

**International forum-showcase of articles  
with amber  
«AMBER WORLD»**



# History and Background

The Kaliningrad Region is situated on the south-east coast of Baltic Sea and is the westernmost region of the Russian Federation, which is completely insulated from the rest of the territory of country by land frontiers of foreign countries and by international marine waters.

Among all the natural resources of the Kaliningrad Region it is the amber that is the most famous one. More than 90% of the world reserves of this valuable semi-precious stone are concentrated on the west coast of the Kaliningrad peninsula near the village of Yantarny. The amber can be found in sand and argillaceous deposits admixed with bright green mineral - celadon green because of which the soil has a tincture of greenish blue and the amber chambers are called “blue soil”. Areal limits of “blue soil” cover a considerable part of the Kaliningrad peninsula and surrounding seabed as well as the west coast of Vistula Bay. But amber content, depth of formation and thickness of “blue soil” differ depending on the region. The maximum amber content per cubic meter of soil is observed near the village of Yantarny, where we can see from 1 to 4.5 kg/cu.m. And here the depth of amber deposits formation is minimal, sometimes it does not exceed 10 meters, though the depth of the widest layers formation (from 6 to 14 meters) varies from 17 to 60 meters. With distance from the coast the depth of “blue soil” formation increases to 100 meters, and its thickness decreases to 1-3 meters and amber content does not exceed a half kilogram per cubic meter.



Guard  
Invest



# Official support

- GOVERNMENT OF THE KALININGRAD REGION
- MINISTRY OF INDUSTRIAL POLICY DEVELOPMENT OF ENTREPRENEURSHIP AND TRADE OF THE KALININGRAD REGION
- MINISTRY OF CULTURE OF THE KALININGRAD REGION
- ADMINISTRATION OF THE CITY OF KALININGRAD
- MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION
- MINISTRY OF REGIONAL DEVELOPMENT OF THE RUSSIAN FEDERATION
- MINISTRY OF CULTURE OF THE RUSSIAN FEDERATION



Guard  
Invest



# Participants of Exhibition-Forum

One of the primary objectives of the promoters of an exhibition is to attract as many participants to the Exhibition-Forum as it possible to ensure a maximum efficient work and fruitful communication in the course of forum.

Alleged participants of Exhibition-Forum:

- Amber articles manufacturers
- Manufacturers and suppliers of amber processing facilities
- Manufacturers of jewellery
- Private workshops, design studios



Guard  
Invest



# Participants of Forum

Creation of alleged participants base

- Amber articles manufacturers
- Manufacturers of jewellery
- Manufacturers and suppliers of amber processing facilities
- Companies developing technologies for amber processing and jewellery making
- Private workshops, design studios
- Museums, private collectors
- Associations and educational institutions specialized in training of experts in this industry

**The total is more than 400 companies and organizations**



Guard  
Invest



# Guests/visitors of Exhibition-Forum

The visitors of Forum will be represented by:

- Distributors and bulk buyers of jewellery
- Bulk and retail buyers of precious gems
- Bulk and retail buyers of jewellery
- Designers, private manufacturers of costume jewellery and accessories with precious and semi-precious stones and amber

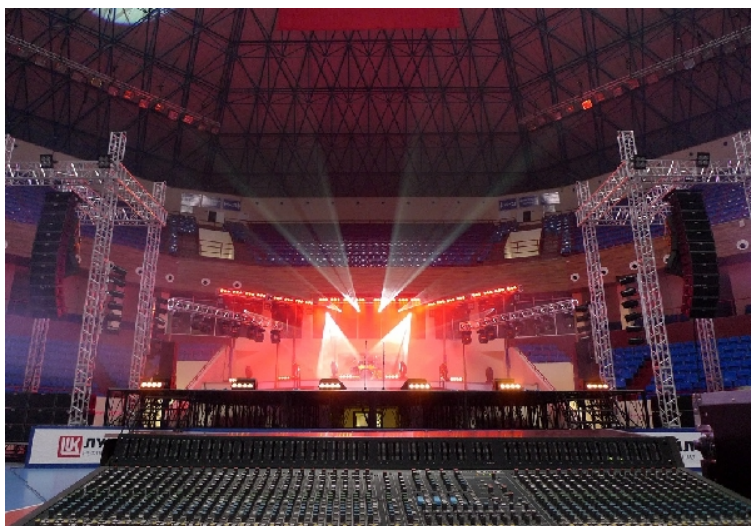


Guard  
Invest



# Venue

the Palace of Sports “Yantarny”

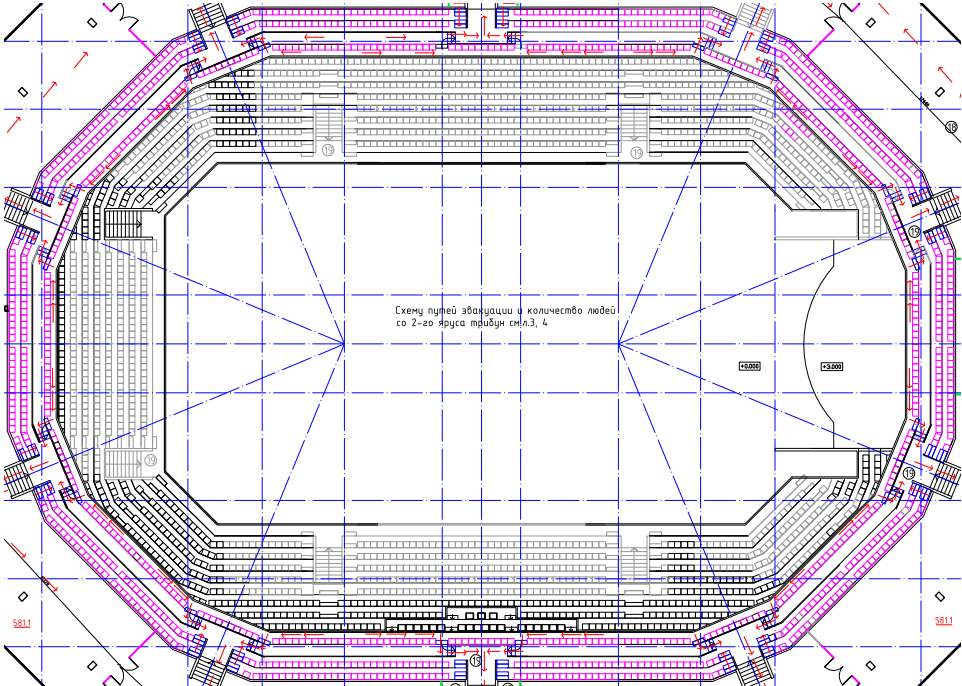


Guard  
Invest



# Preliminary plan of Exhibition

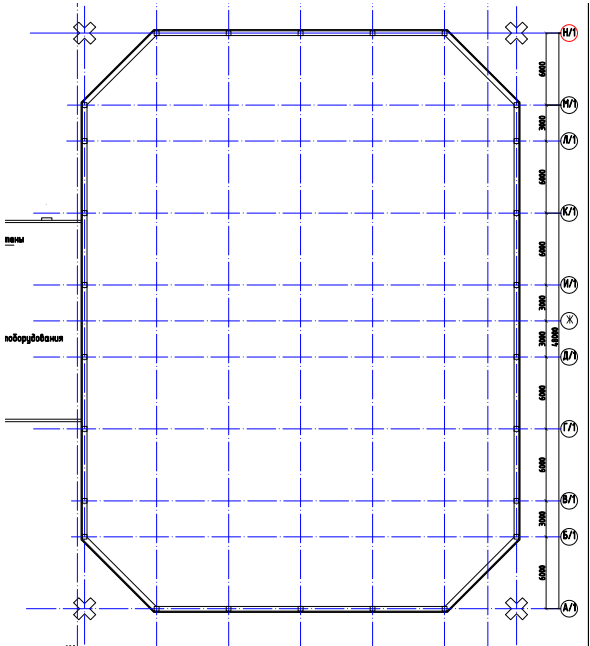
## Expositions of forum participants



Build-up area is about 2000 square meters



## Museum expositions

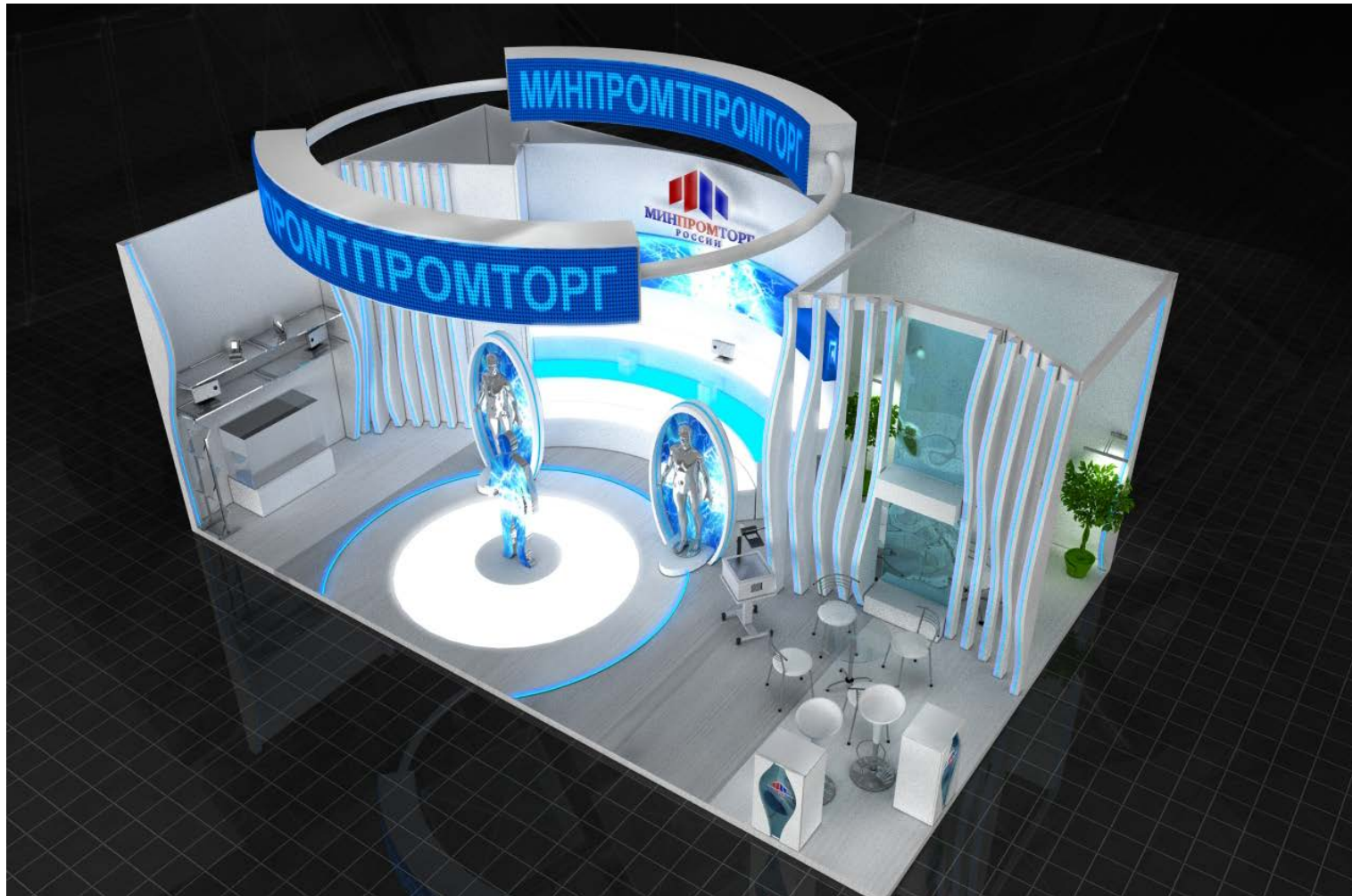


Build-up area is about 1000 square meters





# Examples of individual build-up



Guard  
Invest



# Examples of standard build-up and “advanced” standard build-up



- Standard build-up:
- Carpeted floor
  - Reception
  - Fascia panel
  - Light and electricity
  - 4 chairs and desk



- Advanced standard:
- Individual elements of booth
  - Individual reception
  - Cushioned furniture
  - Plasma screen



# Example of museum exposition design



Guard  
Invest



# Participant package

## Participant package “standard”:

- 9 m2 of equipped exhibition area pursuant to selected package
- Accreditation of two representatives of the company-exhibitor (incl. Opportunity to participate in business program of Forum)
- Publication of company logo and profile in the official catalogue of Exhibition
- Publication of exhibitor information on the official web portal of Exhibition
- Opportunity to publish news of the company-exhibitor on the web site of Exhibition (in section “Partners’ news”) throughout the year
- 1 invitation card on ceremonial reception on the occasion of Forum opening
- Catalogue of Exhibition

## Participant package “advanced standard”:

- 15 m2 of equipped exhibition area pursuant to selected package
- Accreditation of three representatives of the company-exhibitor (incl. Opportunity to participate in business program of Forum)
- Publication of company logo and profile in the official catalogue of Exhibition
- Publication of exhibitor information on the official web portal of Exhibition
- Opportunity to publish news of the company-exhibitor on the web site of Exhibition (in section “Partners’ news”) throughout the year
- 2 invitation cards on ceremonial reception on the occasion of Forum opening
- Catalogue of Exhibition



Guard  
Invest



# Sponsorship package

## The Title Sponsor (Partner) Package

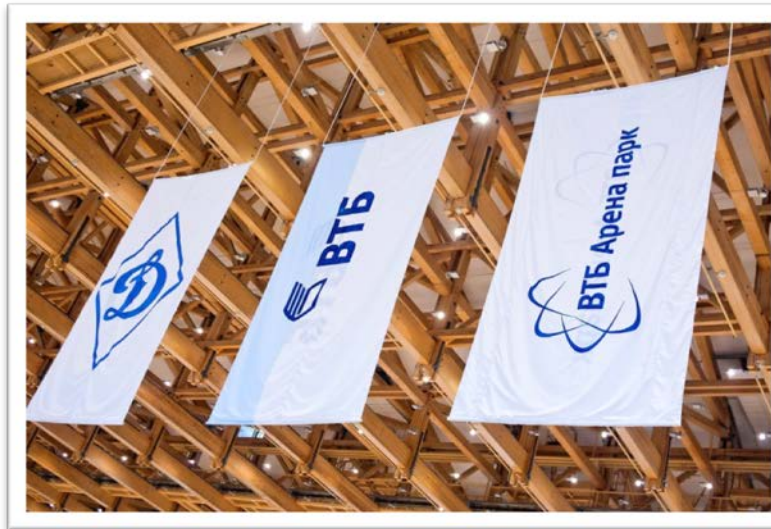
- Awarding of the official status of the title Partner
- Opportunity to take part in an official ceremony of the Forum opening
- Opportunity to take part in press conference upon the Forum opening
- Placing of Sponsor's logo on promotional materials of Exhibition and Congress in print press (both Russian and international)
- Opportunity to place advertising media (roll-ups, banners) in the area of official ceremony of Forum opening
- Opportunity to place advertising media (roll-ups, banners) in congress events area
- Placing Sponsor's logo on press-wall in the press-conference area
- Placing logo, name and profile of organisation-sponsor on the official web-site of the Forum;
- Placing logo, name and profile of organisation-sponsor in the official catalogue of Exhibition
- Placing logo, name and profile of organisation-sponsor in the information materials of Congress
- Placing information materials (booklets, leaflets, brochures) of organisation-sponsor in the Exhibition participants portfolio
- Placing logo of organisation-sponsor on 3 (three) advertising surfaces on the Exhibitions territory
- Placing logo of the Sponsor on the Forum business schedule



Guard  
Invest



# Examples of the Sponsor's logo placing



# Draft of event program within the Forum

**July 11, 2014**

**Exhibition working hours: 10.00-18.00**

**•10.00**

Opening of Exhibition

**•11.00 – 11.30**

Official inauguration of the Exhibition (welcoming speech of Chief Executives, Title Partner of the Forum, Organizers)

*Venue : Central Stage*

**•11.30 – 12.00**

Tour of an exhibition by special guests of the Forum, meeting of authority representatives with business community, representatives of scientific and educational institutions

**•12.00 – 13.00**

Press conference of initiators , organizers and the partners of the Forum

*Venue : Congress- hall*

**•During the whole day** (after formal events) – master classes by designers –jewelers, Arts fair

**•14.30 – 16.30** Round tables on current issues with participation of Russian and foreign experts, business and authority representatives. Core issues: amber digging and processing issues, issues on building of efficient relationships between business-processes participants, scientific issues on the branch development.

*18.30 – BANQUET*



Guard  
Invest



# Draft of event program within the Forum

**July 12, 2014**

**Exhibition working hours : 10.00-18.00**

**•10.00**

Opening of Exhibition

**•12.00 – 13.00**

Awarding of premium nominee s(*youth competition etc.*)

Venue : Central Stage

**•14.00 – 15.00**

Runway show of amber clothes and jewellery (modern designers, coutures)

**•17.00**

Raw amber auction(to plan alternatively for Friday before the banquet)

Venue: (be approved)



Guard  
Invest





# Draft of event program within the Forum

**July 13, 2014**

**Exhibition working hours : 10.00-17.00**

**•10.00**

Opening of Exhibition

**•12.00 – 13.00 (or can be presented on the reception)**

Presentation of Diplomas to the Forum participants (for the best project, best exposition etc.)

Venue : Central Stage

**•14.00 – 16.00**

Master classes by young professionals (together with specialized educational institutions)

**•14.00 – 16.00** Round tables on current issues with participation of Russian and foreign experts, business and authority representatives. Core issues: amber digging and processing issues, issues on building of efficient relationships between business- processes participants, scientific issues on the branch development.

**•17.00**

Concert program as part of A City Day celebration (on the near-by venue)



Guard  
Invest



# Examples of souvenirs and printed products

