

busworld®



25-27 JUN 2019

**CENTRAL ASIA
ALMATY**

www.busworldcentralasia.org

SPONSORSHIP & MARKETING OPPORTUNITIES 2019

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BUSWORLD CENTRAL ASIA is the 1-st international coach and bus show in Central Asia, powered by globally recognized brand BUSWORLD International. The exhibition is the most professional platform for industry experts covering the full-circle world of bus and coach manufacturing, accessories, production. **BUSWORLD CENTRAL ASIA** is the reliable and efficient platform for buyers, OEMs, suppliers, media-managers, futurologists, C-level executives, specialists and marketing people.

Kazakhstan connects various continents through a wide chain of interregional and intercity routes. At present time Kazakhstan is holding a worthy position in the international exhibition industry.

BUSWORLD CENTRAL ASIA will connect you to new markets. Unique geographic location of Kazakhstan at the crossing of Europe and Asia guarantees transit traffic through significant markets in Europe and Asia.

Investment in **BUSWORLD CENTRAL ASIA** is reliable. Kazakhstan offers favorable business climate for investors: the reduction of administrative barriers and simplification of procedures, enhancement of the efficiency of law and judicial systems, improvement of customs and tax administration.

Kazakhstan leads the list of 10 countries, which achieved the greatest success in creating a friendly environment for business. Owing to the investment attraction into various economic sectors, Kazakhstan will continue rapidly develop its infrastructure within the next ten years.

BUSWORLD CENTRAL ASIA will help you to find new solutions for cooperation, new niche markets and customers, conclude profitable transactions and stand for long-term relationships on international level.

Explore more information about sponsorship opportunities at: www.busworldcentralasia.org

Contact us for more details:

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GENERAL SPONSOR

Sponsorship Package includes:

- Placement of your company logo under General Sponsor title:
 - on the cover of a catalogue;
 - in the Official Catalogue in the “Sponsors” section with indication of the status and welcome letter from the General Sponsor;
 - on a hall plan of the venue (inside and outside of the Venue);
 - on the front of an invitation ticket (will be distributed through visitors, associations, participants, media partners) with total coverage over 10.000 items;
 - on a homepage of the exhibition’s official website www.busworldcentralasia.org;
 - on the BUSWORLD CENTRAL ASIA advertisement modules in the printed media;
 - on the navigation banners placed in the territory of the exhibition (outdoor and indoor constructions);
 - in the electronic newsletters with total coverage over 20.000 emails;
 - in the official BUSWORLD CENTRAL ASIA press-releases and post-release;
 - on the Opening ceremony of the Exhibition;
 - placement of the Sponsor company’s promotion materials at the registration desk (self-made and self-delivery by a Sponsor);
 - Sponsor’s name and logo will be featured on the fair’s brochures;
 - 10 invitation tickets to the Evening Gala Reception.

Price: EUR 20 000*

Maximum one sponsorship available

GOLDEN SPONSOR

Sponsorship Package includes:

- Placement of your company logo under Golden Sponsor title:
 - on a hall plan in the official printing catalogue;
 - in the Official Catalogue in the “Sponsors” section with indication of the status;
 - on the “Hall Scheme” banner;
 - on the back of a printed invitation ticket (will be distributed through organizers, participants, some visitors (on requirement) and media partners);
 - on a homepage of the exhibition’s official website www.busworldcentralasia.org;
 - in the electronic newsletters with total coverage over 20.000 emails;
 - in the official BUSWORLD CENTRAL ASIA press-releases and post-release;
 - Placement of a banner on the homepage of the exhibition’s official website www.busworldcentralasia.org;
 - highlighting of your company’s name in the catalogue – in an alphabetical list;
 - placement of the Golden Sponsor’s news on the exhibition’s official website;
 - placement of the sponsor company’s promotion materials at the registration desk (provided and delivered by a Sponsor);
 - granting Sponsor a 10% discount for the exhibition area;
 - 3 invitation tickets to the Evening Gala Reception.

Price: EUR 15 000*

Maximum one sponsorship available

EVENING RECEPTION SPONSOR

Sponsorship Package includes:

- Placement of your company logo under Evening Reception Sponsor title:
 - at the invitation tickets to the Evening Reception devoted to the exhibition opening;
 - on the official website of the exhibition www.busworldcentralasia.org;
 - in the Official Catalogue in the “Sponsors” section with indication of the status;
 - Company logo on ad banner (1 x 2 m) or the roll-up near entry to the Evening Reception hall;
 - Branding the Evening reception venue with company logos;
 - 5 Complimentary tickets to the Evening Gala Reception.



Price: EUR 15 000*

Maximum two sponsorships available

OFFICIAL REGISTRATION SPONSOR

Sponsorship Package includes:

- Placement of your company logo under Official Registration Sponsor title:
 - on the print forms, obligatory for filling in by the visitors;
 - on the electronic tickets;
 - on the official website of the exhibition www.busworldcentralasia.org;
 - in the Official Catalogue in the “Sponsors” section with indication of the status;

- Uniform with company logo for registration staff (T-shirts) (provided by a Sponsor);
- Company promotion material on the visitor registration desks (provided by Sponsor);
- 3 complimentary invitation ticket to the Evening Gala Reception

Price: EUR 7 500* (with the logo placement on badges)

Maximum one sponsorship available

Sponsorship Package includes:

- Placement of your company logo under Exhibition Catalogue Sponsor title:
 - on the cover of a catalogue;
 - on a hall plan in the catalogue;
 - on the exhibition's website www.busworldcentralasia.org;
 - in the Official Catalogue in the "Sponsors" section with indication of the status;

- Placement of the sponsor company's advertisement module in the BUSWORLD CENTRAL ASIA exhibition's official catalogue (1/1 of the line), 2nd cover;
- Highlighting of your company name in the catalogue – in an alphabetical list and a list of sections; highlighting of your stand on the schemes of the exhibition's official catalogue and the "Hall Scheme" navigation banner (in case of participation in the exhibition);
- Placement of the sponsor company's promotion materials at the registration desk (provided and delivered by a Sponsor);
- 1 invitation ticket to the Evening Gala Reception

Price: EUR 5 000*

Maximum one sponsorship available

INVITATION TICKETS SPONSOR

Sponsorship Package includes:

- Placement of your company logo under Invitation Tickets Sponsor title:
 - on the front side of the printed invitation ticket to the exhibition (will be distributed through visitors, associations, participants, media partners);
 - on the electronic tickets;
 - on the exhibition website www.busworldcentralasia.org;
 - in the Official Catalogue in the “Sponsors” section with indication of the status.
- Placement of the Sponsor company’s news on the exhibition’s website www.busworldcentralasia.org;
- Placement of the sponsor company’s promotion materials at the registration desk (provided and delivered by a Sponsor);
- 2 invitation tickets to the Evening Gala Reception

Price: EUR 4 000*

Maximum 2 sponsorships available

Strictly before 1 December 2018

CONFERENCE AREA SPONSOR

Sponsorship Package includes:

- Placement of your company logo as Conference area Sponsor title:
 - on the break slides of presentations area;
 - on back and side walls of presentation area;
 - on the official website of the exhibition
www.busworldcentralasia.org;
 - in the Official Catalogue in the “Sponsors” section with indication of the status;
- Roll-up Banners located at the entrance of Conference area indicating Sponsor Name and Logo (provided by a Sponsor);
- Ability to provide give away (ex.: pens, notepads - self delivery);
- Placement of the Sponsor company’s promotion materials at the registration desk (provided and delivered by a Sponsor);
- 2 complimentary tickets to the Evening Gala Reception



Price: EUR 7 000*

Maximum two sponsorships available

LANYARDS SPONSOR

All of participants, partners, speakers and visitors will be provided with branded lanyards for badges. This Sponsorship package provides you Company brand-new & maximum visibility.

Sponsorship Package includes:

- Placement of your company logo under Lanyards Sponsor title:
 - on the official website of the exhibition www.busworldcentralasia.org;
 - in the Official Catalogue in the “Sponsors” section with indication of the status;
- Placement of your company description on the official website of the exhibition;
- Distribution of lanyards at the entrance / registration area;
- Quantity max. 2.000 (lanyards have to be self-delivered);
- 2 complimentary tickets to the Evening Gala Reception

Price: EUR 4 500*

Maximum one sponsorship available

ADDITIONAL MARKETING OPPOTUNITIES

1. Advertising module in the official Catalogue (1/1 of the line), 3rd or 4th cover – **EUR 2 000**
(Maximum two)
2. Advertising module in the official Catalogue (1/1 of the line, at inside page) – **EUR 1 500**
3. Company promotion material distributed on the visitor registration desks (provided by Sponsor) – **EUR 2 500***

***All the proposed prices without VAT (VAT-free).**