WEBINAR
SPONSOR OPTIONS

23rd International exhibition of electronic components, modules and systems

18th International exhibition of technologies, equipment and materials for electronic and electrical industries

expoelectronica.ru expoelectronica.ru
### VISITORS:
- >100 cities from 23 countries
- 1,315 registered for the webinars
- 937 webinars attendees

### TARGETED AUDIENCE:
Manufacturers, developers, distributors of electronic and electrical products, equipment and materials for the electronic and electrical industries, as well as specialists from related industries

### FORMAT:
Webinar

### PLATFORM:
Webinar.ru

### 2020 WEBINARS STATISTICS:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique web-pages views</td>
<td>2,898</td>
</tr>
<tr>
<td>Posts in social medias</td>
<td>27</td>
</tr>
<tr>
<td>Unique emails</td>
<td>678,928</td>
</tr>
<tr>
<td>Emailing campaigns</td>
<td>14</td>
</tr>
<tr>
<td>News on exhibitions and partners</td>
<td>26</td>
</tr>
</tbody>
</table>

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</table>

### STATISTICS 2021:

- 11,317 exhibition’s visitors
- 35,000 + subscribers in the exhibitions’ database
- 91,000 + visitors of the exhibitions’ web-sites
- 80,000 + exhibitions’ partners media-coverage
“WEBINAR SPONSOR” PACKAGE

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>PRICE EURO</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Webinar Sponsor” Package</td>
<td>2,300 EURO</td>
<td>1</td>
</tr>
</tbody>
</table>

- Direct access to the target client
- Informing the targeted audience about new solutions / products / services
- Expansion of sales geography
- Keeping in touch with your target audience during the period when personal meetings and product presentations are limited or not possible
- Announcement of special offers for the audience of webinars
- Targeted audience growth

PROVIDED TO 1 COMPANY EXCLUSIVELY
OPTIONS OF THE «WEBINAR SPONSOR» PACKAGE

BEFORE

EXPOELECTRONICA.RU AND ELECTRONTECHEXPO.RU WEB-SITES:
• Clickable logo and Sponsor status on the Business Programme Online web-page
• Image banner or with a special offer on the Business Programme Online web-page

EMAIL NEWSLETTER:
• Clickable logo, status and brief information about the Sponsor in the newsletter with the announcement of the webinar > 35 000 addresses (only targeted audience)

PRESS RELEASE:
• Mention of the Sponsor in the press release of the webinar - is published on the exhibitions websites and sent to the exhibitions’ media partners > 80 000 exhibitions partners’ media-coverage
• Publication of the picture and sponsor’s special offer in exhibitions’ social networks (Facebook, Instagram)

DURING

WEBINAR.RU SITE:
• Webinar registration page background branding
• Sponsor’s logo and status on the “parked” slide at the beginning and at the end of the webinar
• Branding the webinar room background
• Displaying a text banner with an external link during the webinar (3 times)
• Playback of the Partner’s video for up to 30 seconds or a slide with information about the Partner at the beginning and at the end of the webinar
• The moderator mentions the status of the Sponsor and brief information about the Sponsor at the beginning / end of the webinar
• Sponsor’s special offers in the chat during the webinar
• Integration of the expert Sponsor’s speech in the webinar program (up to 15 min.)

AFTER

EXPOELECTRONICA.RU AND ELECTRONTECHEXPO.RU WEB-SITES:
• Placing Sponsor’s logo on the webinar recording page (a link to the recording is sent to the database of registrations for the webinar, and is also included in the post-release)
• Mention of the Sponsor in the post-release of the webinar, which is published on the exhibitions websites and is sent to media partners > 80 000 exhibitions partners’ media-coverage

EMAIL NEWSLETTERS:
• Clickable logo, status and brief information about the Sponsor in the emailing with the webinar recording > 35 000 addresses (only targeted audience)
Included in the “Webinar sponsor” package, but can be sold separately:

<table>
<thead>
<tr>
<th>ADVERTISING OPTIONS</th>
<th>PRICE EURO</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image banner on the Business Programme Online web-page clickable logo at page Sponsors and Partners at exhibition website</td>
<td>350</td>
<td>3</td>
</tr>
<tr>
<td>Clickable logo and brief information on special offer in 1 newsletter with the announcement of the webinar &gt; 35 000 addresses (only targeted audience)</td>
<td>350</td>
<td>3</td>
</tr>
<tr>
<td>Displaying a text banner with an external link during the webinar (3 times)</td>
<td>350</td>
<td>2</td>
</tr>
<tr>
<td>Mentioning by the moderator of the Sponsor’s status and brief information about the Sponsor at the beginning of the webinar and at the end, as well as posting the Sponsor's special offer in the chat during the webinar</td>
<td>600</td>
<td>1</td>
</tr>
<tr>
<td>Integration of the expert Sponsor’s speech in the webinar programme (up to 15 min.)</td>
<td>600</td>
<td>1</td>
</tr>
</tbody>
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Clickable logo and Sponsor status on the Business Programme Online web-page

Sponsor’s logo

**RUSSIAN-CHINESE COOPERATION**

Watch webinar recording and presentations

Watch Now

Webinar language: Russian.

*ExpoElectronica* stays in touch with its participants and visitors and continues to work online.

On November 10, 2020, the fourth webinar in a series of free online events in preparation for the *ExpoElectronica* and *ElectronTechExpo 2021* exhibitions was held on the *Webinar.ru* platform.

The topic of the webinar: “*Russian-Chinese cooperation in the field of high technologies*”.

*General sponsor of the webinar*  
*Sponsor of the webinar*
Clickable logo, status and brief information about the Sponsor in the newsletters with the announcement / post-release of the webinar

**Sponsor’s logo**

**SinoElectronics** — международная компания, специализирующаяся на дистрибуции полупроводников, активных и пассивных компонентов, светодиодного освещения, электромеханических компонентов, источников энергии, специальных продуктов, которые используются в производстве различных потребительских, автомобильных, военных и медицинских электронных систем. В основе корпоративной философии - поиск новых партнеров, взаимовыгодные, доверительные отношения.

[More about the company]
Mention of the Sponsor in the official press-release/post-release of the webinar, which is published on the exhibitions websites and sent to the exhibitions’ media partners.

Sponsor’s logo:

Sinno Electronics – international company, specializing in the distribution of semiconductor, active and passive components, LED lighting, electromechanical components, energy sources, special products, which are used in the production of various consumer products, automotive, military and medical electronics systems. The basis of the corporate philosophy is professionalism, respect, trust and long-term relationships.
Posts about Sponsor in Facebook and Instagram
BRANDING THE BACKGROUND OF THE REGISTRATION PAGE ON THE WEBINAR

Sponsor's Logo Integration
BRANDING OF THE “PAKED” SLIDE

Sponsor’s logo and status on the “parked” slide at the beginning and at the end of the webinar
Displaying a text banner with an external link during the webinar
An example of integrating Sponsor's speech into a webinar
Sponsor's special offers in the chat during the webinar
Mention of the Sponsor in the post-release of the webinar, which is published on the exhibitions websites and is sent to media partners.
Clickable logo, status and brief information about the Sponsor in the newsletters with the post-release of the webinar

Sponsor’s logo

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Including Sponsors’ logo on the webinar recording page
WE WILL BE GLAD TO COOPERATE IN THE FRAMEWORK OF EXPOELECTRONICA И ELECTRONTECHEXPO

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