

# IEC 81st General Meeting

October 9-13, 2017.  
Vladivostok, Russia



## PREMIUM PARTNER PACKAGE

81<sup>st</sup> General Meeting of the  
International Electrotechnical  
Commission (IEC)



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

# THE IEC 81<sup>st</sup> 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 81<sup>st</sup> annual meeting of the IEC in Vladivostok – October, 9<sup>th</sup> to October, 13<sup>th</sup> – follows the jubilee Meeting in Frankfurt am Main in 2016.

The customary format for IEC 81<sup>ST</sup> General Meeting is a series of panel meetings with the management of the world's top companies, flagships of the industry and high-tech on the global scale 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 (there are 174 of them).

Participants and attendees are, among others, the top management of:

- 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 81<sup>st</sup> GENERAL MEETING MAIN TOPICS

Main subjects of expert discussions during the IEC 81<sup>st</sup> 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.

## PREMIUM PARTNER PACKAGE

125 000\*\*

EUR\*

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Only 10 Premium Partner packages are available for the IEC 81<sup>st</sup> General Meeting.

*\* Should be made at the Central Bank of Russia exchange rate as of payment date.*

*\*\* Total cost of the General Partner Package depends on availability of certain options final cost is subject to agreement with the Partner.*

# THE AUDIENCE OF THE 81<sup>st</sup> 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 81st General Meeting of the IEC is a must-visit event for CEOs of Russian and international companies that work in domains of electronics, electrotechnics, power industry, and renewable energy.

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

# PREMIUM 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 81<sup>st</sup> General Meeting exhibition**

Status of the Premium Partner of the exhibition.

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 81<sup>st</sup> General Meeting catalogue.

The exhibition will be available online via media project webpages.

## **Integrations within the IEC general meeting**

Includes the visual integration on the event's POS materials.

# 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 81<sup>st</sup> GENERAL MEETING MEDIA COVERAGE

The media coverage of the IEC 81<sup>st</sup> 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 81<sup>st</sup> 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:**

- Up to 2 interviews;
- Up to 5 articles;
- Up to 3 news materials monthly;
- Partner's logo placed on the Partners/Sponsors page.

# THE IEC 81<sup>st</sup> GENERAL MEETING EXHIBITION

The IEC 81<sup>st</sup> 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 project website, and it is going to be one of the major instruments of promotion.

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

## **Additional exhibition options:**

- Partner's video/banner on the monitors on exhibition facility;



# INTEGRATIONS WITHIN THE IEC 81<sup>st</sup> GENERAL MEETING

## Additional options:

- 1 page presentation in the limited edition IEC 81<sup>st</sup> General Meeting catalogue;
- Logo at the event reception desk;
- Partner's POS materials at the reception desk;
- The option to use official status of Premium Partner on the company's website and in the company's promotion materials;
- The option to demonstrate Partner's video/banner at the General Meeting of the IEC venue.

# OTHER BENEFITS OF BEING A PREMIUM 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

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