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| 1. **Exhibiting Company Details:**

**Hall № \_\_\_\_\_\_*****(if known)*****Stand № \_\_\_\_\_\_ *(if known)*** | *Enter the exhibiting organization’s details for the digital exhibitor listings* |
| **Marketing Name of Exhibitor** |  |
| **Country** |  |
| **Address** |   |
| **Website:** |  |
| **Phone** |  |
| **Email** |  |
| **Sales Contact Name** |  |
| **Position** |  |
| **Mobile phone** |  |
| **Email** |  |
|  |
| 1. **Contact Person Details:**
 | *Enter the details of the person responsible for Marketing & Promotion managing*  |
| **Contact Person** |  |
| **Position** |  |
| **Mobile Telephone** |  |
| **Email** |  |
|  |  |
| 1. **Applicant Billing Address:**
 | *Enter the billing details of the organization for processing invoices and payments* |
| **Company Name** |  |
| **Legal address of Company** |  |
| **Bank information:** |   |
|  **Bank** | *Name* |
|  **Settlement account** | *№* |
|  **Address of the Bank** | *Country, city, street, office* |
|  |  |
| 1. **Prices and Request:**
 | * *Create your individual Marketing & Promotional Package adapted to the Russian Market and audience*
* *The total cost will be calculated based on the requested services below and its discussion with your Marketing & Promotional Manager*
* *All prices will be in Euros included all local (Russian Federation) taxes*
 |
| **Marketing & Promotional Service description** Please sign with a “Х” | Planning Period / Duration | Notice |
| **Branding support**Сustomized Exhibitor’s profile (logo, modules, content) in the exhibition materials | [ ]  |  | 3 logos to choose5 modules  |
| **Marketing & Advertising support for SPONSOR or PARTNER** * Branding support (under your Status and Package options)
* Venue Indoor advertising modules and banners (full-cycle production)
* Venue Outdoor advertising modules and banners (full-cycle production)
* Media support (under your Status and Package options)
* Internet marketing support (under your Status and Package options)
* Video and Audio production (full-cycle production)
* Advertising, information and promotional materials (full-cycle production)
* Additional marketing and advertising support (on request)
 | [ ]  |  | *Upgrade your SPONSOR & PARTNER package and maximize your company's exposure online and offline with our marketing and advertising opportunities.* *(On request)* |
| **Video production** (full-cycle production by category):* For venue screens
* For Exhibitor’s stand
* For presentation or Exhibitor’s event
* For city transport broadcasting
* Video invitation
* Summary video report
* For other goals
 | [ ]  | Duration:\_\_\_\_\_ s video | Video category of your choice: |
| **Audio production** (full-cycle production by category):* For venue announcement
* For Exhibitor’s stand
* For presentation or Exhibitor’s event
* For city transport broadcasting
* For radio
* For Metro
* For other goals
 | [ ]  | Duration:\_\_\_\_\_ s audio  | Audio category of your choice: |
| **Venue Outdoor advertising** (full-cycle production)* Banners, billboards etc.
 | [ ]  |  | Ads of your choice: |
| **Venue Indoor advertising** (full-cycle production)* Lightboxes, banners, navigation etc.
 | [ ]  |  | Ads of your choice: |
| **Remote participation support** (full-cycle production)* Branding (logo, module)
* Advertising leaflets production
 | [ ]  |  |  |
| **Furniture for POS and special ads constructions** (full-cycle production)* Promo and press stands, roll up, etc.
 | [ ]  |  | POS of your choice: |
| **POS-materials** (full-cycle production)* Flyers, brochures, booklets, packaging, paint, stickers, decorative magnets, stands for mugs, cups, glasses, posters, plastic folders, briefcases, tags, calendars, postcards, notebooks, key rings etc.
 | [ ]  |  | POS of your choice: |
| **Souvenirs** (full-cycle production)* Bags, umbrellas, daily planners, cups, books, gift sets, memory sticks, etc.
* Сustomized and VIP gifts
 | [ ]  |  | Souvenirs of your choice: |
| **PR** (full-cycle production by category):* Press event in the frame of NEVA
* Exhibition indoor event (Meeting, Conference, Presentation etc.)
* Exhibition outdoor event (Business Breakfast, Dinner Reception, Awards Ceremony etc.)
* Сustomized PR package

*PR support includes:** *Event providing with the trade, business, media and public authority visitors*
* *Briefing the daily, trade and business media in a target-group specific way – publicize your participation, event and services in the relevant Russian Print and Internet Media*
* *NEVA Press Center support*
 | [ ]  | Date of event: / /2021 | PR event of your choice: |
| **Industry specialized Print Media** (full-cycle production by category):* Publishing your promo Module, Article, Interview etc.

*No more than 5 publications* *No more than 5 Media**More publications and Media are on request*  | [ ]  | From / /2020To / /2021 | Promo publication of your choice: |
| **Industry specialized Internet Media** (full-cycle production by category):* Publishing your promo Banner, News, Article, Interview, Review etc.

*No more than 5 publications* *No more than 5 Internet Media**More publications and Media are on request* | [ ]  | From / /2020To / /2021 | Promo publication of your choice: |
| **Walking Promo Acts***No more than 5 promo actors for one company**Costumed actors and costumed character puppet are on request**Service includes Promo Acts accreditation* | [ ]  | \_\_\_\_\_\_ acts per\_\_\_\_\_\_days  |  |
| **City Outdoor advertising** (full-cycle production by category):* City banners and lightboxes
* City screens
* City transport branding
* Сustomized city advertising package

*Сity outdoor advertising programme starts with at least 30 addresses, 3 screens and 10 branding vehicles* | [ ]  | From / /2020To / /2021 | Ads of your choice: |
| **Metro advertising** (full-cycle production by category):* Metro billboards
* Metro stickers
* Metro commercial
* Сustomized Metro advertising package
 | [ ]  | From / /2020To / /2021 | Ads of your choice: |
| **Сustomized Marketing & Promotional package under my goals** | [ ]  |  |  |

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| 1. **Marketing Information** *Enter the exhibiting organization’s marketing details*
 |
| **Your Social Media links:** |  |
| **FB** |  |
| **VK** |  |
| **Instagram** |  |
| **Twitter** |  |
| **Telegram** |  |
| **YouTube** |  |

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| 1. **Participation goals** *Please enter the main goals of your Company participation at NEVA*
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**APPLICATION INSTRUCTIONS, TERMS, CONDITIONS & SIGNATURE**

 Completing this Application Form: This application form is for NEVA 2021 Marketing and Promo services.

1. Fully complete pages in this Application form in English printed text, print, sign, date, scan in full color and save in any graphic or pdf format
2. Return both document by email to info@vectorexpo.ru. Non-English, incomplete or illegible application forms will not be accepted or processed.

Attention! This application form is only for additional marketing services provided by “**Vektor Marketing (LLC)”.** Before apply any services from this form you should have confirmed Contract on participation in NEVA 2021 Exhibition & Conference.

Marketing Payment Terms: Payments for Marketing services shall be made in two installments: 35% non-refundable deposit for services is due for payment immediately on confirmation of the list of services by “Vektor Marketing (LLC)”. 65% balance for services is due on or before 31 May 2021. Full payment (100%) is due immediately on confirmation list of services by “Vektor Marketing (LLC)” for orders received after 31 May 2021. All bank transfer fees shall be borne by the applicant. VAT\*: All local (Russian Federation) taxes are included in the prices.

 Cancellations: The 35% deposit for services is non-refundable. Payments for services, minus the applicable bank fees, will be refunded in full for cancellation notice received by 31 March 2021. Cancellation notice must be sent in writing by scanned email letter on exhibiting company letterhead and be signed and dated by the form signatory below. All participants are advised to procure the necessary insurances to safeguard their participation fees in the event of unexpected circumstances.

I have read, understood and agree to comply fully with the terms and conditions as noted on this application form.

**General Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_\_\_\_\_ «\_\_\_\_» \_\_\_\_\_\_\_\_\_ 202\_\_**

 **(Name) (Signature) (Date)**

**PLEASE, RETURN COMPLETED APPLICATIONS TO INFO@VECTOREXPO.RU**