

2017



2 0 1 8

SRO
NFA

FORUM

2 0 1 9

PFI
REPO
RBF
TREASURY

FINANCEVENT.RU

XI RUSSIAN BULLION FORUM

RBF-2018

Organizer: SRO NFA

Participants – Russian and international precious metals market participants.

Periodicity: on a yearly basis since 2007.

Audience:

- The targeted focus of the Forum is narrow – representatives of Russian and foreign banks, refineries, gold mining, transport and logistics companies, analytical and research units of leading financial institutions.
- The composition of speakers – representatives of the Bank of Russia, Parliamentary Commission for Financial Markets, Ministry of Finance of the Russian Federation, international media and research agencies and associations, Russian banks and noncredit financial organisations, corporates, legal companies.
- Number of guests: 250-350.

Structure of participants:

- Banks - 49%; noncredit financial organizations - 3%; regulatory authorities - 9%; infrastructure organizations - 3%; media - 7%; other participants, including gold miners and relevant manufactures - 29%.

Forms of participation:

- complimentary registration for one delegate from the company, for the second and further participants from the organisation - on a paying basis;
- discounts: early registration, membership in SRO NFA, for the second and further participants from one organisation.

Key own promotional and informational resources:

- events schedule on the SRO NFA website.
- media reports (photos and videos after the event) at the SRO NFA web-page;
- website of the Forum;
- social media – Facebook.

Number of visitors to the resource from the launch date to the publication date of the materials of the Forum (3-4 months) – 3 500.

Informational support:

- international media and research agencies (Interfax, Thomson Reuters, Bloomberg, Metal Focus), Russian information agencies (RIANovosti), online and print media (FINVERSIA, Publishing house “Budget”, Banking review magazine, National Banking journal), radio Business FM.

Promotional and informational mailout before the Forum:

- Amount – 4-6 times;
- Frequency - 1 time in 10 days.

Contact list for mailout:

- SRO NFA members – 1600 contact details;
- Previously registered participants – 136 contact details;
- Contacts database of the informational partners – up to 2500 contact details;
- VIP invitational for the chief executives – 50 contact details.

Date of the event: 16 November 2018

Number of days of the event – 1 day.

Location: Moscow, Arbat Hall.

Evening program: Cocktail reception, awarding ceremony from the organiser to sponsors and speakers, music program.

THE OPTIONS OF THE SPONSORSHIP PACKAGES					
RBF					
THE COST OF THE SPONSORSHIP PACKAGES (RUB) 2018	3 200 000	800 000	500 000	300 000	150 000
THE COST OF THE SPONSORSHIP PACKAGES (RUB) 2019	3 200 000	800 000	500 000	300 000	150 000
Available options	General sponsor	Platinum sponsor	Gold sponsor	Silver sponsor	Partner of the Forum
The status of the Co-Organizer and the priority placement of information about the Sponsor	+	-	-	-	-
FORUM'S ONLINE INTERNET RESOURCE					
Sponsor's logo with an active link and status indication on the Organizer's website on the Forum page in the "Sponsors and partners" block www.nfa.ru	+	+	+	+	+
Rotation of the Sponsor's banner on the Organizer's website on the Forum page (1169x279 px.) www.nfa.ru	+	+	+	+	-
Sponsor's logo with an active link on the Forum's website in the "Sponsors and partners" block www.financevent.ru	+	+	+	+	+
Individual block with logo, name, description, banner and status of the Co-Organizer of the Forum on the Forum's website www.financevent.ru	+	-	-	-	-
Placement of the Sponsor's logo in the Forum's electronic invitations, in the layouts of the mailing list elements (SaveTheDate)	+	+	+	+	-
PLACEMENT IN THE OFFICIAL PRINTING EDITION OF THE FORUM (JOURNAL OF THE FORUM)					
Placement of the Sponsor's representative photo of on the cover of the publication (if Sponsor's materials are available in the publication) / Sponsor's logo (from the Organizer)	+	-	-	-	-
Placement of the Sponsor's logo with the status on the page "Sponsors and Partners"	+	+	+	+	+
Placement of the Sponsor's advertisement (A4 format) of the bands	2	2	1	1/2	-
Publication of interviews, articles, studies on the topic of the Forum. The decision is taken individually by the editorial staff of the publication / Program Committee of the Forum	+*	+*	+*	+*	+*
PLACEMENT OF THE SPONSOR'S LOGOTE ON THE PRINTING PRODUCTION OF THE FORUM (including wide-format)					
Cover of notebook	+	-	-	-	-
Block (pages) of notebook	+	+	+	+	+
Badge (front side)	+	-	-	-	-
Badge (reverse)	+	+	+	+	+
The program of the Forum. Placement of the logo on the page "Sponsors and partners"	+	+	+	+	+

The program of the Forum. Placement of the Sponsor's logo on the cover of the Forum program	+	-	-	-	-
Placement of the logo on the Forum's PressWall	+	+	+	+	-
VIDEO BROADCAST OF THE FORUM					
Broadcast of Sponsor's video clips on the screens of the Forum in breaks (max :)	9	6	4	3	-
Inclusion of the Sponsor's logo in the video design of the Forum	+	+	+	+	_*
PLACEMENT AT THE PLACE OF THE FORUM					
Placement of mobile banners (Roll Up) of the Sponsor up to 1.2 meters wide	4	3	2	1	1
Placement of mobile banners (POP Up) of the Sponsor up to 3 meters wide	2	_*	-	-	-
Providing a place for presentations of the Sponsor, equipped with a table, screen	1	_*	_*	-	-
Placement of the Sponsor's logo on stage banners or scenery (if any)	+	+	+	+	-
ADVERTISING INFORMATION AND SOUVENIRS OF THE SPONSOR IN THE PORTFOLIO OF PARTICIPANTS OF THE FORUM					
The inclusion of leaflets, brochures and small souvenirs in the portfolios of the Forum participants	+	+	+	_*	-
PARTICIPATION OF SPONSORS 'REPRESENTATIVES IN THE FORUM					
The Representative of the Sponsor as a member of the Forum's Program Committee	+	_*	_*	_*	_*
Moderation of one of the Forum's panel discussions representative (in coordination with the Organizer)	+	_*	_*	_*	_*
Speakers – Sponsor's representatives in one or several panel discussions of the Forum	3*	2	1	1	_*
Invitations to free participation of the Sponsor's organisation representatives	7	5	3	2	1
LOGO / SPONSOR SIGN FOR THE RESOURCES OF FORUM'S INFORMATION PARTNERS					
Sponsor's logo placement in the Forum's advertising distributed through the Forum's information partners media resources	+	_*	_*	_*	_*

* Possibly in case of the individual agreement with the Organizer.

Information about the sponsorship packages and their options is updated during the year in the process of preparing the Forum. The final version of the options for sponsorship packages is contained exclusively in the Annex to the Sponsorship Agreement.

Last update: 15 August 2018