



# Computer World of the Child

**An international exhibition  
Moscow, January 1998**

**R**ussia has lagged behind in computerization, for good or for worse. Now it is catching up with the rest of the world in leaps and bounds, skipping some phases and suffering from growing pains.

**Russian schools** are now shrieking for computers. The **home computer**, a somewhat dubious idea for Russia a year ago, is now with us. And more often than not the driving force behind the family decision to get a computer at home are the children.

No wonder that many Russian **businessmen**, who in their time were not exposed to computer technologies, learn about multimedia, Web and other cutting-edge IT achievements from their enthusiastic brats.

On the other hand, it is these very brats who are the mainstay of the black market in games, edutainment, and so on. No wonder again — in a country with no law-abiding tradition nobody educated them in appropriate legal niceties.

Russia's market of computer technologies for children has a **huge potential**, especially with products becoming more affordable. Many Russian and foreign companies are already operating in it.

“Adult” computer exhibitions in Russia lately find themselves **assailed with juvenile visitors**. Time is ripe for a **specialized children's event**, and so...

**In January 1998 in Moscow the first exhibition devoted to information technologies in the life of children will be held.**

**Its name is KidCom-98 (Computer World of the Child).**

It is going to be a unique opportunity for your company to establish your presence in Russia's home computer market.

## Topics

- ☺ Hardware for children
- ☺ Software for children
- ☺ Computer education. Education of disabled children
- ☺ Computer in pediatry
- ☺ Computer and chess
- ☺ Computer games
- ☺ Animation
- ☺ Virtual reality
- ☺ Computer ergonomics
- ☺ Furniture
- ☺ Certification of computer environments
- ☺ Literature

## Organizers

The Association "Computer and Childhood," the Russian Computer Association, and SIM, a Russian exhibition company.

## Venue

The Exhibition will be held at the **Olympic sports complex** in the center of Moscow, a frequent site of rock concerts and other events for teenagers. The place is extremely popular with the potential audiences. The overall stand surface area is **3000 square meters**.

The hall has **grand stands** seating thousands of people, and the organizers are considering some **evening IT-related shows** using a huge screen on a 20 x120 m wall overlooking the hall. The screen can also

be used during exhibition hours for demonstrations and announcements.

## Patronage

Among the patrons of the Exhibition are **Moscow Mayor's Office** and several Parliamentary Committees.

## Russian regions

The Exhibition is timed to coincide with a **session of the Federal Council**, on which governors of all the Russian provinces are seating. It is planned to organize for them and their experts presentations and guided tours of the Exhibition.

## Contests & shows

The nature of the Exhibition dictates that some **imaginative events** be held. One idea is for major computer companies to hold **contests** with **corporate awards** among the young Russian computer brains. In addition to the publicity effect they could hand-pick future brainpower to man their offices in Russia and elsewhere. The organizers would welcome any ideas and proposals.

## Advertising

The Exhibition offers its participants and sponsors significant advertising possibilities.

## Seminars

It is also planned to hold seminars **before** the Exhibition for **hardware** and **software vendors** to form

partnerships for developing joint solutions for all domains dealing with children.

## Sponsorships

There are **Major Sponsors** (\$70,000-\$100,000), **Sponsors** (\$30,000-\$60,000), and **Information Sponsors**. One of the Exhibition's information sponsors is **SK Group**, a large media concern in the computer business. For more information contact the Committee.

## Plans

The organizers are discussing possibilities of making the Exhibition a **roadshow event in Russia**. The general feeling among those concerned is that the Exhibition should be held **annually**.

## Rates

1 square meter with electricity, water, round-the-clock security, etc.:

**\$220** — rent;

**\$280** — rent plus stand with standard furniture and services.

## Other services

Organizers could help companies taking part in the Exhibition **fine-tune their exhibition efforts to the Russian scene** in terms of **consulting, production of exhibition materials, design of stands**, etc.

## Organizing Committee

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