kinds and modes of distribution who are actively looking to research and discover new opportunities for their businesses.
- 2. FAST MARKET RESPONSE.** Speed up deals by presenting your services and goods directly to industry partners without an extended pre-sales cycle. Many ISDEF sponsors test new products right at the conference.
- 3. EXPAND SALES GEOGRAPHY.** The conference is a meeting point for international and regional top managers who are always ready to take initiatives and have a great influence in their regions and areas. Association members share ISDEF news with an average of 10 other top managers in their home countries. ISDEF members actively participate in up to 20 of the largest industry events in the Americas, Europe and Asia.

Previous participants:

ABBYY, Agnitum, Alawar, Alconost, Allsoft.ru, Avangate, Bitrix, DeviceLock, Digital River, Dr. Web, Dr. Explain, Elcomsoft, Entensys, Famatech, Fast Reports, Femida.us, IBS, Intel, iSpring, I-Free, Kaspersky Lab, Keepsoft, Microsoft, MovAvi, MyCommerce, Parallels, PayPro Global, PROMT, SearchInform, Softkey, Softline, Softonic, Unisender, Webmoney, Yandex, Ashmanov and Partners, Skolkovo Fund, IIDF and more...

ISDEF Spring 2016 sponsorship packages:

***General Sponsor package includes premium placing of all visuals (logo size, booth location, etc.)**

	General Sponsor*	Conference Sponsor	Exhibition Participant	Registration Sponsor
Banner rotation on the ISDEF website	V	V		
Sponsor logo with active hyperlink on the conference website and in ISDEF social networking communities	V	V	V	V
Sponsor logo in the conference agenda	V	V	V	V
Advertisement in the conference agenda	V	V		
Add your own materials to the handouts distributed to all participants	V	V	V	V
Mention at the banquet, according to status	V	V		
Sponsor promo page	V			
Participant badges				V
Participant bags (with logo)				V
Branding on the registration counter and/or registration staff uniforms				V
Mention in press releases	V			
20-minute talk or presentation within a topic section	1	1		
Location for sponsor's booth	V		V	
Free conference participation for sponsor's representatives (including participation fee, marketing materials)	4 people	2 people	1 person	1 person
Banners in the main auditorium. Banners are provided by the sponsor.	V	V		

	General Sponsor**	Conference Sponsor	Exhibition Participant	Registration Sponsor
Organize drawings, lotteries, etc. at the ISDEF conference gala.	V			
Cost	\$ 3.800	\$ 2.900	\$ 1.900	\$ 1.900

Additional ISDEF Spring 2016 sponsorship packages:

Welcome party sponsor 21.04.16 - \$1.700

- Dedicated advertisement page in the directory
- Sponsorship announcements on the website, in ISDEF communities and at the conference
- We organize the event
- Logo or video on screens during the event
- Advertisement leaflets or business cards on tables during the event

Gala party sponsor 22.04.16 - \$1.500

- Dedicated advertisement page in the directory
- Sponsorship announcements on the website, in ISDEF communities and at the conference
- We organize the event
- Logo or video on screens during the event
- Advertisement leaflets or business cards on tables during the event

Banquet sponsor 23.04.16 - \$2.500

- Dedicated advertisement page in the directory
- Sponsorship announcements on the website, in ISDEF communities and at the conference
- We organize the event
- Logo or video on screens during the event
- Advertisement leaflets or business cards on tables during the event

City tour sponsor 24.04.16 — \$1.500

- Dedicated advertisement page in the directory
- Sponsorship announcements on the website, in ISDEF communities and at the conference
- We organize the event
- Logo or video on screens during the event
- Advertisement leaflets or business cards on tables during the event

Souvenirs for participants/prize drawing - \$ 900

- Add your own materials to the handouts distributed to all participants
 - Gifts and souvenirs for all participants (200–300 people), including the logos of the conference and the sponsor (upon approval of the organizing committee). Ex: T-shirts, bags.
- The sponsor supplies the logoed items.

Advertisement in the conference agenda - \$900

Add information materials to participant handouts - \$ 500

Information Sponsor — free

- Logo on the sponsors page on the website and in the printed conference agenda
- Add your own materials to the handouts distributed to all participants
- Mention at the conference opening and closing as an Information Sponsor
- Free participation of 1 representative
- Each Information Sponsor receives accreditation from the conference hosts and makes two conference announcements: one mandatory short announcement and one extended announcement (published on the website or mailed to the subscribers). Information Sponsors are welcome to post conference reports and recaps.

Attention!

1. Sponsor speeches must be approved by the corresponding section moderator.
2. All sponsors banners for the ISDEF Spring 2016 conference will be rotated on the conference homepage from 01.03.2016 – 31.07.2016. Banner size is 468*60 pixels.
3. All sponsor advertisement posters, banners and other media must be submitted to the Organizing Committee no later than April 15th, 2016.

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