

**Czech Republic Business Expo**

**2017**

**12 – 14 September 2017**

**International Multi Branch Fair & B2B Meetings**

**OFFER  
FOR EMBASSIES  
AND CHAMBERS OF  
COMMERCE**



# **BRANCHES OF THE FAIR**

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- **Civil and Power Engineering**
- **Mechanical Engineering**
- **Health Service**
- **Cybernetics, Robotics and Information Technologies**
- **Electronics and Electrotechnology**
- **Food Industry and Agriculture**
- **Transport and Tourism**



# WHY PARTICIPATE IN THE FAIR?

**Czech Republic Business Expo 2017** is a unique fair not only for its multi branch orientation but mainly for its concept. So in what does his uniqueness consist?

1. The fair is intended not only for **specialists** but also for **the general public**.
2. In cooperation with authorities of state administration and foreign embassies and representations in Czech Republic there will be arranged **foreign attendance** almost from all over the world and **promotion** of the fair **in more than 60 countries**.
3. Part of the fair will be **conference on export policy** with officials of the state and experts in export and foreign policy.
4. Each day of the fair will be devoted to one territory, in the morning block **the thematic panel discussion** will be held, in the afternoon block **the ambassadors** of the various countries **will present their territories and business opportunities**.
5. An inseparable part of the fair will be prearranged **B2B meetings** with foreign partners, ambassadors or commercial counsellors. Businessmen can use the opportunity to choose in advance who they want to meet.
6. Conference and Business parts of the fair will be meant for only specialists and exhibitors.
7. You will get to know **plans of towns, villages and regions related to business support** in your region.
8. Exhibitors can use **wide range of various forms of promotion and PR** fair.
9. You will have the opportunity to find new partners from other towns and regions for cooperation in tourism and culture.
10. During the fair you will have the opportunity to try national specialities of participating countries.



# HOUSE OF FOREIGN COOPERATION

## Participation Options of the Fair

### Variant TOGETHER

Foreign embassy or chamber of commerce orders a stand of 16 m<sup>2</sup> or 8 m<sup>2</sup>. On the stand businessmen and other organizations will present themselves together under the auspices of the embassies or the chambers. So financial costs can be equally divided among more exhibitors. Every company can order on top of that a B2B meetings of their choice and another additional promotional and marketing services, for example an advertising in the fair catalogue, presentation on the screen in the foyer of Hall A or a commercial presentation in the lecture hall. A representative of the embassy or the Chamber of Commerce has the opportunity to make a speech during the panel discussion in the main lecture hall. Participation in the conference devoted to the export policy for foreign participants is chargeable separately at a reduced price.

### Variant TOGETHER16

- **an exhibition stand of 16 m<sup>2</sup> in the House of Foreign Cooperation with basic equipment**
  - dimensions 4x4 m, location in a row of stands
  - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
  - basic equipment: 1 counter, 1 table, 4 chairs, carpet, power supply, base 1x1 m
  - putting the embassy or the chamber of commerce on [www.crpexpo.com](http://www.crpexpo.com) among partners of the fair
  - inserting promotional materials into bags for all participants of the fair
  - active appearance of a representative of the embassy or the chamber of commerce during the panel discussion in the main lecture hall

**1 500 €**



## Variant TOGETHER8

- **an exhibition stand of 8 m<sup>2</sup> in the House of Foreign Cooperation with basic equipment**
  - dimensions 2x4 m, location in a row of stands
  - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
  - basic equipment: 1 counter, 2 chairs, carpet, power supply
  - putting the embassy or the chamber of commerce on [www.crpexpo.com](http://www.crpexpo.com) among partners of the fair
  - inserting promotional materials into bags for all participants of the fair
  - active appearance of a representative of the embassy or the chamber of commerce during the panel discussion in the main lecture hall

**1 000 €**

## Variant ONESELF

Foreign embassy or chamber of commerce can order a stand of their choice or takes part only in the panel discussion and B2B meetings. Foreign businessman order his own stand of 2 m<sup>2</sup> or 6 m<sup>2</sup>. Financial costs are paid by each of participants separately, the price includes B2B meetings and participation in the conference devoted to the export policy at a reduced price. Every company can order on top of that another additional promotional and marketing services, for example an advertising in the fair catalogue, presentation on the screen in the foyer of Hall A or a commercial presentation in the lecture hall.

## Variant ONESELF2

- **an exhibition stand of 2 m<sup>2</sup> in the House of Foreign Cooperation with basic equipment**
  - dimensions 1x2 m, location in a row of stands
  - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
  - basic equipment: 1 counter, 2 chairs, power supply
  - inserting promotional materials into bags for all participants of the fair
  - a ticket to the conference devoted to the export policy for 1 person
  - 5 B2B meetings

**555 €**



## Variant ONESELF6

- **an exhibition stand of 6 m<sup>2</sup> in the House of Foreign Cooperation with basic equipment**
  - dimensions 2x3 m, location in a row of stands
  - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
  - basic equipment: 1 counter, 2 chairs, power supply
  - inserting promotional materials into bags for all participants of the fair
  - a ticket to the conference devoted to the export policy for 1 person
  - 8 B2B meetings

**1 000 €**



# OUTDOOR AREA

- delimited area in the outdoor compound – **45 €/m<sup>2</sup>**
- power supply
- a ticket to the conference devoted to the export policy for 1 person (in case of area bigger than 15 m<sup>2</sup> for 2 people)
- opportunity for rent a wooden stand with fabric shelter 2x3 m – **260 €**



# ADDITIONAL SERVICES

<b>B2B meetings</b>	
Another B2B meetings of your choice	56 €
Interpreting B2B meetings (20 minutes)	12 €
<b>PRICE LIST OF ADVERTISING IN FAIR CATALOGUE OF CZECH REPUBLIC BUSINESS EXPO 2017</b>	
Advertisement in the fair catalogue CRP EXPO 2017 1/4 page	75 €
Advertisement in the fair catalogue CRP EXPO 2017 1/2 page	149 €
Advertisement in the fair catalogue CRP EXPO 2017 1 page	297 €
<i>The price does not include graphic design of the advertisement.</i>	
<b>ADDITIONAL PROMOTIONAL &amp; PR SERVICES</b>	
Inserting promotional materials of your company into bags for all participants of the fair	93 €
Presentation or video about your company/products on the screen in the foyer of Hall A	130 €
Attendance of a company representative at the conference devoted to the export policy	297 €
Making a short video interview during the fair Czech Republic Product Expo	186 €
Commercial presentation in lecture hall A1 (15 minutes)	278 €
Commercial presentation or workshop in lecture hall A1 (30 minutes)	556 €
PR article on website iDnes.cz	186 €





# **We cooperate with**

- **Ministry of Foreign Affairs of Czech Republic**
- **Ministry of Industry and Trade of Czech Republic**
- **Ministry of Agriculture of Czech Republic**
- **Flora Olomouc Exhibition Grounds**
- **Olomouc City**
- **Olomouc Region**
- **CzechTrade**
- **CzechInvest**
- **Czech Chamber of Commerce**
- **Confederation of Industry of the Czech Republic**
- **EGAP**
- **Czech Export Bank**
- **Czech Centres Abroad**
- **Foreign embassies and representations in the Czech Republic**

