



3^d International Social Networking Congress & Expo

12-14 of March, 2015, Moscow, Russia
ECC Sokolniki, 7/2, 5-iy Luchevoy prosek

SNCE Expo



Ideal place to launch new product, search for partners, hold business negotiations, exchange views and suggestions.

2 day key event providing a complete picture of the current market of social media, and brings together all industry experts.

Visitors are representatives of big and media-sized businesses who want to start or improve their work in social media.



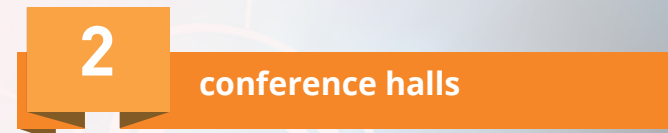
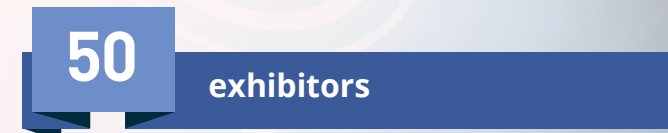
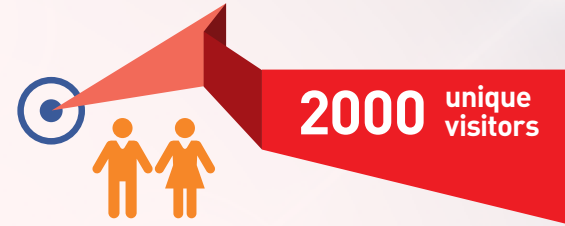
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www.snce.ru

Results of SNCE 2014

Participants:





Few of SNCE 2014 participants:



Sections of Social Networking Congress & Expo 2015

1 Apps for social networks

2 SMM`15: Trends

3 E-commerce in social networks

4 Digital-marketing`15: Trends

5 Targeted advertising in social media

6 Promotion in social networks. Working mechanics

7 Analytics and monitoring

8 Video vs Social TV

9 New technologies for HR specialist

10 Working with communities, increasing loyalty, working with negative reaction

11 Social Mobile Consuming section: location based services, social networks and mobile techs for retail

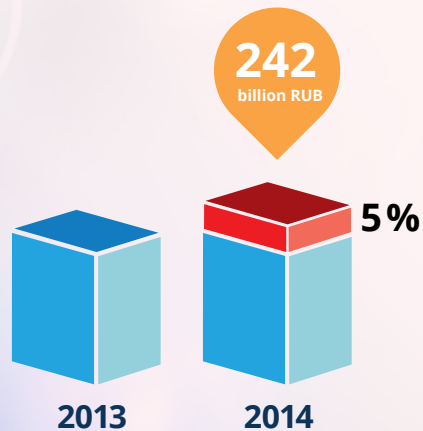
7 Reasons to participate in SNCE 2015

- In contrast to the conference exhibition allows direct concentrated advertising to a large number of partners, is effective for speed dealing, and provides more convenient format for communication.
- On SNCE you have the possibility to search for partners and to attract investment
- Exhibition SNCE is a great chance for new social media marketers to make a claim about themselves, opportunity to enter new markets or to present new services.
- At the exhibition you will get quick quality feedback from your target audience.
- Meet competitors face to face.
- Introduce new products and services to the media.
- Devote time to regular customers who need personal attention.

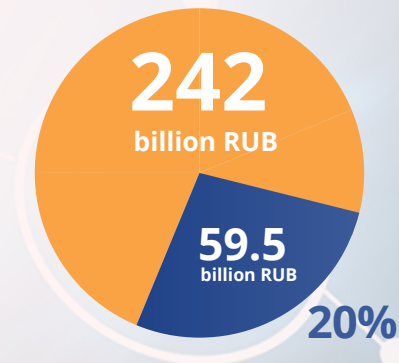
For foreign companies:

In September-January 2014 total advertising market in Russia amounted to 242 billion RUB and that is 5 % more than same period previous year. The markup of segment "Internet" was 20% (59.5 billion RUB).

Total advertising market in Russia amounted in September-January 2014

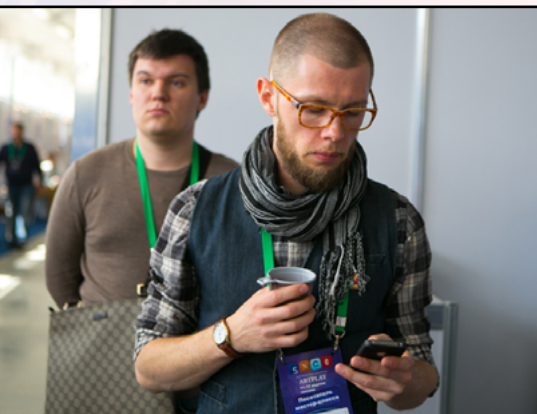
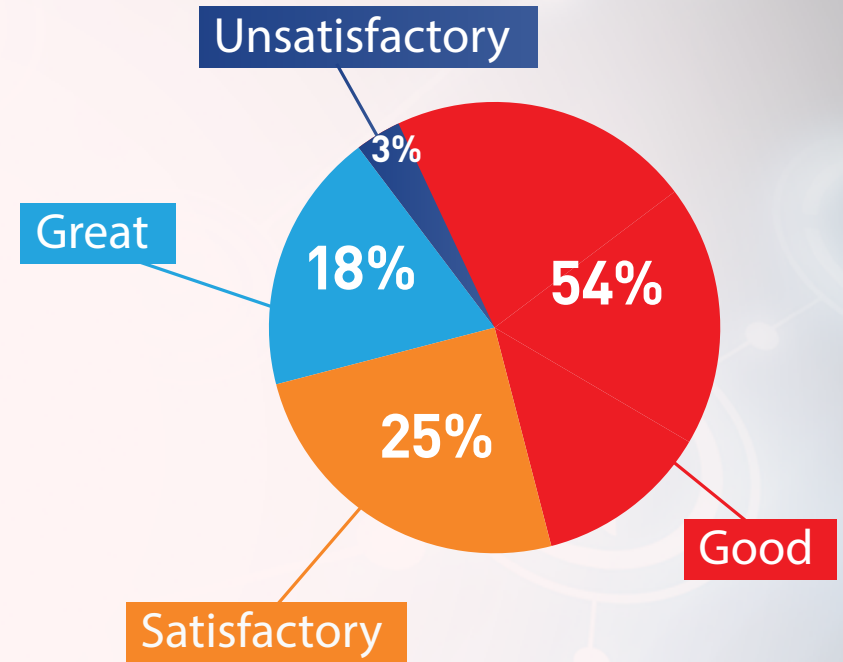


The markup of segment "Internet"



\$330 million In 2014 total Russian market of applications is supposed to reach

Visitors of SNCE Expo



Conference SNCE 2015



Social Media Marketing

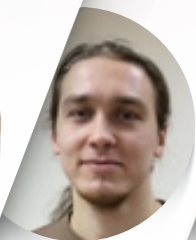
Social & Mobile Apps

Social & Mobile Casino Conference

Few of conference SNCE 2014 speakers:



**Nikolay
Ivanukhin**



**Igor
Shalimov**



**Uriy
Luchaninov**



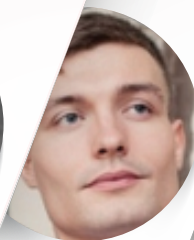
**Groniya
Farrell**



**Artem
Makarov**



**Natalia
Lebedeva**



**Andrey
Verbin**



**Ahmet
Tosun**



**Maria
Lepschikova**



**Galina
Davikova**

Speed Dealing section

Organizer in this section serves as a business accelerator, inviting investors and providing information support to IT start-ups.

We invite startups at prototype stage.

Section format is speed dealing.

In 2014 over 50 startups took part in section Speed Dealing.

Among invited investment and venture capital funds are the following:

RMG
RYE, MAN & GOR SECURITIES

Development
electronic development

IPOboard

ФРПЦ

Starta Capital
INVESTMENT COMPANY

Genezis Capital

Guard Capital

i-accelerator
for business ideas

abrt
Venture Fund

ru-net

Softline Venture Partners
Источники в IT для быстрого старта

ACCELERUSSIA
INFRASTRUCTURE-SHARING COMMUNITY

YANOVSKIY & CO

Recommendations of SNCE 2014 participants



«Thank you for the opportunity to talk to people who can give you quality feedback and opinion on the project. I liked the idea»

Georgy Chizhov, Representative of startup Eventin on Speed Dealing



«Speed Dealing lasted longer than expected, because the platform has attracted a large number of start-ups. SNCE shall grow and become annual show»

Ekaterina Momot, Investment Analyst of Life.SREDA - party Speed Dealing



«For us SNCE is an opportunity to meet our competitors, increase customer database. Hopefully, exhibition will grow, because in such case next year we will see new participants here»

Stepan Vyaltsev and Sophia Shishkina, Participants and speakers from communication group M-Liner



«Very pleasant impressions from organization, and judging by what I had seen, in the future SNCE shall do more streams of conferences»

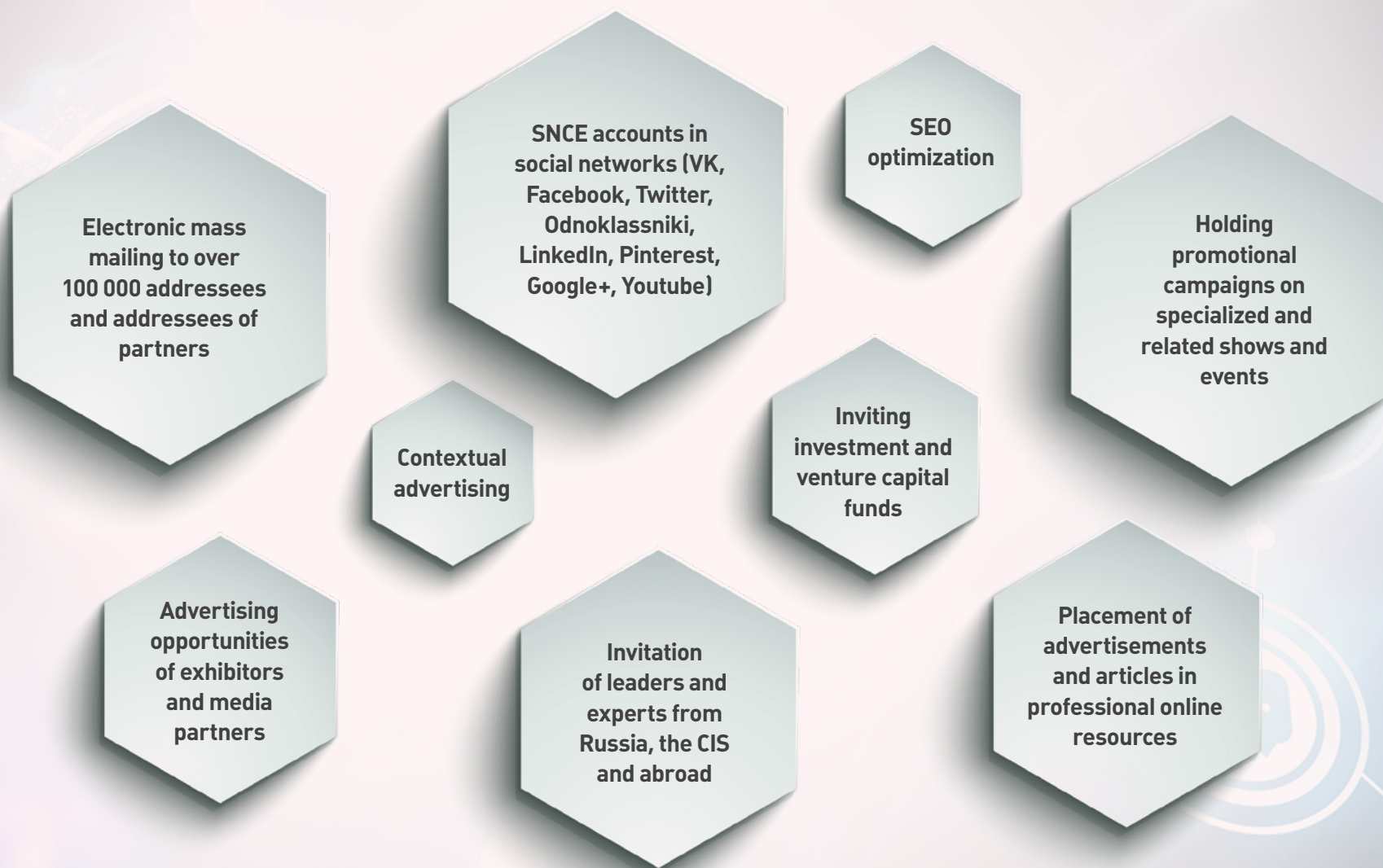
Alexander Kruglov, Evangelist «VKontakte» - SNCE Speaker



«Thanks very much, that was so caring of us. We are always happy to share experience and learn»

Anna Osharova, Boomstarter – SNCE exhibitor

Promotion channels of SNCE 2015





Organizer: Smile Expo

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Генеральный медиа-партнер



Генеральный интернет-партнер



HR-партнер



Главный информационный партнер



HR-партнер



HR-партнер



Фриланс-партнер



Образовательный партнер



Событийный партнер



Событийный партнер



Событийный партнер



Официальный интернет-партнер



Генеральный IT-партнер



При поддержке



Мониторинговый партнер



Information partners of expo



Information partners of expo

