



British Embassy
Ulaanbaatar

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1 July 2015

Dear Sir/Madam,

The British Embassy invites you to become a sponsor or exhibitor for a British Fair which will be held on 18 September 2015 at the National Amusement Park, Ulaanbaatar, Mongolia.

Our aim is to raise awareness of the wide-ranging British presence in Mongolia - that British companies and organisations are making substantial long-term investments here that are benefiting the Mongolian people. And that Britain has a highly distinctive, world-class offer of goods and services, in fields ranging from tourism, education to creative industries, financial and professional services, consumer goods, luxury cars, food and drink, high-technology manufacturing and advanced agricultural knowhow.

With the strong branding of the UK Government's Britain is GREAT campaign, we aim to showcase companies and organisations already here that Mongolians may not even know are British. And we aim to bring new British companies to the market.

In short, we plan to surprise and impress Mongolia – the target audience being Mongolian business people but also the wider general public – i.e potential consumers of British products and tourists, visitors and students.

The format is a more than a run-of-the-mill trade fair - it is a business expo with cultural and entertainment elements. We aim to have over 30 British companies displaying their products and services, a live music band singing British songs, possible fashion show, whisky tasting, a Scottish football team, other football clubs – all these will be an excellent demonstration of British technology, quality, professional business services, creativity, tourism, culture and sport as well as NGO activity.

We are launching extensive promotion of the event in the UK and in the East Asia region throughout July, August and September. On the event day we expect over 2000 people to come to the event, and over 100,000 to be aware of it via various targeted media channels.

As the Mongolian economy and investment climate take a decisive turn for the better, now is the time to position your company for stronger growth in demand for goods and services across a range of sectors. This is an excellent opportunity to promote your

products and services both to a Mongolian audience of business people and the wider public, and the international expatriate community. Please take a look at the sponsorship options in the appendix – **we are offering a 15% Early Bird Discount** and we would be delighted to discuss these with you in detail.

I look forward to your enthusiastic participation in something the British have not done before in Mongolia, and to a positive reply.

Peter Wickenden

Deputy Head of Mission

Peter Wickenden

British fair sponsorship or exhibitor options

Exhibitors will get a booth and 1 reception invitation for a fee of GBP £200. For companies new to the Mongolia market, for no extra cost we will be pleased to pursue separate business meetings on request.

Compared to exhibitors, our sponsors will get numerous additional benefits, outlined below:

British Fair	Platinum Sponsor	Gold Sponsor	Silver sponsor
Contribution	2,500,000 MNT (GBP 900) (USD 1400)	1,500,000 MNT (GBP 600) (USD 1000)	1,000,000 MNT (GBP 400) (USD 600)
Presenting on the stage during the Fair	3 times	2 times	1 time
Broadcast video advertisement (on the screen at the stage)	10 minutes	5 minutes	3 minutes
Advertisement in event brochures	2 pages	1 page	0.5 page
Booth space*	2 booths	1 booth	1 booth
Mentioned in speeches at the event and in the media releases	√	√	√
Logo included in the promotional materials	√	√	√
Attendance in networking reception	5 people	3 people	2 people



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*Luxury vehicles or other large items can of course have separate display arrangements.

We are about to launch an intensive promotion campaign and would be delighted to discuss options with you. **Please take advantage of our 15% Early Bird Discount Offer to sponsors who sign up before 15 July.** Please contact Head of UKTI Team Zandan Bilegt in the first instance at Zandan.Bilegt@fco.gov.uk.