



ANNUAL CONVENTION 2018

“Indo-US Economic Relations : Building A Durable Partnership”

Friday, September 21, 2018, The Leela Hotel, Sahar, Andheri East, Mumbai

PARTNERSHIP PROPOSAL

PARTNERSHIP CATEGORIES	AMOUNT(INR)
Title Partner	10 Lakhs
Session Partner	6 Lakhs
Lunch Partner	5 Lakhs
Tea & Coffee Break Partner	3 Lakhs
Full Page Advertisement in the Convention Brochure	2.00 Lakhs
Bookmark in the Convention Brochure	1.50 Lakhs

PARTNERSHIP DELIVERABLES

1. TITLE PARTNER INR 10 Lakhs

Branding Opportunities

- Diamond sponsor zone in the pre function area
- Exclusive Speaker slot
- Introduce the Chief Guest of the day
- Opportunity for a senior representative to interact with VVIP Guests
- Opportunity to have a one-to-one interaction with the visiting delegates from US
- Tent card branding on the round tables.
- Logo amplification on the IACC website as the “Diamond Partner” for 30 days
- A brief company profile of 500 words of "Diamond Partner" will be displayed on IACC website for 30 days.
- 8 delegates as special invitees for the Annual Convention
- Double Spread Advertisement in the Convention Brochure distributed among 3000 stakeholders and IACC pan India members.
- E-Mail invitations to carry company logo as “Diamond Partner” to member database of IACC

- Integrated logo on all collaterals, media amplification and PR communication
 - EDM Mailers to the Target data base bi-weekly post invite.
 - SMS /WhatsApp campaign, 1 month , 15 days & 1 week before the event to targeted data
- Brand exposure on Social media platforms Face Book , Instagram , Google plus, Twitter, LinkedIn on our event communication
- AV to be played on AV panels
- Perpetual stage branding
- Live streaming of the event on the social handles
- Post event coverage on the you tube channel and other social handles of IACC
- On stage mention by the emcee overtime event name is recalled
- Opportunity for Data acquisition of 300+ top players through the Sponsor Zone
- Smart Wall Branding
- Opportunity to host an exclusive charging station at the pre - function area

2. SESSION PARTNER INR 6 Lakhs

Branding Opportunities

- Opportunity for a senior representative to speak at a panel, to kickstart the discussions
- Display of Company logo as “Session Partner” on IACC Website for 20 days
- A brief company profile of 500 words of "Session Partner" will be displayed on IACC website 20 days.
- Exclusive Co – branding opportunity with IACC at the session
- 6 delegates as special invitees for the Annual Convention
- Double Spread Advertisement in the Convention Brochure distributed to over 2000 members.
- E-Mail invitations to carry company logo as “Session Partner” to member database of IACC.
- Integrated logo on all collaterals, media amplification and PR communication
 - EDM Mailers to the Target data base bi-weekly post invite.
 - SMS /WhatsApp campaign, 1 month , 15 days & 1 week before the event to targeted data
- Brand exposure on Social media platforms Face Book , Instagram , Google plus, Twitter, LinkedIn on our event communication
- AV to be played on AV panels
- Perpetual stage branding
- Live streaming of the event on the social handles
- Post event coverage on the you tube channel and other social handles of IACC
- On stage mention by the emcee overtime event name is recalled
- Smart Wall Branding
- Opportunity to host an exclusive charging station at the function area

3. LUNCH PARTNER INR 5 Lakhs

- Exclusive branding as a ‘Lunch Partner’ on the main backdrop of the conference
- Exclusive branding as a ‘Lunch Partner’ at the Lunch area at the conference venue
- Company logo, profile and contact info in the Conference handbook (subject to deadlines)
- Display of Company Logo featuring as “Lunch Partner” for 10 days
- 5 delegates as special invitees for the Annual Convention
- One full page ad in Annual Convention Report distributed to over 2000 members
- E-Mail invitations to carry company logo as “Lunch Partner” to member database
- Integrated logo on all collaterals, media amplification and PR communication

- EDM Mailers to the Target data base bi-weekly post invite.
- SMS /WhatsApp campaign, 1 month , 15 days & 1 week before the event to targeted data
- Brand exposure on Social media platforms Face Book , Instagram , Google plus, Twitter, LinkedIn on our event communication
- Live streaming of the event on the social handles
- Post event coverage on the you tube channel and other social handles of IACC
- On stage mention by the emcee overtime event name is recalled
- Smart Wall Branding

4. **TEA & COFFEE BREAK PARTNER INR 3 Lakhs**

- Exclusive branding as a 'Tea & Coffee Break Partner' at the serving area at the conference venue
- Company logo in the Conference handbook (subject to deadlines)
- Display of Company Logo featuring as "Tea & Coffee Break Partner" for 10 days
- 3 delegates as special invitees for the Annual Convention
- One half page ad in Annual Convention Report distributed to over 2000 members
- E-Mail invitations to carry company logo as "Lunch Partner" to member database
- Integrated logo on all collaterals, media amplification and PR communication
 - EDM Mailers to the Target data base bi-weekly post invite.
 - SMS /WhatsApp campaign, 1 month , 15 days & 1 week before the event to targeted data
- Brand exposure on Social media platforms Face Book , Instagram , Google plus, Twitter, LinkedIn on our event communication
- Live streaming of the event on the social handles
- Post event coverage on the you tube channel and other social handles of IACC
- On stage mention by the emcee overtime event name is recalled
- Smart Wall Branding