



Delhi International Trade Fair 2018

12th – 21st October 2018

Expocentre Noida

Sector-62, Noida, NH 24, Delhi NCR

Business hours: 1000 – 1300 hours (Mon – Fri)

Public hours: 1300 – 2100 hours

SPONSORSHIP OPPORTUNITIES

The Delhi International Trade Fair is an incredibly versatile platform providing countless opportunities and way to market your State and products, thus building loyalty

Our Marketing campaign starts 30 days prior to the event and the success of the event results in significant post event media coverage and an expected visitor database in excess of 1,00,000 people.

Build your brand and benefit from:

- ❖ Promotion of your state at an International Level Trade Fair
- ❖ Reaching out to your target audience for brand promotions
- ❖ Increasing traffic to your stall and boost your presence and revenues
- ❖ Being at the forefront of this highly affluent target market
- ❖ Getting ahead of your competitors
- ❖ Involving your brand in shows marketing campaign and PR activities
- ❖ Highlight your presence in the event, ahead of other participants

Sponsorship of our event provides a first class opportunity to attract the attention of the industry's leaders, trade and consumers. As an "official sponsor / partner", you will be linked to the industry's leading event. The sponsor will feature on all official printing material and throughout the entire exhibition promotion campaign prior to and during the show. This attracts the maximum attention of buyers and industry.

Packages include the following:

❖ **Advertising Campaign**

The organizer plans to extensively promote and advertise the exhibition campaign and your logo will appear throughout, depending on the nature of your sponsorship / partnership. The campaign includes leading trade and local magazines, newspapers, and all advertising such as outdoor, billboards, hoardings, Radio, etc.

❖ **Envelopes and Invitations**

Between 20,000 and 50,000 specialists, VIPs, corporates in the industry will receive invitations to the show and your company/state logo will appear on the invite.

❖ **Promotional Material**

In the form of handbills, fliers, posters, invitation cards, pens and calendars, with the company logo can be distributed before / during the event as a mode of promotion of the sponsor / partner

❖ **Showcasing space**

Based on your choice of sponsorship, space within the exhibition floor will be allocated, to display your various products, services, schemes, options, etc for promotions and dissemination of information and policies inviting investments and technology transfers for the state.

❖ **Press Meets & Preview**

Media plays a vital role in the promotion of the organization and products. Previews will be organized before and during the event for coverage through the invitation of the press in the daily newspapers, magazines, press, electronic media, etc

❖ **Special Events and Public Addresses**

Inauguration Ceremony, Officials and Dignitaries visit, Felicitation Ceremonies, Public Addresses by The Hon'ble Ministers and Chairmen, Product Launches, and Cultural performances will be organized for the Media, general audience and industry experts, for promotion of brands and schemes during the event.

❖ **Branding during the event**

Placements of banners, standees, registration kits and a big LED wall during the event with logos placed as per eligibility and continuous Ads running for the participants and sponsors.

Please find enclosed the various Sponsorship opportunities, available, to avail.

We look forward to welcoming you to Delhi International Trade Fair.

Thanks

Swapan Das
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Sales Manager

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Director

PLATINUM SPONSOR

Pre Event Branding

- ❖ Your name appear as “Presented by”
- ❖ Your company logo positioned as a Platinum Sponsor on the homepage of the event website with a hyperlink back to your company website.
- ❖ Your company logo and 100 word profile to be included in the “Sponsors’ section of the event website branded as a ‘Platinum Sponsor’.
- ❖ A web banner with your company’s logo and message of involvement appearing on the homepage.
- ❖ A personalized e-shot to our visitor database of approx 1,00,000 contacts to identify your involvement as ‘Platinum Sponsor’ and an invitation to visit your stand during the exhibition.
- ❖ A representative from your company will be able to attend the top table at the press conference, held prior to the event.
- ❖ Logo at Prime Location in all Newspaper ads as Presenting Sponsor
- ❖ Logo on all Printing Material including 40,000 personal invites sent for the event, 1000 Posters installed for the event, 100,000 Leaflets distributed, Banners and Hoardings installed on strategic locations
- ❖ Highlighting the Platinum Sponsor in all Promotional Literature
- ❖ Mention on Radio Jingles / Ads and all Online Social Media content

At the Event

- ❖ 50 Square Meters, Shell Scheme stall in a prime location.
- ❖ 10 Standees & Promotional material on the Event Floor Branding
- ❖ Logo to appear on all on-site signage's including the A-board and entrances.
- ❖ Logo to appear on the backdrop of the stage
- ❖ Platinum Sponsor’s branding on registration desks at the entrances.
- ❖ 30 Passes for the Pre-Launch Events / Press Conference / Media Events
- ❖ Branding & highlighting of Sponsor at the Pre-launch event, including Backdrop, if any
- ❖ MD of Sponsor to be present at the Press Conference and Lamp Lighting ceremony
- ❖ Opportunity to run a advertisement video advert on the big LED screens in the exhibition after regular intervals
- ❖ Cultural performances / product launches / demonstrations depicting products on a daily basis for the general public and media
- ❖ Hon’ble Chief Ministers, Ministers, Dignitaries and Chairmen of various departments invited for public and media addresses to apprise on the latest developments, products, services and schemes of the industries.

Promotional Literature

- ❖ Your company’s promotional literature / samples will be inserted in all the carrier bags, if given to visitor on arrival
- ❖ 1 full page advert in the Official Show Catalogue, if printed
- ❖ 1 editorial page in Official Show Catalogue, if printed

COST: INR 15 Lakhs Only

GOLD SPONSOR

Pre Event Branding

- ❖ Your company logo positioned as a Gold Sponsor on the homepage of the event website with a hyper link back to your company website.
- ❖ Your company logo and 100 word profile to be included in the "Sponsors" section of the event website branded as a 'Gold Sponsor'.
- ❖ A personalized e-shot to our visitor database of approx 1,00,000 contacts to identify your involvement as 'Gold Sponsor' and an invitation to visit your stand during the exhibition.
- ❖ A web banner with your company's logo and message of involvement appearing on the homepage.
- ❖ Logo at Prime Location in all Newspaper ads
- ❖ Logo on all Printing Material including personal invites sent for the event, 1000 Posters installed for the event and Hoardings installed

At the Event

- ❖ 32 Square Meters, Shell Scheme stall in a prime location.
- ❖ 8 Standees & Promotional material on the Event Floor Branding
- ❖ Logo to appear on all on-site signage's including the A-board and entrances.
- ❖ Gold Sponsor's branding on registration desks at the entrances.
- ❖ Branding and highlighting of Sponsor Projects at the Pre-launch event
- ❖ Logo of Sponsor to appear on the Backdrop of event
- ❖ 30 Passes for the Pre-Launch Events / Press Conference / Media Events
- ❖ Opportunity to run a advertisement video advert on the big LED screens in the exhibition after regular intervals
- ❖ Cultural performances depicting state heritage and art forms on a daily basis for the general public and media
- ❖ Hon'ble Chief Ministers, Ministers, Dignitaries and Chairmen of various departments invited for public and media addresses to apprise on the latest developments, products, services and schemes of the industries.
- ❖ Logo on main stage projection screens at Cultural shows as 'Gold Sponsor'.

Promotional Literature

- ❖ 1 full page advert in the Official Show Catalogue, if printed
- ❖ Half editorial page in Official Show Catalogue , if printed

COST: INR 10 Lak
