

A person is shown from the chest up, wearing a VR headset. The person's face is partially obscured by the headset, and their hands are visible, holding controllers. The background is a solid blue color. The overall scene is dimly lit, with the primary light source being the blue glow of the VR headset and the background.

# DIGITAL ENERGY INTERACTIVE EXHIBITION

KAZAKHSTAN ENERGY WEEK-2019  
XII KAZENERGY EURASIAN FORUM

# PURPOSES

DIGITAL ENERGY INTERACTIVE EXHIBITION (24-27 September 2019)



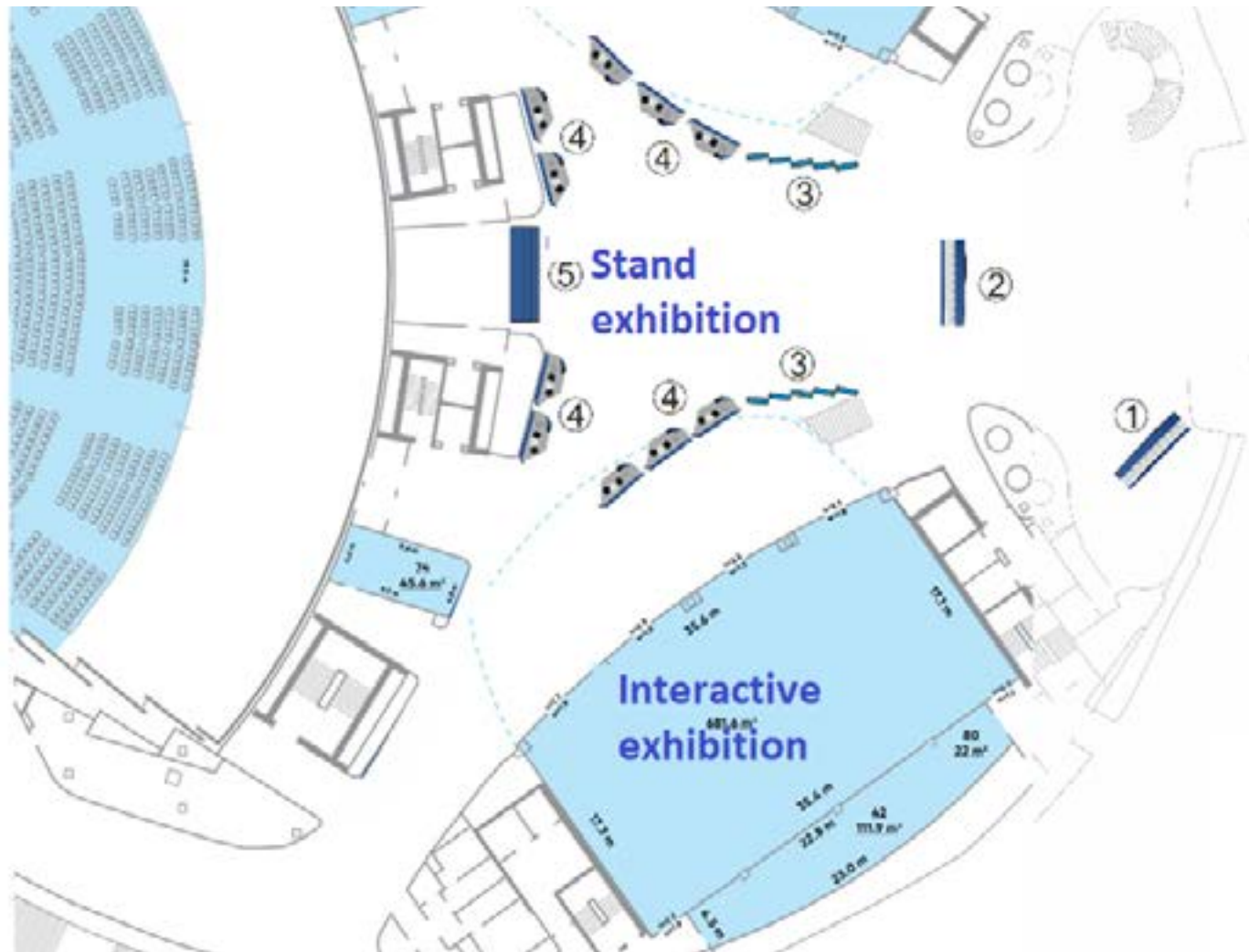
- Platform to demonstrate the results of global application of the latest technological achievements in the energy sector
- Platform to negotiate, transfer innovations, high-tech products and investment services, as well as to promote them in energy market
- Cognitive function for visitors about a role and an importance of energy and energy resources in society

The exhibition will be held in an unconventional format. The exposition of state-of-the-art technologies and developments, development institutions and innovative infrastructure will be developed in a «point» format on a cluster basis. Communication areas will be arranged to establish and develop contacts with potential partners

A new interactive format (virtual reality, augmented reality, artificial intelligence) is proposed, which will allow the guests to get more information from attending the event, and the participating companies to present their products as efficiently as possible.

# EXHIBITION LAYOUT

VENUE: CENTRAL FOYER/EXHIBITION HALL, EXPO CONGRESS CENTER



## TYPES OF EXHIBITION:

### 1) Stand exhibition

Standard small stands in the common area (6-8 sq. m.)

### 2) Interactive exhibition

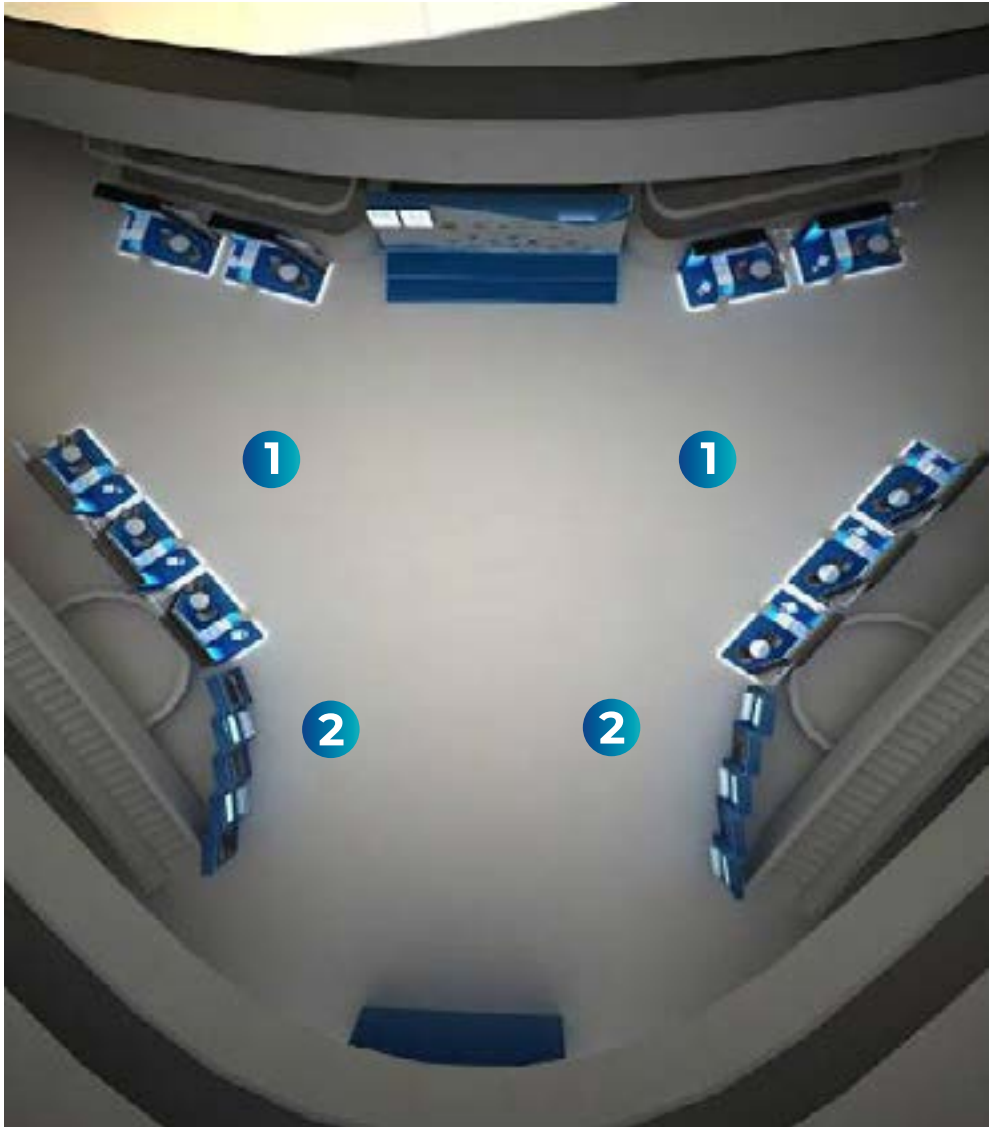
Large stands (20-55 sq. m.), using interactive and virtual technologies in a separate exhibition area

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- 1 - Registration area
  - 2 - Information area
  - 3 - Poster photo exhibition stands (displays, highlighting, racks for handouts)
  - 4 - Stands of the participating companies
  - 5 - Media area

Options for location of decoration facilities, FLOOR 1

# STAND EXHIBITION LAYOUT

VENUE: CENTRAL FOYER/EXHIBITION HALL, EXPO CONGRESS CENTER



**1**  
Stand exhibition – exhibiting companies are placed. Construction and design in the same style is made by a supplier from KAZENERGY.



**2**  
Photo exhibition dedicated to the 120th anniversary of Kazakhstan's oil production – photo posters, videos about the history of Kazakhstan's oil will be placed.

Construction is performed by the KAZENERGY supplier

# STAND EXHIBITION LAYOUT

VENUE: CENTRAL FOYER/EXHIBITION HALL, EXPO CONGRESS CENTER



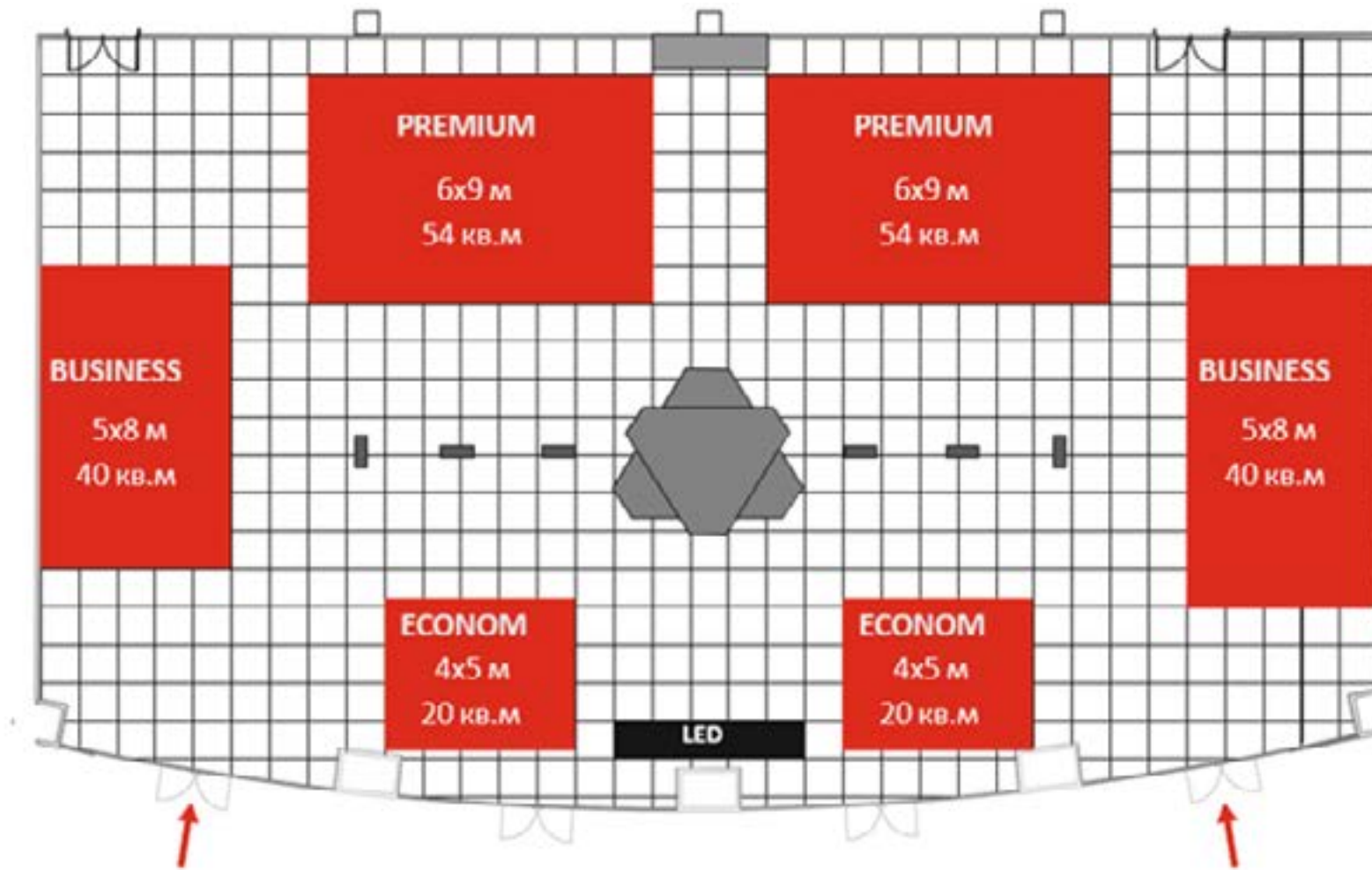
## TECHNOLOGICAL INFRASTRUCTURE (per one stand):

- screen (49"; 106\*60cm)
- stand for handouts
- two chairs
- table
- panel with highlighting for company logo (solid plate on a ledge)
- panel with highlighting (lightbox) for information about a company (vertical plate on a stand)
- carpeted floor

COST (per one stand) FOR ALL EXHIBITION DAYS is KZT 1,800,000

# INTERACTIVE EXHIBITION LAYOUT

VENUE: EXHIBITION HALL, EXPO CONGRESS CENTER



## TYPES OF STANDS:

**PREMIUM** – large stands (50-55 sq. m.)\* Three types of the minimum possible interactive infrastructure of a stand are proposed (see description below).

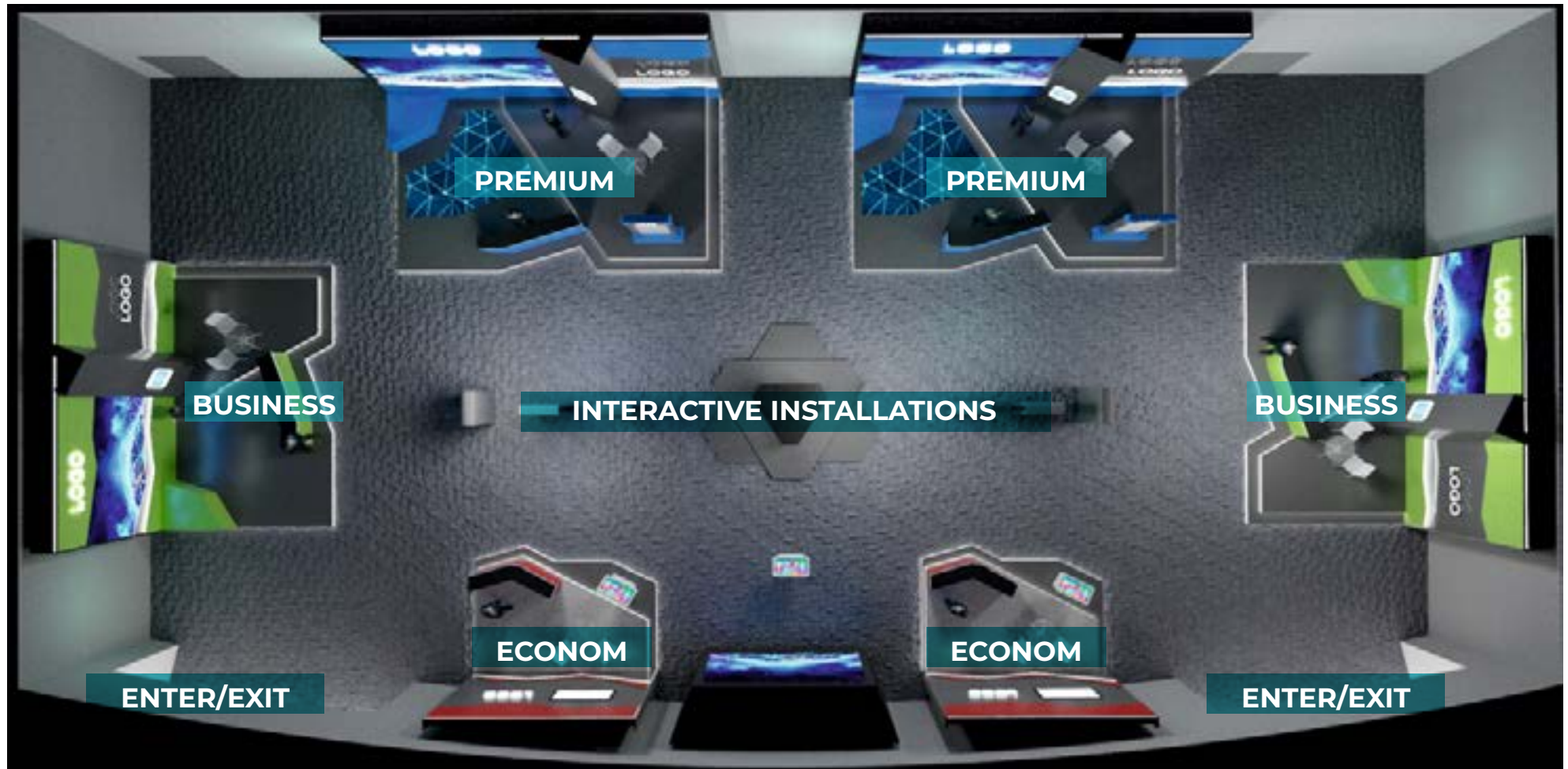
**BUSINESS** – average stands (35-40 sq. m.)\* Two types of the minimum possible interactive infrastructure of a stand are proposed (see description below).

**ECONOM** – small stands (15-20 sq. m.)\* One type of the minimum possible interactive infrastructure of a stand are proposed (see description below).

\*Construction and design in the same style is made by a supplier from KAZENERGY.

# INTERACTIVE EXHIBITION LAYOUT

VENUE: EXHIBITION HALL, EXPO CONGRESS CENTER



# INTERACTIVE EXHIBITION LAYOUT

VENUE: EXHIBITION HALL, EXPO CONGRESS CENTER



## GENERAL INFORMATION FOR ALL EXHIBITORS:

In order to attract a large number of interested audience and implement the cognitive function of the stands, one of the mandatory conditions for exhibiting companies is to supplement the stands with at least one interactive installation (educational, informational, entertainment).

Space for additional installation is provided free of charge by the Organizers



# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER



PRESENTATION  
OF INFORMATION  
THROUGH INTERACTIVE  
DASHBOARD ON LED  
SCREEN

THE INTERACTIVE  
DASHBOARD IS A  
DEVICE FOR DISPLAYING  
INFORMATION WITH A  
LARGE TOUCH SCREEN  
AND A BUILT-IN  
COMPUTER.

# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER

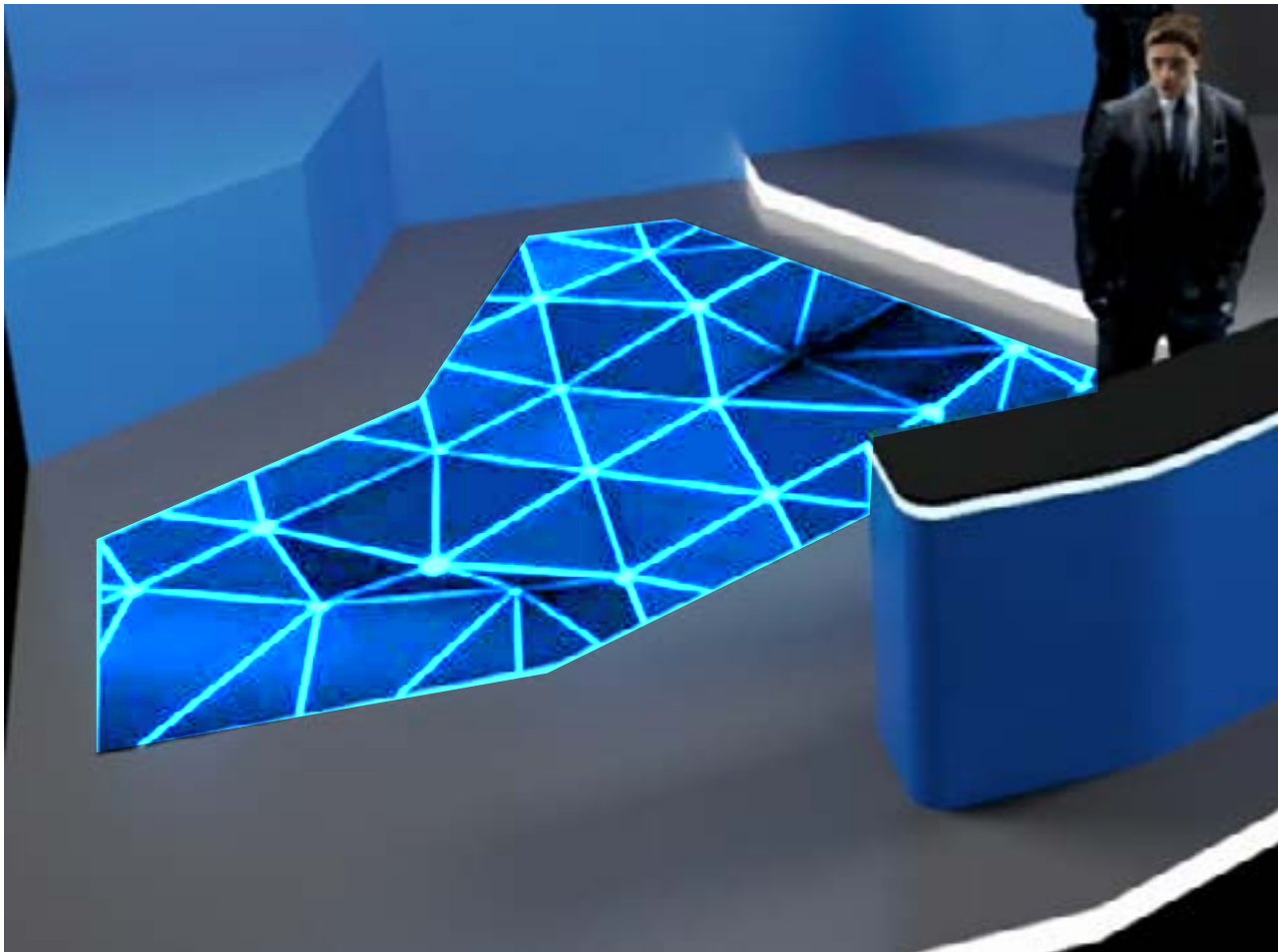


LOCATION FOR  
PLACEMENT OF  
VIRTUAL REALITY  
HEADSET (VR)



# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER



## PROJECT TOUCH

PROJECT TOUCH IS A SMART INTERACTIVE FLOOR THAT COMBINES TECHNOLOGICAL AND PROJECTION INNOVATIONS.

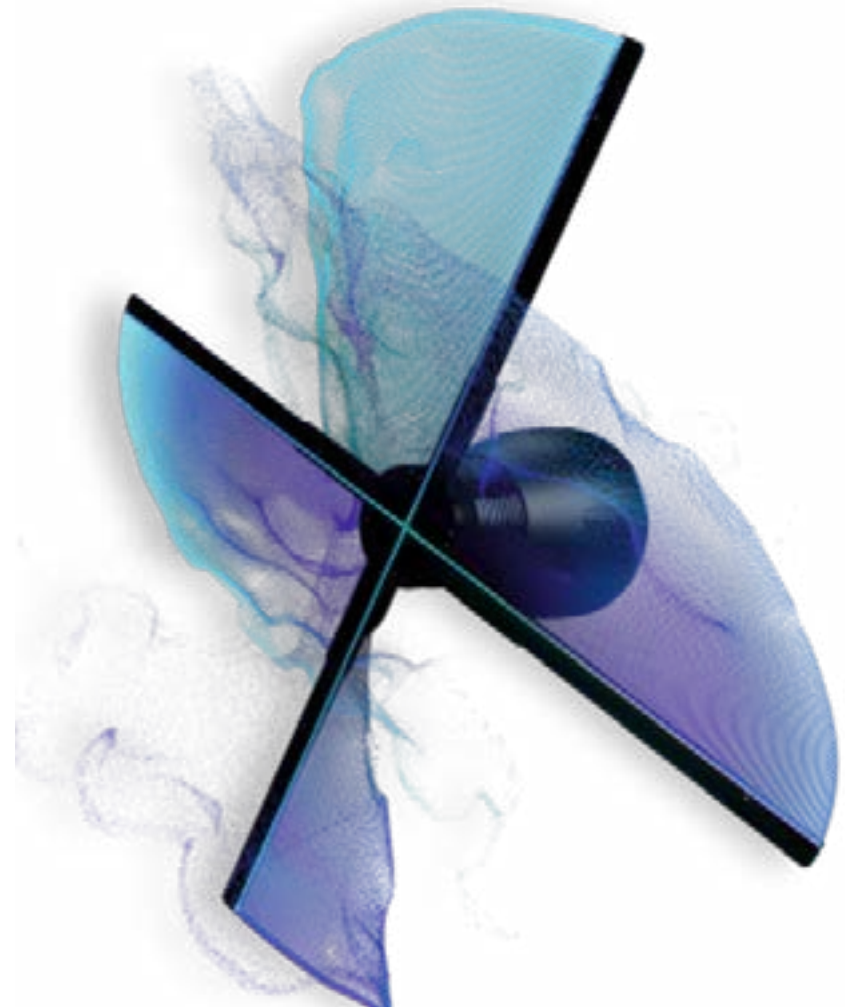
THANKS TO THE SMART INTERACTIVE FLOOR, ANY PREMISE CAN BE DRAMATICALLY REVIVED

# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER



HOLOGRAPHIC FAN



# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER



INTERACTIVE GLASS



# TECHNICAL INFRASTRUCTURE OF STANDS

EXHIBITION HALL, EXPO CONGRESS CENTER



INTERACTIVE TABLE



# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## PREMIUM Option №1

STAND DESIGN AND SET UP	5 000 000
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TECHNICAL INFRASTRUCTURE OF A STAND:	
TOUCH SCREEN	300 000
VR HEADSET	700 000
INTERACTIVE FLOOR	1 100 000
HOLOGRAPHIC FAN	1 500 000
INTERACTIVE GLASS	950 000
<hr/>	
<b>TOTAL</b>	<b>9 550 000</b>

EXHIBITION FEE IS KZT 2,000,000

TOTAL COST FOR ALL DAYS OF THE EXHIBITION IS KZT 11,550,000

# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## PREMIUM Option №2

STAND DESIGN  
AND SET UP **5 000 000**

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TECHNICAL INFRASTRUCTURE  
OF A STAND:

TOUCH SCREEN **300 000**

VR HEADSET **700 000**

HOLOGRAPHIC  
FAN **1 500 000**

INTERACTIVE GLASS **950 000**

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**TOTAL 8 450 000**

EXHIBITION FEE IS KZT 2,000,000

TOTAL COST FOR ALL DAYS OF THE EXHIBITION IS KZT 10,450,000



# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## PREMIUM Option №3

STAND DESIGN AND SET UP	5 000 000
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TECHNICAL INFRASTRUCTURE OF A STAND:	
TOUCH SCREEN	300 000
VR HEADSET	700 000
HOLOGRAPHIC FAN	1 500 000
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<b>TOTAL</b>	<b>7 500 000</b>

EXHIBITION FEE IS KZT 2,000,000

TOTAL COST FOR ALL DAYS OF THE EXHIBITION IS KZT 9,500,000

# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## **BUSINESS** Option №1

STAND DESIGN  
AND SET UP **3 300 000**

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TECHNICAL INFRASTRUCTURE  
OF A STAND:

TOUCH SCREEN **300 000**

VR HEADSET **700 000**

HOLOGRAPHIC  
FAN **1 500 000**

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**TOTAL** **5 800 000**

EXHIBITION FEE IS KZT 1,500,000

TOTAL COST FOR ALL DAYS OF THE EXHIBITION IS KZT 7,300,000

# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## **BUSINESS** Option №2

STAND DESIGN AND SET UP	<b>3 300 000</b>
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TECHNICAL INFRASTRUCTURE OF A STAND:	
TOUCH SCREEN	<b>300 000</b>
HOLOGRAPHIC FAN	<b>1 500 000</b>
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<b>TOTAL</b>	<b>5 100 000</b>

EXHIBITION FEE IS KZT 1,500,000

TOTAL COST FOR ALL DAYS OF THE EXHIBITION IS KZT 6,600,000

# DESCRIPTION AND MINIMUM OPTIONS FOR STAND CONFIGURATIONS



## **ECONOM** Option №1

STAND DESIGN  
AND SET UP **2 000 000**

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TECHNICAL INFRASTRUCTURE  
OF A STAND:  
TOUCH SCREEN **300 000**

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**TOTAL 2 300 000**

EXHIBITION FEE IS KZT 1,000,000

TOTAL COST FOR ALL DAYS  
OF THE EXHIBITION IS KZT 3,300,000



## **ADDITIONAL SERVICES PROVIDED BY A DEVELOPER**

- SOFTWARE DEVELOPMENT
- DEVELOPMENT OF VIDEO CONTENT FOR LED SCREEN
- DEVELOPMENT OF 3-D ROUND IN 360 DEGREES
- PR SERVICES FLORISTRY
- PRINTING SERVICES

## **RESPONSIBILITY OF KAZENERGY OFFICIAL DEVELOPER**

- CONCLUSION OF STAND SALES CONTRACTS
- PROVISION OF HIGH-QUALITY TECHNICAL EQUIPMENT AND ITS MAINTENANCE
- FULL TECHNICAL AND LOGISTIC SUPPORT
- IMPLEMENTATION OF ADDITIONAL ORDERS OF EXHIBITING COMPANIES
- RESPONSIBILITY FOR SAFETY
- CONTROL OVER CLEANING SERVICE OF STANDS