

marketing.uz

Opportunities for product and company development through Marketing Association products in 2025

TAF! Tashkent Advertising Festival

MAKON
Marketing Forum

 **YIL
BRENDI**

**TASHKENT
MARKETING
FORUM**

Association's projects

TAF! Tashkent Advertising Festival



The only annual advertising festival in Uzbekistan, Tashkent Advertising Festival TAF!. TAF! includes an international advertising conference, a creative and effective advertising competition, and a consumer contest "Advertisement of the Year".

**TASHKENT
MARKETING
FORUM**



The only annual forum of Uzbekistan, Tashkent Marketing Forum (TMF) is dedicated to digital and strategic marketing, featuring top specialists and international bloggers. It also includes Influencer Awards for the leading influencers of the nation.

**YIL
BRENDI**



Yil Brendi – "Brand of the Year" is an annual large-scale Award that celebrates the success of leading brands that attained outstanding marketing milestones across all consumer market sectors.

MAKON
Marketing forum



The MAKON Marketing Forum International Business Forum is the largest annual business forum in Central Asia, featuring top specialists from Uzbekistan and abroad in business development, motivation, and sales. It is a venue for meetings, discussions, and the exchange of practical experiences for business owners and executives, marketing professionals, aspiring entrepreneurs, and mid-level managers looking to grow their businesses.

Association's projects

reyting

marketing.uz

→ The annual rating of brands and agencies in Uzbekistan based on their participation in major competitions and festivals

reestr

marketing.uz

→ A registry of over 150 marketing agencies in Uzbekistan providing services in 21 major sectors across the country.

club

marketing.uz

→ Marketing Club – a community of the country's leading marketers with regular meetings. In addition, it has a Telegram chat to discuss current industry issues.

MAKON
interview ●

→ MAKON Interview – Dior Mirzaakhmedov's signature program on the MAKON Marketing Association's YouTube channel, where he interviews leading local and international experts in marketing and advertising communications.

ANNUAL PARTNERSHIP WITH UZBEKISTAN MARKETING ASSOCIATION

Unlock novel growth opportunities
with the help of association:

- VALUE ENHANCEMENT
- BRAND RECOGNITION
- ADVANCED TRAINING
- BRAND PROMOTION
- INFORMATIONAL SUPPORT
AND NETWORKING

Partnership package fees:

Premium
partner

10

mln. sum
annually

Affiliated
partner

6

mln. sum
annually

Partner

4

mln. sum
annually

TASHKENT MARKETING FORUM 2025



Third international Tashkent Marketing Forum 2025



February 15th 2025

Hyatt Regency Tashkent

- The only international marketing conference
- Expert presentations Uzbek and Russian
- Awarding ceremony of Uzbekistan Marketing 2025 Award's brands, agencies and market specialists
- Exhibition and evening program

Who is the TMF 2025 Forum for?

For executives, business owners, company marketers, marketing agencies, and everyone who wants to learn about current trends in marketing.

TASHKENT MARKETING FORUM 2025

Opportunities for forum partners:



Special positioning at the only international marketing forum



Exclusive advertising promotion opportunities



Presentation of your achievements and products



Exclusive partner award



Annual partnership package with the association, etc.

Executive partner	448 mln. sum <small>including VAT</small>	Strategic partner	392 mln. sum <small>including VAT</small>
Title partner	280 mln. sum <small>including VAT</small>	Official partners	168 mln. sum <small>including VAT</small>
VIP partners	112 mln. sum <small>including VAT</small>	Media Partners by Accreditation	



VIII "Brand of the Year 2024" Award



Application Cycle:
February – April 2025

Awarding Ceremony:
May 3rd 2025

Hyatt Regency Tashkent

Participation in the "Brand of 2024" Award this is an opportunity for companies positioning their brands as leaders in their industries to highlight and communicate their uniqueness and annual achievements to consumers and all market participants.



MAKON

Marketing forum

VII International Business Forum MAKON MARKETING FORUM 2025



May 3rd, 2025

Hyatt Regency Tashkent



- The largest international business forum dedicated to business, motivation, and sales
- Presentations by international and local experts in Uzbek and Russian
- Awarding ceremony for the VIII "Brand of the Year 2024"
- "Brand of the Year" exhibition and evening program

Who is the MAKON MARKETING FORUM 2025 for?

For executives, business owners, marketers, sales department managers, and everyone involved in business development using modern marketing, motivation, and sales tools.

MAKON Marketing forum



Opportunities for forum partners:



Special positioning at the largest international business forum



Exclusive advertising promotion opportunities



Presentation of achievements and products



Exclusive partnership award



Annual partnership package with the association, etc.

Executive partner	448 mln. sum <small>including VAT</small>	Strategic partner	392 mln. sum <small>including VAT</small>
Title partner	280 mln. sum <small>including VAT</small>	Official partners	168 mln. sum <small>including VAT</small>
VIP partners	112 mln. sum <small>including VAT</small>	Media Partners by Accreditation	

TAF! Tashkent Advertising Festival

VII Tashkent Advertising Festival TAF!25



October 2025

Karting center, Anhor park



- International Advertising Conference
- Exhibition and "Advertisement of the Year" competition TAF!25
- Award ceremony for competition winners
- Screening of the best global advertisements
- Evening show program

Who is TAF!25 for?

For executives, business owners, marketers, advertising agencies, and everyone involved in business development using modern marketing tools.

TAF! Tashkent Advertising Festival

Opportunities for festival partners:



Special positioning at the only advertising festival



Exclusive advertising promotion opportunities



Presentation of achievements and products



Exclusive partner award



Annual partnership package with the association, etc.

Executive partner

448
mln. sum
including VAT

Strategic partner

392
mln. sum
including VAT

Title partner

280
mln. sum
including VAT

Official partners

168
mln. sum
including VAT

VIP partners

112
mln. sum
including VAT

Media Partners by Accreditation

PROPOSAL FOR ANNUAL PARTNERSHIP IN ASSOCIATION'S PROHECTS

The Marketing Association of Uzbekistan offers the opportunity for cooperation in all major projects under favorable conditions.

Advantages:



Preferential terms



One-time agreement
for the entire year's budget



Ability to plan activities and
collaborate throughout the year

Partnership level	Annual Package (mln. sum) including VAT	Preferential Terms (mln. sum) including VAT	TMF (mln. sum) including VAT	MAKON & Brand of the Year (mln. sum) including VAT	TAF! (mln. sum) including VAT
Executive partner	1 288	1 160	448	448	448
Strategic partner	1 120	1 010	392	392	392
Title partner	784	706	280	280	280
Official partner	470.4	430	168	168	168
VIP partner	308	278	112	112	112

Up-to-date information about marketing in Uzbekistan and association's events



marketing.uz



[uzbekmarketing](https://t.me/uzbekmarketing)



97 402 28 20