



*B2B-forum **WED**place market  
4 – 5<sup>th</sup> March 2016  
Saint-Petersburg, Russia  
Crowne Plaza St.Petersburg Airport Hotel*



**CROWNE PLAZA**<sup>®</sup>  
ST.PETERSBURG AIRPORT

**1. What B2B-forum **WED**place market is?**

This is a conceptually new event at the Russian wedding exhibitions and conferences market created on a wave of the increasing interest of the Russian couples for new wedding locations (as abroad and in Russia as well) for holding weddings. Participants of the event are owners and direct representatives of wedding venues in a luxury segment, those who has got an interest to expand a customer base, on the one hand, and wedding agencies and weddings organizers, with another one. The B2B format gives the chance for both sides to come into direct contacts, avoiding intermediaries, and also to get the best offers on the most favorable prices. “Meeting Planner” system with chosen exhibitors in advance gives the chance to each participant of the event to use Forum time wisely and conclude agreements and contracts with platforms on the Forum in comfortable conditions.

**2. Why you should come to **WED**place market?**

- we approached a buyers choice very carefully. All companies which has received the Forum invitation work in a Luxury segment, they are for a long time on the market and they are ready to get into new contacts here and now
- the B2B format allows sellers and buyers to be in direct contact with each other, passing unnecessary intermediaries and receiving the most favorable offers for each other
- you do not need to spend a lot of time and money searching for potential partners in Russia and abroad – we brought together for you people who make the decision on partnership in one place and at one time

- vendors don't need to stand, waiting when someone approaches their stand on the Forum – planning of meetings with potential partners in advance allows to make the individual schedule even before arrival on the Forum

### **3. Participants**

#### **- sellers**

There are 5 categories of exhibitors who will be presented on the Forum:

- Western and Southern Europe
- Scandinavian countries and the Baltic states
- Russian regions (Moscow, Sochi, the Crimea, Kazan, etc.)
- Saint-Petersburg
- Asia and Africa

These are venues and locations of high level which has got an aim to look for partners in Russia.

#### **- buyers**

- the largest wedding agencies of Russia which work in a Luxury segment and which are ready to get into new contacts
- individual weddings organizers in the Luxury segment

### **4. WEDplace market format:**

#### **- exhibition space**

Each exhibitor has an opportunity to submit its offers in the most beautiful way – for this purpose we provide "an island" - the stand which can be issued and decorated according to your desire by your own efforts (not included in the price) or with a help of our decorators

#### **- meetings**

Planned in advance business meetings up to 30 minutes is the convenient format of communication between potential partners. It allows to get into contacts with maximum efficiency

#### **- business communication**

There will be enough opportunity for informal communication on the Forum which is a principal part of getting into new contacts

#### **- conference**

All vendors of the Forum are given an opportunity (with the advice and consent of the managers) in a short, but interesting way to present their services and offers for participants of **WEDplace market**

#### **- Forum event**

Participants have got an opportunity to continue networking with a glass of wine in an informal atmosphere and be ready to get many surprises

- **a post tour of the best wedding venues in St. Petersburg (March 5,**

**2016)**

**WED**place market Forum takes place in St. Petersburg, the recognized as Russian wedding capital. Our city has all opportunities for holding magnificent weddings of the highest level. And we are ready to present the best locations and to surprise you properly. We prepared for you an interesting tour to luxury venues of St. Petersburg, so that you could see with your own eyes what you could have seen before only on the photos.

### **5. Additional options**

We consider that communication between wedding professionals have to be not only effective and useful, but also beautiful. There for we prepared for all Forum participants the branded " Forum participant folder" with business trifles in it (a notebook, a pen and a cardholder) which will become pleasant addition for the event.

### **6. The cost for exhibitors**

**Participation fee for package “Personal participation in the Forum accommodation included” - 1300 euros till 01.02.2016, after 01.02.2016 – 1500 euros including:**

- 18% VAT
- registration fee
- airport meeting
- hotel transfer
- accommodation at the Crowne Plaza St.Petersburg Airport hotel (2 nights, BB)
- a city tour (on March 3, 2016)
- the exhibition place(4 sq.m.) is equipped with one table, 3 chairs, additional lighting, a basic decoration in the general stylistics of the event (the additional decorations are not included in the price)
- the printed banner is also included, (the file is accepted up to 15.02.16)
- exhibitor information will be posted on the official site [www.wedplacemarket.com](http://www.wedplacemarket.com)
- one Full Page in the Official Event Catalogue, which will be in distributing materials for each participant of the Forum
- exhibitor logo will be placed at the Forum press wall
- “Meeting Planner” system for pre-arrange appointment
- entry to the Forum Conferences
- complimentary coffee, lunch, soft drinks during the Forum day (on March 4, 2016)

- welcome dinner on March 3, 2016 (for exhibitors only)
- gala event on March 4, 2016 for both, buyers and exhibitors (one ticket for an exhibitor)
- free WI-FI

**Additional expenses, which are not included:**

- tickets and transportation
- visa
- insurance
- personal expenses

**Participation fee for package "Participation in the Forum without accommodation" costs 925 euros till 01.02.2016, after 01.02.2016 – 1000 euros including:**

- 18% VAT
- registration fee
- the exhibition place(4 sq.m.) is equipped with one table, 3 chairs, additional lighting, a basic decoration in the general stylistics of the event (the additional decorations are not included in the price)
- the printed banner is also included, (the file is accepted up to 15.02.16)
- exhibitor information will be posted on the official site [www.wedplacemarket.com](http://www.wedplacemarket.com)
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**Participation fee for package " Forum Expoplace " costs 500 euros till 01.02.2016, after 01.02.2016 – 570 euros including:**

- 18% VAT
- registration fee
- exhibitor information will be posted on the official site [www.wedplacemarket.com](http://www.wedplacemarket.com)

- one Full Page in the Official Event Catalogue, which will be in distributing materials for each participant of the Forum
- exhibitor logo will be placed at the Forum press wall
- advertising banner (roll-up) in a zone of conferences or coffee breaks or meetings with buyers (the printing cost is included and the file is accepted up to 15.02.16)

Do you still have doubts? Our managers will answer all your questions!

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