ISDEF 2017 Conference Sponsorship Packages

ISDEF 2017

28-30 Spetember 2017, Holiday Inn Moscow Vinogradovo

Annual IT-business conference
How to build software products and services for global markets, increase profit and reach the sky.

Welcome to the 16th annual ISDEF association conference in Moscow. The place where hundreds of owners and C-level executives of SMBs and enterprises from IT industry meet together for networking, exchanging ideas and sharing their business cases. The conference attracts companies from Russia, CIS, EMEA and North America, united by a common goal — to find the best way to grow their business and increase sales both on local and international markets.

More than 500 participants visit ISDEF conferences during the year. We expect more than 250 visitors of ISDEF conference in Moscow.

Top list of the largest companies that supported ISDEF conferences during 2012-2017:

- 1C-Bitrix
- 1C-Distribution
- ABBYY
- Alawar
- Allsoft.ru
- Avangate
- Devicelock
- Digital River
- Elcomsoft
- Entensys
- Fast Reports
- Google
- Infowatch
- INTEL
- iSpring Solutions
- Kaspersky Lab
- Microsoft
- MONT
- MyCommerce
- PayPro Global
- Searchinform
- Softline
- Softkey
- IT market development institutions: Russian State Export Center, Skolkovo fund
- IT businesses associations: Association of Shareware Professionals, SWRUS, RUSSOFT
- Venture capital funds: IIDF, RVK and IdealMachine

What are the benefits of ISDEF sponsorship?

1. **BRAND AWARENESS.**
   Reach the biggest audience of IT decision makers with your message, products and services.
2. **DIRECT SALES.**
   Talk directly to IT companies owners and shorten the sales cycle.
3. **ACTIVE NETWORKING**.
   Establish direct contact with IT companies owners, opinion leaders, evangelists, journalists, potential clients, partners and discover new opportunities for your business.

Sponsorship Packages

	General sponsor	Sponsor	Exhibition participant	Registration sponsor	Info materials	Conference support	Technical equipment sponsor	Banquet sponsor	Bowling party sponsor	City tour 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				+						
Branding on the registration counter and/or registration staff uniform				+						

	General sponsor	Sponsor	Exhibition participant	Registration sponsor	Info materials	Conference support	Technical equipment sponsor	Banquet sponsor	Bowling party sponsor	City tour sponsor
Mention in a main event press releases	+									
20-minute presentation for all participants	+	+								
Roll-up stand placement	+	+	+	+			+	+	+	
Location for a sponsor's booth	+	+	+	+						
Free conference tickets	2	1	1	1[1]				1		
Banners in the main conference hall[2]	+	+						+[3]	+[4]	
Fee	$ 7500	$ 3100	$ 900	$ 1900	$ 350	$ 200	Equipment lease cost	$ 1700	$ 1500	City tour cost

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[1] In addition to the reception staff
[2] Banners are provided by the sponsor
[3] In a banquet hall
[4] In a bowling area

Important notes

1. "General sponsor" package includes premium placement of the logo and a premium booth location spot.
2. ISDEF 2017 conference sponsors' logos are placed on the conference page http://2017.isdef.org for a lifetime.
3. The sponsorship fee is paid in rubles based on the current exchange rate.

Information Sponsor Package

Fee
- Not required

Requirements (detailed proposal is sent upon request)
- Applicable company types:
  - Should be registered as a mass media
  - Conduct business in B2B in the IT industry with more than 100 customers
  - Conduct non-profit activities in the IT industry in B2B with more than 100 members
- Official accreditation from the organizers of the conference.
- Announcement options:
  - Post one announcement and one post-release about the conference
  - Two conference announcements
  - Distribute one email-newsletter with the conference announcement to its users

Information sponsor proposal
- Logo placement on the sponsor's page of the ISDEF.ORG website.
- Logo placement on the conference webpage.
- Handout promo materials in a participant's bag.
- Mentioning of the sponsor at the main banquet.
- Free participation of one company representative.

Attention!

1. Sponsors' presentations must be confirmed with section moderator.
2. Web page banners are placed in rotation on the ISDEF 2017 conference home page during 01.07.2017 – 31.03.2018. Required banner size is 468*60 pixels.
3. Deadline for delivering advertising materials to the organizing committee is 15th of September 2017.

Contacts

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