

II International Book Forum

6-7 September 2012,
Russia, Moscow
Cosmos Hotel

International Book Forum / Mezhdunarodny Knizhny Forum

IBF is a unique business event in the Russian publishing industry. The main aim is to give the publishing houses, book retail companies, electronic books producers and IT providers the opportunity for effective development, to show world trends and to give important practical information based on the new technologies.

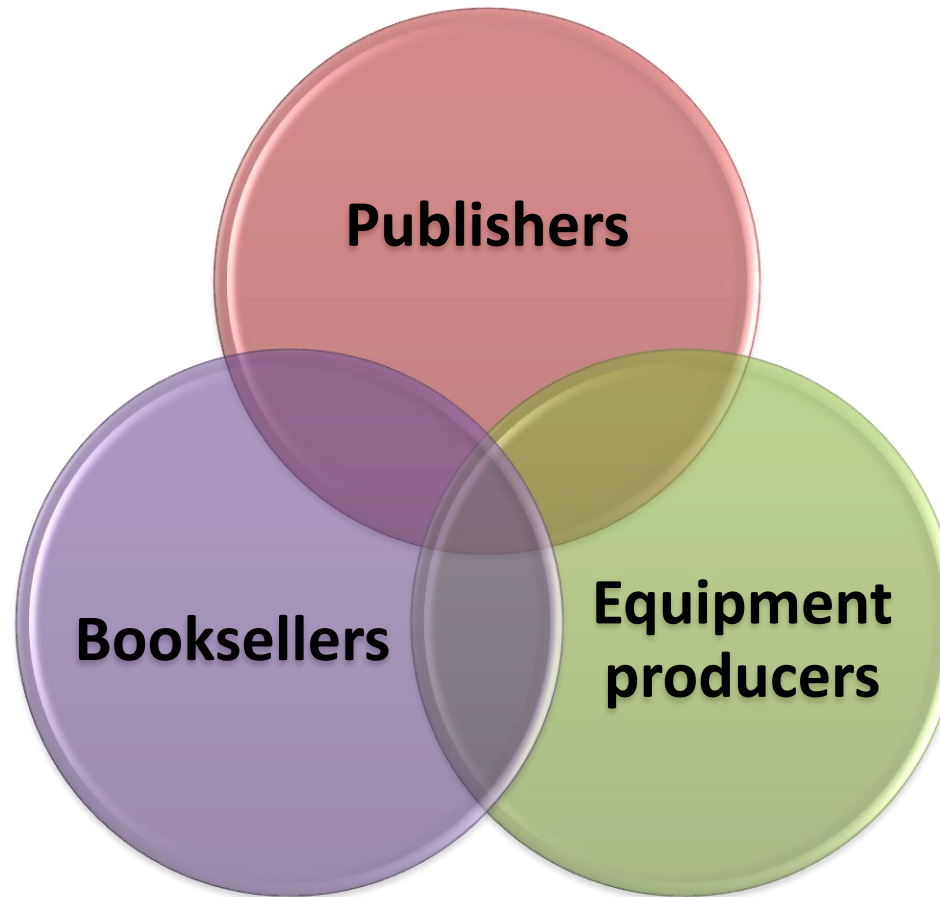
Forum's aim

To provide great communication between professionals of the publishing business and IT business from all over the world.

IBF advantages



Forum participants



Forum advertising campaign

The forum advertising campaign is directed on attraction of the maximum quantity of professionals from all regions of Russia, near and far abroad. Within 2012 special advertising shares pass across all regions of Russia. The specialized press, television, radio will be actively involved in a forum advertising campaign.



Organizer :
ITE Group
Tel.: +7 (495) 935-73-50
e-mail: book@ite-expo.ru

Event format

The uniqueness of IBF lies in the innovative concept of the event's organisation. Over the two days of the forum, participants can exchange expert opinions with global leaders in the publishing business, hold working meetings with industry professionals and potential partners, and establish new business contacts and strengthen existing ones.

2 business platforms will work in a hall:

- Presentation area (Modular stands)
- Zone of negotiating tables - Author/publisher (a place of negotiations of publishers with authors, script writers, agents and illustrators)

The forum gives the opportunity

- To offer the goods and services to the target buyer
- To receive actual market information from experts of industry
- To receive the information on the newest trends and currents
- To receive the practical information on development of own business with application of new technologies, including by means of Internet resources
- To adopt successful experience of leading players of industry



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What? Where? When?



The first International Book Forum has taken place on 1-2 November, 2011 in Moscow. ITE Group is a leader of the professional exhibitions and the congresses in Russia has acted as an organizer. The award «Russian Booker» became the main partner of the forum. Within two days of the forum figures of the book industry discussed industry vital problems.

Results



Within two days at the forum 22 speakers have made a report. There were experts in the sphere of author's rights protection, marketing chief executives, general directors of publishing house, heads of book documentation centers, successful businessmen and experts in digital sphere and other professionals of publishing business among them.

Representatives of the below-mentioned companies have taken part in a forum: Alpina Publisher, Mobile Digital Magazine, AST - Press, Rosman, Copyrus, Hewlett Packard, Book Industry, RosBusinessConsulting, Kontekstum, KnoRus, Your Book Shop, Biblio-Globus etc. The international book forum has visited professionals of book industry from Russia, Belarus, Great Britain, Greece, Germany and USA. Following the results of event there has passed ceremony of rewarding the participants of the forum.



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The IBF conference provides an opportunity to obtain information on the latest trends in the book publishing industry and share practical experiences with foreign colleagues.

The conference program includes: paper presentations, seminars and presentations.

Working languages of the conference: Russian and English.
Simultaneous interpretation is provided.

Conference primary subjects*:

- 1) Innovative technologies in publishing industry.
- 2) Author's right – all actual problems in Russia. Legal and means of information protection.
- 3) Marketing in publishing business. Branding. Promotion on the Internet.
- 4) The print On demand. Technologies, equipment, prospects.
- 5) The shop of future. Business model of XXI century. Effective staff policy.

* Detailed subjects and names of the acting will be announced later on an official site of the forum : www.InterBookForum.com





1. Performance with the report at the conference

Includes: performance of the representative of the Participant with the report on theme agreed in advance with the Organizer (no more than 30 minutes) in one of days of the Forum, a food during Forum carrying out according to its program, placing of the description of the company in the official catalog on the Forum Internet site (100 words in Russian and English languages), a packet of the participant with Forum information materials.



2. Delegate participation in a forum

Includes: participation in the Forum, a food during Forum carrying out according to its program, placing of the description of the company in the official catalog on the Forum Internet site (100 words in Russian and English languages), a packet for the participant with Forum information materials.

3. Modular stand (9 sq.m.)

Includes: participation in the Forum, 2 badges, standard stand (2 chairs + 1 table, connection to power supplies and 1 socket) a packet for the participant with Forum information materials.



4. VIP Modular stand (12 sq.m.)

Includes: participation in the Forum, 2 badges, standard stand (2 chairs + 1 table, connection to power supplies and 1 socket) a packet for the participant with Forum information materials.



* Advertising:

- Banner;
 - Posters;
 - Placing the materials of the participant in the registration zone;
- (You can receive more detailed information on demand)

1. Sponsorship

Sponsor's packets are formed individually, taking into account marketing tasks of clients.

2. Advertising and promotion on official site of the forum

Includes: detail information placing in the online catalogue : a contact information, a short description, a logo, possibility to load the book, photos.

3. Advertising in the official catalogue of the forum

Includes: 1 full-color page, a contact information, a short description, a logo.

4. Advertising on-site

Includes: advertizing of the participant on various carriers around



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Concerning participation in a forum contact the organizer:

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