

OFFER TO PARTICIPIANS



LEADER FAIR
2008

EXHIBITIONS
LATEXPO
FAIRS



LEADER FAIR

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Friedrich Nietzsche



LEADER FAIR

INTRODUCTION

Dear Sir/Madam,

Reading of this text is not an accidental coincidence. We do believe that you are the very person we are looking for - you are a decision-maker.

If you are a true leader, if you are not a loser who permanently lives on the "Groundhog Day", you can evaluate this offer.



"Great business need to be made, instead of endless considering thereof", - said Julius Caesar, the greatest Roman military and political leader.

Today we offer you a unique opportunity to become a part of the Modern History and to make it making money.

Exhibition Company LATEXPO,
National Mail Service INBOX,
Media Holding , Radio ,
Publishing House and General Sponsor
proudly presents:

Grand Event of the year 2008 -

First Annual International **LEADER FAIR!**

Premiere Show of the most interesting fair and key-event for leaders in business, culture and politics is going to take place on October 9th - 12th, 2008 in the Olympic Sports Centre (6b Grostonas Street, Riga, Latvia)

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LEADER FAIR

EXHIBITORS

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Educational Institutions
worth to study



Leisure and Entertainment
Industry Experts



Real Estate Market
Leaders



Safest Banks and
Insurance Companies



Trend-makers of the Health
and Beauty Industry



Leaders in Construction
and Repair



Favourite brands of the Food
and Light Industry

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International Class Experts
in Services



Most popular Mass Media
Companies

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Political and Public Parties



Largest Automobile Dealers

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LEADER AWARD

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Leader Fair presents exhibitors with Fair Awards in all abovementioned sectors. Special awards such as "The Best Offer of the Year" and "Success of the Year" will be established, too.



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SPECIAL AWARDS ARE SPONSORED BY:

- 1) Exhibition Company LATEXPO
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

Establish your own award and
conquer new business heights!

JUST THINK OF THAT!!!

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**LEADER FAIR**

REGULATIONS FOR PARTICIPATION

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- ☀ Yearning to become an absolute leader
- ☀ Financial success
- ☀ Unique offer or price available within three exhibition days for the LEADER FAIR visitors only

Each branch is to be presented ONLY by THREE best companies and you - who are still reading this offer - are among them without any doubts!

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Maybe your competitors are reading the same page just now. Most probably they suppose that they are leaders, too. Most probably must have "death grip" in business, too.

But we are always on your side!

However, it's enough of lyricism! Time is money!

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FIRST
ANNUAL INTERNATIONAL
LEADER FAIR

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VENUE:

Olympic Sports Centre
6b Grostonas Street, Riga

DATE:

October 9th -12th, 2008

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Planned number of visitors:

40 000 - 60 000 persons

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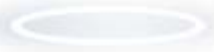
Friedrich Nietzsche



LEADER FAIR

PARTICIPATING KEY BRANCHES

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- ☀ Cars
- ☀ Banks
- ☀ Legal Protection and Security Services
- ☀ Health
- ☀ Beauty
- ☀ Art and Culture
- ☀ Furniture
- ☀ Real Estate
- ☀ Education and Science
- ☀ Apparel, Textile and Footwear
- ☀ Political Parties
- ☀ Food and Beverages
- ☀ Agriculture, Forestry and Fish Industry
- ☀ Mass Media
- ☀ Insurance
- ☀ Construction and Repair
- ☀ Telecommunications, Internet Services
- ☀ Fuel and Oil Products
- ☀ Tourism and Travels
- ☀ Electronics, Electrical Engineering and Home Appliances
- ☀ Power Engineering

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LEADER FAIR



AIMS AND PURPOSES

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To gather in the LEADER FAIR halls all leaders of the Latvian and International business, as well as public and political organizations working in the most rapidly developing branches who is able to make a unique offer or charge a special price available within three exhibition days for the LEADER FAIR visitors only.



To provide consumers with ample opportunity to obtain goods and services on EXTREMELY easy terms or at a special low price.

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To provide consumers with rare opportunity to compare offers of several business rivals acting on the same market with a package of motivation instruments presented by the LEADER FAIR exhibitors.



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To establish annual "LEADER AWARD" presented on the grounds of Internet and SMS-voting, as well as special awards sponsored by commercial, public, political and charitable organizations.

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LEADER FAIR



AIMS AND PURPOSES

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To provide the LEADER FAIR exhibitors with unique opportunity to extend the number of MASS CONSUMERS and to attract great number of would-be customers, as well as to reach a NEW level in their activity adopting innovating communication techniques and sales facilities.



To provide the LEADER FAIR exhibitors with great opportunity to improve their image, raise their competitiveness on the domestic and international market and to become a part of BUSINESS-ÉLITE due to an exclusive offer made to the LEADER FAIR visitors.

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To establish a NEW EXHIBITION FORMAT that provides presents to each LEADER FAIR visitor granted by the LEADER FAIR exhibitors, free of charge business trainings, as well as NIGHT SHOWS with specially invited pop-stars and famous sportsmen.



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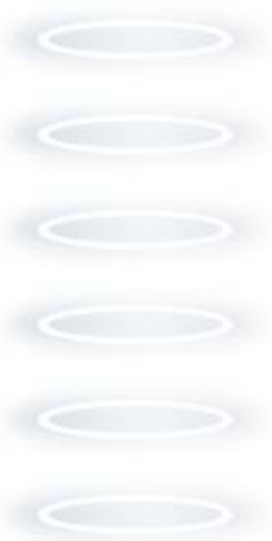
Specified amount of money collected during the LEADER FAIR will be transferred to the charitable fund. The aim of the fund is to search for gifted children from poor or unfavourable families and to support talented children lodged to orphanages.



LEADER FAIR

PROGRAMME OF EVENTS

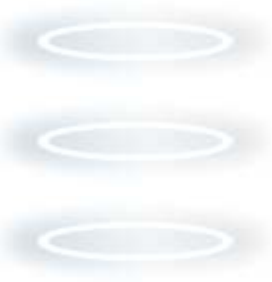
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LEADER FAIR

CONDITIONS OF PARTICIPATION IN THE FAIR

Standard prices and exhibitors' bonus system

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Price for unequipped exhibition area (without an exhibition stand/booth)

Exhibition space (without a stand/booth)	LVL/ ² (VAT 18% is not included)
Exhibition space less than 60 ²	60 LVL/m ²
Exhibition space more than 60 ²	47 LVL/m ²

The price includes: general lighting and security

The price for an equipped exhibition area (with a stand/booth) is increased by LVL 8.00 per each square meter (without VAT)

The price of a stand/booth includes:

-  Exhibition constructions (height - 2,5m);
-  Lighting (75 V/3 2);
-  Company's name on the cornice (up to 16 signs with spaces);
-  One electrical socket.

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Additional exhibition equipment may be ordered at extra price

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CONDITIONS OF PARTICIPATION IN THE FAIR

Registration Fee LVL 150.00
includes the following:

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- Information in the catalogue;
- Exhibitor Passes (as per sq. meters of the booth);
- Invitations to the Exhibition (as per sq. meters of the booth);
- Four VIP Invitations;
- Civil and legal responsibility insurance.

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LEADER FAIR

OFFICIAL CATALOGUE
10 000 copies

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The catalogue contains the following brief information about the Exhibitor in Latvian, Russian and English:

- ☀ Name of the company
- ☀ Contacts
- ☀ Business activities
- ☀ Products and services
- ☀ Stand/booth number

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Additional advertising pages in the catalogue will promote your brand and strengthen your leader positions.

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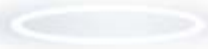
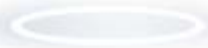


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Additional PR and advertising opportunities
of the

LEADER FAIR

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OFFER	PRICE including VAT 18%	COMMENT
Catalogue advertising on the 2nd or 3rd cover	470 LVL	200 260 mm
Double-page spread	710 LVL	400 260 mm
Catalogue advertising A4 (one inner page)	300 LVL	200 260 mm
Catalogue advertising A5 (1/2 inner page)	175 LVL	200 130 mm
Exponent's logotype in the catalogue	50 LVL	
Advertising line on each information page of the catalogue (lower part of the page)	1 100 LVL	Only one company
Company's logo on the bottom or lower part of each information page of the catalogue	600 LVL	Only two companies
Advertising bookmark for the catalogue	350 LVL	Only three companies
Distribution of booklets and promotional materials in the information exhibition booth for all three working days	255 LVL	
Placement of vertical or horizontal posters/banners in the exhibition hall for all three working days (walls, ceiling, 10 m2 max.)	350 LVL	Ready-made poster/banner
Placement of the advertising and/or information internet banner on the home page of the Fair	500 LVL/4 weeks 250 LVL/one week	Ready-made Internet banner
Audio commercial (30 sec.) up to 20 times a day	150 LVL	Ready-made audio advertisement
Rent of the seminar hall (including tables and chairs + information about the event on the home page of the Fair and in press-releases of the project)	300 LVL/day 100 LVL/hour	Coordinated with the organizer
Video commercial without sound (30 sec.) up to 20 times a day	200 LVL/day	No more than 20 companies a day
On-stage presentation in the exhibition hall (light, sound, screen)	150 LVL/15 min	Coordinated with the organizer

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LATEXPO EXHIBITIONS IN 2008/2009

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BALTIC FURNITURE MARKET
September 25th - 28th, 2008



LEADER FAIR *First time in Baltic States!*
October 10th - 12th, 2008



SALON DE LUXE *First time in Baltic States!*
November 6th -9th, 2008



BALTIC EXPO BEAUTY
March 27th -29th, 2009



BALTIC REAL ESTATE
April, 2009



COTTAGE. GARDEN. LEASURE.
May, 2009



JOB. CAREER. EDUCATION.
2009



SUPER EROTIC SHOW
2009

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Retail price of the VIP LATEXPO-TICKET
that gives the right to visit all and any
exhibitions organized by LATEXPO in 2008/09

LVL 25.00

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EXHIBITIONS
LATEXPO
FAIRS

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