



 August 6–8, 2026

Atakent Exhibition
Center, Pavilion 11
Almaty, Kazakhstan

International Exhibition
of Electronics
and Home Appliances
HOMETECH & ELECTRA 2026

Sponsorship Packages

hometechelectra.com

TITLE SPONSOR



Cost: Determined individually

01 Granting of Status

«Title Sponsor of HomeTech & Electra 2026 International Exhibition»

02 Full Brand Presence at the Venue:

- Main exhibition banner (central zone)
- 100% branding of the entrance group
- Navigation inside the pavilions
- Logo on all badges (10,000+)
- Placement in the exhibition guide (1,000+)
- Floor plans, photo zone, logo on the opening ceremony banner

Reach: at least **10,000** direct visual contacts

Additional flow of contacts through navigation and traffic zones — from **30,000**

03

- ✓ Priority placement on the exhibition website
- ✓ Active link to the partner's website
- ✓ Placement in the "Sponsors and Partners" section
- ✓ Publications in social media (at least 4)
- ✓ Integration into email newsletters

Digital-Reach: from **300,000** impressions

Transition: from **1,500**

04 Placement of the video on LED screens:

- Every 20 minutes
- Throughout the 3 days of the exhibition
- At least 72 guaranteed shows

Total Offline Reach:

from **200,000** views in the offline environment

continued



TITLE SPONSOR



Cost: Determined individually

05 Organization

At least 80 pre-agreed B2B meetings

- ✓ Access to the database:
 - 300+ manufacturers (China, CIS)
 - 2,000+ buyers / procurers
- ✓ Personalized mailings to targeted databases

Result: 200+ targeted contacts

Formation of a sales funnel (**20+** potential contracts)

06 Speech

at the Opening Ceremony (up to 5 minutes)

- ✓ Participation in the business program
 - ✓ Participation in panel discussions
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- ✓ Direct contact with the business program audience:
300+ participants
 - ✓ Direct business contacts after the speeches

07 Placement of Materials

in the registration area

- ✓ Integration of products into delegate bags
- ✓ Conducting presentations / master classes / demonstrations

✓ Direct interaction with the audience: from
1 000 contacts

08

- ✓ Branding of the zone
- ✓ Exclusive networking with key participants

Audience: Business owners and top management

- ✓ High-level negotiations: **20+**

continued



TITLE SPONSOR



Cost: Determined individually

09 Logo Placement

- ✓ On the first page of the official catalogue
- ✓ Publication of company information
- ✓ Mention of your status in all printed and digital materials

10 Exhibition Stand Benefits

- ✓ Exhibition space: **18 m²** or **193.75 square feet**
(it is a 3m x 6m (approx. 10ft x 20ft) booth.)
- ✓ Priority location (entrance area / central aisle)

Stand traffic: 1,000+ visitors

Targeted contacts: 200+

11 Guaranteed Terms:

All key performance indicators are fixed in the contract:

- 80+ B2B meetings
- 500,000+ total reach
- 300+ targeted leads
- Full execution of all advertising placements

12 Direct Business Impact:

- Access to manufacturers and purchasers
- Attraction of corporate clients

General Sponsor



01 Status and Official Representation

- Granting of “General Sponsor” status
- Mention in all official event announcements
- Logo placement on key visual materials, including:
 - **entrance areas**
 - **forum stage**
 - **business zones**
 - **electronic tickets**

02 Speaking Opportunities and Public Presence

- Welcome speech by your company representative at the opening ceremony (**up to 3–5 minutes**)
- Speech opportunity during Forum (**up to 3–5 minutes**)
- Participation in the business program (topic to be agreed upon)

03 Exhibition Presence

- Provision of a standard exhibition booth (**up to 12 sq.m.) (up to 129.167 square feet)**
- Priority placement within the exhibition area
- Opportunity to expand booth space and **arrange custom booth construction** (subject to separate agreement)

04 Branding and Audience Reach

- Logo placement on:
 - electronic tickets
 - invitation materials
 - badges of all exhibition visitors and participants
- Placement of an advertising block in the official event brochure
- Inclusion of General Sponsor status across all visual materials

Audience 10,000+ visitors, including a
Exposure: professional B2B audience

Your brand **will be displayed** on participant badges, ensuring continuous visual exposure to every attendee throughout the entire event.

05 Branding and Audience Reach

Access to the business program and exclusive networking areas

continued



General Sponsor



06 B2B Communication and Access to Manufacturers

- **Opportunity** to participate in B2B meetings with manufacturers
- **Assistance** in establishing connections with exhibition participants
- **Organization** of targeted business meetings upon prior agreement (without a fixed quantity commitment)
- **Additional benefit:** organization of a personalized informational mailing campaign to a database of Chinese manufacturers (300+ companies), presenting your services based on the materials provided by your company.

07 Additional Support

Personal interpreter during the exhibition period

Expected outcome

- ✓ Strong and consistent brand presence across all levels of the event
- ✓ Exposure to an audience of 10,000+ visitors
- ✓ Repeated visual engagement with attendees, including badge branding opportunities
- ✓ Direct access to the entrepreneurial and professional B2B audience
- ✓ An additional communication channel with manufacturers of home appliances and electronics from China and other producing countries
- ✓ Strengthened positioning in the B2B and international trade sector (foreign economic activity / import-export industry)

For our part, we guarantee the implementation of all listed options within the approved event format. We are ready to discuss the details of participation and, if necessary, customize the sponsorship package according to your objectives.

Official Partner

HomeTech & Electra 2026



01 Status Assignment

«Official Partner of the International Exhibition HomeTech & Electra 2026»

- ✓ Placement of partner status in all key exhibition communications
- ✓ Official fixation of the partner category

02 Exhibition Space

- ✓ 12 sq.m. (129.167 square feet) in a priority zone
- ✓ Branding of the exhibition space:
 - Banners inside the pavilions
 - Integration into navigation system
 - Placement in the registration area
 - Presence in the photo zone

Stand Traffic: 600+ visitors to the stand
Generation of at least 150 targeted contacts

03 Logo Placement

- On the official exhibition website
- In the printed program
- In the exhibitor catalogue
- In the photo zone
- On key advertising media

04 Video Placement

- ✓ Placement on LED screens at the exhibition
 - Rotation every 20 minutes
 - Throughout all days of the event

Reach: 120 000+ views in the offline environment

05 Participation in the Business Program

- Company representative's speech (opening)
- Participation in panel discussions
- Opportunity for expert positioning

✓ Engagement with Business Program Audience:
200+ participants

06 Organization of B2B Interactions

- At least 40 pre-arranged meetings
- Participation in closed negotiations with purchasers
- Access to the database of manufacturers and distributors

Results: 100+ targeted business contacts and the creation of a sales pipeline.



Official Partner

HomeTech & Electra 2026



07 PR and Media Support:

- Publication of materials about the partner
- Interview / expert commentary
- 4 informational posts on the exhibition's social media
- Inclusion in email newsletters to the participant database

Digital-Reach: from **200,000** impressions

08

- ✓ Integration into Participant Communications:
 - Placement of materials in the registration area
 - Inclusion in welcome packages

- ✓ Individual Mailing to the Database of Registered Participants (at least **4 touchpoints** with partner integration)

09 Additional Opportunities:

- Participation in business program activities (master classes, presentations)
- Organization of own interaction points with the audience
- Personalized engagement of target clients

10 Guaranteed Metrics:

The following indicators are fixed:

- 80+ B2B meetings
- 40+ B2B meetings
- 200,000+ total reach
- 150+ target contacts
- Fulfillment of all advertising placements

11 Business Effect:

- Direct access to buyers and suppliers
 - Formation of new partnerships
 - Strengthening the brand's position in the industry
 - Integration of the company's products into real deals
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DIGITAL / B2B Partner

HomeTech & Electra 2026



01 Channel

- ✓ Channel for attracting targeted B2B contacts and developing business negotiations
- ✓ Direct integration into communication between buyers and manufacturers
- ✓ Working with an audience focused on concluding contracts

02 Offline Presence:

- Exhibition space 12 m² (129.167 square feet) (entrance area / central line)
- Visitor traffic from 1,000+
- Generation of 200+ targeted business contacts

03 Access to Participant Database:

- 300+ manufacturers (China, CIS)
- 2,000+ buyers
- Segmented audience by business segments

04 Digital Integration:

- Personalized mailings to target segments
- Highlighting the partner's key offers
- Placement of commercial offers
- Integration into the exhibition's content and communications

05 Organization of Business Interaction:

- Initiating dialogue with target participants
- Transfer of interested contacts to the partner
- Support of primary communication
- Building a database for follow-up negotiations

06 KPI:

- **70,000 – 100,000** digital contacts with the brand
- **800 – 1,200** clicks to the partner's offers
- **150 – 250** targeted business contacts
- **40 – 60** confirmed communications with interested participants
- **15 – 30** negotiations with potential for closing deals

continued



DIGITAL / B2B Partner

HomeTech & Electra 2026



07 Business Results:

- Access to buyers and distributors
- Direct contact with manufacturers
- Formation of negotiations in a short time
- Expansion of the partner network
- Integration into real trading processes

08 Interaction Format:

- Targeted work with the audience
- Personalized offers
- Direct dialogue with decision-makers
- High engagement of participants

09 Restrictions:

- Only 2 partners in this category
- Priority access to the database
- Enhanced presence in digital communications

Information Partner

HomeTech & Electra 2026



01

Media Partner of the Exhibition

02

PR Partner

03

Digital Media Partner

04

Content Partner

continued



Information Partner

HomeTech & Electra 2026



01 Publications and Placements:

- 3–5 publications (announcements / news / post-releases)
- 3–5 posts on social media
- Placement of banners and announcements
- Inclusion in email newsletters

02 Brand Presence:

- Logo placement on the exhibition website
- Placement in official materials
- Mentions in digital campaigns
- Integration into the exhibition's content

03 Traffic and Engagement:

- Traffic to the partner's resources
- Attraction of new audience
- Increased audience engagement

04 Channel

- Channel for audience expansion and attraction of targeted B2B traffic
- Integration of the partner into the communications of an international industry exhibition

05 KPI:

- 100,000 – 150,000 total reach
- 10+ publications in total
- 1,500+ clicks
- Growth in audience activity

Business Negotiations Participant



Tool for Attracting Clients and Closing Deals

- 01**
 - A flow of targeted business contacts from the Kazakhstan and CIS markets is formed
 - Direct dialogue with buyers, distributors, and partners is ensured
 - Conditions are created for entering negotiations and concluding contracts

- 02** **Exhibition Presence:**
 - Stand of 9–18 m² (is approximately 96.88 to 193.75 square feet) in a high-traffic zone
 - Branded design of a standard stand
 - Visual presentation of products

- 03** **Work with Clients on Site:**
 - Conducting negotiations
 - Product demonstrations
 - Presentation of solutions
 - Exchange of contacts with interested participants

- 04** **Organization of B2B Meetings:**
 - 15–25 guaranteed personal negotiations
 - Preliminary selection of participants
 - Alignment of interests of both parties before the meeting
 - Participation in targeted business dialogues

- 05** **Formation of Business Contacts:**
 - 200+ targeted interactions
 - Contacts with buyers and partners
 - Opportunities for follow-up negotiations

- 06** **Online Continuation:**
 - Placement in B2B Way Club (12 months)
 - Saving all contacts
 - Access to new requests and deals
 - Development of negotiations after the exhibition

continued



Business Negotiations Participant

Tool for Attracting Clients and Closing Deals



Additional Integration:

- Logo placement on the photo zone
- Presence in the visual environment of the event

KPI (Commercial Indicators):

- 15–25 confirmed business meetings
- 200–300 targeted contacts
- 50–100 active negotiations
- 10–20 potential deals (pipeline)

✓ Business Results:

- Attraction of new clients
- Entry into the regional market
- Formation of a partner network
- Launch of negotiation processes
- Conclusion of contracts

Format Features:

- Working with an interested B2B audience
- High relevance of contacts
- Quick transition to business negotiations

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Contacts

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