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EXHIBITION MARKETING PROGRAM – 2008

The program of providing the hotels of Russia, CIS Countries and the Baltic States in international and national tourist exhibitions

OTDYKH - LEISURE MOSCOW 2008 Trade Fair

The program enables the hotel to participate in the exhibition both distantly and directly.

The direct participation gives the hotel an opportunity to participate in the exhibition on the specialized Best Eastern Hotels (Best Eurasian Hotels) stand together with marketing managers of the company and to take part in negotiations priority organized by Best Eastern Hotels (Best Eurasian Hotels) with the leading tour operators and corporate travel agencies of the proper region.

The distant participation enables the hotel to use services of the Best Eastern Hotels (Best Eurasian Hotels) marketing managers to distribute its own advertising materials (up to 50 copies) together with Best Eastern Hotels (Best Eurasian Hotels) ones.

<i>Date</i>	<i>Exhibition, city, country</i>	<i>Organizer</i>	<i>Direct participation fee, c.u.</i>	<i>Distant participation fee, c.u.</i>	<i>Application deadline</i>
23-26.09	OTDYKH (Crocus Expo, Moscow, Russia)	MSI International Exhibition Company	1700	Free of charge	05.09

Not subject to VAT. 1 c.u. = 37,5 RUR

The rate includes all organizational expenses during the hotel's presence at the joint stand of Best Eastern Hotels (Best Eurasian Hotels): the work place (information counter, bar chair, frieze inscription), the exhibition pass, use of the negotiation tables and the bar.

The rate does not include expenses for the hotel's publication in the exhibition catalogue, transport, accommodation and other travel services, which we can offer to you after receiving your written application.

You may forward your written applications in optional form to Oleg Kolyaka by e-mail pr@besteurasian.com or fax + 7 (495) 662-43-55.

Attention! Only 1 place is left!