



ALMATY

INTERNATIONAL PROPERTY EXPO 2018



13-14 APRIL 2018
ALMATY | KAZAKHSTAN
RIXOS HOTEL

RIXOS

The logo features a stylized blue house icon on the left, followed by the word "ALMATY" in large, bold, blue capital letters. Below "ALMATY" is a yellow rectangular banner with the text "INTERNATIONAL PROPERTY EXPO 2018" in black capital letters. The background of the entire slide is a photograph of a grand, multi-story building with classical architectural elements like columns and arches.

ALMATY

INTERNATIONAL PROPERTY EXPO 2018

Unique concept

This is brand new concept from the organizers of well-known overseas property exhibitions and events. We invite **developers and agencies** offering overseas property on the Kazakh market to participate.

Within just two days you will able to:

- Find new partners for effective sales;
- Learn the secrets of marketing of overseas property in Kazakhstan;
- Present your company and its projects to clients and professionals;
- Meet with potential buyers and investors.

Program of the event

13 April, Friday (11:00 – 19:00)

DAY FOR PROFESSIONALS

- **Workshop** – Foreign participants meet Kazakh realtors with the aim to establish new partnership and conclude contracts for cooperation.
- **Round Table** – Discussion of the current condition of Kazakh and Foreign real estate markets and opportunities for cooperation.
- **Educative Seminars** – Series of presentations from local Kazakh professionals, on how to work more efficiently on the Kazakh market, which strategies and marketing means are most efficient.
- **Series of presentations.** - Participants present their companies and projects to the local professionals.



Program of the event

14 April, Saturday (12:00 – 19:00)

DAY FOR BUYERS & INVESTORS

- **Exhibition** – Foreign participants meet Kazakh potential property buyers and private investors.
- **Business Program** – Series of presentations. Participants present their companies and projects to potential clients and investors. The business program will be broadcasted online, so that buyers and investors from different Cities of Kazakhstan and other CIS countries could see your presentation.

Visitors

13 April We invite property professionals:

- Key representatives of real estate agencies from Almaty and regions
- Real estate journalists and specialized media
- Global Promotion Group and HomesOverseas.ru partners

14 April We invite property buyers:

- Business owners and their family
- Top-managers & executives of financial and resources companies
- Private and corporate property investors

Advantages

- **Entrance by invitations only.** This is a high-level private event for a targeted, pre-qualified audience.
- **Limited number of participants.** Buyer's attention is focused on a few exhibitors. Also limits on participants from country/region exist.
- **Comfortable atmosphere** of private event is beneficial for negotiations and sales.
- **Complimentary refreshments** all day for participants and guests
- **Pre-scheduled meetings** for negotiations with important partners and clients.

Participants packages

	GOLD	SILVER	BRONZE
Exhibitors' space	8 sq.m: big table, up to 6 chairs	4 sq.m: small table, up to 4 chairs	2 sq.m: place on the common table, 2 chairs
Number of badges	4	2	1
Additional badges (50 euro extra)	No more than 2	No more than 1	No
Decoration	2 roll-ups, plasma TV	1 roll-up	1 roll-up
Presentation (1st day/2nd day)	Free of charge	+ 300 euro/free	+ free/ 500 euro
Pre-scheduled meetings	Free of charge	+ 800 euro	+ 800 euro
Advertising on HomesOverseas.ru	500 euro budget	250 euro budget	No
Advertising on GPG.name	Banner + 100 listings	50 listings	No
Price	4850 euro	2850 euro	1450 euro

All packages include: participation in Round Table and educative seminars; diploma; information about company in printed catalogue; special rates for accommodation

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Presentation

Present your company, projects and country for high quality audience of local professionals on the 1st day and potential property buyers and Investors on the 2nd day. Presentation lasts up to **40 minutes**.

Prices for holding of presentation:

- For participants with Golden package – **free of charge**.
- For participants with Silver and Bronze packages:
 - 1st day – **300 euro** (free for bronze package);
 - 2nd day – **500 euro** (free for silver package).
- For non-participants:
 - 1st day – **500 euro**;
 - 2nd day – **800 euro**.
 - Both days - **1100 euro**.



Sponsorship package

Services included

Exhibitors' space: 15 sq.m: 2 big tables, 10 chairs	Announcing your company 4 times during the event
Number of badges: up to 10	A word at the opening of the event
Decoration: 4 roll-ups, 2 information desks	Providing the company with the information about all registered visitors
Presentation: during both days of event	Placing your maquette, print material in the best location of the event hall
Pre-scheduled meetings: additional promotion and setting meetings on the highest level	Broadcasting your promo clip during the business program
Advertising on HomesOverseas.ru: 1500 euro budget	Placing your logo on the press wall of the event
Advertising on GPG.name: 3 top location banners + 150 listings	Email blast with your offer (4 times after the event)
Private meeting room	Transfer and hotel accommodation
Branding the cover of the event catalogue	Post event meetings, follow up calls, assistance in negotiations
Branding the web-site of the event	Provision with translator service
Announcing and branding in every event's newsletter	Provision with promo girls service

PRICE

15 000 EURO

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Organizers



Global Promotion Group is a marketing company for promotion of real estate on the CIS Real Estate Market. Our huge experience and narrow specialization makes us leader in the field where we work. We build extensive client and partner database and create extraordinary marketing campaign for our clients.

R I X O S

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Venue

Hotel «RIXOS ALMATY» 5* Almaty, 506/99 Seyfullina ave.

The hotel is well located in the center of the city, offers high standards of service and got positive feedback from participants of previous events. The hotel offers special rates for accommodation especially for **AIPE** participants and visitors.





Participants registration

In case you need any additional information, please, send email to:
info@almatypropertyexpo.com

Or call us:

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+74959914717;

+79166207224 (Viber, WhatsApp).