



**SU&IT**  
Minsk Startup Contest

**21**  
october

**Startup competition in Belarus**

**Startup Week**  
**Su&IT 2017**

partner packages

Minsk, President Hotel  
(Kirova Street, 18)

suit.by

# What will be at the event?



## **Presentation of startups**

onstage performance of startups in front of investors



## **Networking and business contacts**

a meeting of investors, businessmen and startup representatives is an opportunity to discuss business offers and exchange contacts



## **Performance of the speakers on the forum**

representatives of IT-companies, experts tell about successful cases

# SU&IT in numbers



**1 day**



**50+**  
startups



**1000**  
participants



**150+**  
investors

**Investors from more than **10** countries:**

USA, Russia, Belarus, Israel, Great Britain, Italy, Poland, Lithuania, Latvia and others

**Great opportunity  
for all participants**



**5-days  
visa-free  
entry in Belarus**

This year visa-free order started to act in Belarus  
for investors from 80 countries  
(including EU-countries and the USA)



# Startup Weekend Su&IT bring together in one place



Startups



Speakers



Investors



Media

## Planned number of participants:

 more than  1000

All teams go through free pre-election.  
Belarusian and CIS media will be at the event.

\*Official contract is concluded with 150 media.

# Our participants are



programmers, employees of IT-companies, top-managers, company owners and representatives of business, designers, leaders of technoparks and business-incubators, experts, representatives of governmental institutions, students of IT-specialities, media representatives and others

# Successful startups in Belarus



JUNO

VIADEN  
M E D I A



# Advertising offers for sponsors

Partner options	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Placement of company logos on the website	+	+	+
Placement of logos on rollups	+	+	+
Placement of logos on press wall	+	+	+
Placement of logos on banner 1 (see the scheme below)	+	+	-
Placement of logos on banner 2 (see the scheme below)	+	+	-
Placement of logos on banner 3 (see the scheme below)	+	+	+

## Партнерские опции

## Platinum Sponsor

## Gold Sponsor

## Silver Sponsor

Placement of logos on a badge

+

-

-

Placement of logos on lanyards  
(badge ribbons)

+

-

-

Placement of logos on a folder (for each  
participant)

+

+

+

Placement of logos on a notebook (for each  
participant)

+

+

+

Placement of logos on a package (for  
each participant)

+

+

-

Placement of logos on protective covers for  
credit cards (for each participant) offer is valid

+

-

-

up to XX

+

+

-

Placement of logos on the main

## Партнерские опции

## Platinum Sponsor

## Gold Sponsor

## Silver Sponsor

Placement of logos on tablecloth for registration tables

+

-

-

Sending information about the company on the base of participants

+

+

-

Participation in the formation and presentation of the prize fund (nomination, internship etc.)

+

+

-

Payment and awarding of the prize for 2-3 place (the cost choice partner)

+

+

-

Participation in jury commission

+

-

-

Access to the database of collected projects

+

-

-

Greeting word to the participants of the competition

+

-

-

## Партнерские опции

## Platinum Sponsor

## Gold Sponsor

## Silver Sponsor

Performance on the forum with a report

+

+

+

Entry ticket

**3 VIP**

**3**

**2**

Demonstration of partner's video (up to 5 minutes) during the break

+

+

-

Access to online-streaming

+

+

+

Promotional models for distribution of partner's printed product\*\*

+

+

-

Replacement of the information about the partner in social networks

+

+

-

(100.000 subscribers, target audience Belarus 18+)

+

-

-

Transfer from the airport/station to the place of competition

+

+

+

Thematic nomination

+

+

+

## Партнерские опции

## Platinum Sponsor

## Gold Sponsor

## Silver Sponsor

Ad of the partner at the beginning and at the end of the competition

+

-

-

Additional placement of printed company's products and gift souvenirs (business cards, leaflets including the competition with business cards)

+

+

+

Sponsor products in the participant's package

+

+

+

+

-

-

Place for branded zone

+

+

+

Placement of roll-up

10+5\*

2

1

Cost, thousand. \$

\*Maximum quantity of platinum sponsor - 2.  
Cost of platinum package is spent on prize fund for participants.

\*\*Separately the cost of the model is paid: 50\$

# Options beyond the sponsor's packages

1

Placement of the logo on the photos

**2000 \$**

2

Placement of the logo on the video during the online-streaming

**2000 \$**

3

Placement company's roll-up or stand \*

**100 \$**

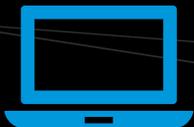
4

Additional ideas and offers

**xxx \$**

\*It's possible to make the roll-up by our forces, remotely - 150\$

## Distinctive features

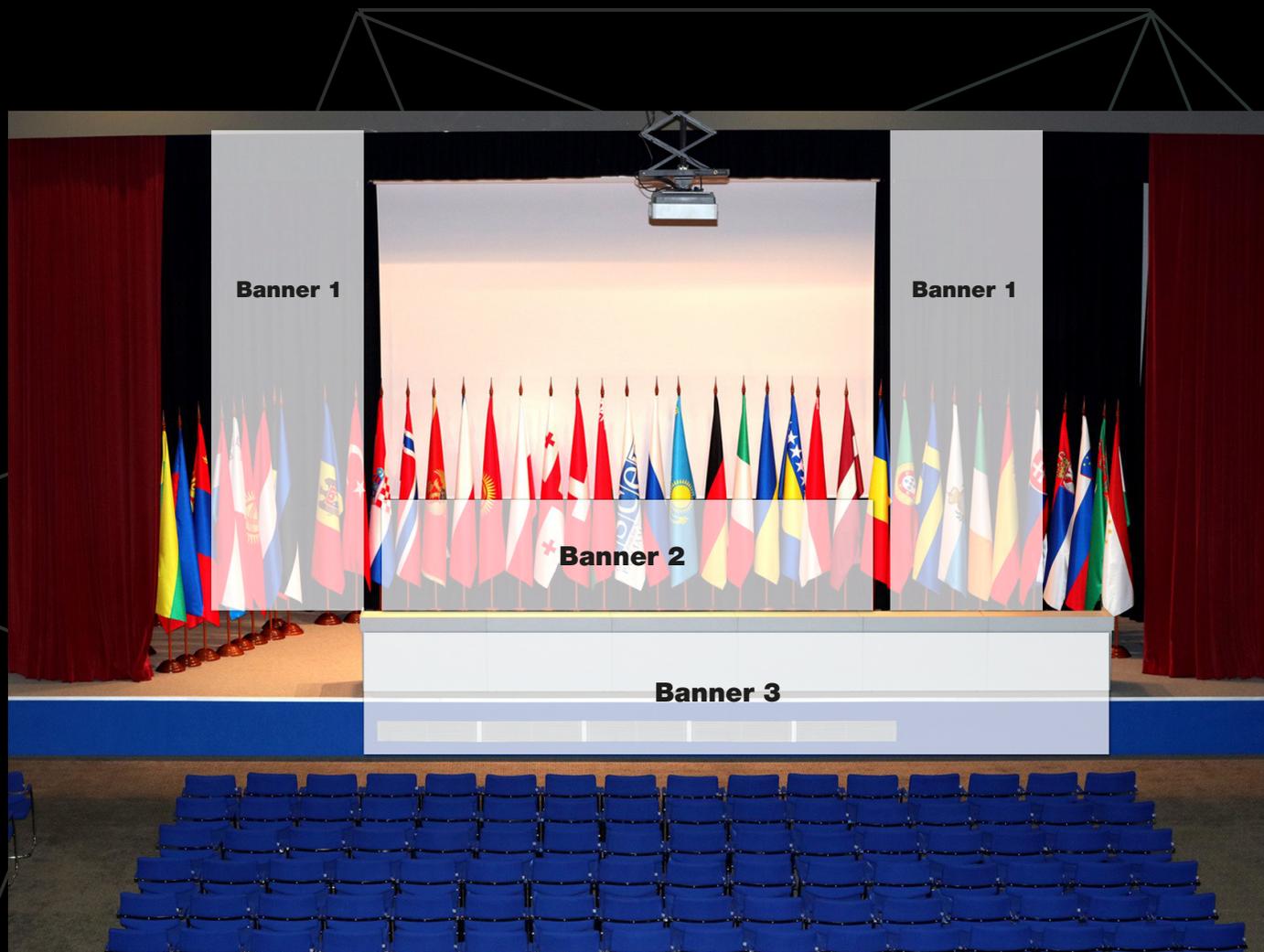


website of the competition is not one-paged, it won't be deleted after the



Photo report on the event

# Scheme picture of advertising zones for logos replacement





**Thanks for your attention.**

Organizer of the competition  
Business-incubator "SNB"



**On partnership:**

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