



ChipEXPO - 2010

Marketing Manual

The information for the catalogue, advertising in the catalogue and exhibition guide, application for additional passes (accreditations), application for exhibitor badges, advertising on the web, additional advertising opportunities, exhibitor activities announcement

**October 26-28, 2010, Moscow,
EXPOCENTR FAIRGROUNDS,
Pavilion FORUM**

www.chipexpo.ru

All applications should be sent to the Organizer by
fax +7 (495) 221-5015 and duplicated via e-mail: administrator@chipexpo.ru.
If you have any questions, please contact **Sergienko Andrey**.



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The procedure of applications submission:

1. Please, complete all applications with the status of "Obligatory" and "Optional" (if needed)
2. Duplicate the order in the ORDER CONFIRMATION Form (without completing this form your orders will not be accepted)
3. Submit the completed applications to the Organizer by fax: +7 (495) 221-5015
4. Duplicate the completed applications via E-mail: info@chipexpo.ru
5. Please mind the deadlines for application submitting (deadlines are given in the upper right corner of each application)

If you have any questions, please contact **Sergienko Andrey**
Tel./Fax: +7 (495) 221-5015
E-mail: administrator@chipexpo.ru



August 31, 2010

Deadline for application submission

Return by fax +7 (495) 221-5015

Duplicate by e-mail: administrator@chipexpo.ru

FORM 1

INFORMATION TO THE OFFICIAL CATALOGUE: PRODUCT LISTING

Status of Form: **Obligatory, free of charge**

Company Name: _____
Responsible person: _____
Contact phone: _____
E-mail: _____

Duplicate the order in the **CONFIRMATION ORDER Form**. Without this form your orders will not be accepted for execution (see page 11)

PRODUCT LISTING **ChipEXPO-2010**

- Semiconductors
- Electromechanical components and connector technology
- Software/hardware design technologies
- Displays
- Power suppliers
- PCB's and other bare boards
- Passive components
- Transformers and ferromagnetic components
- SHF components
- Special-purpose laboratory / test equipment
- Design and supporting systems
- Materials, tools, technological furniture
- Information / consulting services



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FORM 2-1

INFORMATION TO THE OFFICIAL CATALOGUE: COMPANY INFORMATION

Status of Form: **Obligatory, free of charge**

Company Name: _____
Responsible person: _____
Contact phone: _____
E-mail: _____

Duplicate the order in the **ORDER CONFIRMATION Form**.

Without this form your orders will not be accepted for execution (see p. 11)

Attention!

1. Please note, that the text shouldn't exceed 300 characters, in other case it will be shortened by the Organizer.
2. The logo is accepted only in curves (*.ai, *.eps formats)

Company name and contact information in Russian	
Postal code	
Postal address	
Web-site	
The information in the official catalogue in Russian, if needed (up to 300 characters)	

Company name and contact information in English	
Postal code	
Postal address	
Web-site	
The information in the official catalogue in English (up to 300 characters)	



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FORM 2-2

ADVERTISING IN THE CATALOGUE AND EXHIBITION GUIDE

Status of Form: **Optional, paid**

Company Name: _____

Responsible person: _____

Contact phone : _____

E-mail : _____

Duplicate the order in the ORDER CONFIRMATION Form.

Without this form your orders will not be accepted for execution (see p. 11)

PLACING FULL-COLOUR ADS IN THE CATALOGUE:	Cost, EUR	Number	Total, EUR
Cover (2,3 page), page A5	850		
Cover (4 page), page A5	1000		
Page A5 in the catalogue (color)	700		
Page A5 S in (color)	450		
Color block 148 * 30 mm below the floor plan, at the bottom of the page	200		
Color block at the bottom of internal pages of the catalogue, 148 * 20 mm	150		
Exhibition guide (logo on map of the exhibition)	300		
TOTAL			



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FORM 3-1

APPLICATION FOR ADDITIONAL PASSES

(To be completed in case you need extra passes)

Attention! Exhibitor passes (accreditations) are provided as follows: 1 pass for each 4 sq. m. of your stand. The pass gives the right to enter the territory of EXPOCENTR Fairgrounds for the entire period of mounting / dismantling and during the exhibition at time when it is open for exhibitors (08:00-20:00). You can order extra passes for an extra charge. Please note that the exhibitor pass is personalized and is valid only for one person.

Status of Form: **Optional, paid**

Company Name: _____

Responsible person : _____

Contact phone : _____

E-mail : _____

Duplicate the order in the **ORDER CONFIRMATION Form**.

Without this form your orders will not be accepted for execution (see p. 11)

The number of additional passes (accreditations)	Cost of additional pass, EUR
	35
TOTAL	



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FORM 3-2

THE APPLICATION FOR EXHIBITOR BADGES

Status of Form: **Obligatory, free of charge**

Company Name: _____

Responsible person: _____

Contact phone: _____

E-mail: _____

Duplicate the order in the ORDER CONFIRMATION Form.

Without this form your orders will not be accepted for execution (see p. 11)

Attention!

1. Exhibitor badge gives the right to work at the booth **during the exhibition.**

Please, note that **the badge does not give the right to enter the territory of EXPOCENTR Fairgrounds.**

For this purpose you need to order an exhibitor pass (please refer to the form 3-1).

2. Please provide information about all your staff working at the stand, including all translators and assistants.

3. Exhibitor badge is provided free of charge

Information for badges

No	Name, Surname	Company
1		
2		
3		
4		
5		
6		
7		

If the number of lines is not enough, please repeat this form.



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FORM 4

Advertising on the official web-site of ChipEXPO-2010

Status of Form: **Optional, includes both free of charge and paid services**

Company Name: _____
Responsible person: _____
Contact phone: _____
E-mail: _____

Duplicate the order in the ORDER CONFIRMATION Form.
Without this form your orders will not be accepted for execution (see p. 11)

Please choose and tick the services you want to order.

Payable services:

Placing banners of the following sizes (for 3 months):

- 167 x 70 - left hand column under the menu at all inner pages - 500 EUR.
- 170 x 120 - right hand column on page with the conference program - 250 EUR.

Free of charge service:

- Company logo in the section "Exhibitor List".

TOTAL		
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FORM 5

Additional Advertising Opportunities

Status of form: **Optional, paid**

Company Name: _____

Responsible person: _____

Contact phone : _____

E-mail: _____

Duplicate the order in the **ORDER CONFIRMATION Form**.

Without this form your orders will not be accepted for execution (see p. 11)

We offer you to order additional advertising services:

- Banner/flag in the exhibition hall - the cost depends on the size of the banner.
- Stickers on the floor of the exhibition hall leading to your stand.
The cost depends on the size and number of stickers.
- The right to distribute promotional materials at the exhibition by one promoter, include Registration zone, Information and Press Centre. – 500 EUR.
Price doesn't include the cost of promoter.
- Distribution of advertising materials in Information Center (information materials will be placed in this area) – 400 EUR.
- Inclusion of information materials into visitor package, 1000 copies. – 600 EUR.

TOTAL		
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FORM 6

EXHIBITOR ACTIVITIES ANNOUNCEMENT

Status of Forms: **Optional, paid (cost on request)**

Company Name : _____

Responsible person : _____

Contact phone : _____

E-mail : _____

Duplicate the order in the **ORDER CONFIRMATION Form**. Without this form your orders will not be accepted for execution (see p. 11)

Type of event (presentation, seminar, briefing, press conferences, advertising / PR action, etc.)	
Name of the action	
Organizer	
Date	
Time	
Place of action to be conduct (seminar room, booth, press center, presentation area, etc.)	
Description of activities (to 500 characters)	

Exhibitor activities announcements will be published on the show web-sites, in the official show materials



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Order Confirmation Form

Status of Form: **Obligatory**

Company Name: _____

Responsible person: _____

Contact phone: _____

E-mail: _____

Please, make sure that the e-mail you gave is correct

Description	Status	Who fills	sent	amount EUR
Form 1. The information for the catalogue: Product listing	Obligatory, free of charge	all exhibitors		
Form 2-1. The information for the catalogue: company information	Obligatory, free of charge	all exhibitors		
Form 2-2. Advertising in the catalogue	Optional, paid	all exhibitors		
Form 3-1. Application for additional passes	Optional, paid	all exhibitors		
Form 3-2. Application for exhibitor badges	Obligatory, free of charge	all exhibitors		
Form 4. Advertising on the web-sites	Optional, includes both free of charge and paid services	all exhibitors		
Form 5. Additional advertising opportunities	Optional, paid	all exhibitors		
Form 6. Exhibitor activities announcement	Optional, free of charge	all exhibitors		
TOTAL				

Signature _____ Date: _____



Annex: Technical requirements for advertising material published in the exhibition catalogue.

Attention: • Participants, please note, that any data provided by exhibitors according to the contract for participation in the exhibition and these can be used by Organizer to fill the exhibition catalogue and other promotional materials (like in print or in electronic form) that are intended for use in connection with the exhibition and will be stored in the database of the Organizer .

Any of these data, containing personal information will be processed in accordance with all relevant laws of Russia. ChipEXPO JSC take all possible precautionary measures to prevent unauthorized access to personal data.

<p><i>The format of advertisement for the catalog:</i></p> <p>1 page A5: cut format - 148 x 210 mm +3 mm on each side, thus, the page size with a tolerance to bleed: 154 mm h216 ½ page A5: 128 x90 mm (horizontal) Safety-zone 10-15 mm ORIGINAL-MAKET MAY BE DONE IN PROGRAMS: • Adobe Illustrator (fonts must be converted to curves used in the model raster images should be presented separately in TIFF format or EPS (CMYK-model, the scale of 1:1, resolution 300 dpi, without compression) • Adobe PageMaker (fonts make, raster images should be presented separately in TIFF format or EPS (CMYK-model, the scale of 1:1, resolution 300 dpi, without compression) • Adobe Photoshop (TIFF): CMYK-model, resolution 300 dpi. It is necessary to ensure that black texts have consisted only of Black: C (0), M (0), Y (0), K (100%), not from 4 colors.</p>
<p><i>General provisions:</i></p> <p>Submissions are accepted at the following carriers: CD-ROM, ZIP - 100 MB. You can send files via e-mail. Permission from the color raster images should not be below 300 dpi image file with the scale of 1:1 model and color CMYK, black and white images in Bitmap format with a resolution of 600 dpi. The names of graphics, built-in publishing should not contain more than 8 characters (numbers and letters). The platform PC.</p>
<p><i>General requirements for publications:</i></p> <p>Those files layout should make them ALL embedded in graphics files and fonts (including standard). Text materials must also attach separately, in files or *. txt *. doc. In publications, performed in the programs Adobe Illustrator, FreeHand, InDesign - texts must be translated into curves (Convert fonts to path curves]). The platform PC.</p>
<p><i>Restricting when working with the programs:</i></p> <p>It can not be used for the program, not intended for professional design and typesetting, as these programs impose restrictions on the further processing of materials and reduce their quality (for example, do not put graphic files in the program Microsoft Word).</p>
<p><i>Sending materials by e-mail:</i></p> <p>To forward to the publication of materials by e-mail programs need to be archived (to reduce the time spent to send mail).</p>