

## Annual Meetings



- Meet local decision makers
- Meet IFES members
- Expand your network

**2012 Moscow**  
**2013 Cape Town**  
**2014 Delhi**

## Newsletter

Newsletter

- 6 issues per year
- New Member editorial

[www.ifesnet.com](http://www.ifesnet.com)

## Website



- Company logo continuously displayed on the IFES members' page

## Organization Publicity

Brussels August 8, 2011

Contact:

Greta Cuvara

Executive Director

IFES Management Office

287, Avenue Louise, BE-1050 Brussels, Belgium

P: +32 (0) 2 467 0160 F: +32 (0) 2 467 0171

Ifes + Sngpo = Successful Synergy 2012 equation

IFES welcomed EXPOCENTRE to its office in Brussels to kick off the joint IFES Annual Meeting to be held on 13 - 15 June, 2012 at EXPOCENTRE Fairgrounds in Moscow, Russia within the framework of the 6th International Forum of Exhibition Industry (S&EPO 2012, website: [www.S&EPO.com](http://www.S&EPO.com))

The 2012 project was first proposed in 2010 during the Extraordinary General Assembly in Ghent, Belgium and officially confirmed at the 2011 General Assembly in Oxford, UK on 17 June 2011. Since then both IFES and EXPOCENTRE have worked to finalize the joint effort and begin promotion of the event.

Mr. Sergey Bobkov, Deputy General Director of EXPOCENTRE and Mr. Bruno Messner, IFES President formally signed the agreement for this occasion.

"We are all very enthusiastic about the fact that IFES will hold the 2012 AGM in conjunction with the SP Expo and the international congress and convention organised in partnership with ExpoCentre, our new member in the beyond-Russian and Moscow exhibition market. We are looking forward to have a very well attended convention and exhibition from all over the globe!" Says Mr. Messner.

The three-day event offers IFES members and delegates joint conferences with Russian exhibition industry leaders, educational sessions focused on the BRIC market, and a large exhibition. The programme not only offers the chance to meet quality contacts but also the chance to learn about the Russian market and trends.

The joint event is to be held in Pavilion 7 on EXPOCENTRE Fairgrounds, which counts on four large exhibition halls, with one of these halls entirely dedicated to stands from IFES members and partners.

In addition to the business networking opportunities, a thorough cultural programme will be provided for visitors.

- Press releases
- Organization marketing materials

# Discount for Advertising

---



- IFES partnerships provide special discounts that are passed on to members

# Media Partners

---



- Visibility
- Access to international, regional and local markets
- Partnerships with national associations in 15 countries and 150 companies in over 40 companies

# Educational Activities

---



- Accesses to participation in education activities like the BRIC Series
  - i. Brazil 2011 *The benefits for local BRIC suppliers,*
  - ii. Russia 2012 *Infrastructure*
  - iii. India 2014
  - iv. China TBC

# IFES Activities around the Globe

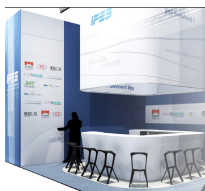
---



- Presence through IFES at key regional events
  - i. Exposystems, Brazil 2011
  - ii. EDPA, USA 2011
  - iii. AMPROFEC, Mexico 2012

# 2014 Euroshop

---



Members have access to special IFES packages that include:

- Logo on the Euroshop IFES stand panels
- 2 Free admission tickets
- Recognition at the podium at during President's welcome and closing address
- Promotion on all marketing material related to the meeting (marketing campaign 12-18 months)