

Offer sponsorship of the conference ISDEF



Spring conference [ISDEF 2018](#) is an annual meeting of several hundred leaders and owners of small and medium-sized IT businesses, as well as its giants and its micro businesses from Russia, the CIS countries and the EU, the US and Canada, the Middle and Far East, United by a common goal-to find the right ways to develop business and increase sales in both domestic and international markets.

In 2018, the conference will be held for the first time in Rostov-on-don.

ISDEF events are visited annually by 300 to 500 participants. At ISDEF Spring 2018, the organizing Committee will attract 100-150 participants who lead their own small and medium-sized software businesses (micro-ISV and ISV, Independent Software Vendors), as well as a number of leading IT market players.

TOP largest companies, conference 2012-2018::

- | | | |
|-----------------|---------------------|--|
| – 1C-Bitrix | – Google | – Softline |
| – ABBYY | – Infowatch | – Softkey |
| – Alawar | – INTEL | – development institutions of Russia (Russian Export Center and the SKOLKOVO Foundation) |
| – Allsoft.ru | – iSpring Solutions | – Association of IT businesses (Association of Shareware Professionals, SWRUS, РУССОФТ) |
| – Avangate | – Kaspersky Lab | – funds FREE, RVK, Almaz Capital |
| – DeviceLock | – Microsoft | |
| – Digital River | – MONT | |
| – Elcomsoft | – MyCommerce | |
| – Entensys | – PayPro Global | |
| – Fast Reports | – Searchinform | |

What are the benefits of sponsorship ISDEF?

1. RECOGNIZABILITY.

Working with other participants in the IT market requires constant "be in sight" and be in contact with their top management.

2. DIRECT SELLING.

The opportunity to reduce the cycle of transactions, providing themselves directly to decision makers in their business.

3. ACTIVE NETWORKING.

Our profile IT conference is attended by opinion leaders in different niches. Backstage communication brings together processes.

Sponsorship package:

| | General sponsor | Sponsor | Report sponsor | Report sponsor at ISDEF Start ¹ | Registration sponsor | Exhibitor | Materials for participants | Conference Support | Technical Sponsor | Banquet sponsor | Excursion program sponsor |
|---|-----------------|---------|----------------|--|----------------------|-----------|----------------------------|--------------------|-------------------|-----------------|---------------------------|
| Banner in rotation on ISDEF.ORG | + | + | | | | | | | | | |
| Sponsor's logo with active hyperlink on the conference webpage and in ISDEF social network groups | + | + | + | + | + | + | + | + | + | + | + |
| Sponsor's logo in the official conference mobile app | + | + | | | + | + | | | + | + | + |
| Sponsor's logo on a conference press wall | + | + | | | + | + | | | + | + | + |
| Handout promo materials in a participant's bag | + | + | | | + | + | + | | | + | + |
| Mentioning during the banquet | + | + | | | + | + | | + | + | + | + |
| Sponsor's promo page | + | | | | | | | | | | |
| Sponsor's logo on participant's badges | | | | | + | | | | | | |
| Sponsor's logo on participant's bags | | | | | + | | | | | | |

¹ At ISDEF Start 21.04.2018

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|--|-----------------|----------------|----------------|--|----------------------|-----------|----------------------------|--------------------|---------------------------|-----------------|----------------------------|
| Branding on the registration counter and/or registration staff uniform | | | | | + | | | | | | |
| Mention in a main event press releases | + | + | | | | | | | | | |
| 20-minute presentation for all participants | + ³ | + ⁴ | + ⁵ | + ⁶ | | | | | | | |
| Roll-up stand placement | + | + | + | + | | + | | | + | + | + |
| Location for a sponsor's booth | + | + | | | | + | | | | | |
| Free conference tickets | 2 | 1 | 1 | 1 | 6 ⁷ | 1 | | | | 1 | |
| Banners in the main conference hall | + | + | | | | | | | | + ⁸ | |
| Fee | \$4500 | \$3100 | \$1500 | \$1800 | \$1900 | \$900 | \$250 | \$200 | By agreement ⁹ | \$1700 | By agreement ¹⁰ |

² At ISDEF Start 21.04.2018

³ 2 times, at the conference and at ISDEF Start 21.04.2018

⁴ 2 times, at the conference and at ISDEF Start 21.04.2018

⁵ At the conference

⁶ At ISDEF Start 21.04.2018

⁷ Of these, 4 to work at the reception

⁸ In the Banquet hall

⁹ Providing equipment for the conference

¹⁰ Organization of city tours

NOTES

1. Package "General sponsor" includes premium placement of all visual elements (logo dimensions, stand location).
2. The logos of sponsors of the conference ISDEF Spring 2018 made for life on the conference page <http://2018s.isdef.org>.

Package "Information sponsor»

Cost

- Gratis

Requirements for information sponsor (detailed proposal will be supplied on request):

- To be registered as a mass media or to conduct business in its sphere with number of clients (businessmen) more than 100 or to conduct non-commercial activity in its sphere with number of members (businessmen) more than 100.
- To get accreditation from the organizers of the conference.
- Post 1 announcement and 1 post-release about the conference, or 2 announcements of the conference, or make 1 email-mailing list based subscribers with the announcement.

Offer to informational sponsor:

- Placing the logo on the sponsors page on the site.
- Placement of the logo in the conference program.
- Possibility to add your materials to the sets distributed to all participants of the conference.
- Mention as an information sponsor at the Banquet.
- Free participation of the 1st representative of the company.

Attention!

1. Reports of sponsors should be agreed with the moderator of the section
2. Rotation of the banner of sponsors of all levels of the ISDEF Spring 2018 conference is made on the conference home page in the period 01.02.2010 – 30.06.2010. Banner size is 468*60 pixels.
3. Advertising posters, materials of sponsors of all levels should be transferred to the organizing Committee of the conference no later than April 15, 2018.

Contact

Alexander Kazin

Executive Director of the Association ISDEF organizing Committee of the conference

executive@isdef.org

+7 901 511 7474