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September 16 - 20

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INTERNATIONAL

KYIV
MEDIA
WEEK

KYIV UKRAINE

MEDIA

FORUM

PARTNERSHIP AND SPONSORSHIP PROPOSAL



www.kyivmediaweek.com





KYIV
MEDIA
WEEK

KYIV MEDIA WEEK — the largest media forum in Central and Eastern Europe, the key media event in Ukraine.

International content market, wide conference programme and exclusive B2B events dedicated to the hottest trends in **TV, movie, digital media and neighbouring spheres**, bring together media business community, cultural and political elite in one place and at the same time.

KYIV MEDIA WEEK takes place every September since 2011, being an excellent meeting point for top players of media market of **Ukraine and other countries of the region** with colleagues and partners from **around the world**. KMW serves as a networking platform for media professionals, as well as a source of inspiration for wide audience, interested in one of the most creative and actively developing industries.

KYIV MEDIA WEEK participants, guests, speakers and partners:

- Representatives of media groups, TV channels and prodcos from Ukraine, CIS countries, Baltic states, Central and Eastern Europe
- International content distributors from the Americas, the UK, Europe and Asia
- Representatives of industry-specific associations, state authorities and organizations related to media sphere regulation and support
- Representatives of creative, cultural, political and business elite of Ukraine and other countries
- Influencers, experts, world-known media business stars
- Forward-thinking youth, students, planning to commit themselves to film and media
- Ukrainian and international mass media and press





2018

Virginia Mouseler
The Wit



2016

Charlie Woebcken
Studio Babelsberg AG



2013

Michael Grindon
Sony Pictures Television International



2017

Johnathan Young
HBO Central Europe



ВОЛОДИМИР ЗЕРІНСЬКИЙ
Художник кліпів, режисер
студія «Квартал 95»

АНДРІЙ ЯКОВЛЄВ
Кар'єрний консультант
студія «Квартал 95»



2012

Rick McCallum
Star Wars, Producer

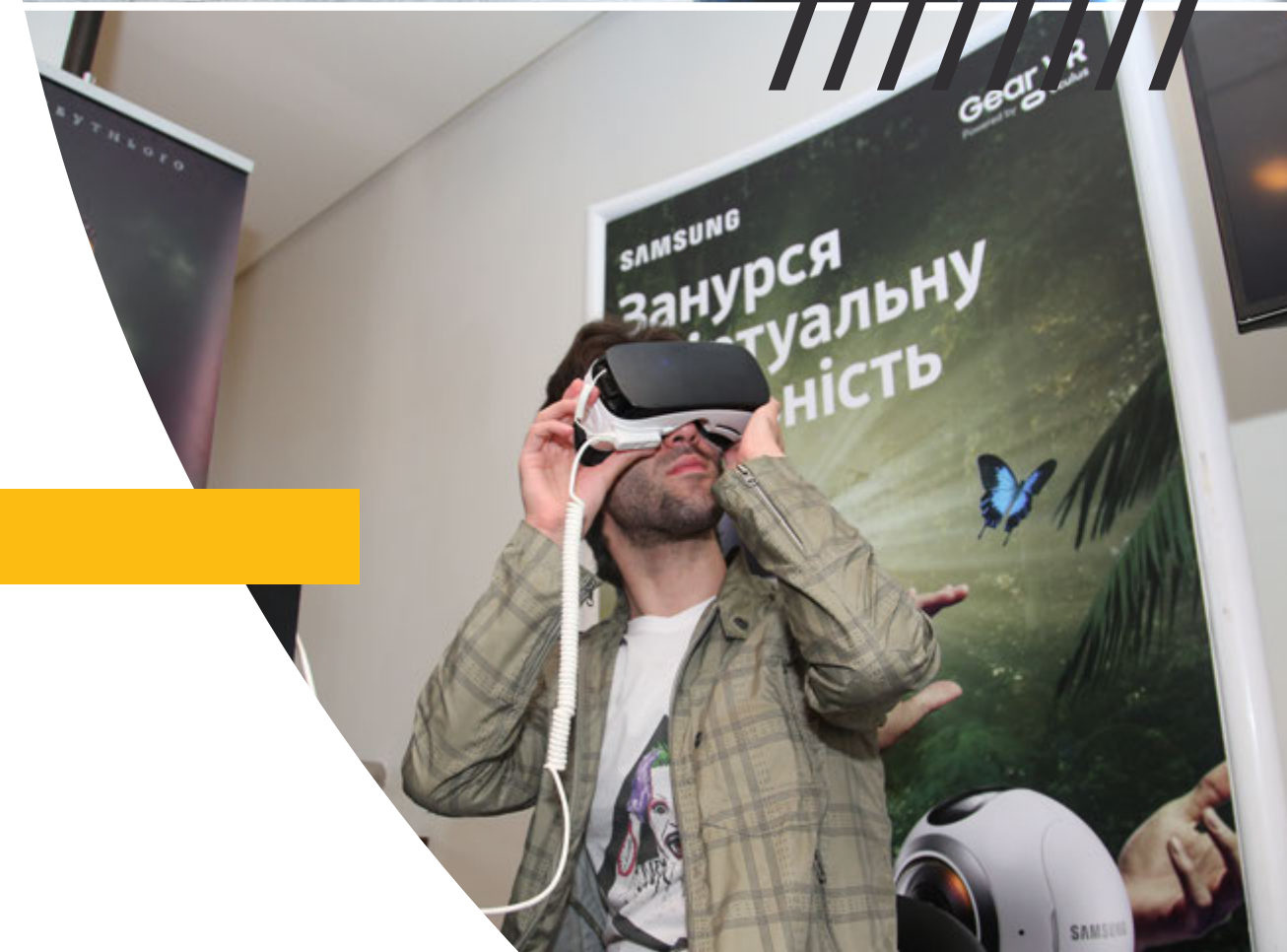




ADVERTISING AND PROMO OPTIONS



KYIV MEDIA WEEK
THANKS TO OUR PARTNERS AND SPONSORS



KYIV MEDIA WEEK
Overall program of KMW 2017 announced

KMW PARTICIPANT'S BADGE

Logo on the KMW participant's badge ribbon € 1700

Approximate size of the logo: 15mm or more x 15mm, along the whole ribbon

Back side of the KMW participant's badge € 1300

Approximate layout size: 75mm x 105mm

KMW PARTICIPANT'S BAG

Branding of the KMW participant's bag € 7000

Placement of company's advertisement / logo on one side of the KMW participant's bag gives you mobile billboards around KMW venue

KMW bag inserts € 500

Inserted items may be promotional materials including: DVDs / leaflets / booklets (up to 10 pages) /memory sticks / small souvenirs, etc.

Branded pens € 1100

Inserted into each KMW bag

KMW LOCATION BRANDING

Stairs € 2000

28 stairs leading from the registration area to the Content Market level

Flower bowls € 2500

8 metal flower bowls at the main entrance to KMW venue (outside)

Wall nearby the registration area € 1300

Banner 2m x 3m, visible both from the ground floor and from the stairs to the 1st floor (market level)

Registration desks € 2000

Registration and help desks located at the main hall of KMW venue

Poufs all around KMW venue € 2200

Branding of 20 poufs located around the whole KMW venue, serve as free meeting points for all participants



BANNERS AROUND THE KMW VENUE

self-standing roll-up construction, 80cm x 200cm

Roll-up placed at KMW's general areas € 500

Price includes production and placement during the whole KMW period (Sept 16-20). Areas available: registration / coffee-break area / corridors, etc.

Roll-up at KMW Content Market area € 250

Price includes production and placement during the content market period (Sept 16-17)

OTHER PROMO OPTIONS AT THE VENUE

Company's promo materials distribution all around KMW events areas from € 200

Distribution from 1 day, location and target audience – to be discussed additionally, production cost of the materials not included

Adv video reel on flat screens all around KMW venue € 400

During the whole KMW period, from 9:00 till 18:00. Video timing up to 3 minutes

Leaflet holder for the market exhibitors € 150

Price is set for a 2-days rent; available only for the exhibitors, to be placed nearby the exhibitor's meeting area

Leaflet holder with promo materials to be placed all around KMW venue € 400

Price is set for a 4-days rent, production cost of the materials not included

ONLINE PROMO OPTIONS

KMW website branding € 3000

Per 1 month

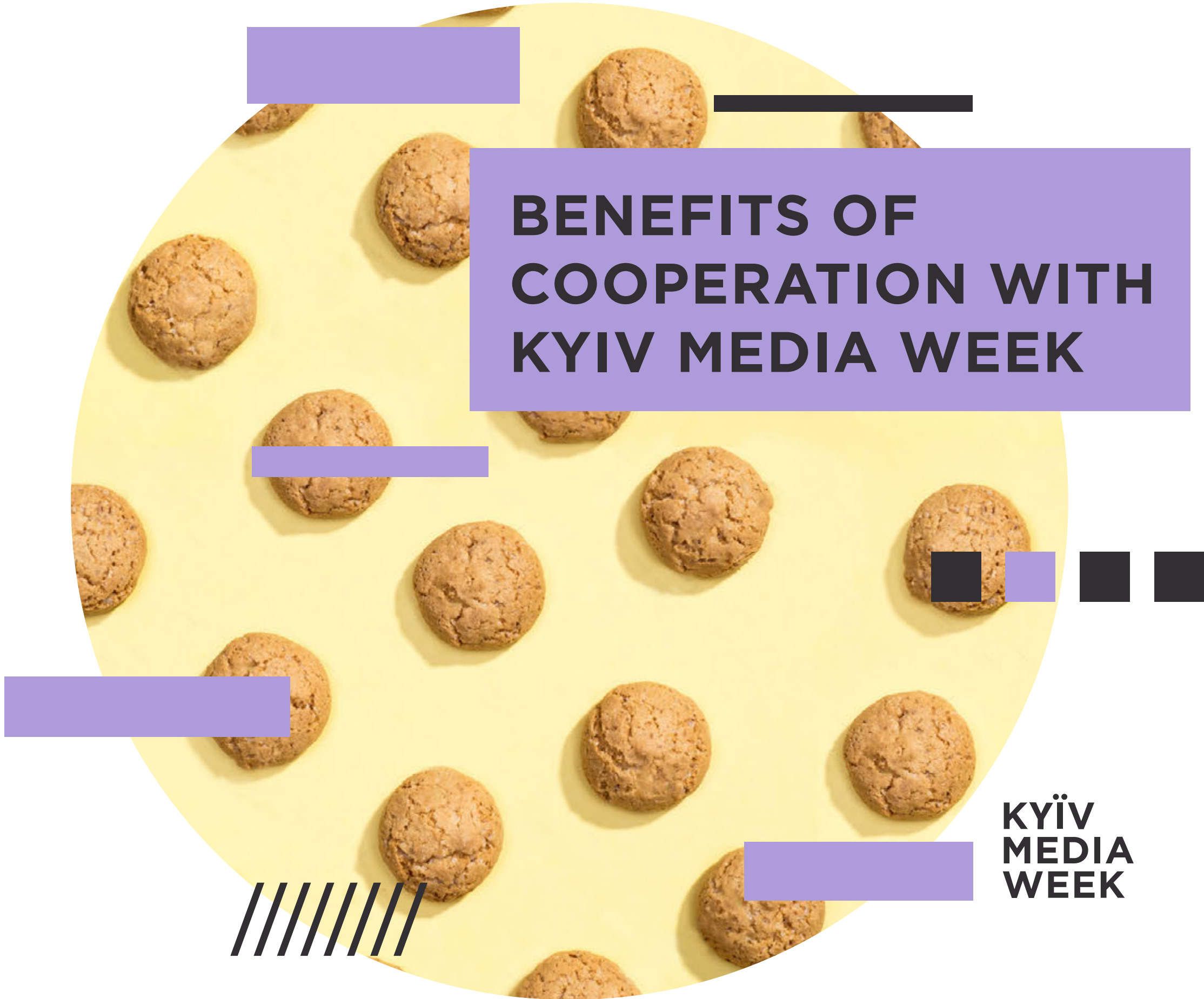
Dedicated e-blast € 500

KMW / MRM database (15,000+ emails)

Advertising in KMW newsletter € 600

Your ad in a weekly KMW newsletter (4 placements during one month)





BENEFITS OF COOPERATION WITH KYIV MEDIA WEEK

KYIV
MEDIA
WEEK

Creating brand attribution with content industry — one of the most creative and dynamically developing spheres.

Direct contact with solid and forward-thinking audience, reluctant to traditional advertising messages from mass media, being the influencers and opinion leaders at the same time.

Wide selection of advertising options and individual approach to every partner and sponsor, including unique solutions and all-in packages, designed to meet any specific demand of the company.

High-profile coverage of cooperation in Ukrainian and international mass media, including industry-specific.



KYIV
MEDIA
WEEK

Organizer of KYIV MEDIA WEEK

Media Resources Management (MRM) — consulting company that offers its competent expertise and services in the sphere of media and entertainment. MRM has been operating in the market since 2005, offering consulting services and practical support of the projects in such spheres of media: TV, theatrical, press, digital media, distribution, advertising, content acquisitions, investments, etc.

MRM's knowledge and practical skills are based on long-term experience of cooperation with the leading Ukrainian and international media companies, MRM team has successfully carried out dozens of projects in all abovementioned areas.

Key directions of MRM's activity include market researches, practical consulting, analytical periodicals, professional books publishing, educational projects, B2B event management and international co-production support.

**MEDIA
RESOURCES
MANAGEMENT**

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