

Official Media Partner of the XXXXIII International Apicultural Congress

There are several categories of the Official Media Partner packages to be chosen by the Media Partner, namely "Print media", "TV channel", "Radio station", "Online newspaper", "News agency".

After choosing the respective category of package Media Partner obtains the official status "the Official Media Partner of the XXXXIII International Apicultural Congress" with the right to use the logo of the Congress and indicate the status in their promotional activities from the date of the Official Media Partnership agreement signing till December 31, 2013.

*(Official Media Partner status in each of these categories is granted to **five companies only**)*

Official Media Partner package includes:

- Placement of printed promotional materials and booklets of the Official Media Partner

- ✓ at the stand of the Congress Organizing Committee;
- ✓ at the informational materials rack in the Delegates Registration Hall;
- ✓ in the information packets handed to each participant, journalist and guest of the Congress.

(Official Media Partner shall provide the necessary quantity of printed promotional materials and booklets).

- Official Media Partner's logo placement

- ✓ in the "Media Partners" section of all the printed materials of the Congress, namely in brochures and booklets;
- ✓ in the "Media Partners" section of the main page of the Congress official website and on the "Media Partners" page with link to online resource of the partner;
- ✓ in all advertising layouts to be published in business and trade press in terms of the advertising campaign, which will be held during the preparation stage of the Congress with a view to attract exhibitors', delegates', participants' and visitors' attention to all the significant events of the Congress preparation period and to the Congress itself;
- ✓ in the outdoor advertising media (posters, banners, billboards and lightboxes) to be used during the Congress promotional campaign, this also includes outdoor advertising media (banners) to be placed at the entrance of the International Exhibition Centre during the Congress;
- ✓ at the Congress information broadcast on the screen of the Organizing Committee stand.

- Publishing Official Media Partner information

- ✓ in press releases of all events to be held in terms of the promotional campaign during the preparation stage of the Congress;
- ✓ in press releases of all events to be held during the Congress and after the Congress;
- ✓ in articles and other publications prepared by the Organizing Committee for Ukrainian and foreign trade and general-interest newspapers and magazines;
- ✓ on the “Media Partners” page of the Congress official website;
- ✓ partner’s video broadcasting on the Congress official website , exclusively;
- ✓ in the Congress information and advertising CD which will be put into a delegate’s bag and in the information packets to be handed to each participant, journalist and guest of the Congress;
- ✓ The logo and the name of the company shall be printed on the Official Media Partners page of the “Guide to Apimondia Congress 2013” (exclusively). “Guide to Apimondia Congress 2013” is to be put in a delegate’s bag and in the information packets handed to each participant, journalist and guest of the Congress;
- ✓ The logo and the name of the company shall be printed on the Official Media Partners page of the “ApiExpo 2013 Guide” (exclusively). “ApiExpo 2013 Guide” is to be put in a delegate’s bag and in the information packets handed to each participant, journalist and guest of the Congress;
- ✓ The logo and the name of the company shall be printed on the Official Media Partners page of “The Apimondia Congress 2013 Book of scientific reports abstracts” (exclusively). “Apimondia Congress 2013 Collection of scientific reports” will be put into a delegate’s bag to be given to each delegate of the Congress.

- Presentation of the Official Media Partner during the Congress

- ✓ Registration of one Official Media Partner’s representative as the Congress Full Delegate without the registration fee payment with the possibility to attend all Congress events;
- ✓ One Official Media Partner’s representative, who is registered as the Congress Full Delegate, has a possibility to be accredited for the Congress in the capacity of journalist.
- ✓ The Official Media Partner’s representative, who is registered as the Congress Full Delegate, have an opportunity to participate in all press conferences to be held during the Congress at the International Exhibition Centre;

- ✓ 1 invitation to the Official Ukrainian Reception of the Congress shall be provided to the Official Media Partner for free;
- ✓ The Official Certificate “Official Certificate of the Official Media Partner of the XXXXIII International Apicultural Congress” will be presented to the Official Media Partner during the Closing Ceremony of the XXXXIII International Apicultural Congress.

|

|