

**INNOPROM  
2012**



THE URAL  
INTERNATIONAL EXHIBITION  
AND FORUM OF INDUSTRY  
AND INNOVATIONS

**12-15  
JULY**

IEC EKATERINBURG EXPO





1

## INNOPROM-2011. Summary and Facts



# 1

## 1. INNOPROM-2011. Summary



During July 14-17, 2011, Ekaterinburg hosted the second Urals International Industrial and Innovation Exhibition and Forum INNOPROM-2011. One distinctive feature of INNOPROM-2011 was the record breaking area of the event - 60,000 sq.m in the new Exhibition Center Ekaterinburg-Expo. Over 400 Russian and foreign companies from 30 countries participated in INNOPROM-2011. During four working days of INNOPROM, it was visited by about 50,000 people. 8,500 staff members of the federal and regional authorities were involved in discussion groups of the Forum.

During four working days of the Exhibition and the Forum:

- over 80 business events were held: conferences, round table discussions, discussion groups, meetings, presentations and master classes
- contracts were signed amounting totally to around RUR 180 billion, which is comparable with the annual consolidated budget of Sverdlovsk Region
- 39 agreement were concluded, of which 10 were signed personally by Alexander Misharin, Governor of Sverdlovsk Region.







2

INNOPROM-2012



# 1

## GENERAL INFORMATION



**According to the Order of the Government of the Russian Federation No.415-p dated March 16, 2011, the Urals International Industrial and Innovation Exhibition and Forum INNOPROM-2012 will be held in Ekaterinburg during July 12-15, 2012.**

### WHAT IS INNOPROM?

- It is the International Exhibition and Forum held in Ekaterinburg-Expo and supported by the Government of the Russian Federation and the Government of Sverdlovsk Region
- Russia's largest exhibition dedicated to advanced technologies and developments in Russia and all over the world, promoting distribution of state-of-the-art innovation practices and helping to develop business links between companies and technology designers
- A public discussion platform dedicated to efficient ideas and solutions in the field of economic and industrial policy
- A unique opportunity to personally meet designers, to find new sales markets, potential investors and attractive investment possibilities, and to attract innovation professionals



# 2

## KEY THEME



### «Technology for People: Planning the Future, Building the Future»

- quality of life as the principal goal of technological development
- forecasts and trends: how the world of technology will change
- roles of the state and private businesses
- Russia in the big world



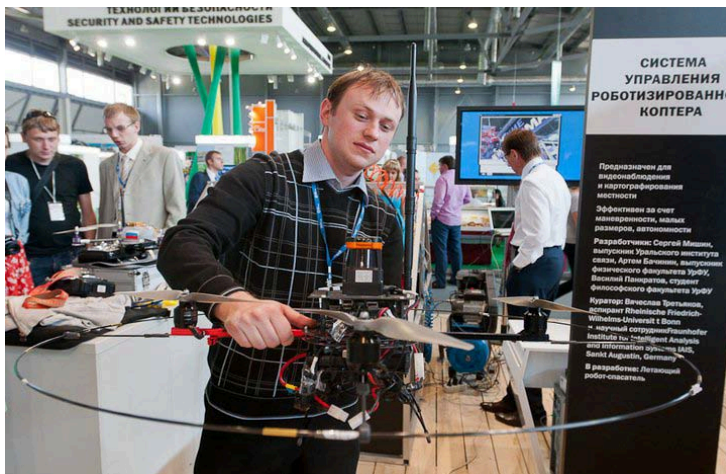
# 3

## INNOPROM-2012. OBJECTIVES



12-15 JULY  
EKATERINBURG-EXPO

THE URAL  
INTERNATIONAL EXHIBITION  
AND FORUM OF INDUSTRY  
AND INNOVATIONS



- Presentation and promotion of innovation technologies, projects and examples of successful industrial modernization and innovation infrastructure development based on the Russian and international experience.
- Assistance in developing business links between industries as well as the Russian and foreign suppliers of innovation solutions.
- Familiarization of a wide range of the Russian and foreign visitors with the multiple approaches to the future industry, economic development and management trends in the 21<sup>st</sup> century;
- Creation of conditions for promotion of innovation products by the Russian (especially Urals) companies;
- Technology transfer and attraction of investments to the regions and to Russia as a whole;
- Demonstration of the regional readiness for hosting international events of any level and scale; this is critically important considering that the World EXPO-2020 may be held in Ekaterinburg.

# 4

## PROGRAM OF INNOPROM-2012



July 11

- INNOPROM Media

July 12

- 1<sup>st</sup> plenary meeting: PLANNING THE FUTURE attended by major scientists and internationally recognized analysts
- 2<sup>nd</sup> plenary meeting: BUILDING THE FUTURE attended by CEO's of federal and regional authorities and major industries

July 13

- 20 round table discussions, conferences and presentations of new products and technologies
- 20 current topics including 'Industrial energy efficiency', 'Production safety', 'New materials', 'Renewable energy sources', 'Social demand for innovations', 'Technology museum', 'Popularization of science', etc.

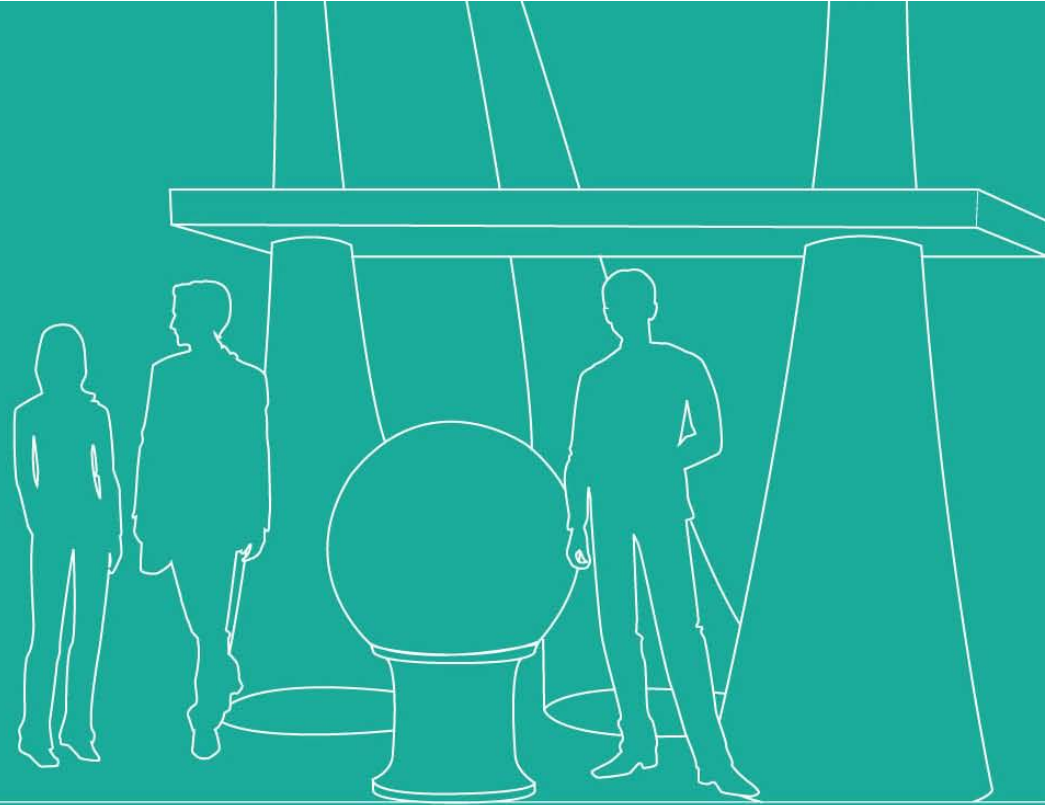
July 14

- Presentation of the city of Ekaterinburg as a candidate for hosting the World Exhibition EXPO 2020
- Round table discussions and seminars dedicated to Ekaterinburg's potential and opportunities, presenting international experience and dealing with possible risks to be considered.
- The events will be arranged jointly with ANO ' EXPO 2020 Bidding Committee' and the Administration of Ekaterinburg

July 15

- Open Day for the general public
- Children's Day
- Interactive games, show program, entertaining and cognitive seminars and master classes





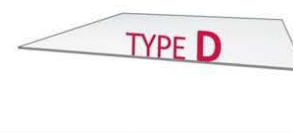
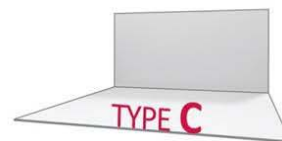
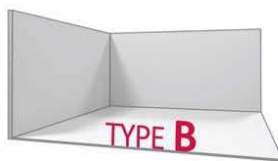
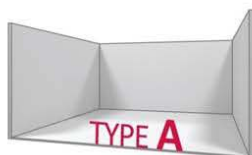
# 3

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



# 1

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



### Participation in the Exhibition with customized facilities.

Unfurnished exhibition areas of minimum **20 sq.m** are provided to the Exhibitor for the whole period of the Exhibition. Installation of an exhibition stand in these areas is carried out either by the Exhibitor itself, or by outside construction companies (accreditation of outside construction companies is mandatory).

The cost of **1 sq.m** of unfurnished exhibition area in the pavilion is **RUR 5,500** (including VAT) + surcharge for better viewing

Mandatory registration fee is RUR 10,000 (including VAT).

Placement of company information on the web-site and in the paper catalogue of the Exhibition and the Forum



# 2

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



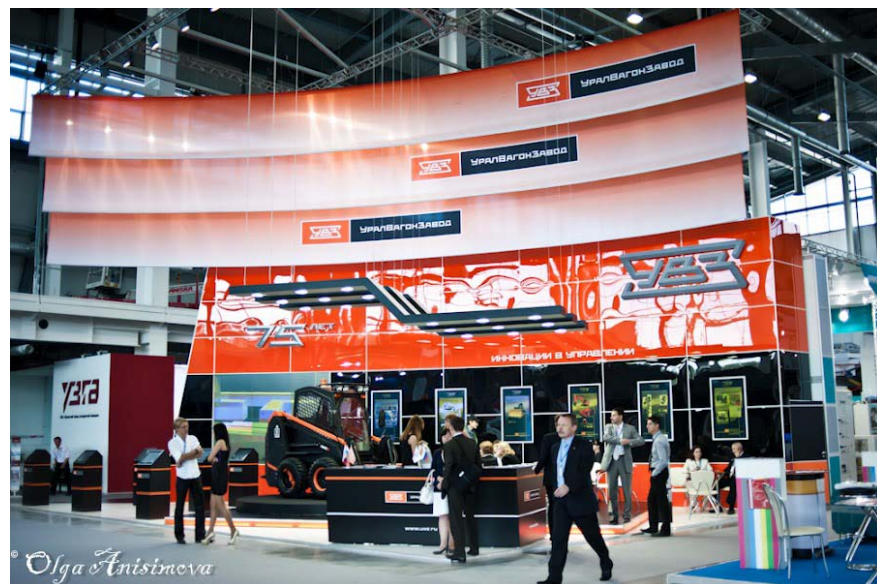
### Participation in the Exhibition with customized facilities in the improved viewing area.

Unfurnished exhibition areas of minimum 50 sq.m are provided to the Exhibitor for the whole period of the Exhibition. Installation of an exhibition stand in these areas is carried out either by the Exhibitor itself, or by outside construction companies (accreditation of outside construction companies is mandatory).

The cost of **1 sq.m** of unfurnished exhibition area with improved viewing is **RUR 11,000** (including VAT)

Mandatory registration fee is **RUR 10,000** (including VAT).

Placement of company information on the web-site and in the paper catalogue of the Exhibition and the Forum.





# 3

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



### Participation in the Exhibition with large-sized machinery in the pavilion

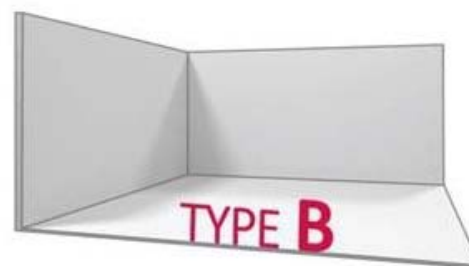
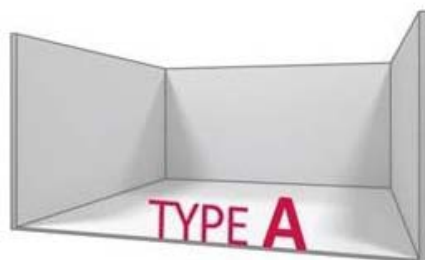
Unfurnished exhibition areas of minimum 50 sq.m are provided to the Exhibitor for the whole period of the Exhibition. The cost of **1 sq.m** of unfurnished exhibition area in the pavilion is RUR 2,500 (including VAT). Mandatory registration fee is RUR 10,000 (including VAT).

### Participation in the Exhibition with large-sized machinery in the outdoor area

Unfurnished exhibition areas of minimum 50 sq.m in the outdoor area are provided to the Exhibitor for the whole period of the Exhibition. The cost of 1 sq.m of unfurnished exhibition area in the outdoor area is RUR 1,000 (including VAT). Mandatory registration fee is RUR 10,000 (including VAT).

# 4

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



### Participation in the Exhibition in the furnished exhibition area

An exhibition stand with total area of minimum **9 sq.m** is provided to the Exhibitor for the whole period of the Exhibition. The cost of 1 sq.m of the furnished exhibition area is RUR 6,500 (including VAT) + surcharge for better viewing.







Mandatory registration fee is RUR 10,000 (including VAT).



# 5

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



	Stand configuration - 9 sq.m	Stand configuration - 12, 15, 18 sq.m	Stand configuration - 21 - 39 sq.m	Stand configuration - from 40 sq.m
Carpeting	9 sq.m	12,15,18 sq.m	21 - 39 sq.m	from 40 sq.m
Octanorm walls (990 mm x 2,500 mm)	9 pcs.	number of wall panels depends on selected configuration and area	number of wall panels depends on selected configuration and area	number of wall panels depends on selected configuration and area
Meeting room	—			from 10 sq.m to 12 sq.m
Staff room	—	2 sq.m	4 sq.m for 21-27 sq.m stands, 6 sq.m - for 30- 39 sq.m stands	2 sq.m
Lockable sliding door	—	1 piece	1 piece	2 pcs.
Fascia panel with company name	1 piece	 1 piece - for Type A  2 pcs. - for Type B	 1 piece - for Type A  2 pcs. - for Type B	 1 piece - for Type A  2 pcs. - for Type B
Information stand	1 piece	1 piece	1 piece	1 piece
Table 800 * 800	—	—	—	1 piece
Round table d=800	1 piece	1 piece	2 pcs.	2 pcs.
Chair	2 pcs.	4 pcs.	8 pcs.	9 pcs
Bar stool	1 piece	1 piece	1 piece	1 piece
Waste basket	1 piece	1 piece	1 piece	1 piece
Power socket 0.5 kW	1 piece	1 piece	2 pcs.	3 pcs.
Spotlights	1 piece	2 pcs.	5 pcs.	6 pcs.



# 6

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



### Participation in the Exhibition with a working area in the dedicated industry Cluster

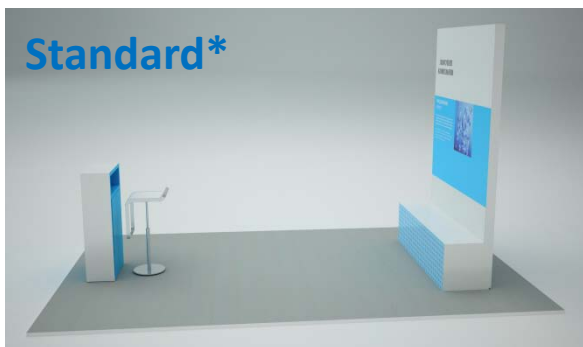


# 7

## PARTICIPATION FORMS IN THE EXHIBITION AND THE FORUM



**Standard\***



**Business\***



**Premium\***



### GENERAL ARRANGEMENT OF THE AREA

Draped decorative steel structures  
Podium + synthetic covering for project areas  
Table + 3 chairs in general meeting areas

### WORKING AREA

Decorative pylon

Information stand with plastic brochure stand (A4)

Bar stool

42" plasma screen + laptop

Table + 3 chairs

Brochure stand

Power socket 0.5 kW

Power socket 1 kW

### GRAPHICAL ARRANGEMENT

Company logo on the information stand

Company name on the pylon

Self-adhesive poster on the pylon

### STANDARD (15 sq.m)\*

1 piece

1 piece

1 piece

-

-

-

1 piece

-

1 piece

1 piece

1 piece

### BUSINESS (30 sq.m)\*

1 piece

1 piece

2 pcs.

1 piece

1 piece

-

1 piece

-

1 piece

1 piece

1 piece

### PREMIUM (50 sq.m)\*

2 pcs.

1 piece

2 pcs.

1 piece

2 pcs.

2 pcs.

-

1 piece

1 piece

2 pcs.

2 pcs.

# 8

## VENUE FOR THE EXHIBITION: «EKATERINBURG-EXPO»



### CONTACTS

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