



SOUTH KAZAKHSTAN INTERNATIONAL BUILDING & INTERIORS EXHIBITION

PARTNERSHIP

13-15 MARCH 2019

KORME EXHIBITION CENTER, SHYMKENT, KAZAKHSTAN

ORGANISED BY:



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ABOUT SHYMKENTBUILD

ShymkentBuild is the main and the only professional exhibition of South Kazakhstan oblast in the field of construction and finishing materials, window technology, ceramics, stone and HVAC sector. This event attracts leading companies of building complex. We offer to maximize the commercial potential of ShymkentBuild exhibition for your company and create a memorable image of a "strong brand" in the face of the main participants of the construction market of SKO, as well as Kazakhstan and neighboring countries.

1. Partnership of ShymkentBuild exhibition allows you to:

- ❖ Strengthen the position of your company in the market of building materials and services
- ❖ Increase sales by direct buyers of building materials
- ❖ Provide a significant advantage in a competitive environment
- ❖ Generate the image of "a successful brand" of your company
- ❖ Make your brand recognizable to more than 7,000 professionals.

Partner participation will be effective for exhibitors, as well as for all companies whose target audience are developers, constructors, designers and architects, as well as engineers, supervisors and supply managers. The following pages will provide you with complete information about partnership opportunities. We are ready to discuss with you the individual partnership projects in frames of ShymkentBuild exhibition which will fit your budget, needs and goals.

2. Discuss the selected type of partnership of ShymkentBuild 2019 You can with organiser:

Tel.: +7 (727) 258-34-34

build@iteca.kz

GENERAL PARTNER

General partner may be only one company.

General Partnership of ShymkentBuild 2019 exhibition is a prestige partnership of the largest exhibition for construction and interiors in South Kazakhstan oblast and the unlimited possibilities of mass advertising campaign.

1. Status of partner.

Company is given a status of General Partner of ShymkentBuild 2019.

2. Advertising campaign

Exhibition precedes a massive advertising campaign: the publication of promotional materials in more than 15 industry-specific publications, national press, internet resources. General Partner is offered to have:

- ❖ Partner logo on all promotional exhibition modules in press
- ❖ Partner logo on billboards of the exhibition
- ❖ Partner logo on the home page of the official website of the exhibition
- ❖ Partner web banner on all internal pages of the official website of the exhibition
- ❖ Partner logo on the brochure and other printed materials for the exhibition

3. Official exhibition catalog

All exhibitors and visitors will get the catalog with the list of participants of the exhibition with the logo of your company as General Partner.

- ❖ Partner logo on the cover of the exhibition catalog
- ❖ Advertising module of Partner (1 page) on the 4th cover of the exhibition catalog
- ❖ Welcome address by the Partner in the official catalog
- ❖ Logo on the thank you page of the partners in the official catalog
- ❖ Logo pointer to the stand of the Sponsor (if the Sponsor has a booth)

4. Invitation tickets

Tickets to ShymkentBuild 2019 exhibition will be sent to ShymkentBuild own base of visitors and also to extensive base of exhibitions organized by ITECA, covering all industries.

- ❖ Partner logo with the status on invitations

The total circulation of invitations is 5000.

5. Visitors registration area

During the exhibition there is a front desk at the entrance to the exhibition hall that is a strategically important point in terms of coverage of the target audience. Register for a trade visitor is required.

- ❖ Partner logo as well as advertising materials provided by Partner with company logo (stickers, posters) on the reception
- ❖ Partner logo on all visitors badges
- ❖ Partner logo on the registration form the visitors

- ❖ Exclusive Placement of Partner advertisement (full band) on one side of the official exhibition packages (packages are made by the organizers)
- ❖ Distribution of Partner promotional materials (leaflets, brochures, souvenirs, etc.) from the visitors registration desk

6. Business and Press center, Seminar room

ShymkentBuild exhibition will run Business and Press center as well as the Seminar room.

In the seminar room of the exhibition held official events and business meetings. Exhibition Business and Press centre is equipped with all necessary means of communication and the media used to work online.

- ❖ Placing posters with the layout of the Partner in the seminar room, business and press center
- ❖ Partner can arrange seminar room, business and press center with its advertising symbols
- ❖ Partner information materials will be placed in the seminar room, business and press center

7. Additional features

- ❖ Partner logo on banners behind the scenes at the official opening of the exhibition
- ❖ Partner logo on the banner behind the scenes at an evening reception (gala dinner) on the occasion of the opening of the exhibition
- ❖ News and announcements of Partner in press releases and articles about the exhibition in print and online resources
- ❖ 10 invitations to the gala dinner
- ❖ Providing Partner with the opportunity to welcome exhibitors and guests at gala dinner on the occasion of the opening of the exhibition

* The organizers are ready to consider other opportunities and offers of Partner for advertising on ShymkentBuild 2019 exhibition in frames of general partnership activities.

PARTNER OF INVITATIONS

Distribution of invitation tickets is one of the main tools of the advertising campaign. Tickets to ShymkentBuild 2019 exhibition will be sent to a vast database of exhibitions organized by ITECA, covering all industry sectors: private visitors base of ShymkentBuild, WorldBuild Almaty, AstanaBuild, MiningWorld Central Asia, KIOGE and other exhibitions as well as databases of subscribers of specialized building and industry publications.

The total circulation of invitations 5000.

- ❖ Partner logo with the status on invitations to the exhibition
- ❖ Advertising module of Partner (1 page) in the official catalog
- ❖ Partner logo with the status on the thank you page of the partners in the official catalog

PARTNER OF EXHIBITION CATALOG

ShymkentBuild exhibition catalogue contains a list of all exhibitors with description of their business activities is a unique reference book that experts use throughout the year. Circulation is 1,000 copies. The exhibition catalog will be distributed to each exhibitor. Visitors will be able to get it at the registration desks. The electronic version of the catalog is available on the exhibition website throughout the year until the next show.

- ❖ Partner logo with the status on the thank you page of the partners in the official catalog
- ❖ Partner logo in the footer of all pages of the catalog (can also be hosted site or other Partner contact information by agreement)
- ❖ The status of "Partner of the exhibition catalog"
- ❖ Partner logo with the status on the cover of the exhibition catalog
- ❖ Advertising module of Partner (1 page) on the inside cover of the exhibition catalog or on the spread (2 pages) on the inner pages of the catalog
- ❖ Colored tabs with Partner advert in the exhibition catalog
- ❖ Partner logo with the status on the website of exhibition in the "List of exhibitors" section containing the electronic version of the catalog
- ❖ Partner banner indicating the status on the website of the exhibition

PARTNER OF VISITORS REGISTRATION

During the exhibition at the entrance to the KSU "Exhibition Center" work registration desks which are strategically important objects of the exhibition in terms of coverage of the target audience. ShymkentBuild is business event for professionals, so registration of visitors is required. When registering visitors receive name badges and information packets which include promotional material provided by Partner of visitors registration. All materials handed out at ShymkentBuild 2019 exhibition to exhibitors and visitors will be in the official packages of exhibition.

- ❖ The status of "Partner of visitors registration"
- ❖ Partner logo with the status on electronic and paper tickets of exhibition
- ❖ Partner logo with the status on the official website in the "Visitors" and "Get a complimentary ticket" sections
- ❖ Partner logo as well as advertising media of partner with company logo (stickers, posters, banners, etc.) on the registration desks
- ❖ Distribution of promotional materials of Partner (flyers, brochures, souvenirs, etc.) from the visitors registration desks
- ❖ Outfit registration staff clothing provided by Partner (T-shirts, caps, jackets, etc.) with its company logo
- ❖ Partner logo with the status on the thank you page of the partners in the official catalog
- ❖ Partner logo on visitors badges