

INDIAN  
RESTAURANT  
CONGRESS 2012

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AWARDS 2012

Powered by

Retailer

India's retail & consumer insights magazine

AUGUST 27-28, 2012

HOTEL CLARIDGES, SURAJKUND, DELHI

SPONSORSHIP FORM

Booth Combos	No of Booths	INR
Booth (3x3 sq.mts) + Event Guide Ad (1FP) + Sponsored Session + 10 Delegate passes	02	400000
Booth (3x3 sq.mts) + Event Guide Ad (1FP) + Sponsored Session + 5 Delegate passes	02	350000
Booth (3x2 sq.mts) + Event Guide Ad (1FP) + 10 Delegate passes	02	250000
Booth (3x2 sq.mts) + Event Guide Ad (1FP) + 5 Delegate passes	02	200000
Booth ( 3x2 sq m) + Sponsored Session + 5 Delegate passes	02	350000
Booth (3x2 sq.mts) + Event Guide Ad (1FP)	01	200000
Booth (3x2 sq.mts) + 10 Delegate passes	01	175000
Booth (3x2 sq.mts) + 5 Delegate passes	01	150000
Sponsorship Opportunities		
Title Sponsor	Exclusive	2500000
Co- Associate Sponsor	Upto 4 Sponsors	1000000
Associate Sponsor	Upto 8 Sponsors	500000
Other Promotional Opportunities	No of Insertions	Cost
Advertisement in the Show Catalogue		
Full Page	01	60000
Double Spread	01	80000
Full Page Ad on Thick paper	01	65000
Full Page Ad with TAB	01	75000
Half Page Ad	01	35000
Front Inside cover	01	70000
Inside Back cover	01	70000
Back cover	01	85000
Bellyband + Centre Spread	01	100000
Bookmark	01	50000
Insertion of promotional collaterals in the official Conference Bag Piece of promotional collateral produced and delivered by the sponsor (to be pre-approved) each	Multiple	50000
Delegate Badge & Lanyards Printed with your company logo to brand you as sponsor and distribute to all attendees at the event	Exclusive	40000
Notepads Exclusive sponsor, Sponsor ad will appear on the back cover of the notepad	Exclusive	100000
Conference Bag Distributed to all attendees at the event, Will have logo of the sponsor co-branded with Restaurant Includes 1 piece of promotional collaterals insertion in the paper bag	2 Slots	100000

	No of Sponsors	INR
<b>Pendrive Sponsor/ Pen Sponsor</b> Printed with your company logo to brand you as event sponsor ( Material to be supplied by the sponsor)	01	100000
<b>Registration Area Sponsor</b> On-site signage in registration area	Exclusive	200000
Insert in the conference bag (produced and delivered by sponsor)		
<b>Standee (2 Location)</b> Placed at a high traffic area (artwork and production cost to be borne by sponsor)	01	75000
<b>Branding - Water Dispenser/Bottles/Cups</b> Water bottle dispensers to be placed at high traffic areas (Cups & branded bottle to be supplied by sponsor)	01	100000
<b>Speaker Lounge Branding</b> Official host to the Restaurant 2012 Speaker Room Corporate logo to appear on signage outside the Speaker Room	01	150000
<b>Keynote Hall/ Session Sponsor</b> Corporate logo to appear on on-site signage, Restaurant website & event guide Distribution of the promotional material at the session Acknowledgement of Keynote Sponsorship across	07	200000
<b>Sponsored Session</b> A 50 minute slot on Day 1 or Day 2 for Conference Session The session will be promoted on the Restaurant website, and in the EDMs Includes 5 Delegate Speaker Pass	7 Slots	250000
<b>Networking Coffee Break</b> Brochure racks displaying your promotional collaterals will be placed at the tea break venue acknowledgement on stage before breaks	Day1/Day2	50000 Per Day
<b>Networking Lunch Sponsor</b> Display of promotional collaterals on Brochure racks at the F&B area Corporate logo to appear on all on-site signage, event guide and lunch coupons Acknowledgement as the official lunch sponsor	Exclusive ( Day 1 / Day 2)	200000
<b>Travel Sponsor</b> Credits as the official Travel partner on Restaurant site Ticketing program for Restaurant attendees to enable booking through the partner site Travel desk at the venue ( 1x1) A mailer from our end to all delegates informing them about travel services being offered for Restaurant	Exclusive	500000
<b>Advertising Package</b> Offered to Sponsors only. Deliverables will vary as per the sponsorship level. Stage backdrop branding, Logo in print ad, Corporate logo on the event guide, website 100 word write-up in event guide, Online Rotating Skyscraper Banner Dedicated email broadcast will be sent to all attendees who have opted-in to receive Restaurant e-newsletters	<b>Offered to sponsors only.  Deliverables will vary as per the sponsorship category</b>	