



Eventation

2021

WHO WE ARE

EVENTATION was founded in 2006 as a local promoter company in Moscow (using different brand at that time) and was focused on local bands until 2010. EVENTATION became an international company in 2010 after brining Skid Row to Russia with a single show in Moscow.

After rebranding in 2012, EVENTATION has become one of the biggest promoters in **Russia**, also capturing markets of **Belarus, Greece, Cyprus, Azerbaijan and Baltic States.**



EVENTATION has successfully organized big tours and selected shows of such legends as **Disturbed, Evanescence, Breaking Benjamin, Papa Roach, Asking Alexandria, Megadeth, Manowar, Dream Theater, Skillet, Three Days Grace, David Duchovny, Steel Panther** and other bands. Most of the shows were sold out.

We are setting new ambitious goals and looking forward to cooperation with the biggest agencies and Artists



We have established perfect relationship with top venues at our markets, from clubs to arenas. We work with world class Production companies, who offer best solutions for top shows. We work with the best hotels, airlines and transport agencies. Our marketing tools have proved its effectiveness and met all standards of 21st century.

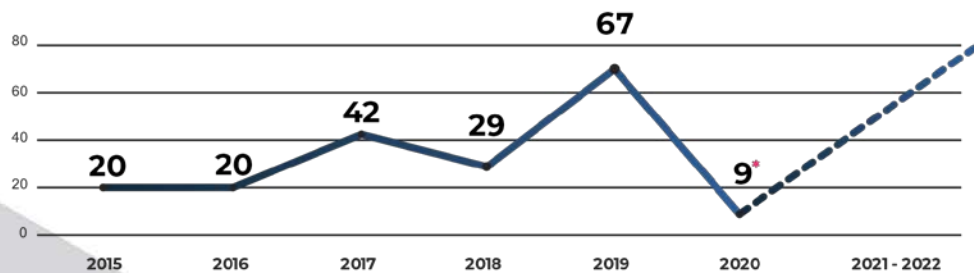


Year by year business expansion

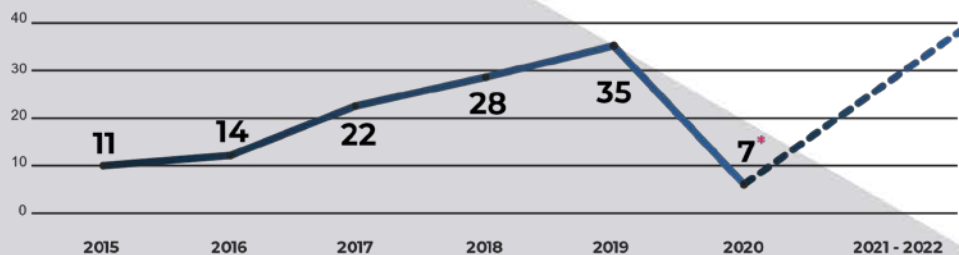
- 📍 2007–2011 – Moscow, Saint Petersburg
- 📍 2012–2013 – Yekaterinburg, Nizhniy Novgorod, Krasnoyarsk
- 📍 2014–2015 – Kazan', Samara, Minsk, Tallinn, Riga, Vilnius
- 📍 2016–2017 – Perm', Chelyabinsk, Ufa, Khabarovsk, Vladivostok, Krasnodar, Novosibirsk, Rostov-on-Don, Voronezh, Omsk
- 📍 2018 – Kaliningrad, Irkutsk, Tomsk, Tyumen', Izhevsk, Saratov, Volgograd, Athens, Thessaloniki, Nicosia, Limassol, Sofia
- 📍 2020 – Baku

EVENTATION IN NUMBERS IN LAST 6 YEARS

Shows per year



Markets per year



* Due to Coronavirus COVID-19 pandemic

TOP 5 BIGGEST SHOWS

Tickets	Shows
10000	Manowar Moscow, VTB Arena 14.03.2019
7500	Disturbed Moscow, VTB Arena 16.06.2019
7000	Evanescence Moscow, Crocus City Hall 15.03.2018
6500	Skillet Moscow, Adrenaline Stadium 23.04.2019
6500	Three Days Grace Moscow, Stadium 04.11.2018

TOP 5 LONGEST TOURS

Adam Gontier- 8.11.2017 – 3.12.2017	17 shows
Skillet - 08.04.2019 – 28.04.2019	13 shows
Manowar - 01.03.2019 – 23.03.2019	11 shows
Skillet - 29.10.2014 – 14.11.2014	11 shows
OOMPH! - 24.03.2017 – 05.04. 2017	8 shows

BANDS WE WORK WITH

PAPA ROACH MANOWAR

DISTURBED URIAH
HEPP

EVANESCENCE

MEGADETH ACCEPT

DREAM THEATER



Three Days Grace breaking benjamin

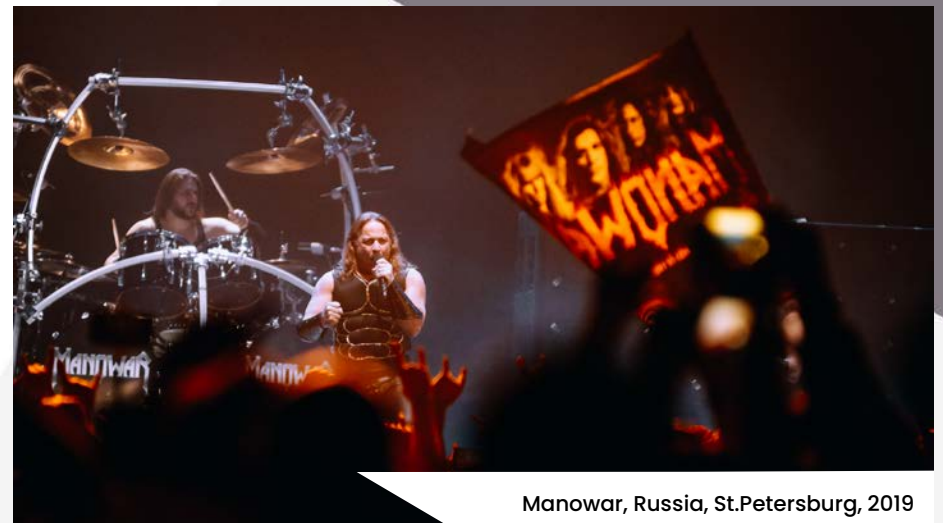
SKILLET ASKING
ALEXANDRIA

RISE AGAINST

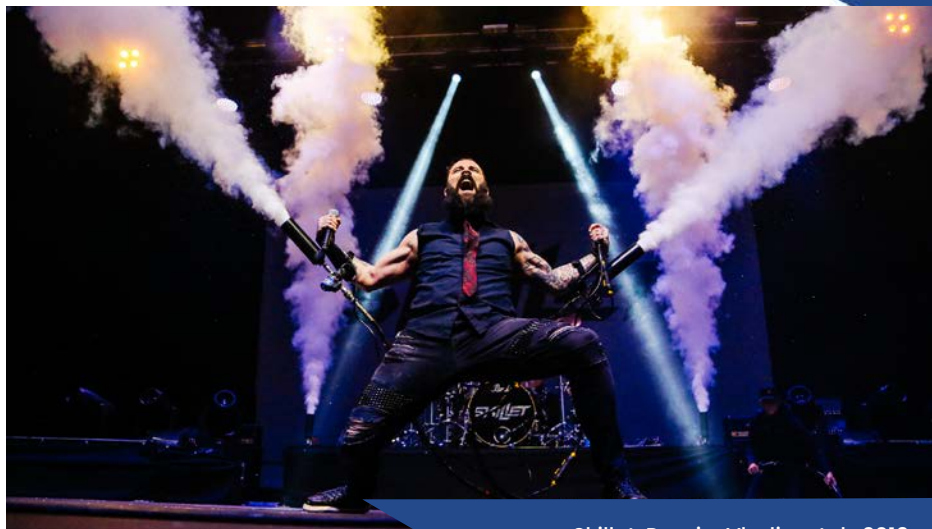
PHOTO REVIEWS



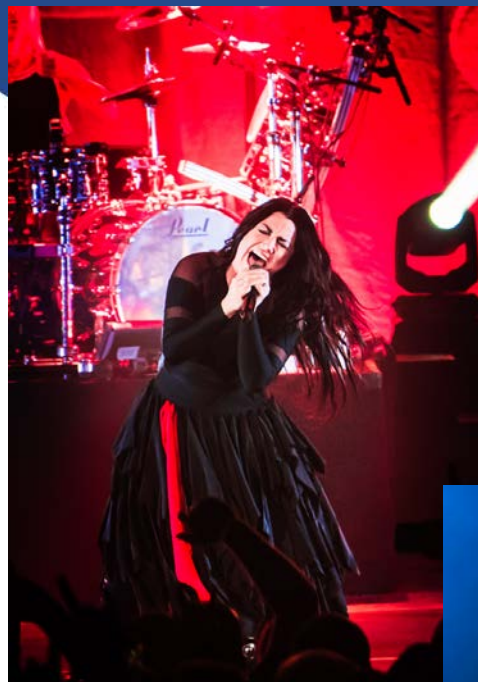
Papa Roach, Russia, St.Petersburg, 2017



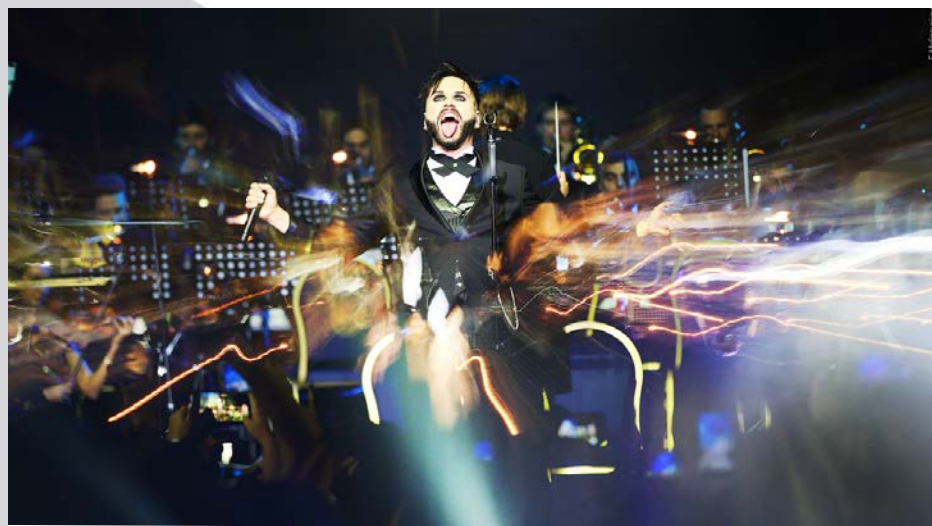
Manowar, Russia, St.Petersburg, 2019



Skillet, Russia, Vladivostok, 2019



Evanescence, Russia, Moscow, 2019



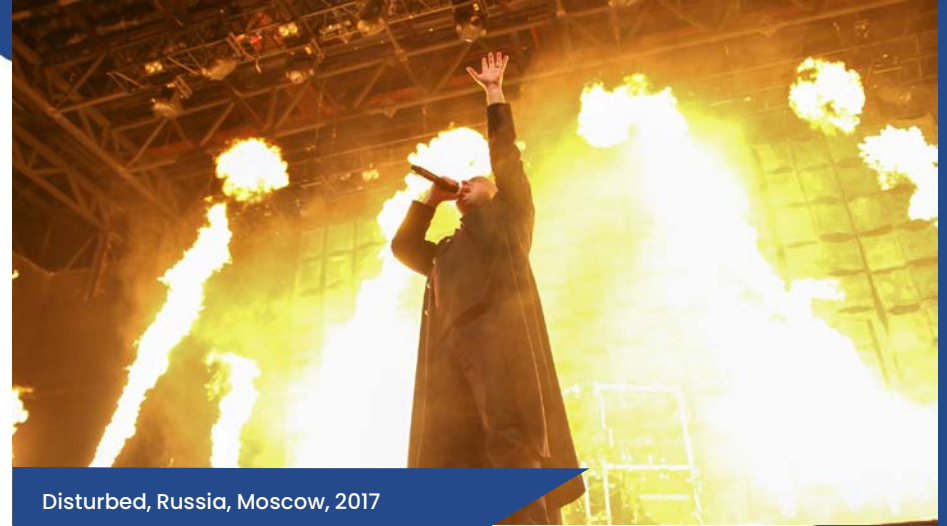
OOMPH!, Russia, Moscow, 2018



David Duchovny, Russia, Moscow, 2019



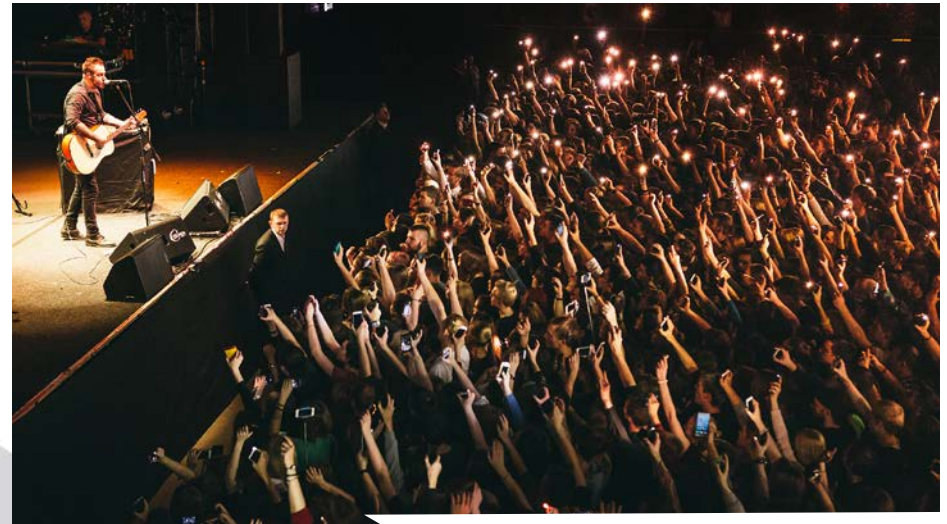
Rise Against, Russia, Moscow, 2018



Disturbed, Russia, Moscow, 2017



Three Days Grace, Russia, Moscow, 2018



Adam Gontier, Russia, Moscow, 2017



Breaking Benjamin, Russia, Moscow, 2016



Dream Theater, Greece, Athens, 2019



Dimmu Borgir, Russia, Moscow, 2018



Accept, Russia, Moscow, 2019

SERVICES

EVENTATION is open to any cooperation in live music industry. We know how to build tours in Russia and neighboring countries for artists of any genres. Our professional and experienced team guarantees a thorough, comprehensive approach, world class production and event management at the highest level.

Event management

- Artist booking
- Venue booking
- Box office / Ticket sales
- Tour management
- Security / Medical services

Event production

- PA
- Lights
- Video equipment
- Backline
- FOH, Monitors
- Stage / Rigging / Barricades
- Stage-management / Technical assistance

Accommodation and transportation

- Hotel booking
- Flights, Trains, Routing
- Visa support
- Local transfers

PR and Ads

- PR-campaign (Press-conferences, interviews, autograph-sessions)
- Artwork
- Advertising campaign (outdoor, TV, radio, Internet media, etc)
- SMM
- Meet&Greet

Merch

- Designs
- Printing
- POS / Distribution

In 2018 EVENTATION established its own merchandising company. Since that time, it signed merch deals with artists such as **Christina Aguilera, The Chemical Brothers, Manowar, Disturbed, Breaking Benjamin, Evanescence, Enter Shikari, Skillet, The Black Eyed Peas, Architects, Hollywood Undead, Rise Against, UNKLE, FEVER 333** and many others.

Truemerch

by Eventation

After successful take-off in merch business in 2018, Eventation has stepped into e-commerce business and in fall 2020 launched a new merchandise and branding online store - [Truemerch.ru](https://truemerch.ru)



Production and design

Truemerch's staff designs and manufactures apparel, accessories, headwear and custom-made goods on an individual basis.

Touring

Truemerch handles all aspects of tour merchandise from sales and logistics to vending and inventory.

E-commerce and retail

Truemerch distributes licensed products by being an e-commerce platform for well-known retailers as well as to independent stores.

Marketing

Marketing team develops a multi-channel marketing strategy for artists and brands, which transmits client's vision and brings it to life.

Artists in collaboration with Truemerch

Manowar, Disturbed, Evanescence, Skillet, Architects, Enter Shikari, BABYMETAL, Black Eyed Peas, SchoolBoy Q, Hollywood Undead, Uriah Heep



Skillet



Manowar



Enter Shikari



Rival Sons



Epica



Uriah Heep

WE TRUST THEM, THEY TRUST US

For the last decade
EVENTATION has
successfully established
relations with proven
partners and
organizations in many
spheres of live music
industry.

EVENTATION is looking
forward to close and
mutually beneficial
cooperation with new
partners, agencies,
sponsors.

ВТБ АРЕНА

JUBILEE
SPORTS PALACE

Adrenaline
STADIUM

CROCUS CITY HALL

A2 GREEN
CONCERT

ZAL TIME FOR
LIVE

THE
TOURING

★
RE:PUBLIC
CLUB

Кассовая регистрация
kassy.ru

Билеты Яндекс Афиша



БИЛЕТЫ PONOMINALU

redkassa.ru +7495 6659999

ВСЕ БИЛЕТЫ KASSIR.RU

viva.gr 11876

seven SPOTS

DELTA

WIND

Εύρωπός

ΕΥΡΩΠΑΪΚΗ

αθηνόραμα

viva

YOLENI'S

MAXIMUM

88.4 FM
АВТО
РАДИО
САНКТ-ПЕТЕРБУРГ

ROCK FM
95.2

РУССКОЕ
РАДИО
105.7

ATHENS
ROCK!
96.9

105.5 ROCK
rock attitude

METAL & MET
HAMMER

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