

International Food & Drink Expo **INDIA**

SPONSORSHIP OPPORTUNITIES

In an increasingly competitive environment, it is more important than ever to make sure your company stands out from the competition. International Food & Drink Expo India 2010 offers a variety of sponsorship opportunities for you to increase the visibility of your brand and products at the event, allowing you to maximise on your participation.

These include:

Premium Sponsorships

1) Registration Area



- Opportunity to provide branded apparel for registration staff to wear
- Opportunity to provide branded pens for the registration area
- Company Logo on the registration banners, counters, backdrops etc
- Company Logo in the official show guide
- Company Logo on the front page of the website with link to your website
- Logo on the Visitor Registration webpage
- Acknowledgement of sponsorship on pre and post show marketing materials
- 9m² shell scheme stand at the show in a prominent location
- **Cost = INR350,000/ US\$7,750**

2) Official Drinks Reception (Le Meridien Hotel, 2 December 2010)

Le
MERIDIEN

- Welcome address opportunity at the reception
- Company Logo on reception invitations
- Company Logo on reception welcome boards/ banners
- Company Logo on table flags at the reception
- Company Logo on the front page of the show website with link to your website

- Company Logo in the official show guide
- Acknowledgement of sponsorship in pre and post show marketing materials
- 9m² shell scheme stand at the show in a prominent location
- **Cost = INR350,000/ US\$7,750**

3) Attendee Badges



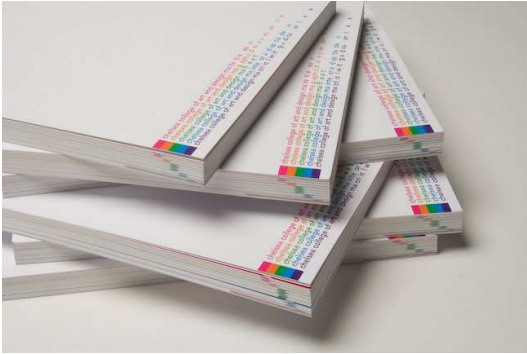
- Company Logo on all Exhibitor, Visitor and VIP badges
- Company Logo on the front page of the show website with link to your website
- Company Logo in the official show guide
- Acknowledgement of sponsorship in pre and post show marketing materials
- **Cost = INR150,000/ US\$3,300**

4) Attendee Lanyards



- Company Logo, website address etc on Exhibitor, Visitor and VIP lanyards
- Company Logo on the front page of the show website with link to your website
- Company Logo in the official show guide
- Acknowledgement of sponsorship in pre and post show marketing materials
- **Cost = INR150,000/ US\$3,300**

4) Catalogue



- Banner including company name, logo and website address on every page of the official show catalogue (excluding advertisement pages)
- 1 x full page colour advertisement in the official show catalogue
- Company Logo on the front page of the website with link to your website
- Acknowledgement of the sponsorship in pre and post show marketing material
- Cost = **INR100,000/ US\$2,200**

Alternative Sponsorships

1) You-Are-Here Boards



- Company Logo and stand highlight on main hall plan situated at the entrance
- Company Logo and stand highlight on further hall plan directional signage
- Company Logo and stand highlight on hall plan in the official show guide
- Cost = **INR24,000/ US\$530**

2) Banners



- Banner produced and installed above your stand carrying your logo
- Cost = Please contact Katherine Skinner kskinner@tarsus.co.uk stating your banner size requirements, to receive a quotation

3) Floor Tiles



- Carpet tiles produced with your Company Logo and Stand Number, placed to direct people to your location
- Cost = Please contact Katherine Skinner kskinner@tarsus.co.uk with your requirements, to receive a quotation

4) Advertising in the Official Show Catalogue

- Full Page Colour Advertisement = **INR25,000/ US\$550**
- Colour Logo next to your company profile = **INR10,000/ US\$220**
- Black & White Logo next to your company profile = **INR7,200/ US\$160**

Alternatively, if you have a sponsorship opportunity idea that is not listed above, we will be happy to discuss it with you and create a tailor made package to meet your needs.

For further information, please contact -

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