BARLEY, MALT & BEER UNION

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V Anniversary International Conference "Equipment Facilities and Raw Material Base for Malting, Kvass and Beer Brewing Production"

September 10-12, 2013, Moscow

About the Conference

Beginning with 2009 the Barley, Malt and Beer Union (BMBU) organizes the annual scientific and practical International Conference "Equipment Facilities and Raw Material Base for Malting, Kvass and Beer Brewing Production", www.barley-malt-conference.ru, that is regularly attended by over 200 Russian and foreign representatives of all links of the production chain "malting barley - beer": representatives of scientific and research institutes, malting barley breeders, seed farms, producers of plant protection agents and fertilizers, hops producers, agricultural producers, representatives of malting and brewing companies. Owners and top managers of the companies are among them.

The Conference is held with the support of the RF legislative and executive bodies responsible for the agroindustrial complex of the country: the Ministry of Agriculture of the Russian Federation, the Federation Council Committee on Agrarian and Food Policy and Environmental Management as well as the State Duma Committee on Agrarian Issues.

In the framework of the Conference the best representatives of the industry are awarded by the Ministry of Agriculture of the RF, the Federation Council and the State Duma, results of the annual contest for the title of "The best producer of malting barley in Russia" and "The best agricultural project for production of malting barley" are announced. Every year over 15.000 people visit the website of the Conference and over 50.000 people visit the website of the Union www.barley-malt.ru.

Over 300 representatives of the industry are supposed to participate in the Conference in 2013. In the framework of the Conference 2013 the following events are planned: the opening ceremony in the building of the Ministry of Agriculture of the Russian Federation with participation of the Minister of Agriculture, the round table with representatives of the legislative and executive power responsible for the issues of legislative and technical regulation of the industry and the II Festival of national beverage, kvass and beer "Peredelkifest".

Cost of participation in the three-day Conference is 10.000 rubles. Cost of participation with a stand – 40.000 rubles, with a report and a stand – 60.000 rubles. VAT free. For the members of the Union there is a 50% discount for participation with a stand and/or with a report. ***The companies who draw up an application till December 31, 2012 take the opportunity of 50 % discount for the second as well as for every next following participant.***

Dear Sponsors, we invite you to support the Conference. We would like to offer you the following sponsorship packages: General Sponsor of the Conference (1), Gold Sponsor of Conference (1), Silver Sponsor of the Conference (3), Bronze Sponsor of Conference (3), Beer and Beverage Sponsor of the Conference (1), General On-line Media Sponsor of the Conference (1), General Mass Media Sponsor of the Conference (1), General Sponsor of the contest "The best malting barley producer in Russia 2013" (1).

Sincerely,
Press office
Barley, Malt and Beer Union
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Ministry of Agriculture of the Russian Federation
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www.barley-malt.ru
www.barley-malt-fieldday.ru
www.barley-malt-conference.ru

General Sponsor of the Conference

Before the Conference:

- Bestowing of the status “General Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishchеProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of Conference:

- Up to **10 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Conference;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (30 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of three places for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the sponsoring company’s banner in the conference hall;
- Placement of the company’s logo on registration badges of the Conference participants;
- Providing the sponsoring company with a personal manager from the Organizer to assist in acquaintance and negotiations with potential partners;
- Awarding of the General Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 1 000 000 RUB.

Gold Sponsor of the Conference

Before the Conference:

- Bestowing of the status “Gold Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **5 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Conference;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (30 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Placement of the company’s logo on registration badges of the Conference participants;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of two places for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Awarding of the Gold Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 600 000 RUB.

Silver Sponsor of the Conference

Before the Conference:

- Bestowing of the status “Silver Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **3 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Speech of a representative of the sponsoring company with presentation of company’s products / services with a discount – 50%, for members of the Union – 75%;
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Placement of the company’s logo on registration badges of the Conference participants;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Awarding of the Silver Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 200 000 RUB.

Bronze Sponsor of the Conference

Before the Conference:

- Bestowing of the status “Bronze Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **2 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Speech of a representative of the sponsoring company with presentation of company’s products / services with a discount – 25%, for members of the Union – 50%;
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Placement of the company’s logo on registration badges of the Conference participants;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Awarding of the Bronze Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 100 000 RUB.

Beer and Beverage Sponsor of the Conference

Before the Conference:

- Bestowing of the status “Beer and Beverage Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **5 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Chargeless speech of a representative of the sponsoring company with presentation of company’s products / services (20 min);
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the company’s logo on registration badges of the Conference participants;
- Awarding of the Beer and Beverage Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 300 000 RUB.

General On-line Media Sponsor of the Conference

Before the Conference:

- Bestowing of the status “General On-line Media Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **3 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the company’s logo on registration badges of the Conference participants;
- Awarding of the General On-line Media Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 200 000 RUB.

General Mass Media Sponsor of the Conference

Before the Conference:

- Bestowing of the status “General Mass Media Sponsor of the Conference” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor’s logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine “NSH”, magazine “Pivnoe delo”, magazine “PishcheProm Expert”, not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **3 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Placement of the sponsoring company’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the company’s logo on registration badges of the Conference participants;
- Awarding of the General Mass Media Sponsor of the Conference.

After the Conference:

- Placement of reports / presentations in the category “Conference Presentations” on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 200 000 RUB.

General Sponsor of the contest "The best malting barley producer in Russia 2013"

Before the Conference:

- Bestowing of the status "General Sponsor of the contest "The best malting barley producer in Russia 2013" on the sponsoring company;
- Placement of the sponsoring company's logo in the form of a hyperlink on the main webpage of the Conference website www.barley-malt-conference.ru and the Union website www.barley-malt.ru;
- References to the sponsoring company during the whole PR-campaign of the Conference (which includes informational letters, all press releases of the Conference, logo placement on all promotional materials on participant attraction, etc.);
- Placement of the sponsor's logo on the Conference banner and publication of the information in the mass media, namely: Pivnaya.ru, magazine "NSH", magazine "Pivnoe delo", magazine "PishcheProm Expert", not less than 1 (one) page, the sponsor will be informed about the dates of publication additionally and an active hyperlink will be placed on the website www.e-malt.com.

In the course of the Conference:

- Up to **2 representatives** of the sponsoring company can participate in the Conference without payment of registration fees;
- Placement of the sponsoring company's logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the sponsoring company in the package for the Conference participants (materials are provided by the sponsor);
- Provision of a place for flags, banners or roll-ups of the sponsoring company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the company's logo on registration badges of the Conference participants;
- Awarding of the General Sponsor of the contest "The best malting barley producer in Russia 2013".

After the Conference:

- Placement of reports / presentations in the category "Conference Presentations" on the website http://barley-malt.ru/?cat=8&lang=en

Cost the sponsorship package: 300 000 RUB.