SPONSORSHIP & EXHIBITING OFFER
with
International Conference
T-H-E NARXOZ 2019

Almaty, 19-20.04.2019

To our Partners

Ladies and Gentlemen,

We kindly invite you to take part in the International Academic-Practical Conference T-H-E NARXOZ 2019 to be held in Almaty 19-20 April, 2019.

Objectives of the conference:

- Presentation of the newest research in Tourism-Hospitality-Events: trends, emerging niches, reports
- Recent developments in tourism industry: innovations, software, solutions, innovations
- T-H-E teaching: programs, methods, academic cooperation.

Invited speakers and participants: Tourism-Hospitality-Events academic teachers and researchers from Kazakhstan and abroad; representatives of T-H-E industry; representatives of international companies and associations; media covering tourism and events.

Conference languages: English and Russian. Simultaneous translation will be provided.

Program, conference materials and registration at: https://the-narxoz-2019.syskonf.pl/

Below please find our request for Your cooperation.

On behalf of the Organising Committee:

Slawomir J. Wroblewski, Assistant Professor

The main topics of the Conference T-H-E Narxoz 2019

1. **New technologies, Artifical Intelligence and Data Science** (needs of incorporation of them into the next generation tourism sector development; current limited data; perspectives of statistics research, etc.).

2. **MICE Industry** – conferences, congresses, incentive travel, exhibitions and business events (lacking of understanding; underdeveloped framework in Central Asia; limited attempt to incorporate policies, etc.).

3. **City tourism** – culture, festivals, entertainment, clubbing, shopping (concentration of arrivals of foreign tourists; opportunities and threats; underdeveloped destination management policies, brand as a factor of city attractiveness for investors, etc.)

4. **Green Tourism** (environmental friendly tourism has been a core in many policy related work around the globe; still not well planned in Central Asia; reasons for the delay in adoption, rural tourism and eco-tourism perspectives; case studies etc.).

5. **Niche market tourism** – special interest and hobby related (still underdeveloped in the region; Central Asia has not capitalized on this; case studies from other countries could help, etc.).

6. **The infrastructural policies and investment on tourism sector** (the situation in central Asia is well below global standards; where are we heading on this aspects? Comparable analysis with countries in Southeast Asia could offer some insights, etc.).

Предлагаемые области для выступления и презентаций на конференции

1. Новые технологии, **искусственный интеллект и Data Science** (необходимость применения этих инструментов на новых этапах развития туристического сектора; существующие ограничения и проблемы в обработке данных; перспективы новых статистических исследований и др.).

2. **Индустрия MICE** – конференции, конгрессы, поощрительные туры и тимбилдинги, выставки и деловые мероприятия (недостаток понимания; неразвитость индустрии в Центральной Азии; ограниченность попыток использования возможностей MICE и др.).

3. **Городской туризм** – культура, фестивали, развлечения, клубная активность, шоппинг (приоритетные направления для приезжающих туристов; возможности и угрозы; неразвитость политик управления менеджментом дестинаций, брэнд как фактор инвестиционной привлекательности города и др.).

4. **Зелёный туризм** (экологически приемлемый туризм стал основой для разработки множества программных документов по развитию туризма по всему миру; однако в Центральной Азии практически не ведутся работы по данному направлению; причины задержки в принятии и развитии сельского туризма и эко-туризма, перспективы этих разновидностей туризма; кейс-стади и др.).

5. **Нишевой специализированный туризм** – связанный с особыми интересами и хобби (неразвитость в регионе; потери Центральной Азии от упущенных возможностей; кейс-стади из других стран и др.).

6. **Инфраструктурные программы и инвестиции** в туристическом секторе (отставание Центральной Азии от мировых стандартов; какая работа ведется в этом направлении? Сравнительный анализ со странами Юго-Восточной Азии – инсайты и кейсы и др.).

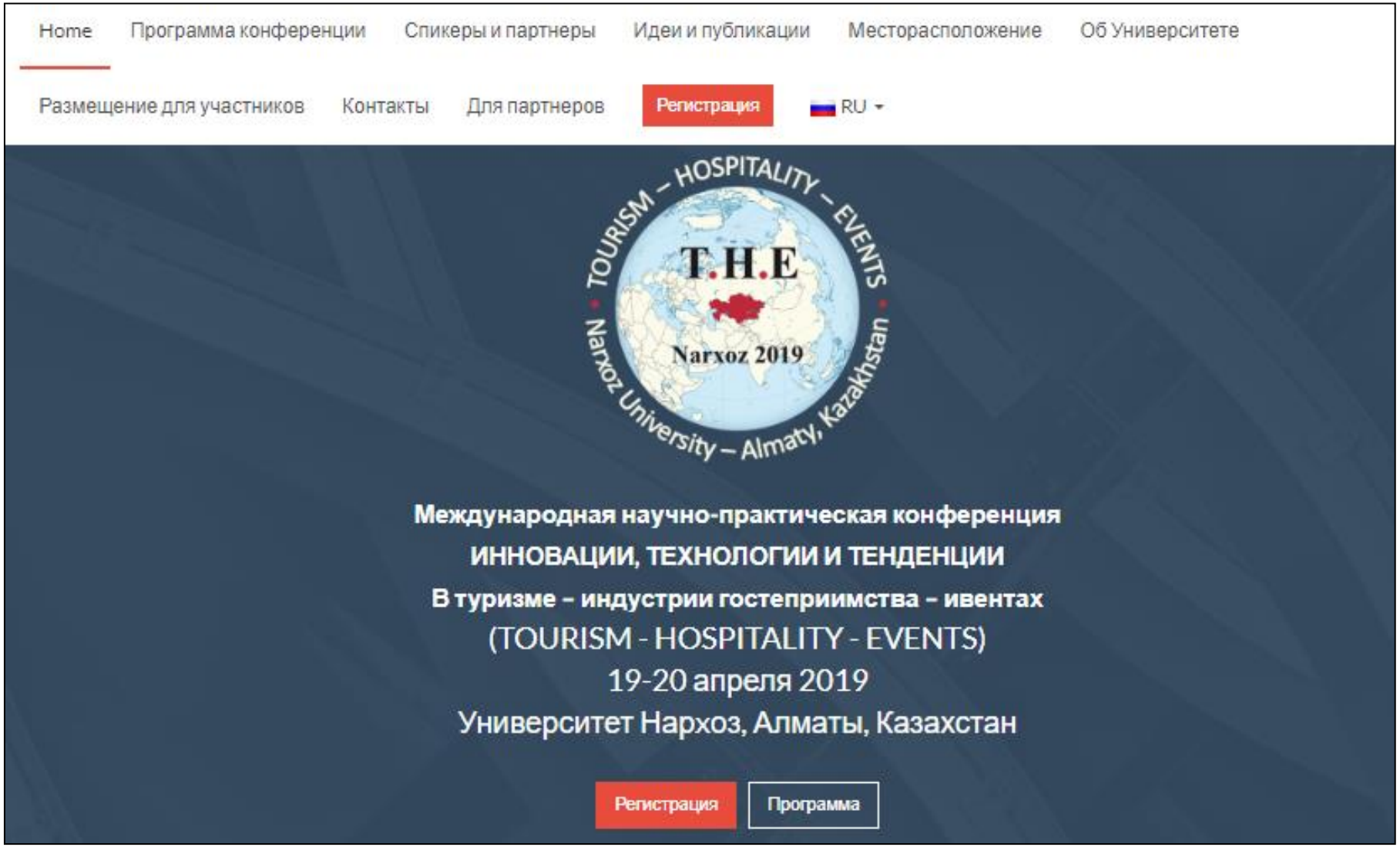
Conference website in English

https://the-narxoz-2019.syskonf.pl/



Conference website in Russian

https://the-narxoz-2019.syskonf.pl/?lang=ru



Speakers at T-H-E NARXOZ 2019

(as per 31.01.2019)







- Dr Rob Davidson, Great Britain – Business Events
- Dr Piotr Zmyślony, Poland – City Branding and Competiveness
- Dr Janusz Majewski, Poland – Rural Tourism, Branding
- Dr Jayarethanam Pillai, India / AUCA Bishkek
- Lina Ostapchuk, Ukraine, Head of Tourism in City of Lviv, Lviv Ambassadors Programme
- Also: Aleksey Yanshin, country manager SABRE; Pawel Niewiadomski, chairman The European Travel Agents' & Tour Operators' Association, Ivo Baumann, editor Incentive Congress Journal, Germany, and many more to come

Main reasons to attend and exhibit at the International Conference T-H-E NARXOZ 2019

- Meet renown experts in the Tourism-Hopspitality-Events
- Get unique materials available only to the participants
- Distribute your company offer to 100 professionals of the tourism industry and media (conference packages and exhibition)
- Present your logo and internet link via the conference website, our social media and newletters
- Meet Honorary Congress Ambassadors – who will soon invite to Almaty new conferences and events in the filed of science, business and culture

Additional attactions:

- Kazakhstan Int'l Tourist Fair KITF, Atakent, 17-19.04.2019
- Fam Trip of Incentive Houses from Germany to Almaty (in cooperation with Incentive&Congress Journal, Frankfurt/Main)
- City Sightseeing Tours, pre- and post-conference tours…

The project of Honorary Ambassadors Gala, 19.04.2019











Main opportunities for your company promotion

- Participation in the conference 19-20.04.2019 for up to 3 persons from a company
- Exhibition stand
- Your logo on the conference website/social media
- Text and link on the conference website
- Company roll-up in the main hall
- Your logo on the main conference banner
- Speech opportunity (only for Gold Sponsors and Silver Sponsors)
- Distribution of materials (100 copies of brochures / merchandise items)
- Extra tickets to the Honorary Ambassadors Gala
- Post conference promotion in the reports and publications

Barter deals are possible (e.g. speakers' accommodation, hosting the Gala, other services)

Reach the Worldwide audience of tourism professionals

- E-mailing of personalised invitations: 1000+
- 3 campaigns in social media (February, March, April)
- Website visitors: English, Russian and Kazakh versions
- Worldwide network of tourism academics Trinet
- Tourist and events media in Germany, Great Britain, France, Netherlands, Poland, S.Korea, Russia, more
- Professional associations: ICHRIE, ACPHA, MPI, ICCA, ECTAA
- Tourism industry and media in Kazakhstan and Central Asia

Join our unprecedented campaign of promotion of Almaty!

Sponsoring and exhibiting at T-H-E Narxoz 2019

Benefits/ Promotion opportunities	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
Persons at the conference	3	2	1	-
Stand	YES	YES	-	YES
Logo on www	YES	YES	YES	YES
Text and link on www	YES	YES	YES	YES
Roll-up in the main hall	YES	-	-	-
Logo on the main banner	Large	Standard	Standard	-
Speech opportunity	YES	YES	-	-
Distribution of materials (100 copies of brochures / merchandise)	YES	YES	-	At the stand
Extra persons on the Gala	3	2	1	1
Available for maximum:	2 companies	3 companies	5 companies	10 companies
Cost in USD	1000	500	300	200

About Narxoz University

Narxoz University aims to become one of the leading innovative universities of Kazakhstan and Central Asia. The University is in the process of unprecedented reforms that comprehensively affects academic programs, teaching methods, student life and university infrastructure.

- ✓ **55 years of history**
- ✓ **400 teachers**
- ✓ **6000 students**
- ✓ **140 000 graduates**
- ✓ **80+ partner universities**



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In English

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