



EXPO 2017

• **Future Energy** •

Astana Kazakhstan

PARTNERSHIP



WHY EXPO?



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EXPO



150+
years of history



A showcase
**of the technological
achievements**
of the human kind



**1851 - 1st
World EXPO,**
London, UK



1 000 000 000+
total visitors



Demonstration
**of science and
technology**
developments



“

*Each EXPO is a great opportunity to bring
together experts and decision makers from the
whole world around an important issue.*

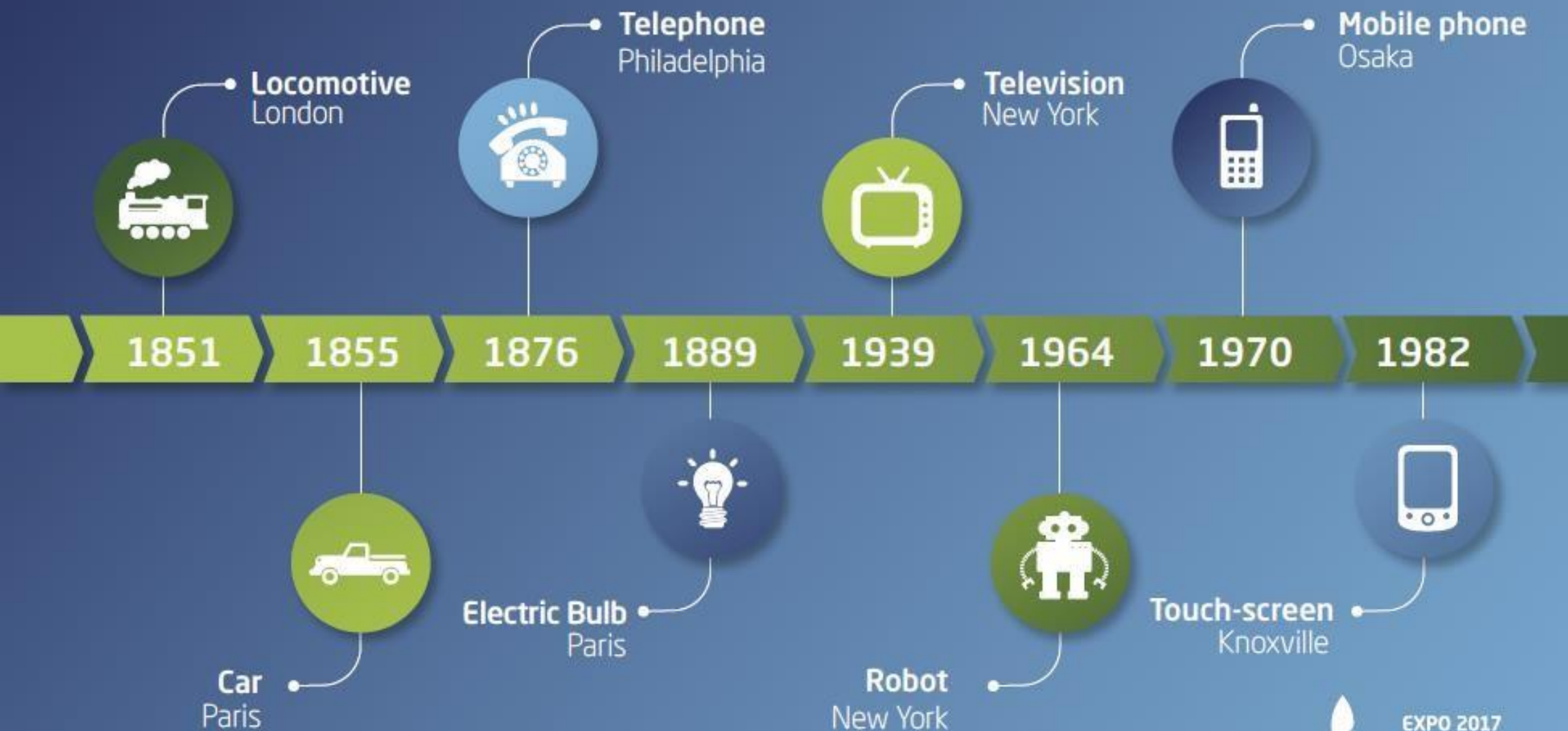
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Bureau International des Expositions (BIE), Paris



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EXPO LEGACY



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EXPO IN A NEW ERA

2000	Hannover, Germany	« <i>Humankind - Nature - Technology</i> »
2005	Aichi, Japan	« <i>Nature's Wisdom</i> »
2008	Zaragoza, Spain	« <i>Water and Sustainable Development</i> »
2010	Shanghai, China	« <i>Better City, Better Life</i> »
2012	Yeosu, Korea	« <i>The living ocean and coast</i> »
2015	Milan, Italy	« <i>Feeding the Planet, Energy for life</i> »
2017	Astana, Kazakhstan	« <i>Future Energy</i> »

Starting from 2000
EXPOs are dedicated
**to sustainable
development**



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EXPO-2017 ASTANA



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CONTINUOUS EXPOSURE



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93
DAYS
of exposition

FROM
JUNE 10
TO
SEPTEMBER 10
2017



FIFA World Cup

1 month every 4 years



Olympic games

2 weeks every 2 years



«Formula-1»

19 days annually



«Eurovision»

3 days annually



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MAJOR EVENTS



Summer Olympics Rio
2016



BIGGEST
EVENT OF **2017**



FIFA WORLD CUP, RUSSIA
2018



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EXPO-CITY

5 km to the train station



EXPO CITY

LRT



2 km to the airport



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EXPO-CITY

**MULTI-FUNCTIONAL RETAIL-
ENTERTAINMENT COMPLEX**

HOTEL

EXPO SITE:
25 ha

**ORGANIZER'S
OFFICE**

CONGRESS COMPLEX

UTILITY PLANT

ADJACENT
INFRASTRUCTURE
DEVELOPMENT:
149 ha

TOTAL AREA:
174 ha



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ASTANA EXPO-2017 VISITORS

MORE THAN

5 000 000

LOCAL AND FOREIGN VISITORS

AVERAGE DAILY VISITORS

55 301

PEAK DAYS VISITORS

110 602

FOREIGN VISITORS

15%

VISITORS COUNT FOR OTHER EVENTS



SUMMER
UNIVERSIADE 2013
(KAZAN)

150 000



WINTER ASIAN
GAMES 2011
(ALMATY, ASTANA)

14 000



WINTER
OLYMPICS 2014
(SOCHI)

1 400 000



WINTER
UNIVERSIADE 2017
(ALMATY)

65 000



DISNEYLAND
PARIS

14 000 000
DURING 12 MONTHS IN 2014



CROCUS EXPO
MOSCOW

10 000 000
ANNUALLY



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LARGEST EVENTS VENUE IN 2017

OPENING AND
CLOSING CEREMONIES

MOST ATTRACTIVE AND
OUTSTANDING EVENTS
OF 2017

GLOBAL PERFORMERS

DAILY ENTERTAINMENT
DURING EXPO

3 ENTERTAINMENT VENUES
FOR **7000+ VISITORS**

- 3000+ SHOWS
- MAJOR MUSICAL PERFORMANCES
- ENTERTAINMENT ARTS, CINEMA AND THEATER EVENTS

- AUDITORIUM
- ENERGY HALL
- EXPO PLAZA



ASTANA EXPO LEGACY

**ASTANA EXPO-2017 ICON
IS THE LARGEST SPHERE IN THE WORLD**

Diameter – **80 m**
Total GFA – **26 000 m²**

ASTANA EXPO LEGACY:

- ✓ < 130 000 SQ. METERS OF OFFICE SPACE
- ✓ DEVELOPED INFRASTRUCTURE
- ✓ ENERGY EFFICIENT CONSTRUCTIONS
- ✓ CONGRESS CENTER
- ✓ 2 HOTELS
- ✓ PARKS & RECREATIONAL AREAS



“ Starting from 2018 EXPO site will host “**Astana**” financial center. ”

N. Nazarbayev



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World Media



Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

LE FIGARO

Bloomberg

中國報
CHINA PRESS



The New York Times



BBC



Prestige

Interests

Capacity

TV, radio, print, online

A background image showing three men in business suits leaning over a table, looking at documents. In the foreground, there is a pink mesh pen holder with several pens, a pair of glasses, and a document with a bar chart. The text 'PARTNERSHIP OPPORTUNITIES' is overlaid in the center.

PARTNERSHIP OPPORTUNITIES



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ASTANA EXPO B2B OPPORTUNITIES

NETWORKING OPPORTUNITIES

Business events

Become a **part of Astana EXPO forums, roundtables, b2b dinners, specialized business events.**

Target marketing

Create your own branded zones at Astana EXPO.
Host your special event at Astana EXPO.

Corporate participation

Construct your unique corporate pavilion or present yourself in the dedicated corporate zone.

Astana EXPO-2017 is a unique place **for meeting and networking with global experts, business leaders and government officials** from around the world.



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ASTANA EXPO B2C OPPORTUNITIES

LARGEST REGIONAL MARKET

Marketing activities

Target marketing during EXPO

Pre-expo activities

Create a customized campaign to boost your brand awareness

Create your own branded zones at Astana EXPO.
Host your special event at Astana EXPO.

Become a part of Astana EXPO PR & Marketing campaign in Kazakhstan and abroad.

Astana EXPO will become **the largest event of 2017** and enjoy at least **5,6 mln visitors with almost 1 mln foreign visitors** creating a unique PR&Marketing opportunities.



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ASTANA EXPO-2017 PARTNERSHIP PROGRAM CONCEPT

Astana EXPO **partnership program guarantees the best-practice approach** when it comes to understanding of the partners needs and development of customized partnership programs.

Astana EXPO Partnership program is based on the following pillars:

PR&Marketing

- Green energy core problems and solutions
- Marketing campaign in Kazakhstan and abroad
- PR&Marketing before and during EXPO

Market analysis and new products testing

- Regional market behavior analysis
- Testing new products and services

Business opportunities

- Exclusive sales rights
- Largest market in Kazakhstan
- Corporate participation at Astana EXPO
- Meetings with government officials, corporate and official participants of Astana EXPO-2017



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ASTANA EXPO PARTNERSHIP BENEFITS



Corporate participation



Logo use



Expo site marketing



Events



VIP benefits



E-benefits



Pre-expo marketing



Customized programs



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EXPO-2017 SPONSOR CATEGORIES



Partners and Sponsors of EXPO-2017

	GLOBAL PARTNER (8 mln euro)	OFFICIAL PARTNER (3.5 mln euro)	PARTNER (1.75 mln euro)	FRIEND (175 mln euro)
Partners and Sponsors	   	 	   	   
In negotiations	   CITIC Group	 ArcelorMittal  HUAWEI	 Beeline™  ҚАЗАҚТЕЛЕКОМ  ҚАЗАҚСТАН ТЕМІР ЖОЛЫ	 air astana  TRANS LINK  UBER  AllurAuto



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