

SPIEF

2021



2021

**SPIEF'21**

ST. PETERSBURG  
INTERNATIONAL  
ECONOMIC  
FORUM

**2-5 JUNE**

**PARTICIPATION  
OPTIONS AND  
FORMATS**

 **ROSCONGRESS**  
Building Trust



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## THE ROSCONGRESS FOUNDATION

THE ROSCONGRESS FOUNDATION IS A SOCIALLY ORIENTED NON-FINANCIAL DEVELOPMENT INSTITUTION AND A MAJOR ORGANIZER OF INTERNATIONAL CONVENTIONS; EXHIBITIONS; AND BUSINESS, PUBLIC, SPORTING, AND CULTURAL EVENTS. IT WAS ESTABLISHED IN PURSUANCE OF A DECISION BY THE PRESIDENT OF THE RUSSIAN FEDERATION.



**208**  
countries  
and territories

Every year:



**>100**  
events held  
from Montevideo  
to Vladivostok



**>1,700**  
agreements  
signed  
worth RUB **9** trillion



**>15,000**  
representatives of  
Russian and  
international  
media outlets



## ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2021



THE ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM is a leading international event focusing on key issues on the global economic agenda. It provides an open platform for participants to exchange best practices and expertise in the interests of sustainable development.

The mission of the Forum is to serve as a practical tool for developing business ties through mutually beneficial dialogue between Russia and the international community.

SPIEF has been held since 1997. Since 2006, it has taken place under the auspices of the President of the Russian Federation, who has also attended each event.

The event incorporates includes a rich and substantial business programme, and invariably attracts a high number of participants and high-profile guests from Russia and across the globe. As a result, SPIEF has cemented its status as a truly global economic forum.

SPIEF 2019 welcomed government and political figures from 110 countries, as well as representatives of the business community, government bodies, leading global media outlets, non-profit organizations, and the expert community.



**19,000**

Forum  
participants



**145**

countries



**745**

agreements  
signed worth  
a total of

RUB **3.271** trillion



**4,816**

media  
representatives

(2019 figures)



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## PARTICIPATION OPTIONS AT SPIEF



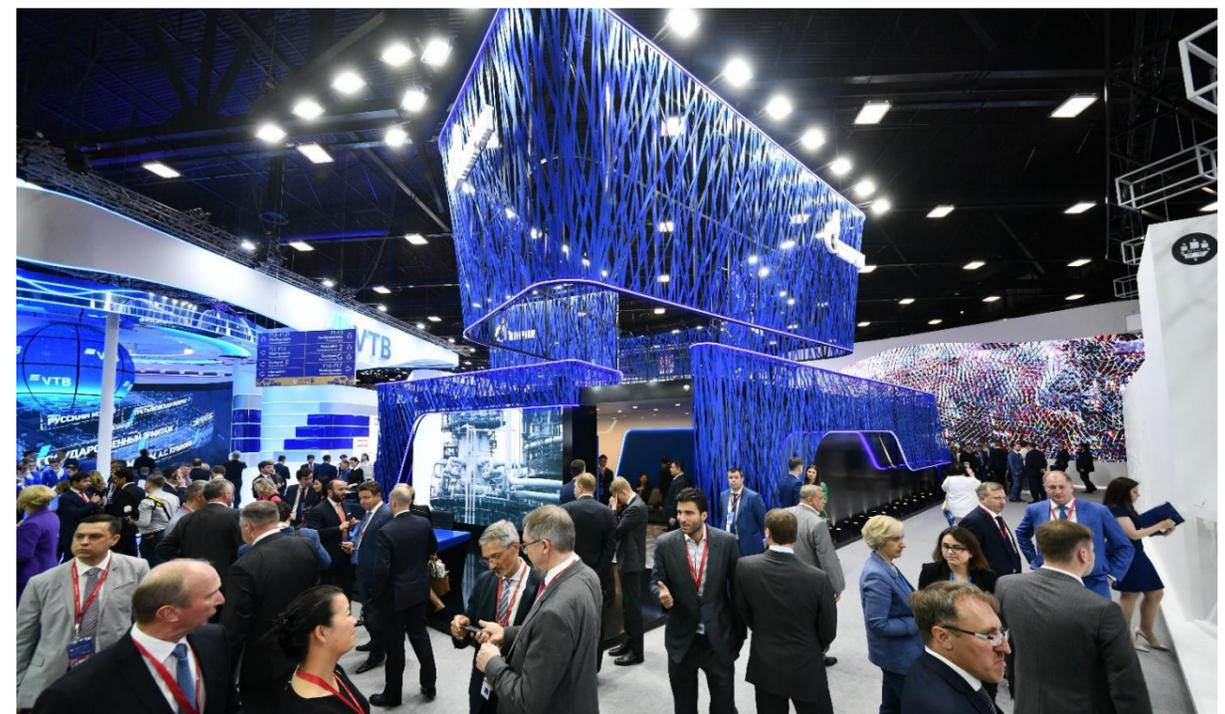
PARTICIPANT



EXHIBITOR



PARTNER





## PARTICIPANT

**PARTICIPANTS** are able to leverage a range of business communication opportunities at the Forum, including through meetings with colleagues, partners, experts, business leaders, representatives of government bodies, global media outlets, and leaders in science and culture.

The Forum venue will offer a range of special services for participants, including a business networking platform, networking areas, an exhibition space, thematic lounge areas, and meeting rooms.

### TWO PARTICIPATION PACKAGES ARE AVAILABLE:\*

PREMIUM PACKAGE	STANDARD PACKAGE
<ul style="list-style-type: none"> <li>Access to all events on the business programme (excluding invitation-only events)</li> <li>Access to the plenary session</li> <li>Access to all events on the cultural and sporting programmes (excluding invitation-only events)</li> </ul>	<ul style="list-style-type: none"> <li>Access to all events on the business programme (excluding the plenary session and invitation-only events)</li> <li>No access to the plenary session</li> <li>Access to some events on the cultural and sporting programmes</li> </ul>
<b>COST: RUB 960,000</b> including VAT	<b>COST: RUB 840,000</b> including VAT





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## EXHIBITOR

BY BECOMING AN EXHIBITOR, A COMPANY HAS A UNIQUE OPPORTUNITY TO USE THE EXHIBITION SPACE TO PUBLICIZE ITSELF AMONG FORUM PARTICIPANTS.

### BENEFITS OF BECOMING AN EXHIBITOR:

- The ability to set up a company-branded networking area employing interactive features of any complexity, as well as VR technology; the option to create thematic lounge areas and host business breakfasts and tasting events.
- A wide range of opportunities to build constructive dialogue with heads of global corporations, representatives of government bodies, international experts, investors, and leading media outlets.
- The option for a company to showcase its investment projects, B2B solutions, and technologies to Russian and international investors; the ability to gain insights into current global trends in a particular area, identify solutions, consolidate efforts, and share experience with Forum participants.

OPTIONS	COST, INCLUDING 20% VAT
Unequipped exhibition space (pavilion H)	RUB 115,000 per m <sup>2</sup>
Unequipped exhibition space (pavilion G)	RUB 195,000 per m <sup>2</sup>



THE PRESTIGIOUS STATUS OF FORUM PARTNER IS ASSIGNED TO SUCCESSFUL COMPANIES AND RENOWNED MEMBERS OF THE BUSINESS COMMUNITY.

BECOMING A PARTNER PROVIDES EXCELLENT BUSINESS PROMOTION OPPORTUNITIES AT THE FORUM.



Unique business programme participation packages, plus the option to hold a business event, presentation, or press conference.

SPIEF has an audience of more than 19,000 people, including heads of state, members of government, regional leaders from across Russia, and top executives from major corporations.



Partners are able to leverage the Forum's information resources, receive assistance in organizing press events, and take advantage of professional services provided by accredited photographers and camera operators.

Partners also have the ability to invite business partners to the Forum, organize their own business events, make use of meeting rooms, and take part in events held as part of the Forum's cultural and sporting programmes.



A personal manager is assigned by the Roscongress Foundation to support the company's participation in the Forum.





## PRESS EVENTS AND MEDIA SUPPORT



### PRESS EVENTS AND MEDIA SUPPORT AT THE FORUM VENUE

Specially equipped facilities will be available at the Forum to allow a full range of press events to be held (press conferences, briefings, agreement signing ceremonies, interviews, and press access events). A schedule of Forum press events will appear in the Media section of the official website once the business programme of the event has been published. The Roscongress Foundation's professionals are always glad to offer assistance in organizing press events, and providing professional photographers and videographers.

### PROTOCOL AND ADMINISTRATIVE SUPPORT FOR AGREEMENT SIGNING CEREMONIES

Holding an agreement signing ceremony at the Forum offers an excellent opportunity for a company to publicize itself and attract the attention of leading media outlets, potential partners, and investors. A full range of services is included in the support package, from developing a plan to holding the ceremony at the Forum venue and distributing announcements of the event to accredited journalists at the Forum (by prior agreement with the organizing committee).

SERVICE PACKAGE	COST, INCLUDING 20% VAT
Protocol and administrative support services	from RUB 58,500
Organization of press events	from RUB 150,000
Photography services	from RUB 10,000



### SCREENING VIDEO CLIPS ON ROTATION AT THE FORUM

- Video length: up to 30 seconds.
- In Russian and English.
- The video clip must include the logos of the event and the Roscongress Foundation
- The number of slots for video clips is limited

The time and number of screenings will vary depending on the business programme.

A content piece may also be screened with the agreement of the organizing committee.

**Cost: RUB 1 million including 20%VAT**  
cost of preparing video clip excluded

### CONNECTION OF A STAND'S SCREENS TO SHOW LIVE BROADCASTS OF EVENTS ON THE FORUM'S BUSINESS PROGRAMME.

Television screens at your company's stand may be connected to show live broadcasts of events on the forum's business programme.

Connection does not include tech support for your television equipment in the run-up to or during the Forum.

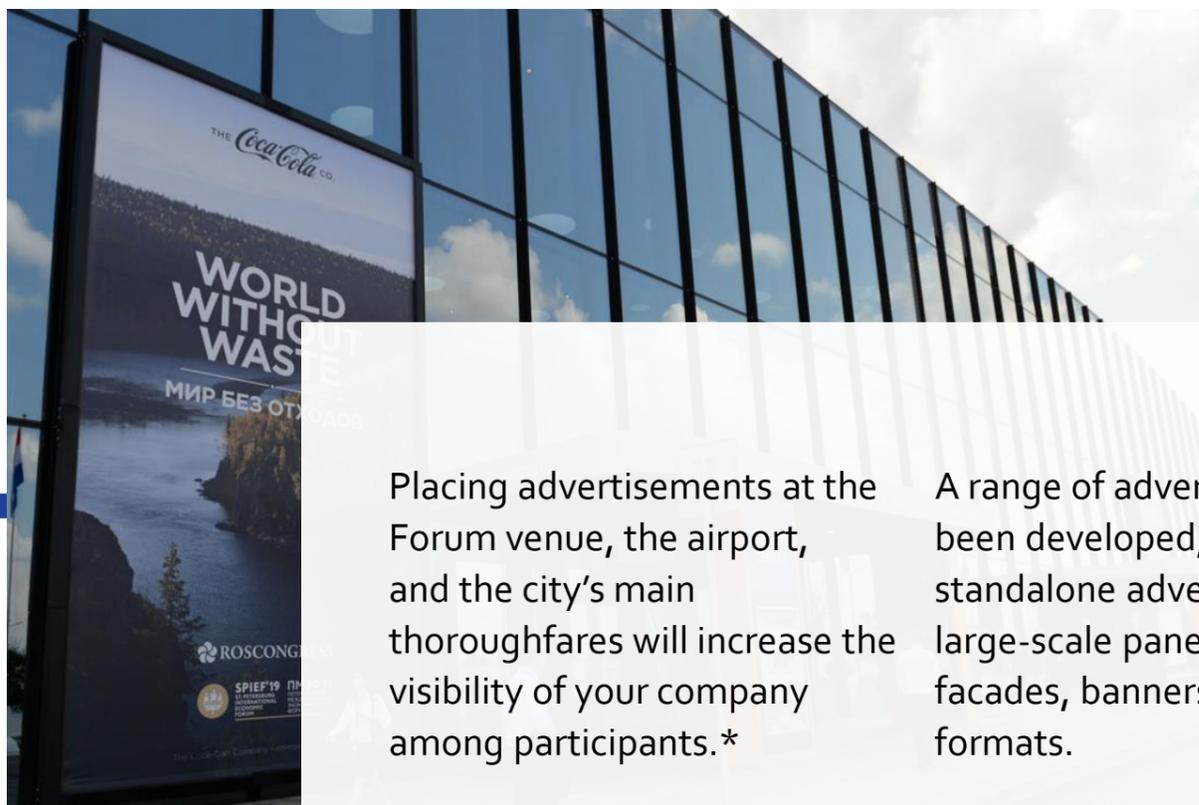
It also does not include tech support for any other equipment installed at the stand or meeting room, apart from equipment installed to provide broadcasts (set-top box, remote control).

**Cost: RUB 143,000 including 20%VAT**  
per connection point



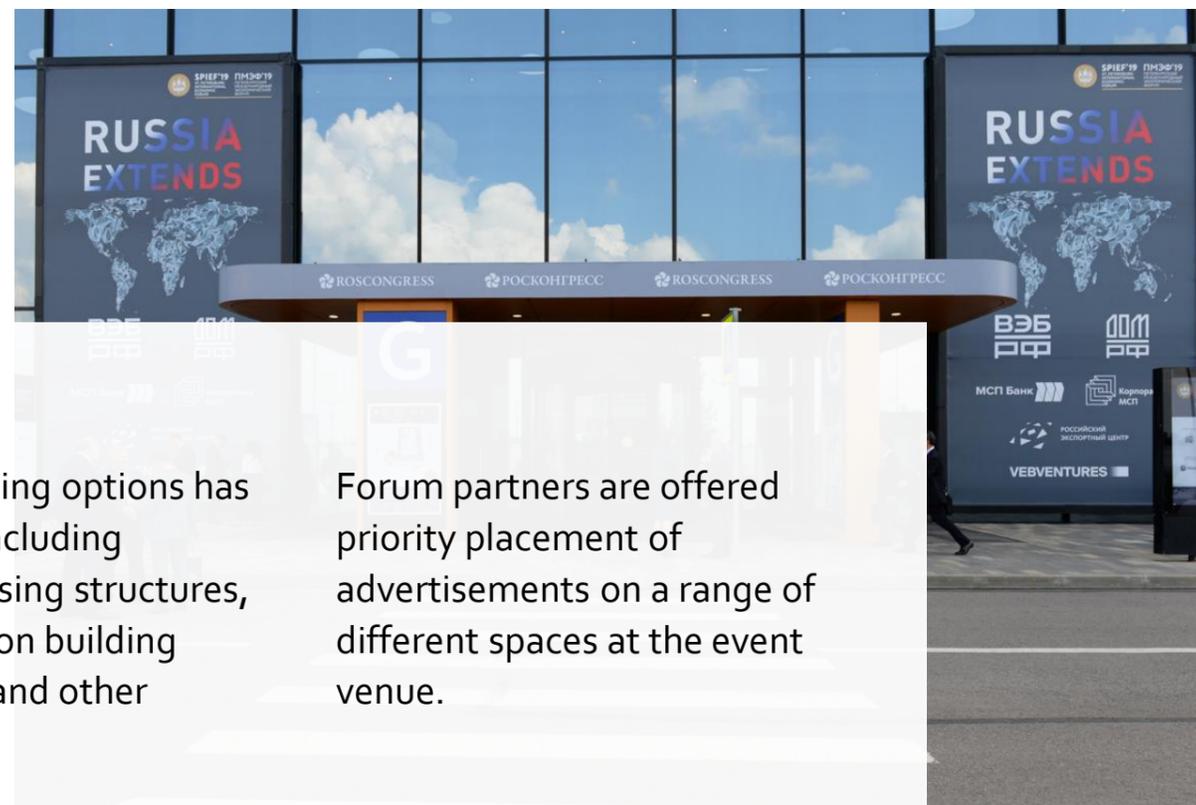


## ADVERTISING OPPORTUNITIES

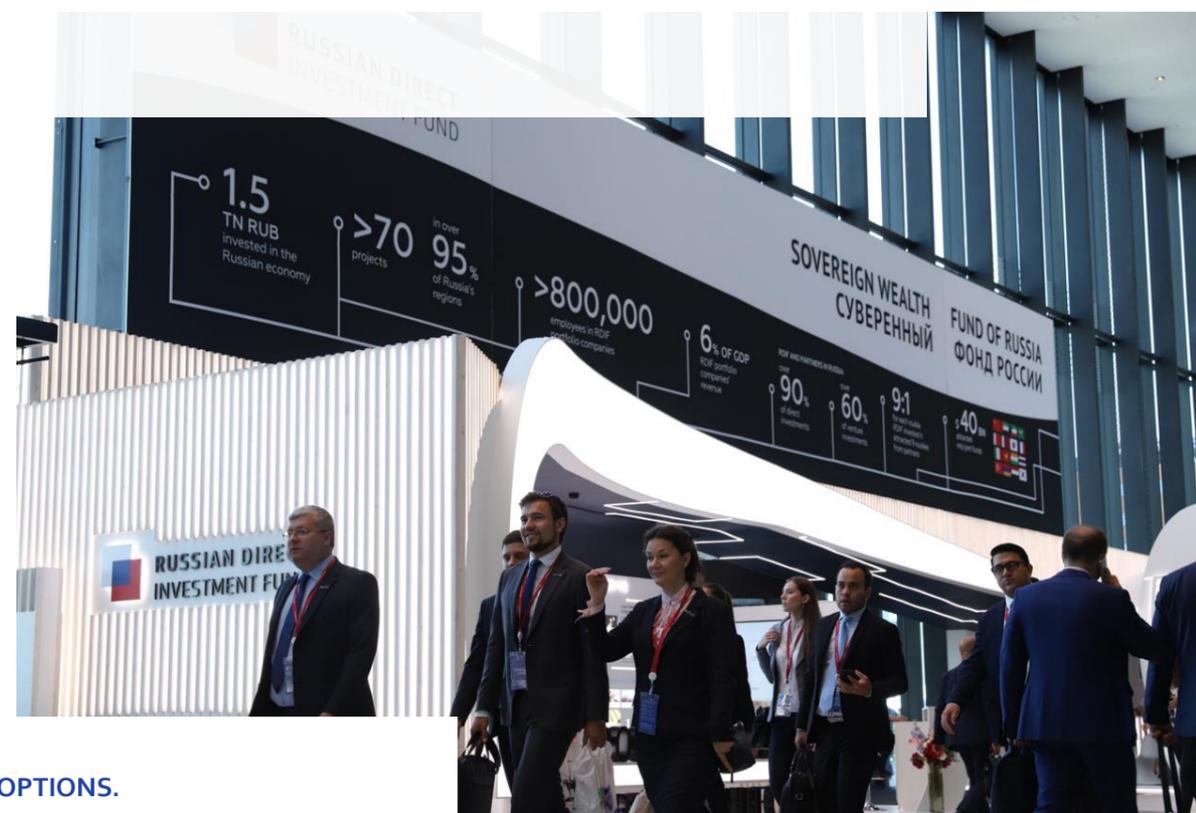


Placing advertisements at the Forum venue, the airport, and the city's main thoroughfares will increase the visibility of your company among participants.\*

A range of advertising options has been developed, including standalone advertising structures, large-scale panels on building facades, banners, and other formats.



Forum partners are offered priority placement of advertisements on a range of different spaces at the event venue.



\* IMAGES SHOW EXAMPLES OF ADVERTISING OPTIONS AT THE FORUM 2021.  
SHOULD YOU BE INTERESTED, WE WILL BE GLAD TO SEND YOU A LIST DETAILING ALL AVAILABLE OPTIONS.



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# OFFICIAL FORUM MAGAZINE



**TOPICS** covered by the official magazine reflect the Forum's business agenda, and typically resonate strongly in both the media, and among the public at large.

**CONTRIBUTORS** to the magazine include leading figures in politics and society, heads of major corporations, and renowned experts and opinion leaders.

**AUDIENCE**  
The publication has a unique target audience, consisting of people whose decisions will affect the political, economic, and cultural futures of Russia and the world. The effectiveness of communicating with these figures is attested by the numerous partners and advertisers at our Forums, including Aeroflot, Philip Morris, Otkritie Bank, Mars Incorporated, Abrau-Durso, Knight Frank, Hyundai Genesis (DPG), Moët Hennessy, Kivach Clinic, and many more.

- DISTRIBUTION**
- At premium participant accreditation stands
  - In the plenary session hall
  - On Aeroflot flights
  - In comfort- and business-class Russian Railways and Sapsan carriages.
  - At information stands at the Forum venue
  - In official Forum cars

- TARGETED MAILOUTS**
- Senior officials in the Russian Presidential Administration and Government
  - Members of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
  - Officials from relevant ministries and government bodies
  - Representatives of leading media outlets

**FORMAT: A4; LENGTH: 160 PAGES; PRINT: FULL COLOUR; LANGUAGE: RUS./ENG.**

NAME OF PUBLICATION	PRINT RUN (Russian/English)
St. Petersburg International Economic Forum 2021	30,000



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# ADVERTISING AND SPECIAL SECTION IN THE FORUM MAGAZINE

## MAGAZINE ADVERTISING OPTIONS

- **MODULAR ADVERTISING** – placement of advertisements.
- **NATIVE ADVERTISING** – advertorials (interview, history, case study, expert column, infographics, fact sheet).
- **SPECIAL SECTION** – a series of materials by representatives of various companies from a particular industry or with a common business agenda.

The special section is selected by the journal's editorial department, and is dedicated to one of the main Forum topics.

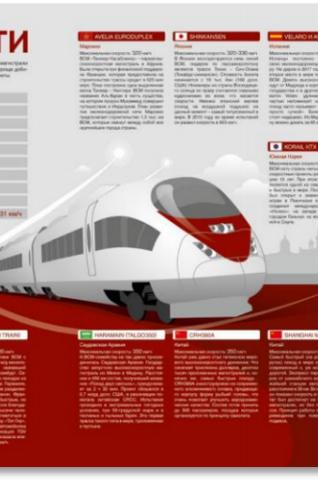
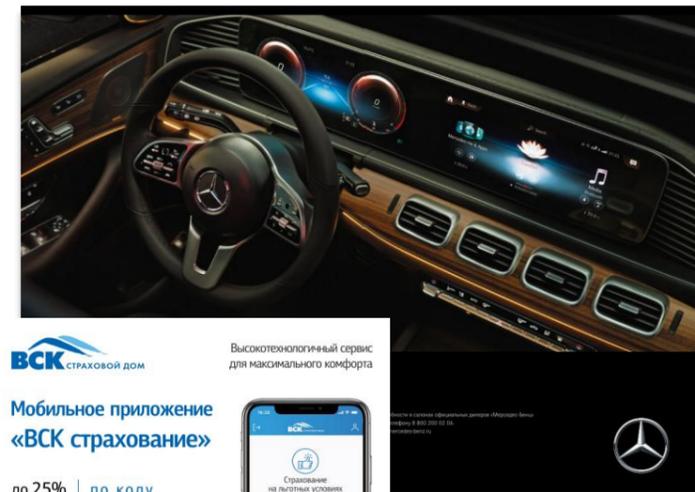
Heads of federal government bodies and renowned international experts in the field are invited to contribute to the section.

Special terms are offered for participation in the special section.

ADVERTISEMENT PLACEMENT	BASE PRICE PER PAGE (RUB, including VAT)
Double-page spread (except first two)	1,440,000
1st double-page spread	2,400,000
2nd double-page spread	2,200,000
4th cover page	2,500,000
3rd cover page	1,800,000
Single-page spread (first half of magazine)	840,000
Single-page spread (second half of magazine)	720,000
Half-page spread	480,000
Single-page spread in special section	480,000

## ADDITIONAL OPTIONS

- Discounts for long-term contracts and placement in several publications
- Discount for placement in special section
- The option of distributing promotional materials as inserts
- Markup for appearing on a specific page or section – 10%
- Markup for including notice of material in contents section – 10%





# WE LOOK FORWARD TO WORKING TOGETHER!

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