

### **AUGUST 27-28, 2012 HOTEL CLARIDGES, SURAJKUND, DELHI**

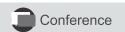
# **INDIAN** CONGRESS 2012

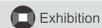
# **INDIAN** RESTAURANT RESTAURANT **AWARDS 2012**

Retailer

## **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  |

|   | ·                          |               |
|---|----------------------------|---------------|
| Pendrive Sponsor/ Pen Sponsor  Printed with your company logo to brand you as event sponsor ( Material to be supplied by the sponsor)   | 01                         | 100000        |
| Registration Area Sponsor On-site signage in registration area  | Exclusive                  | 200000        |
| Insert in the conference bag (produced and delivered by sponsor)  |                            |               |
| Standee (2 Location)  Placed at a high traffic area (artwork and production cost to be borne by sponsor)  | 01                         | 75000         |
| Branding - Water Dispenser/Bottles/Cups  Water bottle dispensers to be placed at high traffic areas (Cups & branded bottle to be supplied by sponsor)   | 01                         | 100000        |
| Speaker Lounge Branding Official host to the Restaurant 2012 Speaker Room Corporate logo to appear on signage outside the Speaker Room  | 01                         | 150000        |
| Keynote Hall/ Session Sponsor  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        |
| Sponsored Session 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        |
| Networking Coffee Break  Brochure racks displaying your promotional collaterals will be placed at the tea break venue ackowledgement on stage before breaks   | Day1/Day2                  | 50000 Per Day |
| Networking Lunch Sponsor  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        |
| Travel Sponsor  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        |

#### **Advertising Package**

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

Offered to sponsors only.

Deliverables will vary as per the sponsorship category

**No of Sponsors** 

INR



For further information and sponsor opportunities contact:

FRANCHISE INDIA: 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121009, Fax: 0129 4098840

For Exhibition Call Sanjog at +91 8595350506, Email: exhibitions@franchiseindia.net

For Sponsorship Call Bhavesh at +91 9320033202, Email: kbhavesh@entrepreneurindia.org

www.franchiseindia.com/irc