



# INTERNATIONAL EXHIBITION & CONFERENCE NEVA 2021



## EXHIBITION AND PROMOTION FORMS

NEVA-International Ltd.  
[www.en.nevainter.com](http://www.en.nevainter.com)

## MAJOR EVENT OF THE INDUSTRY IN 2021



«International Exhibition NEVA is a platform for development of business cooperation and expert dialogue between participants of the international cooperation in the field of creating marine technology for ocean and offshore development, marine operations in the Arctic and on the Northern Sea Route, improving boat traffic via inland waterways, fishing and special fleet, and also in manufacturing a wide range of competitive civil vessels for various applications».

**Yu. I. Borisov**

**Deputy Prime Minister  
of the Russian Federation**



«Exhibition and conference NEVA is a platform that effectively converges interests of Russia and those of the international community in a wide spectrum of issues, safe navigation in the Arctic waters included. The IMO Secretariat has traditionally participated in this conference aimed at promoting the international shipping and fishing, with a view to providing updated information on the most recent achievements in developing standards affecting the safety of international shipping, fishing and the protection of the marine environment».

**Sandra R. Allnutt**

**Head of Marine Technology and  
GBS Maritime Safety Division of  
the International Maritime  
Organization (United Nations)**



«I believe that NEVA will encourage the intensive ongoing development of the shipbuilding industry and production of competitive marine equipment. The exhibition and conference will enable exchanging the advanced experience, deeper comprehension of the most urgent industry-specific challenges, making a significant contribution in solution thereof, maintaining and strengthening beneficial links».

**A. N. Shokhin**

**President of the Russian Union  
of Entrepreneurs and Industrialists**

## 31 YEARS AT THE SERVICE OF THE MARINE INDUSTRY



Neva is a recognized international platform for business cooperation and expert dialogue among specialists creating civilian vessels of various purposes, marine technical equipment for the development of the ocean and the ocean shelf, including the Arctic zone and the Northern Sea Route. Other experts targeted by the exhibition are those involved in development of shipping on inland waterways, modernization of fishing and specialized fleet, and upgrading the port equipment.

International Exhibition and Conference NEVA is the largest civilian shipbuilding exhibition in Eastern Europe and over the territory of the former USSR, being the first in Russia and among the top ten largest exhibitions in this industry. The event is held in St. Petersburg, the sea capital of Russia, under the auspices of the Ministry of Industry and Trade of the Russian Federation, Department of Transportation of the Russian Federation, Ministry of Foreign Affairs of the Russian Federation, as well as of state institutions and public organizations that contribute to entrepreneurship, export activities and stronger international cooperation.



## FORMS OF PARTICIPATION

### STAND AT THE EXHIBITION

Exhibiting with the stand allows displaying a range of the equipment being produced, introducing the technologies being used, communicating in person with potential clients, thus enhancing the company's image.

### EXHIBITION SPACES IN HALLS F, G, H, AND IN THE PASSAGE

1. Unequipped exhibition space:

- Inline (open from one side);
- Corner (open from two sides);
- Peninsular (open from three sides);
- Island (open from four sides).

2. Outdoor exhibition space for small-size and low-tonnage vessels. Specially fitted space for demonstrating samples of products.

### REMOTE PARTICIPATION

The most economical option of taking part in the Exhibition without renting your own stand. This package includes Exhibitor's profile listing in the online exhibitor directory published on the Exhibition website, in the electronic and printed Exhibition catalogue, in the printed Exhibition guide, accreditation of 1 exhibitor's representative.

Also, the company's promotional materials can be distributed at the remote participation area in Hall G and an illuminated advertising module can be placed on the wall of remote participation stand.





## PARTICIPATION IN THE BUSINESS PROGRAMME

The NEVA hallmark is a busy three-day business programme, with over 40 conferences, round tables and workshops attended by more than 1,500 delegates and speakers.

### DELEGATE PACKAGES

Depending on a goal of your participation in the conference, you can choose the most optimal package:

- If you want to build effective business communications at the conference site, we suggest purchasing the "Delegate" package
- If you are an expert willing to share your competence and experience with other participants, the "Speaker" package will suit you best
- If you want to visit invitation-only events of the Exhibition and Conference attended by representatives of the government authorities and top managers of Russia's and foreign leading companies, the "VIP" package is highly recommended.

### OWN EVENT WITHIN THE FRAMEWORK OF NEVA

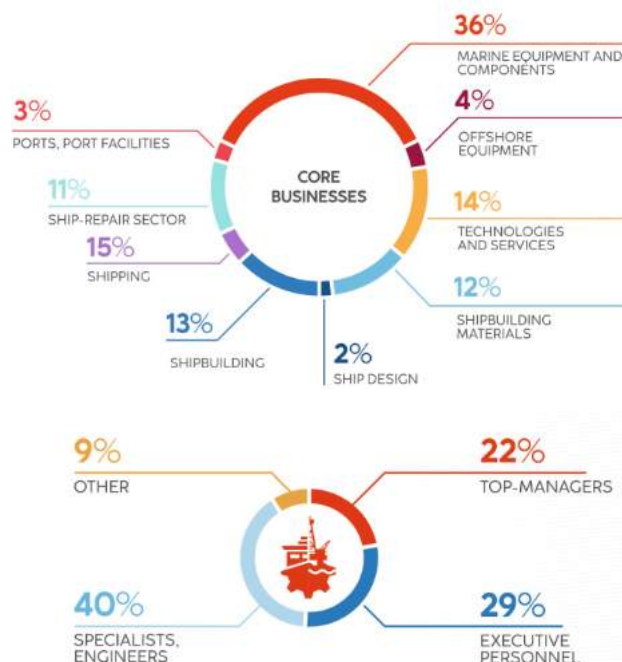
To demonstrate your products and services to the targeted audience and industry-related mass media on a wider scale, we suggest organizing a session for your company as part of the business programme.



## ADVERTISING OPPORTUNITIES

We have developed an advertising package to make your participation in the Exhibition more productive and to attract the targeted audience's attention to your brand. Using supplementary advertising opportunities provides with the a unique access to the professional audience:

- 25,000 visitors
- Over 600 exhibitors from all over the world on the territory of 30,000 m<sup>2</sup>
- Heads and top managers of leading industry corporations, unions of commodity producers and industry associations, investment funds and leading banks of the country, entrepreneurs and businessmen from several dozen countries, representatives of government authorities.



## AUDIO AND VIDEO PRODUCTION AND BROADCASTING

Announce yourself via modern communication channels.

- **Audio broadcasting at the exhibition.**

Announcements and advertising over radio broadcasting in Russian or English with a duration of 15 or 30 seconds is an effective tool to attract attention to the company's products and services, an opportunity to invite interested participants to your stand. Broadcasting is performed in the Passage.

- **Video broadcasting at the exhibition**

Rotation of a 10, 15 or 20-second video on monitors in the Passage (plasma panel displays above the check-in counters).

A static image or a photo can be placed.

- **Production of videos and lms with 2D and 3D graphics**

- A 10-30-second video for broadcasting on Scala LCD monitors in the Passage;

- A graphic advertising video (1 min) for broadcasting at the exhibitor's stand;

- A 5-minute presentation video about a company for broadcasting at the exhibitor's stand.



### Examples of our work:



Official report  
about Exhibition NEVA 2019



Exhibition NEVA 2021.  
Future of marine industry



A report on preparations  
for the final tests of the world's  
largest atomic icebreaker Arktika

## ADVERTISING IN THE EXHIBITION'S OFFICIAL CATALOGUE OR GUIDE

With a full-color advertising module, your company will stand out favorably against the black-and-white list of exhibitors, informing your future clients about company's products and services and attracting them to your stand.

Each visitor and participant of the event will receive the catalogue or guide. The catalogue can be used as an information book for years after the exhibition. Also the catalogue has an electronic duplicate which is posted on the NEVA website and can be downloaded for free.

Parameters:

- Number of catalogue copies printed—1,000 pcs
- Number of guide copies printed—20,000 pcs
- Audience coverage - more than 20,000 specialists worldwide
- Designer services to make a layout (for additional change)





## INDOOR AND OUTDOOR ADVERTISING

All visitors of the Exhibition and Conference will see your ads.  
With the indoor and outdoor advertising opportunities, your company will stand out against competitors.

Advertising in facade frames of the Passage



Advertising in the Passage entrance lobby



Advertising on the arches at the hall entrance



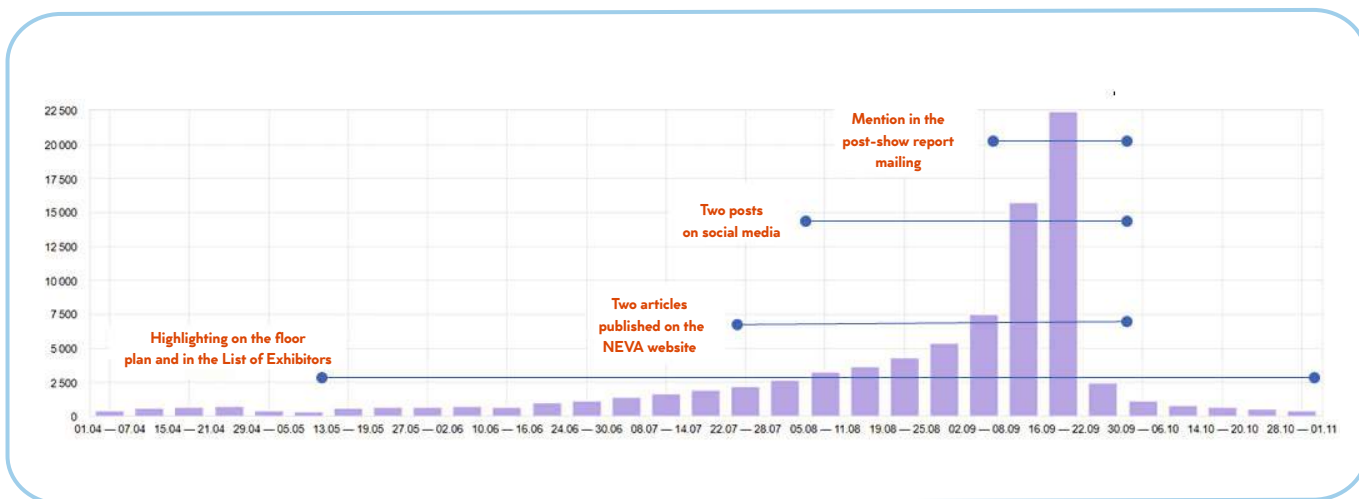
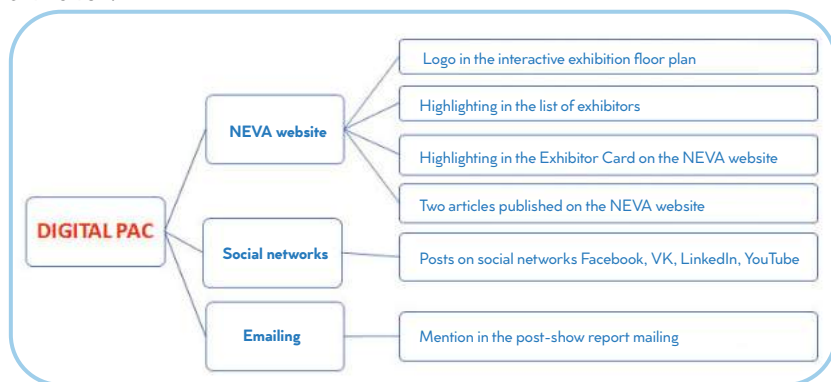
Advertising in indoor facade frames of the Passage over the corridor



## NEVA IN THE DIGITAL SPACE

A package of digital services has been developed specially for exhibitors to allow promotion on specialized Internet platforms.

Information about your company will be posted on the official website of the Exhibition and social networks, and will be highlighted among other exhibitors. Individual formats satisfying business demands will be offered to each exhibitor.



## PARTNERSHIP OPPORTUNITIES

If you are interested in strengthening the company's image, maintaining a leading position on the market, attracting the audience's attention to your brand, we suggest considering a partnership offer.

### OPTIONS OF PARTNERSHIP OPPORTUNITIES

Title partner

Official partner

Partner

### BUSINESS PROGRAMME PARTNERS

Business programme title partner

Session partner

### EXCLUSIVE PARTNERS

Badge partner

Lanyard partner

Souvenir partner

Welcome reception partner

Check-in zone partner

Coffee break partner

Press zone partner

WI-FI partner





## CONTACTS:

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