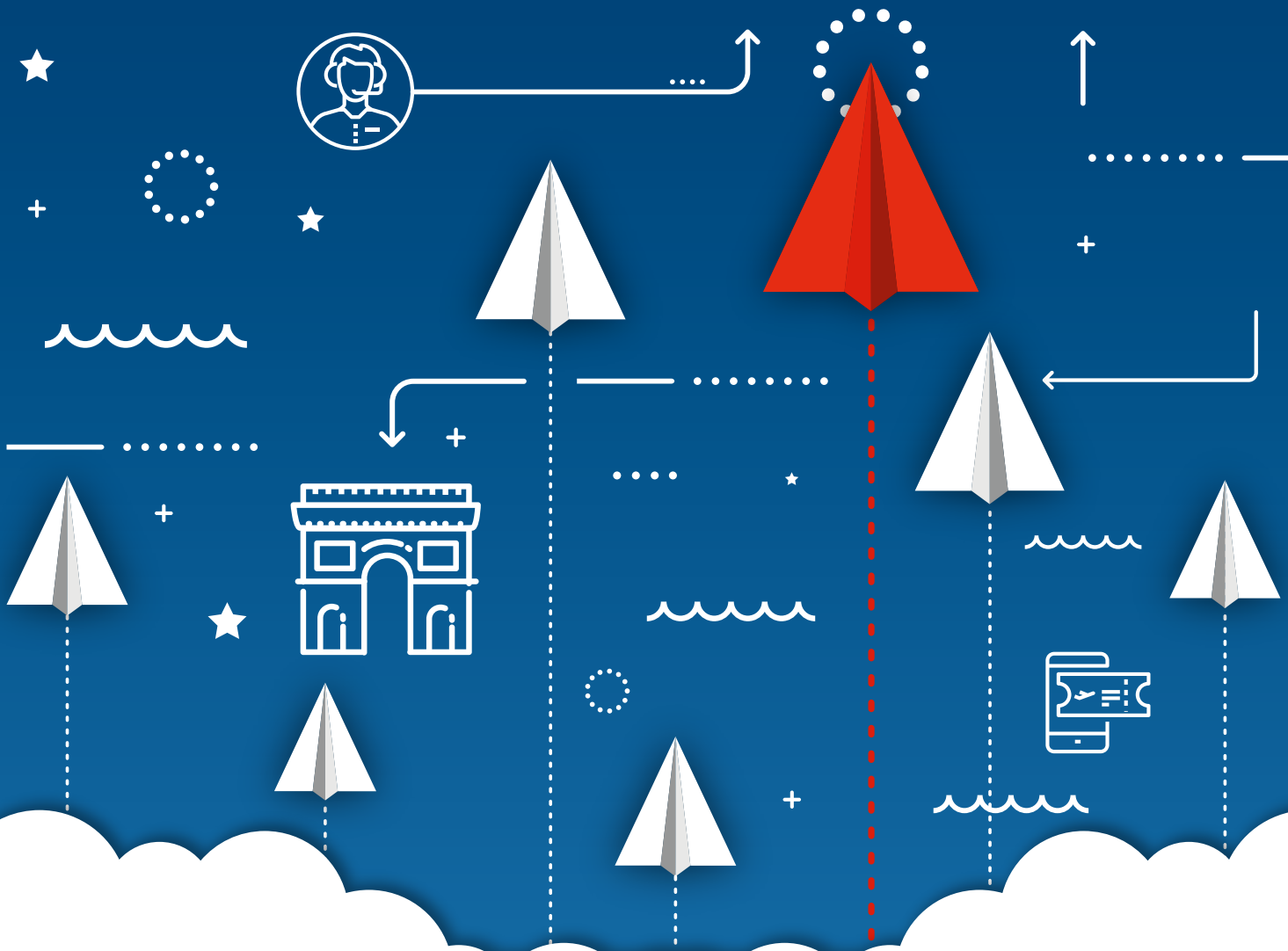


Sponsorship opportunities





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MITT is the largest international travel and tourism exhibition in Russia & CIS held in Moscow for more than 26 years.

MITT is one of the world's TOP 5 leading travel and tourism shows.

Annually thousands of market players meet at MITT as it is a b2b venue where innovative travel products are exhibited and important strategic agreements are reached.

22,289 professional visitors from
92 countries & regions of the world
80 regions of Russia

35,000 sq.m. of exhibition space

1,523 exhibitors from
229 countries & regions of the world
52 regions of Russia

Sponsorship opportunities offered by the exhibition give your business a chance to increase brand awareness either during the event, or well ahead of it, thus boosting your marketing effect of exhibiting and provide additional promotional opportunities in the travel market.

- ▶ Present your products and services most effectively to the largest target audience in Russia
- ▶ Increase the number of business contacts and boost sales
- ▶ Solidify your leadership in the market
- ▶ Improve your brand recognition and reinforce company image
- ▶ Distinguish yourself from your competitors



General Partner

3 packages available

Exclusively for one company

see next page

Your target audience at MITT:

- **22,289** professional visitors
- **205,000** users of mitt.ru from January to March
- **1,523** exhibitors from **229** countries & regions of the world



The status of MITT General Partner offers your company broad promotional opportunities at a major travel and tourism exhibition and ensures your participation in a large-scale advertising campaign enabling you to meet the challenges your business is facing.

MITT visitors are: tour operators, travel agencies, hotels and accommodation facilities from all over Russia, as well as corporate visitors. They all make up the large target audience that meets only at MITT once a year.

Sponsorship package includes:

Exclusively:

- Assigned MITT 2020 General Partner status
- A 435x80 banner on the home page of the website mitt.ru (the banner is provided by the Partner)
- Inside back cover full page advert in the official Exhibition Guide (15,000 copies, the layout is provided by the Partner)

Promotional & PR materials:

- Logo in all promotional materials of the exhibition (the booklet, sales brochures, advertising constructions, etc.)
- The Partner mention in all official PR materials (press releases, post releases & media publications)¹

E-mailing:

- Logo & a text about the Partner incorporated in 3 newsletters sent to the visitors (more than 250,000 subscribers)

Exhibition website mitt.ru:

- Logo on the home page in "Partners & Sponsors" section and 3 text news about the Partner (text and logo are provided by the Partner)

Official Exhibition Guide (15,000 copies):

- Logo on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical list of the exhibitors and on the exhibition plan (near the Partner's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Advertising materials distribution:

- Distribution of advertising materials in media zone, on information stands located in the pavilion foyer and distribution of advertising materials in the registration area
- 2 promoter badges that allow distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

Outdoor advertising:

- An advertising structure on concrete blocks outside the Pavilion 1 (format 2x3m, layout is provided by the Partner)

Advertising inside the Pavilion 1:

- 10 advertising posters on the exhibition territory (format A0, the layout is provided by the Partner)
- Advertising on the glass surface in the cafe area of the 2nd floor in the foyer of the Pavilion 1 (the layout is provided by the Partner)

	General Partner	Package 1	Package 2	Package 3
exclusively	Assigned MITT 2020 General Partner status	▶	▶	▶
web site	A 435x80 banner on the home page of mitt.ru	▶	▶	
	100-word profile in "Partners & Sponsors" section	▶	▶	
	Logo on the home page in "Partners & Sponsors" section	▶	▶	▶
exclusively	Inside back cover full page advert in the official Exhibition Guide	▶	▶	
promotional, PR materials, signage	Logo on all exhibition printed materials (brochures, leaflets, etc.)	▶	▶	▶
	Logo on event signage throughout venue where applicable	▶	▶	
	Mention in press & post releases, media articles	▶	▶	▶
e-mailing	Logo in visitor e-mailing	all e-mails	5 e-mails	2 e-mails
	Text block in visitor e-mailing	5 e-mails	3 e-mails	1 e-mail
Official Exhibition Guide	Logo on the first cover	▶	▶	▶
	Logo on "Partners & Sponsors" page	▶	▶	▶
	Logo in the alphabetical exhibitor list	▶		
	Logo on the exhibition plan	▶	▶	▶
	Highlighting in the exhibitor list	▶	▶	▶
	Highlighting the stand on the exhibition plan	▶	▶	
Advertising materials distribution	In media zone	▶	▶	▶
	On information desks throughout venue	▶	▶	▶
	In registration area in the foyer of Pavilion 1	▶		
	Corporate literature seat drop at Conference	▶		
	Promoter badges	2 badges	1 badge	
Outdoor advertising	Advertising structure on concrete blocks 2x3m	▶	▶	
Indoor advertising	10 posters throughout venue, A0 format	▶	▶	▶
	On the glass surface of second floor café area	▶		
exclusively	Panel discussion participation within Business Programme	▶		
		55,000 €	45,000 €	35,000 €
VAT excluded				



Partner Country

3 packages available

Exclusively for one company

see next page



In 2019, about MITT, 1,373 publications were issued in 560 regional, 276 federal and 68 international media

Partner Country status offers broad promotional opportunities that help to meet the challenges your business is facing.

Sponsorship package include:

Exclusively:

- Assigned MITT 2020 Partner Country status
- A 1366x144 banner on the home page of the website mitt.ru (the banner is provided by the Partner)
- Inside front cover full page advert in the official Exhibition Guide (15,000 copies, the layout is provided by the Partner)

Promotional & PR materials:

- Logo displaying in all promotional materials of the exhibition (the booklet, sales brochures, advertising constructions, etc.)
- The Partner mention in all official PR materials (press releases, post releases & media publications).

E-mailing:

- Logo & text about the Partner incorporated in 3 newsletters sent to the visitors (more than 250,000 subscribers)

Exhibition website mitt.ru:

- Logo on the home page in "Partners & Sponsors" section and 4 text news about the Partner (text and logo are provided by the Partner)

Official Exhibition Guide (15,000 copies):

- Logo on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Partner's stand)
- Highlighting in the exhibitor list and the stand on the hall plan

Visitor registration:

- Logo with the status on visitor e-tickets (more than 38,000 e-tickets annually), on the printed registration form (more than 1,000 copies), on visitor printed badges (more than 22,000 copies) and on VIP-visitor badges (for MITT 2020 VIP guests)

Navigation:

- Partner's logo with status on navigation constructions (4 steles, information desks, on the exhibition advertisement on lightboxes in the foyer of the Pavilion 1)
- Partner's logo with status on cubes with official exhibition guide (located in the foyer of the Pavilion 1)

Advertising materials distribution:

- Distribution of advertising materials in media zone, on information stands located in the pavilion foyer and distribution of advertising materials in the registration area
- 2 promoter badges that allow distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

Outdoor advertising:

- Video on LED screen on the façade of the Pavilion 1, 24x9m. (10, 20 or 30 seconds in rotation, during all exhibition days, the video is provided by the Partner)
- An advertising structure on concrete blocks outside the Pavilion 1 (format 2x3m, layout is provided by the Partner)

Advertising inside the Pavilion 1:

- Suspension on a ceiling in the foyer of the Pavilion 1 (18x6m)
- 5 advertising posters on the exhibition territory (format A0, the layout is provided by the Partner)
- Partner's advertisement on the light box in the visitor registration area in the foyer of the Pavilion 1 (advertising format 1.15x1.95m, layout is provided by the Partner)

a Hyve event

	Partner Country	Package 1	Package 2	Package 3
exclusively	Assigned MITT 2020 Partner Country status	▶	▶	▶
exclusively	A 1366x144 banner on the home page of mitt.ru	▶	▶	
web site	100-word profile in "Partners & Sponsors" section	▶	▶	▶
	Logo on the home page in "Partners & Sponsors" section	▶	▶	▶
exclusively	Inside front cover full page advert in the official Exhibition Guide	▶	▶	▶
promotional, PR materials, signage	Logo on all exhibition printed materials (brochures, leaflets, etc.)	▶	▶	▶
	Logo on event signage throughout venue where applicable	▶	▶	▶
	Mention in press & post releases, media articles	▶	▶	▶
e-mailing	Logo in visitor e-mailing	all e-mails	5 e-mails	2 e-mails
	Text block in visitor e-mailing	5 e-mails	3 e-mails	1 e-mail
Official Exhibition Guide	Logo on the first cover	▶	▶	▶
	Logo on "Partners & Sponsors" page	▶	▶	▶
	Logo in the alphabetical exhibitor list	▶		
	Logo on the exhibition plan	▶	▶	
	Highlighting in the exhibitor list	▶	▶	▶
	Highlighting the stand on the exhibition plan	▶	▶	
Advertising materials distribution	In media zone	▶	▶	▶
	On information desks throughout venue	▶	▶	
	In registration area in the foyer of Pavilion 1	▶		
	Corporate literature seat drop at Conference	▶	▶	▶
	Promoter badges	2 badges	1 badge	
Outdoor advertising	Advertising structure on concrete blocks 2x3m	▶	▶	
Indoor advertising	5 posters throughout venue, A0 format	▶	▶	▶
	Light box side in registration area	▶	▶	
	Advertising two-sided banner on ceiling girders in the foyer of the Pavilion 1	▶		
Visitor registration	Logo with status on the cubes with the exhibition guide (foyer of the Pavilion 1)	▶	▶	
	Logo on all visitor e-tickets	▶	▶	▶
	Logo on all printed registration forms	▶	▶	▶
	Logo on visitor printed badges	▶	▶	▶
	Logo on VIP-visitor printed badges	▶	▶	
Outdoor advertising	Video on LED screen on the façade of the Pavilion 1	▶		
	Advertising structure on concrete blocks 2x3m	▶	▶	▶
MITT Opening Ceremony	Welcome speech of the Country Partner representative (3 min)	▶	▶	▶
MITT Exclusive Press Centre	Press Centre Sponsorship package	▶		
		100,000 €	75,000 €	55,000 €
VAT excluded				



Visitor registration Sponsor

20,000 €

Exclusively for one company

VAT excluded



To visit MITT free of charge the visitor has to register at www.mitt.ru and receive a personalized e-ticket. In 2019 **99%** of the visitors chose online registration (over 38,000 professionals).

Your advertisement will be placed on all e-tickets, as well as on the visitor registration page on the official exhibition website (over 205,000 unique visitors during the exhibition period).

Visitor registration Sponsorship allows you to influence your target audience from the date the registration process begins on the official exhibition website (no later than 5 months before the exhibition), and on exhibition days.

Sponsorship package includes:

Exclusively:

- Assigned MITT 2020 Visitor registration Sponsor status
- Opportunity to provide branded clothing for registrars with Sponsor's symbols

Promotional & PR materials:

- The Sponsor mention in all official PR materials (press releases, post releases & media publications)¹

E-mailing:

- The company logo & a text about the Sponsor incorporated in 3 newsletters sent to the visitors (more than 250,000 subscribers)

Exhibition website mitt.ru:

- The logo of the company on the home page in "Partners & Sponsors" section and 3 text news about the Sponsor (text and logo are provided by the Sponsor)

Navigation:

- Logo placement with the status on the navigation steles and cubes with the exhibition guide in the visitor registration area (located in the foyer of the Pavilion 1)

Visitor registration:

- Logo placement with the status on visitor e-tickets (more than 38,000 e-tickets annually), on the printed registration form (more than 1,000 copies), on visitor printed badges

Official Exhibition Guide (15,000 copies):

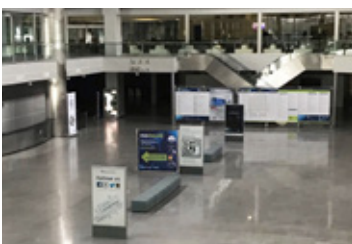
- Logo placement on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Partner's stand).
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Advertising materials distribution:

- Distribution of advertising materials in media zone, on information stands located in the pavilion foyer and distribution of advertising materials in the registration area
- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)

Advertising inside the Pavilion 1:

- Sponsor's advertisement on the lightbox in the visitor registration area in the foyer of the Pavilion 1 (advertising format 1.15x1.95 m, layout is provided by the Sponsor)





Exhibition guide Sponsor

10,000 €

Exclusively for one company

VAT excluded



MITT Official Guide is distributed among the visitors and exhibitors. The guide includes business events schedule, detailed floorplan and a full list of exhibitors.

MITT Official Guide Sponsorship is a perfect opportunity to differentiate your company from your competitors and attract more visitors to your stand.

The number of copies produced is 15,000, colored, A4 format.

Sponsorship package includes:

Exclusively:

- Assigned status of MITT 2020 Official Guide Sponsor
- Displaying the Sponsor's logo in the headers of each guide page
- Logo displaying on the "Exhibition Partners" page, in the alphabetical list of the exhibitors and on the exhibition plan (near the Partner's stand) & one advertising page on the back cover of the guide
- Distributing promotional materials inside the cubes in the pavilion foyer together with the official exhibition guide (materials are provided by the Sponsor)

Promotional & PR materials:

- The Sponsor mention in all official PR materials (press releases, post releases & media publications). In 2019, about MITT, 1,373 publications were issued in 560 regional, 276 federal and 68 international media

Exhibition website mitt.ru:

- The logo of the company on the home page in "Partners & Sponsors" section and 3 text news about the Sponsor (text and logo are provided by the Sponsor)

Official Exhibition Guide (15,000 copies):

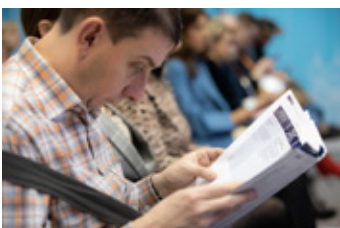
- Logo placement on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Sponsor's stand).
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Navigation:

- Logo displaying with the status on the navigation constructions with the hall plan, as well as on the cubes with the exhibition guide (located in the foyer of the Pavilion 1)

Advertising materials distribution:

- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)





Navigation Sponsor

30,000 €

Exclusively for one company

VAT excluded



On the Crocus Expo territory there are a lot of information boards, steles and signs, that allow MITT visitors to find the right information and navigate the exhibition.

Sponsoring navigation gives you the opportunity for a short period of time attract more visitors to the stand of your country, region or company and raise brand awareness, covering the entire audience of MITT visitors.

Sponsorship package includes:

Exclusively:

- Assigned status of MITT 2020 Navigation Sponsor

Promotional & PR material:

- The Sponsor mention in all official PR materials (press releases, post releases & media publications)

Exhibition website mitt.ru:

- The logo of the company on the home page in "Partners & Sponsors" section
- 3 text news about the Sponsor (text and logo are provided by the Sponsor)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical list of the exhibitors and on the exhibition plan (near the Sponsor's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Navigation:

- Logo placement with the status on the navigation construction with the exposure plan (located in the foyer of the Pavilion 1)
- Logo placement with the status on all navigation steles and glasses (2 surfaces) of the second floor balcony in the foyer of the Pavilion 1 (advertising format on glass surfaces - 10.5x0.9 m)
- Logo placement with the status on the cubes with the official exhibition guide (located in the foyer of the Pavilion 1)
- Logo placement with the status on all outdoor navigation structures (the number of carriers is determined by Organiser no later than 3 weeks before the event)

Advertising materials distribution:

- Distribution of Sponsor's advertising materials in cubes with the exhibition guide (located in the foyer of the Pavilion 1)





MITT bags Sponsor

9,000 €

Exclusively for one company

VAT excluded



Sponsorship of bags for visitors allows to increase brand awareness, stand out among others exhibitors and send to the stand of your country, region or company thousands of MITT visitors.

Advertisements on visitor bags work for a long time, promoting your brand not only in the territory of the exhibition centre, but also beyond. Bags are available to all visitors in the registration area, 20,000 pieces are produced.

Sponsorship package includes:

Exclusively:

- Placement of Sponsor's colored advertisement on one side of the bag
- Advertising or informational Sponsor's leaflet inside each visitor bag (the materials are provided by the Sponsor)

Exhibition website mitt.ru:

- Logo placement on the home page in "Partners & Sponsors" section
- 3 text news about the Sponsor (text and logo are provided by the Sponsor)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Sponsor's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Advertising materials distribution:

- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)





Special Sponsorship options

10,000 €

VAT excluded



Special status is a unique opportunity for exhibitors and companies from related industries to advertise their products and services to the largest audience of industry professionals.

The following statuses are available:

- ▶ MITT Official Airline
- ▶ MITT Official Insurance Company
- ▶ MITT Official Mobile Operator
- ▶ MITT Official Bank
- ▶ MITT Official Tour Operator

If necessary, we can offer you other special Sponsorship statuses to meet your marketing needs.

Sponsorship package includes:

Exclusively:

- Assigned official Partner status

Promotional & PR materials:

- The Partner mention in all official PR materials (press releases, post releases & media publications). In 2019, about MITT, 1,373 publications were issued in 560 regional, 276 federal and 68 international media

E-mailing:

- The company logo & a text about the Partner incorporated in 3 newsletters sent to the visitors (more than 250,000 subscribers)

Exhibition website mitt.ru:

- Logo displaying on the home page in "Partners & Sponsors" section and 3 text news about the Partner (text and logo are provided by the Partner)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Partner's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Navigation:

- Logo placement with the status on the navigation structure with the exhibition plan (located in the foyer of the Pavilion 1)
- 10 advertising posters on the exhibition territory (format A0, the layout is provided by the Partner)





Badge lanyards Sponsor

30,000 €

Exclusively for one company

VAT excluded



Placing your company logo on visitors' lanyards is the best way to increase brand awareness. Each MITT visitor gets his personalized badge and wears it during the whole exhibition. Lanyards and plastic pouches are to be provided by the Organiser. No less than 20,000 items produced (with the Sponsors's logo and MITT logo printed).

Sponsorship package includes:

Exclusively:

- Assigned MITT 2020 Badge lanyards Sponsor status

Promotional & PR materials:

- The Sponsor mention in all official PR materials (press releases, post releases & media publications)¹

E-mailing:

- The company logo & a text about the Sponsor incorporated in 2 newsletters sent to the exhibition visitors (more than 250,000 subscribers)

Exhibition website mitt.ru:

- The logo of the company on the home page in "Partners & Sponsors" section and 3 text news about the Sponsor (text and logo are provided by the Sponsor)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Sponsor's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Navigation:

- Logo placement with the status on the navigation structure with the exhibition plan (located in the foyer of the Pavilion 1)
- 5 advertising posters on the exhibition territory (format A0, the layout is provided by the Sponsor)

Advertising materials distribution:

- Inserting advertising leaflets into the exhibitors folders
- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)



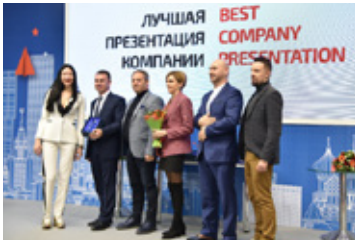


Exhibitors Award Ceremony Partner

6,000 €

Exclusively for one company

VAT excluded



The Exhibitors Award Ceremony is a special event where exhibitors are awarded with prizes and certificates.

This ceremony receives wide media exposure either in the press and on websites of MITT partners, and is a good tool for maintaining the stature and reputation of your country, company or region.

Sponsorship package includes:

Exclusively:

- Assigned Exhibitors Award Ceremony Partner status at MITT 2020
- Welcome speech of the Partner's representative at the Award Ceremony (3 min.)
- The company logo displayed on the screen during all the Ceremony time
- The option of handing over a bag with souvenirs and information booklets to the winners (the materials are provided by the Partner)

Promotional & PR materials:

- The Partner mention in all official PR materials (press releases, post releases & media publications)¹

E-mailing:

- The logo of the company on the home page in "Partners & Sponsors" section and 3 text news about the Partner (text and logo are provided by the Partner)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Partner's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Advertising materials distribution:

- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)





MITT Opening Ceremony Partner

25,000 €

Exclusively for one company

VAT excluded



MITT Official opening ceremony is a large-scale event that is widely reported in press and is a great tool for maintaining image and status of your region, country or company.

Before the opening ceremony a VIP buffet for ministers of tourism, industry leaders and professional journalists is held. The event is attended by over 300 VIP guests.

After the Opening ceremony, guests are offered a coffee break, and then the Analytical session begins.

Sponsorship package includes:

Exclusively:

- Assigned status of MITT 2020 Opening Ceremony Partner
- Opportunity to provide branded pos-materials and table tents on VIP-cocktail tables (plates, dishes, souvenirs, etc.)
- Welcome speech of the Partner's representative at the Opening Ceremony (3 min.)
- The option of handing over a bag with souvenirs and information booklets to VIP guests of the Opening Ceremony (the materials are provided by the Partner)

Promotional & PR materials:

- The company logo displayed in all promotional materials of the exhibition (the booklet, sales brochures, advertising constructions, etc.)
- The Partner mention in all official PR materials (press releases, post releases & media publications). In 2019, about MITT, 1,373 publications were issued in 560 regional, 276 federal and 68 international media

E-mailing:

- The logo of the company on the home page in "Partners & Sponsors" section and 3 text news about the Partner (text and logo are provided by the Partner)

Official Exhibition Guide (15,000 copies):

- Logo displaying on the first cover of the guide, on the "Exhibition Partners" page, in the alphabetical exhibitor list and on the exhibition plan (near the Partner's stand)
- Highlighting of the company name in the alphabetical exhibitor list and the stand on the hall plan

Advertising materials distribution:

- 1 promoter badge that allows distribution of advertising materials inside the exhibition halls (Halls 1, 2, 3, 4 of the Pavilion 1)





Contents of the Sponsorship packages can be modified according to marketing goals, objectives, and the individual requirements of your company. We are also open to discussing specific Sponsorship options in the frame of MITT Business Programme.

If you are planning your advertising campaign and are interested in the above Sponsorship Packages or some individual advertising options, please do not hesitate to contact us.

Senior Event & Sales Manager
Mr. Aaron Dombey
Tel: +44 (0) 20 3545 9639
Aaron.dombey@hyve.group



Senior Event & Sales Manager
Mrs. Zeljka Tomljenovic
Tel: +44 (0) 20 7596 5043
Zeljka.Tomljenovic@hyve.group



MITT Exhibition Director
Mr. Artem Chernyshov
Tel: + 7 (499) 750 0828, ext. 4019
Artyom.Chernyshov@hyve.group

