



BARLEY, MALT & BEER UNION

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VI International Research and Practice Conference

«Barley, Malt, Hops & Beer in Russia»

October 2014, Moscow

About the Union:

In January 2014 the Union “Barley, Malt, Hops & Beer in Russia” has already been in operation for three years. For a short period of time we became one of the largest and the most popular Union in the agro industrial complex of the Russian Federation. According to the traffic ranking of our website www.barley-malt.ru, the Union is the leader among Russian professional unions and one of the most popular top – 10.000 RuNet sites. This goes to prove that the Union is well known among Russian agro-industrial companies and countrywide.

Thanks to partnership relations with Private Brauereien of Germany, Technical University of Munich and Berlin, exhibitions Drinktec and BrauBeviale, international reputation of our Union is constantly increasing and high profile events such as “Beijing program” inspire respect with the Government. Regularly arranged trips like training of representatives of the production chain “malting barley – beer” in Germany, Oktoberfest, Green Week, Field Days DLG contribute to the Union’s popularity.

Traditionally the activity of the Union is supported by the Ministry of Agriculture of the Russian Federation, Special-Purpose Committees of the State Duma and the Federation Council, Eurasian Economic Commission and the Federal Service for Alcohol Market Regulation.

Annual events of the Union: the Field Day “Barley, Malt, Hops & Beer in Russia” and the Conference “Barley, Malt, Hops & Beer in Russia” are attended by over 500 participants and enjoy well-deserved recognition with regional and federal authorities.

About the Conference

Beginning with 2009 the Union “Barley, Malt, Hops & Beer in Russia” organizes the annual scientific and practical International Conference “Barley, Malt, Hops & Beer in Russia”, (www.barley-malt.ru/?cat=8) that is regularly attended by over 300 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 agro-industrial complex of the country.

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 200.000 people visit the website of the Union.

Over 300 representatives of the industry are supposed to participate in the Conference in 2014. In the framework of the Conference 2014 the following events are planned: the opening ceremony as a part of Russian Agricultural Exhibition “Golden Autumn 2014”, the Round table “Development issues of the production chain “malting barley – beer” of the Eurasian Economic Commission”.

Cost of participation in the Conference is free of charge.

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);
- General Partner 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);
- Sponsor of the contest “The best malting barley producer in Russia 2014” (1).

Sincerely,

CEO of the Union “Barley, Malt,
Hops & Beer in Russia”

Rubtsov A.V.



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 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 Conference:

- Up to **15 representatives** of the sponsoring company can participate in the Conference;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Conference;
- Presentation of company’s products / services (30 min) by a representative of the sponsoring company;
- 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 five 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>

Cost of the sponsorship package: 1 500 000 RUB.

General Partner of the Conference

Before the Conference:

- Bestowing of the status “General Partner of the Conference” on the partner company;
- Placement of the partner’s logo in the form of a hyperlink on the Union website www.barley-malt.ru;
- References to the partner 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 partner’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 partner 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 partner company can participate in the Conference;
- Welcome speech of a representative of the partner company at the opening ceremony of the Conference;
- Presentation of company’s products / services (30 min) by a representative of the partner company;
- Placement of the partner’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the partner company in the package for the Conference participants (materials are provided by the partner);
- Provision of three places for flags, banners or roll-ups of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the partner’s banner in the conference hall;
- Placement of the partner’s logo on registration badges of the Conference participants;
- Providing the partner company with a personal manager from the Organizer to assist in acquaintance and negotiations with potential partners;
- Awarding of the General Partner of the Conference.

After the Conference:

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

Cost of 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 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;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Conference;
- Presentation of company’s products / services (30 min) by a representative of the sponsoring company;
- 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>

Cost of the sponsorship package: 750 000 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 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;
- Welcome speech of a representative of the sponsoring company at the opening ceremony of the Conference;
- Presentation of company’s products / services (20 min) by a representative of the sponsoring company;
- 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>

Cost of the sponsorship package: 300 000 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 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;
- Presentation of company’s products / services (20 min) by a representative of the sponsoring company;
- 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>

Cost of the sponsorship package: 200 000 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 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;
- Presentation of company’s products / services (20 min) by a representative of the sponsoring company;
- 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>

Cost of the sponsorship package: 300 000 RUB.

General On-line Media Partner of the Conference

Before the Conference:

- Bestowing of the status “General On-line Media Partner of the Conference” on the partner company;
- Placement of the partner’s logo in the form of a hyperlink on the Union website www.barley-malt.ru;
- References to the partner 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 partner’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 partner 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 partner company can participate in the Conference;
- Placement of the partner’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the partner company in the package for the Conference participants (materials are provided by the partner);
- Provision of a place for flags, banners or roll-ups of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the partner’s logo on registration badges of the Conference participants;
- Awarding of the General On-line Media Partner of the Conference.

After the Conference:

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

Cost of the sponsorship package: 200 000 RUB.

General Mass Media Partner of the Conference

Before the Conference:

- Bestowing of the status “General Mass Media Partner of the Conference” on the partner company;
- Placement of the partner’s logo in the form of a hyperlink on the Union website www.barley-malt.ru;
- References to the partner 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 partner’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 partner 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 partner company can participate in the Conference;
- Placement of the partner’s logo on all print advertising materials of the Conference;
- Layout of advertising and souvenir production of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Inclusion of information / promotional materials of the partner company in the package for the Conference participants (materials are provided by the partner);
- Provision of a place for flags, banners or roll-ups of the partner company on the territory of the Conference opening (on agreement with the Organizer);
- Placement of the partner’s logo on registration badges of the Conference participants;
- Awarding of the General Mass Media Partner of the Conference.

After the Conference:

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

Cost of the sponsorship package: 200 000 RUB.

General Sponsor of the contest “The best malting barley producer in Russia 2014”

Before the Conference:

- Bestowing of the status “Sponsor of the contest “The best malting barley producer in Russia 2014” on the sponsoring company;
- Placement of the sponsoring company’s logo in the form of a hyperlink on 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;
- 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 Sponsor of the contest “The best malting barley producer in Russia 2014”.

After the Conference:

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

Cost of the sponsorship package: 300 000 RUB.