

IEC 81st General Meeting

October 9-13, 2017.
Vladivostok, Russia



GENERAL PARTNER PACKAGE

81st General Meeting of the
International Electrotechnical
Commission (IEC)



Supported by the Federal Agency on Technical Regulating and Metrology
(Rosstandart)

THE IEC 81st GENERAL MEETING IN VLADIVOSTOK – THE ELECTROTECHNICAL INDUSTRY EVENT OF THE YEAR

Russia will be hosting the General Meeting of the International Electrotechnical Commission for the first time since 1977. The IEC 81st annual General Meeting in Vladivostok – October, 9th to October, 13th – follows the jubilee Meeting in Frankfurt am Main in 2016.

The customary format for the IEC 81st General Meeting is a series of panel meetings among the world's leading experts in the electrotechnical industry that widely participate in the international efforts on standardization. General Meetings include proceedings of all executive boards and some of the advisory boards of the IEC as well as at least 20 technical committees, and some of the subcommittees (a total of 174).

The participants and experts from the world's leading companies expected to attend:

- TDK Corporation
- Mitsubishi Electric Corporation
- Siemens AG
- PHOENIX CONTACT GmbH & Co. KG
- Whirlpool EMEA SPA
- SCHNEIDER ELECTRIC
- Samsung Electronics
- Haier Group
- Sony Europe Ltd.
- Oracle
- Miele & Cie. KG
- Panasonic
- Fuji Electric Co., Ltd.
- Dyson Ltd., and many others.

1200
Delegates from
83 countries

9-13
October, Vladivostok

THE IEC 81st GENERAL MEETING MAIN TOPICS

Main subjects of expert discussions during the IEC 81st General Meeting:

- International Electrotechnical Vocabulary;
- Distributed energy resources, merged into energy networks;
- Grid integration of renewable energy generation;
- Renewable Energy Generation Performance forecast;
- Electrical equipment and systems for railways
- Electroacoustics and safety requirements;
- Safety devices for explosion-proof equipment.

GENERAL PARTNER PACKAGE

300 000 to 500 000**

EUR*

Only 4 General Partner packages are available for the IEC 81st General Meeting.

** According to the Central Bank of Russia exchange rate as of payment date.*

*** The final price of the General Partner Package depends on availability of certain options and can be negotiable.*

THE AUDIENCE OF THE 81st IEC GENERAL MEETING

Prospective clients and partners in domestic and foreign markets (B2B, B2G, B2M).

Over 1200 delegates from all over the world, including top management of the biggest electrotechnical companies, research institutions, associations, and government will get together to discuss the future of the electrotechnical industry.

The IEC 81st General Meeting is a must-visit event for CEOs of Russian and international companies that work in electronics, electrotechnics, power industry, and renewable energy.

The venue of the event provides opportunities to demonstrate the achievements in electrotechnics and electronics as well as the willingness of Russian companies to make significant contributions to standardization in high precision industries.

GENERAL PARTNER PACKAGE INCLUDES

Media campaign with one of the most influential news agencies of Russia

International media coverage of the General Meeting.

The 12-month long project in English and Russian that will last until the beginning of the next IEC General Meeting in 2018.

Media outlets and additional integration formats (articles, interviews, presentations, etc.) will carry partners' logos.

The IEC 81st General Meeting exhibition

Status of the General Partner of the exhibition.

General Partners' logos and branded materials within the exhibition.

Best products of Russian electrotechnical companies will be shown at the collective exhibition, there will also be an exclusive edition of IEC 81st General Meeting catalogue.

The exhibition will be available online via media project webpages.

Integrations within the IEC general meeting

Vast integration of General Partners into the event includes visual presentation on the materials, presentation during the opening ceremony and attending the Gala dinner with presidents and secretaries of the IEC.

10 000 000

Expected media outreach

12 months

The media campaign will last for 12 months – until the beginning of the next General Meeting in 2018

2 languages

The media campaign to be translated in english and russian languages

THE IEC 81st GENERAL MEETING MEDIA COVERAGE

The media coverage of the IEC 81st General Meeting will be provided by one of the Russia' biggest news agencies on both english and russian languages.

The information camping is going to last for 12 months right until the beginning of the next General Meeting in 2018.

We expect to have more than 10 mill. unique visitors during the camping.

The goal of the media campaign is to provide extended coverage of the 81st General Meeting in Russia as one of the most significant events in the electrotechnical industry and to promote it to its target audience.

Media project options:

- Welcome address by the General Partner;
- Up to 5 interviews;
- Up to 10 articles;
- Subsection with the General Partner's presentation;
- Up to 10 news materials monthly;
- All media project materials will contain the General Partner's logo.

THE IEC 81st GENERAL MEETING EXHIBITION

The IEC 81st General Meeting exhibition will take place from October 9 to October 14 on the 230 sq.m. of the event's central hall. The very best products and services of electrotechnical companies will be displayed there.

The exhibition will also be available online, via the media campaign website, and it is going to be one of the major instruments of promotion.

The limited edition IEC 81st General Meeting catalogue will be released along with the start of the exhibition and will contain the information about all the partners and sponsors.

Additional exhibition options:

- The General Partner's logo on facility;
- General Partner's presentation in the limited edition IEC 81st General Meeting catalogue;
- General Partner's video/banner on the monitors on exhibition facility;
- General Partner's promotion materials available during the exhibition.

INTEGRATIONS WITHIN THE IEC 81st GENERAL MEETING

Additional options:

- Logo and page spread in the limited edition IEC 81st General Meeting catalogue;
- General Partner's speech at the opening and closing ceremonies;
- General Partner's video during the closing ceremony;
- Attending the Gala dinner with presidents and secretaries of the IEC (2 persons);
- Logo at the event's reception desk;
- General Partner's branded stand at the reception desk;
- The option to provide materials for the Attendee Bags;
- The option to provide souvenirs for the Attendee Bags;
- Permission to use the official General Partner status on the company's website and POS materials;
- Partner's logo on the pencils, notebooks, etc.;
- Partner's video/banner at the General Meeting of the IEC venue.

OTHER BENEFITS OF BEING A GENERAL PARTNER

- Get access to the unique expertise and lookout towards the future of the electrotechnical industry
- Expand the network of your professional contacts within the leading experts, top managers, science and government representatives related to the electrotechnical industry
- Improve your image as a national leader and state-of-the-art company that uses its resources and capabilities to promote and develop the industry
- Confirm your status as one of the industry' drivers by providing extensive support in promotion and development of the electrotechnical industry worldwide
- Use vast media coverage provided by the biggest news agency in Russia to promote your company, products and ideas
- Improve your brand recognition and get additional instruments to promote your business in Russia with the support of the local industry experts and government representatives



CONTACTS

MIKHAIL SADCHENKOV

mds@madeinrussia.ru

www.madeinrussia.ru

www.iec2017.org

+7 915 116 34 18

+7 495 640 44 40 add 353



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