

SPONSORSHIP OPTIONS

Highlight your company's presence and create top-of-the line awareness for your organisation at this event. Choose one or more of the various sponsorship options listed below:

The sponsoring company will find the following visibility: -

Participating companies

Policy makers

Business visitors

Media

Main Sponsor

Rs.6,00,000.00

- Company Logo as the Main Sponsor on all advertisements
- Acknowledgement of your company as main sponsor in all the promotional material of "PHARMAceutical EXPO 2011"
- Company logo in the event Brochure
- Company logo on one entry gates as the main sponsor
- Back drop of Gala Dinner will acknowledge the sponsoring company
- One Full Page Color Advertisement in the Exhibitor Catalogue
- Logo on the Exhibition Catalogue as a Main Sponsor
- Logo on the event website acknowledging as the Main Sponsor

Co- Sponsor

Rs 5,50,000.00

- Company Logo as the Co- Sponsor on all advertisements
- Company logo on one entry gate as the Co-Sponsor
- Back drop of Gala Dinner will acknowledge the sponsoring company
- One Full Page Color Advertisement in the Exhibitor Catalogue
- Logo on the Exhibitor Catalogue
- Logo on the event website acknowledging as the Co-Sponsor

Associate Sponsor

Rs. 5,00,000.00

- Company Logo as the Associates Sponsor on all advertisements
- Back drop of Gala Dinner will acknowledge the sponsoring company
- One Full Page Color Advertisement in the Exhibitor Catalogue
- Logo on the Exhibitor Catalogue
- Logo on the event website acknowledging as the Associate Sponsor

ADDITIONAL SPONSORSHIP OPTIONS

Badges & Lanyards

Rs. 4,50,000.00

This is a great opportunity to have your logo on the PHARMAceutical EXPO 2011 Exhibition badges. Sponsoring the Exhibitor & the Visitor badges maximize your exposure to our overall audience

- Name & Logo of the Sponsoring company will be printed on following badges-:
- Exhibitors Badge
- Visitor Badge
- Organizer Badge
- Branding at Site as **Badges & Lanyards** Sponsors
- Logo in the sponsor page on the PHARMAceutical EXPO 2011 website & link to sponsor's website
- One Full Page Colour Advertisement in the Exhibitors Catalogue

Exhibitors Catalogue

Rs. 3,00,000.00

The Exhibitor Catalogue has a long shelf life as compared to any newspaper or journal, since buyers use it as a reference book to source their requirements. The Exhibitors Catalogue will be distributed to all the Exhibitors, VIP Visitors, Trade Visitors, The Media etc.

- Company Name & Logo as an Exhibitors Catalogue Sponsor on the Exhibitor Catalogue
- One Full Page Colour Advertisement
- Logo on the sponsors page on the website
- Branding at Site as **Exhibitors Catalogue** Sponsors

Registration Counters

Rs. 2,00,000.00

One of the most visible & widely distributed elements of communication

- Logo and Name of Sponsoring Company will be displayed at the Registration Desks
- Name & Logo of the Sponsoring Company as the Registration Desk Sponsor on the Sponsor page on the website
- Branding at Site as **Registration Counter** Sponsors

VISITOR PROMOTION MAILERS**RS. 3,50,000.00**

It has top of the mind brand recall with all visitors attending the event sent to VIP visitors, Delegates, Press and Trade visitors. The biggest advantage is its extensive reach much before the event

- Acknowledgement of Sponsoring company on the invitation mailer (Approx 1 lakhs)
- A leaflet (provided by the company) will be put in the mailers sent by the FICCI
- Logo on the on Line Visitor registration page on the website
- Branding at Site as **Visitor Mailers Sponsors**

VERTICAL BANNERS**RS. 10,000.00 / PER BANNER****10 Vertical Banners****Rs. 75,000.00****5 Vertical Banners****Rs. 40,000.00**

- Logo and name of sponsoring company will be displayed inside the Halls
- Logo in the sponsors page on the "PHARMAceutical EXPO 2011" website and link to sponsor' website
- Branding at Site as **Banner Sponsors**

Fair Guide – Route Planner:**Rs. 2,00,000.00**

The only guide with details of who is where at the fair. Published in large numbers and distributed from the information and registration desks at the fair. Distributed to VIP Visitors & Foreign delegations from the protocol lounge. It will also be given to visitors at the time of registration

- Logo and Name of Sponsoring Company will be displayed at the Registration Desks
- Name & Logo of the Sponsoring Company as the Registration Desk Sponsor on the Sponsor page on the website
- Branding at Site as **Fair Guide Sponsors**

Entrance Gate**Rs. 50,000.00****(One Left & One Right)**

- Logo & Name of Sponsoring Company will be displayed
- Branding at Site as **Entrance Gate Sponsors**

Mouse Pad Sponsor**Rs. 2,00,000.00**

It is the most apposite way to promote your brand on Mouse Pad as it is distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Delegates etc.

- Name & Logo of the sponsoring company to be printed on the Mouse Pad to be presented to Trade visitors, Media and Invitees, etc
- Branding at ON SITE as **Mouse Pad** Sponsor

Signage Sponsor**Rs. 100,000.00**

(Within exhibiting area)

- Logo or Name of Sponsoring Company will be displayed on every sign board
- Branding at ON SITE as **Signage** Sponsor

Direction Hoardings on Road**Rs. 2,00,000.00**

(Path way to Exhibition Ground)

- Logo or Name of Sponsoring Company will be displayed
- Branding at ONSITE as **Direction Hoardings** Sponsor.

Exhibitors Kit Bag (Qty 2)**Rs. 2,00,000.00**

(Min Qty 500)

- Logo and Name of Sponsoring Company will be displayed on the Bag
- Name & Logo of the Sponsoring Company as the Exhibitors Bag Sponsor on the Sponsor page on the website
- One Full Page Color Advertisement in the Exhibitors Catalogue
- Branding at Site as **Exhibitor Kit Bag** Sponsors

Visitors Bag**Rs. 3,00,000.00**

(Min Qty 10,000 bags will be printed)

- Logo and Name of Sponsoring Company will be displayed on the front side
- Branding at Site as **Visitor Bag** Sponsors

**Catalog Insertion in Visitors Bag
& Exhibitors Bag****Rs. 50,000.00 each****Pen Sponsor****Rs. 2,00,000.00**

(Approx. 10,000 nos. will be made)

- Name of Sponsoring Company will be printed on every pen approx. 10,000 quantity
- Branding at Site as **Pen** Sponsors

Cap for Visitors

Rs. 2,50,000.00

(Approx. 5000 nos will be prepared)

- Logo or Name of Sponsoring Company will be displayed on the back side
- Branding at Site as **Cap Sponsor** Sponsors

ADVERTISEMENT TARIFF FOR PRINTED CATALOGUE

"PHARMACEUTICAL EXPO 2011"
CONCURRENT WITH 63RD INDIAN PHARMACEUTICAL CONGRESS
BANGALORE, KARNATAKA
DECEMBER 16-18, 2011

| Option No. | Position | Exhibitor | | Non-Exhibitor |
|------------|--|-----------|------|---------------|
| | | Rs. | US\$ | Rs. |
| | US\$ | | | |
| 1 | Double spread (colour) 1250 | 50,000/- | 1000 | 60,000/- |
| 2 | Back Cover (colour) 1125 | 45,000/- | 875 | 55,000/- |
| 3 | Inside front cover (colour) 875 | 35,000/- | 625 | 45,000/- |
| 4 | Opening first page (colour) 875 | 35,000/- | 625 | 45,000/- |
| 5 | Inside back cover (colour) 750 | 32,000/- | 550 | 40,000/- |
| 6 | Full Page (colour) 500 | 25,000/- | 375 | 30,000/- |
| 7 | Full Page (B/W) 375 | 20,000/- | 225 | 25,000/- |
| 8 | Half page (Horizontal/Vertical) 225 | 17,000/- | 175 | 20,000/- |
| 9 | Book Mark (2 sides) 875 | 35,000/- | 625 | 45,000/- |

Full Page

- Print Area
26 x 19 cms.

Half Page

- Print Area
13 x 19 cms.

Half Page (Vertical)

- Print Area
26 x 9.5 cms.

Book Mark

- Print Area

Double Spread

- Print Area
26 x 38 cms.

Note:

Advertisement material required:

- CDR, TIFE, EPS file in high resolution in CD with printed colour copy of the Advertisement as a reference proof. Kindly send additional Rs. 1000/- for making the positives. These positives would be returned back to the respective companies after the exhibition.
- Positive or Artwork
- Book Mark should be provided by the advertiser

Circulation Among:

- Exhibitors of “PHARMACEUTICAL EXPO 2011” from Pharmaceutical Industry, Process Plant Machinery, Instrumentation and R & D Sector.
- Visitors of “PHARMaceutical EXPO 2011” Pharmaceutical Industry, Delegates to 62nd Indian Pharmaceutical Congress, Process Plant Machinery, Instrumentation and other (related) user Industry
- Policy makers, Industry Associations, Scientists, Research institutes etc.

Foreign Embassies in India, Indian Mission abroad, Industry Associations & Chambers of Commerce in foreign countries.