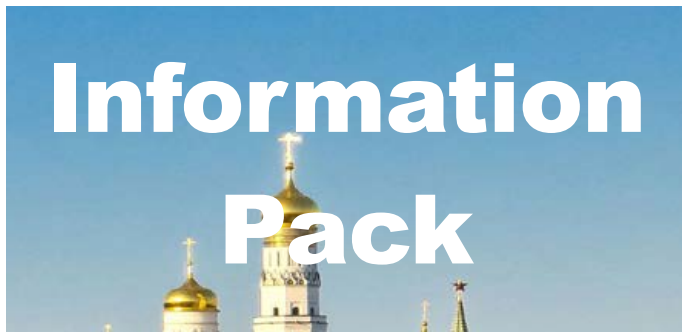
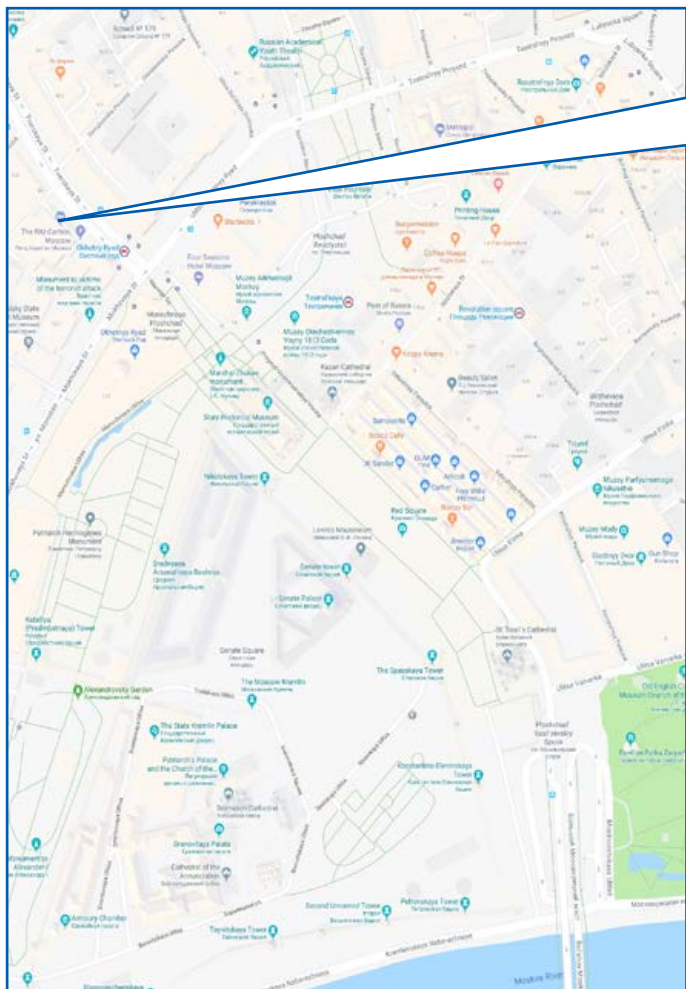


Information Pack



ICEF Moscow March 23 - 25, 2019



Venue

Ritz-Carlton Hotel, Moscow

Tverskaya Street 3,
125009 Moscow,
Russia

Tel +7 495 225 8888
Fax +7 495 225 8400

Email rc.mowrz.leads@ritzcarlton.com
Website www.ritzcarlton.com/en/Moscow



ICEF GmbH
Am Hofgarten 9
53113 Bonn, Germany
Tel: + 49 228 201 190
Web: www.icef.com



Hotel Accommodation



Ritz-Carlton Moscow - extended booking deadline until March 1

Rate

We are pleased to offer you the preferential rates of RUB 13.000 per night per single occupancy and RUB 14.500 per night per double occupancy in the Ritz-Carlton Hotel, Moscow, where the event will be taking place. The above rates are subject to 20% VAT. Breakfast is not included.

Bookings

The preferential rates are available for bookings from March 21 to March 27, 2019. For bookings outside this period the regular room rates become applicable. Rooms can be booked subject to availability until **February 10, 2019**. They will be allocated on a first-come, first-served basis. Reservations can be made through this ► [booking link](#).

Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 13:00.

Amenities

Located close to the Red Square and Kremlin, the Ritz-Carlton offers 334 of the largest guest rooms and suites in the city and features a spa with indoor pool, hot pool, sauna and steam rooms as well as a rooftop bar with stunning views across Moscow. With a full service business centre and high-speed wireless Internet access in all public areas, the hotel offers the ideal backdrop to conduct business.

Further information on the Ritz Carlton Moscow is available at ► www.ritzcarlton.com/en/Moscow.

 Venue hotel

Moscow Marriott Grand Hotel

Rate

The Marriott Grand Hotel offers preferential rates for March 23 - 25 of RUB 7.854 for single and RUB 8.874 for double occupancy and for March 25 - 26 of RUB 9.894 for single and RUB 10.914 for double occupancy. The rates are per night per room. VAT at 20% and breakfast are included.

Bookings

The preferential rates are available for bookings **from March 23 to March 26, 2019** and are subject to availability. For bookings outside this period the regular room rates become applicable (RUB 12.306 for a single and RUB 13.372 for a double room). Please be advised that rooms can be booked until **February 27, 2019**. Reservations made after this date cannot be guaranteed and are subject to availability. This hotel can be booked through **Interconnect Management Corporation (Interconnect)**. A booking form is available ► [here](#).

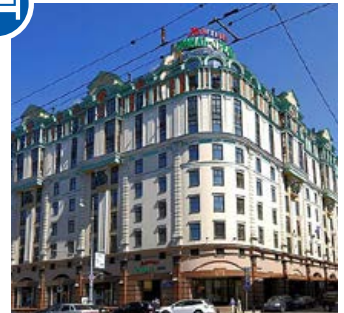
Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

Amenities

The **Moscow Marriott Grand Hotel**, which is a short drive (or 20 minutes walking distance) from the Ritz-Carlton Moscow, is centrally located on Tverskaya Street near excellent shopping facilities, Red Square and the Kremlin. Further information on the Marriott Grand Hotel is available at ► www.marriott.com/hotels/travel/mowgr-moscow-marriott-grand-hotel/.

A bus transfer from and to the Ritz-Carlton Moscow will be provided on March 24 and 25.



 20 min walking distance to the Ritz-Carlton Moscow

 Bus transfer provided on March 24 and 25



Visa Requirements



Tourist Visa

Please note that you will be required to hold a valid visa to enter Russia. Airport authorities do not issue visas and you will therefore have to apply for your visa in advance.

If you are staying at the **Ritz-Carlton Hotel Moscow** and wish to apply for a **tourist visa**, please complete the enclosed [▶Ritz-Carlton Tourist Visa Support Form](#) and return it by fax to the Ritz-Carlton Hotel Moscow at +7 495 225 8400 with a colour copy/scan of your passport and your [▶Ritz-Carlton Reservation Form](#) as soon as possible. The Ritz-Carlton will endeavour to issue a visa support voucher within 24 hours that you can present to the Russian embassy/consulate to support your visa application. This service is free of charge. However, please note that the hotel will only be able to issue a voucher for the period of your stay with the Ritz-Carlton.

If you are staying at the **Marriott Grand** and wish to apply for a **tourist visa**, please return the [▶Marriott Grand Tourist Visa Support Form](#) to reservation@marriott-moscow.ru or fax to +7 495 937 0801 together with a colour copy/scan of your passport and your [▶Marriott Grand Reservation Form](#). The hotel will send you the tourist visa voucher as soon as possible.

Business Visa

If you prefer a **business visa** or if you need to extend the dates of your stay in Russia, please complete the [▶Business Visa Support Form](#) from the company **Western Gate** and return it by email to westerngate.agency@gmail.com as soon as possible. After having received your completed application form together with a scan of your passport, Western Gate will be able to apply for your visa support at the Foreign Ministry in Russia who in return will send your official invitation by express mail. Once Western Gate has returned your invitation, you will then be able to apply for your visa following the guidelines of the Russian embassy or consulate where your application will be presented.

Please take into consideration that the visa process might take **up to six weeks**. Your passport should be valid at least six months after departure from Russia. We recommend that you send your details to Western Gate **straight away** to avoid unforeseen delays.

Please note that the issue of visa support documents does not mean a visa will automatically be granted. This decision is taken by the Russian Embassy or Consulate where your application is presented.

Alternatively you might wish to consider using an agency in your own country that specialises in visa services and who will be able to assist you in obtaining the necessary invitation letters and handle the entire visa application process for you.

Please also refer to the [▶Visa Overview](#). If you need any further advice or recommendations, please do not hesitate to [▶contact us](#).

Airport Arrival

Airport

Moscow has three international airports (Vnukovo, Sheremetyevo and Domodedovo). Train and taxi services are available from all three airports. For further information please refer to the document [▶Arriving from / Getting to the Airport](#).

If you prefer a personal pick-up and the service of an English speaking driver, we can also recommend the airport pick-up service of Interconnect Management Corporation (Interconnect). Please refer to the enclosed [▶Airport transfer booking form](#).

Railway

If you are arriving at one of Moscow's **railway** stations, you can easily connect to the metro. The closest metro station to the Ritz-Carlton Hotel is "Teatralnaya"/"Okhotny Ryad" station. Further information is available on the [▶Moscow metro map](#).



TAXI

90 min driving distance from Moscow's main airports to the Ritz-Carlton



Forwarding of Promotional Material



Shipping to Moscow

In view of the numerous complications and costs that might arise from forwarding materials to Russia, we strongly recommend that you bring your materials with you to Moscow. This way you will avoid high customs clearance charges and unnecessary delays in delivery which we have experienced in the past.

Package Preparation

When calculating the amount of promotional materials you are taking with you to Moscow, please keep in mind that you will have a maximum of 36 meetings that can be scheduled during the event plus other meetings outside event hours that may be arranged.

Some agencies may prefer to receive your information by e-mail or mail either prior to or after the event (see also the paragraph “Follow Up” at [►ICEF Event Procedures: Guidelines for First-Time Participants](#)).

You can now also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5MB for all files, accepted formats are pdf, doc, docx, xls, xlsx, ppt, pptx, pps, ppsx.

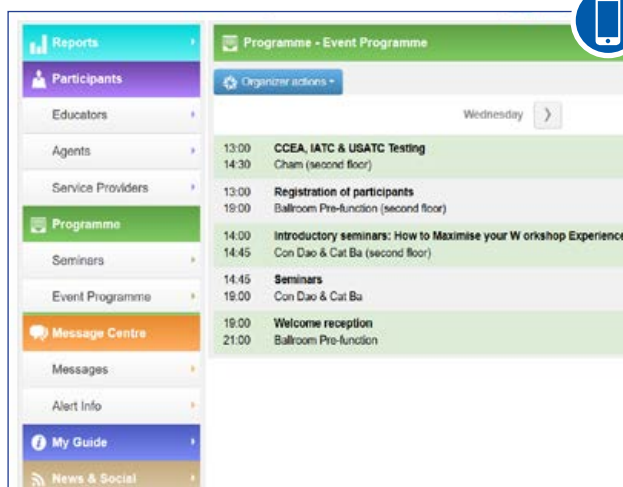
Scheduling Meetings

Scheduling Meetings Prior to the Event

Approximately 8 weeks prior to the event you will be given access to the **Marcom eSchedule PRO** online meeting scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.

Please note that the **deadline for confirming / requesting meetings is March 22, 09:00 Moscow time**.

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the [►Getting Started Information](#) or have a look at Marcom's [►video tutorials](#).



Scheduling Meetings During the Event

In case your schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings through **Marcom Onsite**, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite event information and access your latest schedule.

If you prefer not to opt into the last-minute meeting scheduling function of Marcom Onsite, you may also schedule additional meetings through personal contacts between participants on the morning of March 24 and 25 between 08:30 and 09:00.

Marcom Onsite complements eSchedule PRO and will open on March 22, once eSchedule PRO closes. If you are using Marcom Onsite for the first time, we recommend to have a look at our video tutorials [►Introducing Marcom Onsite](#) and [►Basics of Marcom Onsite](#).



Your Catalogue Entry

Update Your Company Profile

Once you have logged on to the Marcom eSchedule PRO online meeting scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your company's description, as agents will use this information before requesting or confirming meetings with you. Your description will also be used in the ICEF Moscow 2019 catalogue.

If you wish to add your logo and up to two representatives' portrait-style pictures, please upload them into your profile. **Photos** and **logos** should have the highest resolution possible (without exceeding the max. size of 4 MB) and can be uploaded in JPEG, JPG, PNG or GIF format (please make sure the representative's name appears in the file name). If your files have a different format, please use an [▶ image converter](#).

Please complete your catalogue entry by February 22, 2019 to ensure that your up-to-date company profile is included in the printed catalogue.

Collecting Your Badge and Welcome Pack Onsite

Onsite event registration will take place on Saturday, March 23, 2019, from 13:00 to 19:00 at the ICEF hospitality and registration desk located on the second floor of the Ritz-Carlton Hotel. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the event catalogues. Participants arriving after the registration period stated above can register on Sunday, March 24, 2019 from 08:00 onwards at the ICEF hospitality and registration desk in front of the Grand Ballroom.

As the event is an invitation only event, **anyone not wearing a badge may not be admitted** into the event area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the meeting hall.

If you are new to ICEF events, please have a look at the [▶ ICEF Event Procedures: Guidelines for first-time Participants](#) with further useful event information.



Please refer to the [▶ Event Programme](#) for further details



Saturday, March 23, 2019

13:00 - 19:00	Registration of participants	Ballroom pre-function area
13:00 - 14:30	CCEA, IATC, USATC and IEAC testing	Aslana I
14:00 - 14:45	Introductory seminars: How to maximise your ICEF Experience	Moscow I - II
14:45 - 17:00	Seminars	Moscow I - II
17:00 - 17:30	Refreshment break - sponsored by St. George's University	Ballroom pre-function area
17:30 - 19:00	Seminars	Moscow I - II
19:00 - 21:00	Welcome reception	Ballroom pre-function area

Sunday, March 24, 2019

08:00	Meeting hall opens / Light breakfast	Ballroom pre-function area
08:30 - 09:00	Time for scheduling additional meetings	Grand Ballroom
09:00 - 11:00	Business meetings (5 x 20 minutes each)	Grand Ballroom
11:00 - 11:20	Refreshment break - sponsored by St. George's University	Ballroom pre-function area
11:20 - 13:00	Business meetings (4 x 20 minutes each)	Grand Ballroom
13:00 - 14:15	Networking lunch	Ballroom pre-function area, Alma-Ata Moscow, Washington
14:15 - 16:40	Business meetings (6 x 20 minutes each)	Grand Ballroom
16:40 - 17:00	Refreshment break - sponsored by St. George's University	Ballroom pre-function area
17:00 - 19:00	Business meetings (5 x 20 minutes each)	Grand Ballroom
19:30 - 22:30	Dinner reception	Ballroom pre-function area

Monday, March 25, 2019

08:00	Meeting hall opens / Light breakfast	Ballroom pre-function area
08:30 - 09:00	Time for scheduling additional meetings	Grand Ballroom
09:00 - 11:00	Business meetings (5 x 20 minutes each)	Grand Ballroom
11:00 - 11:20	Refreshment break - sponsored by St. George's University	Ballroom pre-function area
11:20 - 13:00	Business meetings (4 x 20 minutes each)	Grand Ballroom
13:00 - 14:10	Networking lunch	Ballroom pre-function area, Alma-Ata Moscow, Washington
14:10 - 17:00	Business meetings (7 x 20 minutes)	Grand Ballroom
17:00	Meeting hall closes	Grand Ballroom
19:00 - 21:00	Moscow by night city tour*	Hotel Lobby



Meeting and Display Tables



Meeting tables

Each meeting table (150cm x 80cm) will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.

Meeting tables can be accessed on **Sunday, March 24, 2019 from 08:00 onwards.**

Display tables

Each display table (150cm x 80cm) will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution as well as a literature display rack will be provided.

Display tables can be accessed on **Sunday, March 24, 2019 from 08:00 onwards.**

Seminars

Recognising the importance of market trends and their impact on student enrolments, a number of seminars will be held on Saturday, March 23, 2019 between 14:00 and 19:00.

The programme includes an introductory session on *How to Maximise your ICEF Experience*. A full programme overview will be available shortly.



Refreshments and Lunches



Sponsor
Refreshment
Breaks



Coffee, tea and water will be available throughout the event.

On March 24 and 25, a light continental breakfast will be served between 8:00 and 9:00 in the Ballroom Pre-function Area. Refreshment breaks are scheduled at 17:00 on March 23, at 11:00 and 16:40 on March 24 and at 11:00 on March 25.

Buffet lunch will be provided from 13:00 to 14:15 on March 24 and 25 in the Ballroom Pre-function Area, the Alma-Ata and Washington Rooms.

Evening Networking Receptions

Welcome reception

Saturday, March 23, 2019, from 19:00 to 21:00 in the Ballroom Pre-function Area on the second floor of the hotel.

Dinner reception

Sunday, March 24, 2019, from 19:30 to 22:30 in the Ballroom Pre-function Area located on the second floor.

The dress code for both receptions is smart casual. Please note that participants not wearing their event badge may not be admitted.



Moscow City Tour



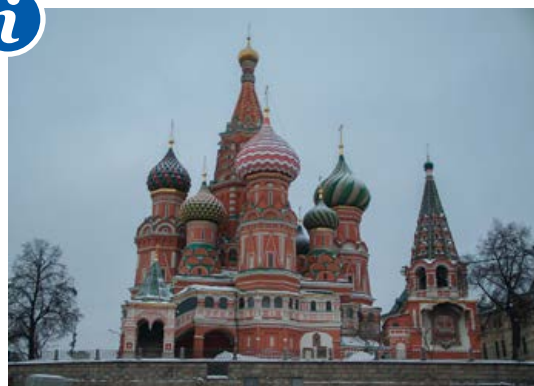
We are pleased to offer you an optional excursion in Moscow on Monday, March 25 from 19:00 to 21:00. This evening tour accompanied by an English speaking guide will take you to the major sights of Moscow: the Kremlin (from the outside), Red Square, Gum Department Store, Cathedral of Christ the Saviour with a spectacular view of Moscow from the Patriarshy Bridge, and the Moscow State University on the Vorobyovy [Sparrow] Hills.

Please note that this tour is available at a cost of RUB 3.000 per person.

► Pre-booking is required

Moscow - General Information

Moscow is the capital and with over 16 million residents in its urban area the largest city of Russia. It also is a major economic centre within Russia and is home to many scientific and educational institutions, world famous museums and theatres.



Quick facts:

Time zone: Moscow is 3 hours ahead of GMT.

Temperature: Average temperatures in March are around 5°C during the day and 0°C at night. Winter clothing is recommended.

Metro: The Metro is one of the best ways to get around in Moscow. Services are frequent and usually very reliable. Tickets, which can be obtained at the ticket counter, should be slotted into the turnstile in order to enter the Metro. Tickets are valid for one trip. The closest Metro stations to the Ritz-Carlton Hotel are "Okhotny Ryad", "Teatralnaya" and "Ploshad Revolutsii".

Taxi: Please hail only official taxis and make sure you agree on the price before getting in. If you are not familiar with Moscow, please avoid unofficial taxis (people offering lifts for money in their private cars).

Currency: The official currency is the Russian Ruble (RUB). For current exchange rates please see ► [x-rates](#).

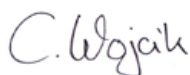
Electricity: 220 volts.

Plug type: Please bring your own adaptors, if necessary!

More information about Moscow can be found at ► www.waytorussia.net/Moscow/Guide.html

If you have any questions prior to the event, please do not hesitate to contact us. We look forward to welcoming you to Moscow!

Kind regards,



Cornelia Wojcik

