



Calgary - Montreal - Moscow - Toronto

**CERBA** Canada Eurasia Russia  
Business Association

КААРЕ - Канадская деловая ассоциация в России и Евразии  
AACRE - Association d'affaires Canada Russie Eurasie

March 11, 2010

KIOGE 2010

**REQUEST FOR EXPRESSION OF INTEREST**

I am pleased to inform you that the Canada Eurasia Russia Business Association (CERBA) is again negotiating an arrangement with ITE, the Show organizers for KIOGE 2010, for a unified Canada Stand presence at the exhibit.

This year, however, I would like to avoid the last minute arrangements that occurred last year. I need a sufficient indication of interest early on in order to block the best space and make the most ideal arrangements to benefit you all (including pricing).

**THEREFORE WE NEED TO KNOW BY MARCH 30th IF YOU ARE INTERESTED IN PARTICIPATING AND THE BOOTH SIZE YOU WOULD CONSIDER.**

KIOGE 2010 will be held at the same Exhibition grounds as in past years in Almaty from October 5 –89, 2010.

CERBA is planning to have a peninsula presence in Pavilion 10 (same location as last year) of at least 54 square metres. This can be expanded to greater space if desired. This shape will allow for a number of regular booths (about 9 sq metres) back to back, **ALTHOUGH WE ARE LOOKING AT A MORE OPEN PAVILION CONCEPT AS WELL WITH SUFFICIENT INTEREST.**

**PLEASE NOTE THAT WE HAVE AN OPTION TO EXPAND THIS SPACE IF MORE COMPANIES SEEK TO PARTICIPATE.**

The booth will have a common overall design appearance with Canada being prominently displayed. The appearance is similar to what we undertook in past years.

**PRICING**

***FINAL Pricing will be dependent on the number of companies interested in participating and how much space we require. The prices that follow are TENTATIVE. My GOAL is to have them somewhat lower!***

The good news is that it APPEARS that we can keep the pricing the same as last year even though costs have gone up (This is partly due to our stronger dollar vis – a - vis the Pound). And again this year, we are continuing with a two point pricing structure. The cost for CERBA member exhibitors is \$11,000 (C)

for a 9 sq. metre booth. This includes registration, booth design, chairs, table, electrical access, waste basket and ashtray. **This price is very similar to the cost of participating solely at the Show, but includes the meeting area, island configuration and unified marketing presence.** The price for non CERBA exhibitors is \$12,800 (C). \*\*

ALSO, we would like to offer again the **Associate Exhibitor** status option – a 1 metre wide poster space at which you may or may wish to have someone present. This option includes registration and listing in the show. This cost would be \$2750 (C) for members and \$3500 (C) for non-members.

Please remember that registration **alone** for the event is **980 Pounds** per exhibitor.

Please let me know as soon as possible if you are interested to participate at [frank@cerbanet.org](mailto:frank@cerbanet.org) or 780 915 1110 or 403 218 4164. Also contact me if you have any questions.

Once I see the scope of interest, I can follow up with a confirmation form. We would also then require a financial commitment (50% of the total cost) by **June 1, 2010**. Please complete the attached form and return to CERBA as soon as you able.

Regards

Frank Kense  
Regional Director  
CERBA – Calgary Chapter  
#1400 – 727 – 7<sup>th</sup> Ave. Calgary, SW. T2P 0Z5  
403 218 4164  
780 915 1110 (cell)  
403 218 8727

\*\* Membership with CERBA is an option you may wish to explore at this time. Please contact Frank Kense for details.