



Ministry of Labour
and Social Protection
of the Russian Federation



PARTNERSHIP PROGRAM

БИОТ-2021

25th Anniversary International Specialised
Exhibition & Forum «Safety and Labour Protection»

 Ministry of Labour
and Social Protection
of the Russian Federation

 ASIZ

www.biotexpo.ru, www.asiz.ru

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BIOT-2021 PARTNERSHIP OPPORTUNITIES

The 25th Anniversary International Occupational Safety and Health Exhibition and Forum (BIOT-2021) is the largest authoritative international specialised information and communication platform. It brings together specialists in occupational health and safety, leading Russian and foreign companies in the territory of Russia, Eastern Europe and the CIS.

On March 31, with the participation of Russian President Vladimir Putin in the framework of the activities of the Russian Trilateral Commission for the Regulation of Social and Labor Relations, the signing ceremony of the General Agreement for 2021-2023 was held. This framework document defines the main areas of interaction between the Government of the Russian Federation, employers and employees and is an important step towards the development of civilized social partnership. The agreement affects the interests of more than 70 million citizens who work in all sectors of the country's economy and social sphere. Section 5 of the General Agreement is entirely devoted to health, safety and environmental protection. One of the most important points of the Agreement was paragraph 5.18: «*To support international exhibition events to improve safe working conditions (the exhibition 'Occupational Safety and Health' in particular)*»

Workers' safety, preservation of employees' health and life, creation of labour conditions that meet the highest world standards is a socially significant area for Russian companies which is supported at the state level.

The BIOT Exhibition & Forum 2021 is the biggest platform to promote your company, and the opportunities of BIOT Partnership Packages developed by the Exhibition management are designed to help you make the most of the exhibition's commercial potential.

The Partnership program will enable your company to secure additional attention from Russian and international enterprises and organisations as well as many developers, manufacturers and suppliers of occupational safety products.

By betting on one of the exhibition and forum partnership packages, your company will get additional opportunities to promote its products or services on the Russian and international markets.

BIOT Exhibition Management can adjust the content of the partnership packages to suit your company's objectives or prepare an exclusive offer on request.

To enquire about purchasing partnership packages, please contact the BIOT Exhibition Management:

Tel: 8 (495) 789-93-20

Email: bakhtina@asiz.ru

BIOT-2021 Director: Svetlana V. Bakhtina

BIOT-2021 OFFICIAL PARTNER

3 500 000 rub (excluding VAT)

Online-Conferences (at least 4) May to November 2021.	<ul style="list-style-type: none"> • logo placement in the Partners line (with an active link to the company website) for the entire duration of the Online Conference website and until the end of 2021 • opportunity to participate as a speaker in two online conferences (event, time and topic to be agreed by the organiser) • banner placement indicating Partner status on the home page • presentation of the Partner's video (2 times with a duration not exceeding 1 min) in three online conferences (to be agreed by the Organiser)
Partner's Card-stand	<ul style="list-style-type: none"> • A better layout with the Partner's branding is provided, 16 m² (4 x 4 m²) at the BIOT-2021. Organiser provides 3 designs to choose from. (fabrication, installation, dismantling included)
Press walls (banners)	<ul style="list-style-type: none"> • placement of the Official Partner's logo indicating partnership status on all press stands, banners of the exhibition in Pavilion 3, Pavilion 7 (hall 3,4,5,6)
Exhibition Directorate's stand + Press centre area	<ul style="list-style-type: none"> • distribution of souvenirs and promotional materials of the Official Partner (not more than 2 types)*
Exhibition website	<ul style="list-style-type: none"> • Placement the Official Partner's logo at the bottom of the exhibition website in the Partners line and on the Partners page with an active link to the Partner's website
Exhibition guide scheme	<ul style="list-style-type: none"> • placement of the Official Partner's logo in the exhibition guide scheme
Exhibition plan	<ul style="list-style-type: none"> • placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition • highlighting of the company name in the list of Participants
Exhibition catalogue	<ul style="list-style-type: none"> • posting the Official Partner's welcome message to BIOT exhibitors in the electronic exhibition catalogue
Registering visitors	<ul style="list-style-type: none"> • placement of the Official Partner's logo on e-tickets • registration of the Official Partner's representatives as "VIP Participant"
Business program	<ul style="list-style-type: none"> • the right of a welcome speech by a representative of the Official Partner at the opening of one of the conferences held during the exhibition (to be agreed separately) • one Partner event free of charge (location and date to be agreed upon additionally), lasting no more than 1.5 hours

- the right to participate as a speaker in two events of the Business program (event, topic and speaker to be agreed with the organiser). The presentation shall be no more than 15 min.

PR campaign

- the opportunity to use the status of Official Partner of the International Specialized Exhibition "Occupational Safety and Health-2021", logo, emblems of BIOT-2021 for advertising and branding of the Partner during the preparation and holding of BIOT-2021 (till 31.12.2021)
- Official presentation of a certificate of BIOT-2021 partnership, announcing the name of the company by the moderator, the field of activity and the status of Official Partner
- Recording of a video report (up to 1 minute) from the partner's stand and broadcasting on the website
- mentioning the Official Partner in the post-release and press announcements of the exhibition throughout the entire PR campaign of the exhibition (distribution via a verified database of 500,000 e-mails)
- Announcement-mailing when an Official Partner's public event is organised as part of the business program (distribution via a verified database of 500,000 e-mails)
- Partner information is included in three (3) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails)
- Placement of the Partner's logo in the BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails)
- posting Partner information on the BIOT social media: Facebook, Instagram, Vk
- broadcasting the Official Partner's video on the exhibition video wall during the offline exhibition period

Other

- providing VIP parking passes for the Official Partner (2 passes)

* Promotional materials and souvenirs are provided by the Official Partner.

BIOT-2021 PARTNER OF THE OFFICIAL EXHIBITION GUIDE - SCHEME (exclusive status)

800 000 rub (excluding VAT)

Online-Conferences (at least 4) May to November 2021.

- logo placement in the Partners line (with an active link to the company website) for the entire duration of the Online Conference website and until the end of 2021
 - opportunity to participate as a speaker in two online conferences (event, time and topic to be agreed by the organiser)
 - placement of the Partner's logo on the intro of the broadcast
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Exhibition website	<ul style="list-style-type: none"> • Placement Partner’s logo at the bottom of the exhibition website in the Partners line and on the Partners page with an active link to the partner's website
Exhibition guide scheme	<ul style="list-style-type: none"> • Placement of a coloured Partner's advertising module in the official exhibition guide and logo in the Partners section
Exhibition plan	<ul style="list-style-type: none"> • placement of the Partner's logo on the Exhibition Plan, placed at the entrance to the exhibition • highlighting of the company name in the list of Participants
Exhibition catalogue	<ul style="list-style-type: none"> • posting the Official Partner's welcome message to BIOT exhibitors in the electronic exhibition catalogue
Visitor registration	<ul style="list-style-type: none"> • placement of the Official Partner's logo on e-tickets
Press walls (banners)	<ul style="list-style-type: none"> • placement of the Official Partner's logo indicating partnership status on all press stands, banners of the exhibition in Pavilion 3, Pavilion 7 (hall 3,4,5,6)
PR campaign	<ul style="list-style-type: none"> • the opportunity to use the status of Official Partner of the International Specialized Exhibition "Occupational Safety and Health-2021", logo, emblems of BIOT-2021 for advertising and branding of the Partner during the preparation and holding of BIOT-2021 (till 31.12.2021) • Official presentation of a certificate of BIOT-2021 partnership, announcing the name of the company by the moderator, the field of activity and the status of Official Partner • Partner information is included in three (2) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) • Placement of the Partner's logo in the BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) • posting Partner information on the BIOT social media: Facebook, Instagram, Vk
Other	<ul style="list-style-type: none"> • attaching the Partner's promotional material to the press and exhibitor information packs (not more than 1 copy)

BIOT-2021 PARTNER OF ONE OF THE YOUTH EXHIBITION PROGRAMS (undergraduate and postgraduate scientific research competition, BIOT ART competition)

500 000 rub (excluding VAT)

Online-Conferences (at least 4) May to November 2021.	<ul style="list-style-type: none"> • logo placement in the Partners line (with an active link to the company website) for the entire duration of the Online Conference website and until the end of 2021 • opportunity to participate as a speaker in two online conferences (event, time and topic to be agreed by the organiser) • placement of the Partner's logo on the intro of the broadcast
Exhibition website	<ul style="list-style-type: none"> • Placement Partner's logo at the bottom of the exhibition website in the Partners line and on the Partners page with an active link to the partner's website
Exhibition guide scheme	<ul style="list-style-type: none"> • placement of the Official Partner's logo in the exhibition guide scheme
Exhibition plan	<ul style="list-style-type: none"> • placement of the Partner's logo on the Exhibition Plan, placed at the entrance to the exhibition • highlighting of the company name in the list of Participants
Exhibition catalogue	<ul style="list-style-type: none"> • posting the Official Partner's welcome message to BIOT exhibitors in the electronic exhibition catalogue
Visitor registration	<ul style="list-style-type: none"> • placement of the Official Partner's logo on e-tickets
Press walls (banners)	<ul style="list-style-type: none"> • placement of the Official Partner's logo indicating partnership status on all press stands, banners of the exhibition in Pavilion 3, Pavilion 7 (hall 3,4,5,6)
PR campaign	<ul style="list-style-type: none"> • the opportunity to use the status of Official Partner of the International Specialized Exhibition "Occupational Safety and Health-2021", logo, emblems of BIOT-2021 for advertising and branding of the Partner during the preparation and holding of BIOT-2021 (till 31.12.2021) • official presentation of a certificate of BIOT-2021 partnership, announcing the name of the company by the moderator, the field of activity and the status of Official Partner • partner information is included in three (3) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) • placement of the Partner's logo in the BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) • mentioning the Partner during the competition events during the exhibition period • the opportunity to be a member of the competition jury • the possibility of inviting participants to internships • Participation in the award ceremony for the competition's winners

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- posting Partner information on the BIOT social media: Facebook, Instagram, Vk

Other

- enabling the Partner to promote its company at events organised by the Association "SIZ" during the exhibition (round tables, meetings, seminars, master classes, General Meeting of the Association "SIZ" members)
 - the opportunity to participate in all the activities of the Youth Program
 - attaching the Partner's promotional material to the press and exhibitor information packs (not more than 1 copy)
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BIOT-2021 PARTNER OF A THEMED WALKWAY/SHOWROOM (one of themed alleys/salons: «ALLEY OF HEIGHT AND OPERATION IN RESTRICTED SPACE AREA», «WELDING TECHNOLOGIES, EQUIPMENT AND PROTECTIVE PPE SALON», «INDUSTRIAL AND FIRE SAFETY SALON», «HR TECHNOLOGY & KNOWLEDGE SALON», «INNOVATIONS AND IT-SOLUTIONS SALON», «SHOE ALLEY», «PRESS ALLEY»)

500 000 rub (excluding VAT)

Online-Conferences (at least 4) May to November 2021.	<ul style="list-style-type: none"> • logo placement in the Partners line (with an active link to the company website) for the entire duration of the Online Conference website and until the end of 2021 • opportunity to participate as a speaker in two online conferences (event, time and topic to be agreed by the organiser) • placement of the Partner's logo on the intro of the broadcast
Business program Area	<ul style="list-style-type: none"> • placement of two ROLL UP advertising structures, 1X2.1m (fabrication, installation, dismantling included) in the Theme Alley/Salon Area (Placement at the Organiser's discretion)
Pav. 7 Hall 3,4,5,6	<ul style="list-style-type: none"> • Placement of 5 floor stickers - signposting the direction to the Partner's stand • placement of Partner logos on directional signs to the Partner's Alley/Salon (stationary or stickers)
Exhibition website	<ul style="list-style-type: none"> • Placement Partner's logo at the bottom of the exhibition website in the Partners line and on the Partners page with an active link to the partner's website
Exhibition guide scheme	<ul style="list-style-type: none"> • placement of the Official Partner's logo in the exhibition guide scheme
Exhibition plan	<ul style="list-style-type: none"> • placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition • highlighting of the company name in the list of Participants
Exhibition catalogue	<ul style="list-style-type: none"> • posting the Official Partner's welcome message to BIOT exhibitors in the electronic exhibition catalogue
Press walls (banners)	<ul style="list-style-type: none"> • placement of the Official Partner's logo indicating partnership status on all press stands, banners of the exhibition in Pavilion 3, Pavilion 7 (hall 3,4,5,6)
Visitor registration	<ul style="list-style-type: none"> • placement of the Official Partner's logo on e-tickets
PR campaign	<ul style="list-style-type: none"> • the opportunity to use the status of Official Partner of the

- International Specialized Exhibition "Occupational Safety and Health-2021", logo, emblems of BIOT-2021 for advertising and branding of the Partner during the preparation and holding of BIOT-2021 (till 31.12.2021)
- Official presentation of a certificate of BIOT-2021 partnership, announcing the name of the company by the moderator, the field of activity and the status of Official Partner
- Partner information is included in three (2) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails)
- Placement of the Partner's logo in the BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails)
- posting Partner information on the BIOT social media: Facebook, Instagram, Vk

Other

- providing VIP parking passes for the Official Partner (1 pass)
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BIOT-2021 PARTNER OF THE «ALLEY OF HEIGHT AND OPERATION IN RESTRICTED SPACE AREA» (exclusive status)

850 000 rub (excluding VAT)

Online-Conferences (at least 4) May to November 2021.	<ul style="list-style-type: none"> • logo placement in the Partners line (with an active link to the company website) for the entire duration of the Online Conference website and until the end of 2021 • opportunity to participate as a speaker in two online conferences (event, time and topic to be agreed by the organiser) размещение логотипа Партнера на заставке трансляции • presentation of the Partner's video (1 time with a duration not exceeding 1 min) in one online conference (to be agreed by the Organiser)
Business program Area	<ul style="list-style-type: none"> • placement of two ROLL UP advertising structures, 1X2.1m (fabrication, installation, dismantling included) in the Theme Alley/Salon Area (Placement at the Organiser's discretion)
Business program	<ul style="list-style-type: none"> • one Partner event free of charge (location and date to be agreed upon additionally), lasting no more than 1.5 hours, audience of no more than 100 people • the right to participate as a speaker in two events of the Business program (event, topic and speaker to be agreed with the organiser). The presentation shall be no more than 15 min.
Pav. 7 Hall 3,4,5,6	<ul style="list-style-type: none"> • Placement of 5 floor stickers - signposting the direction to the Partner's stand • placement of the Partner's logos on the directional signs to the "ALLEY OF HEIGHT AND OPERATION IN RESTRICTED SPACE AREA" (stationary or stickers)
Exhibition website	<ul style="list-style-type: none"> • Placement the Official Partner's logo at the bottom of the exhibition website in the Partners line and on the Partners page with an active link to the Partner's website
Exhibition guide scheme	<ul style="list-style-type: none"> • placement of the Official Partner's logo in the exhibition guide scheme
Exhibition plan	<ul style="list-style-type: none"> • placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition • highlighting of the company name in the list of Participants
Exhibition catalogue	<ul style="list-style-type: none"> • placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition • highlighting of the company name in the list of Participants
Press walls (banners)	<ul style="list-style-type: none"> • placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition

	<ul style="list-style-type: none"> highlighting of the company name in the list of Participants
Visitor registration	<ul style="list-style-type: none"> placement of the Official Partner's logo on the Exhibition Plan, placed at the entrance to the Exhibition highlighting of the company name in the list of Participants
Alley Business program	<ul style="list-style-type: none"> presentations and demonstrations on rescue, working at height and operation in restricted space area at the Partner's stand by the Alley participants (provided the stand is equipped with the necessary structures). The schedule of demonstrations is formed/agreed upon with the Organiser the program of presentations, demonstrations is announced by the organiser as part of the BIOT-2021 Business Program
PR campaign	<ul style="list-style-type: none"> the opportunity to use the status of Official Partner of the International Specialized Exhibition "Occupational Safety and Health-2021", logo, emblems of BIOT-2021 for advertising and branding of the Partner during the preparation and holding of BIOT-2021 (till 31.12.2021) Official presentation of a certificate of BIOT-2021 partnership, announcing the name of the company by the moderator, the field of activity and the status of Official Partner Recording of a video report (up to 1 minute) from the partner's stand and broadcasting on the website partner information is included in two (2) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) Announcing the program of presentations, demonstrations at the Partner's stand by the Alley participants in two (2) BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) Announcement-mailing when an Official Partner's public event is organised as part of the business program (distribution via a verified database of 500,000 e-mails) Placement of the Partner's logo in the BIOT-2021 mailing during the BIOT-2021 promotional campaign (distribution up to 500,000 emails) posting Partner information on the BIOT social media: Facebook, Instagram, Vk
Other	<ul style="list-style-type: none"> providing VIP parking passes for the Official Partner (1 pass)