

“INDIA’S BIGGEST  
EXHIBITION ON  
GIFTING  
SOLUTIONS,”

  
**GIFTS**<sup>®</sup>  
WORLD  
expo

10-12 AUGUST, 2018  
Pragati Maidan, New Delhi  
INDIA



GIFTSWORLDEXPO.COM

THE *pulse* OF INDIAN GIFTING INDUSTRIES & PROMOTIONAL SOLUTION

SPONSORSHIP  
OPPORTUNITIES





INDIA'S BIGGEST EXHIBITION ON GIFTING SOLUTIONS

FOR QUICK CONTACT:  
Tel: + 91-11-46464848, Email: info@mexexhibits.com  
www.giftsworldexpo.com

**10-12 AUGUST, 2018**  
**Pragati Maidan, New Delhi**  
**INDIA**

## ▶ BENEFITS OF SPONSORSHIP

Sponsorship builds relationships and develops brand identity. It will provide your organisation with the opportunity to enter into dialogue with your key target audience.

### WHY SPONSOR

Gifts World Expo is the ultimate destination for every possible gifting solution: gift items, souvenirs, premiums, novelties, mementos, and keepsakes. The show prides in exhibiting an extensive range of innovative & creative gifting ideas found in all budget ranges for both corporate and personal gifting purposes.

### WHO WILL VISIT

Brand & Product managers from Advertising agencies, Boutiques, Decision makers from Pharma, Software, FMCG & other sectors, Department stores, Distributors & Agents, Duty free & Travel Retailers, Event Companies, Gift industry professionals, Government Agency buyers, Home & lifestyle stores, Hospitality Sector, Independent Retailers, Media, Promotions & Marketing Agencies, Multinational corporates, Specialist retailers, Supermarkets, Overseas Buyers, Wholesalers & importers many more...

### NATIONAL & INTERNATIONAL OUTREACH

Around 27000+ trade visitors or better called buyers from all over India and overseas are expected to attend the Show. As a sponsor of gift, you will increase your chances of visibility among influential market leaders and decision makers from all over the world at one venue.

To meet your business needs, we provide a wide array of sponsorship opportunities.

### Sponsorship Opportunities

Targeted sponsorships are not only cost effective but are key to extending your brand visibility before, during and after the show.

Our sponsorship opportunities are there to help you achieve you tradeshow marketing strategies, giving you the best on a budget.

# SPONSORSHIP OPPORTUNITIES

## FOR GIFTS EXPO 2018

### New Delhi, India

- |    |  |    |                        |
|----|--|----|------------------------|
| 1  | SHUTTLE BRANDING   | 13 | V.I.P LOUNGE           |
| 2  | WALK SIGNS   | 14 | BUSINESS LOUNGE        |
| 3  | FLOOR GRAPHICS   | 15 | HOARDINGS              |
| 4  | DIRECTIONAL FLOOR GRAPHICS   | 16 | EDM                    |
| 5  | BUNTINGS   | 17 | SMS SPONSORSHIP        |
| 6  | REGISTRATION   | 18 | INVITATIONS            |
| 7  | LANYARDS   | 19 | PAPER CUPS             |
| 8  | CARRY BAGS   | 20 | FLOOR PLAN             |
| 9  | LIMO SERVICE   | 23 | SHOW INFORMATION GUIDE |
| 10 | BANNER STANDS  | 24 | FLYERS/CATALOGUES      |
| 11 | MOBILE RECHARGING UNITS  | 25 | WATER BOTTLES          |
| 12 | PLASMA SCREEN SPONSORSHIP<br>AT FORM FILLING COUNTER<br>NEAR ENTRANCE AREA | 26 | CAFETERIA              |
|    |  | 27 | LED SCREEN             |
|    |  | 28 | WEBSITE BANNERS        |



## 1 SHUTTLE BRANDING

The shuttle will have the company branding on top as shown or it will have prints on the side & back of the vehicle.

**COST: 15,000/- per shuttle**



## 2 WALK SIGNS

A person carrying the walk sign back pack would move around the exhibition hall. The walk sign will have the company ad/branding. He can also distribute company literature / business cards to prospects.

**Minimum: 2**

**QTY: 2 (min)**

**Cost of sponsorship: Rs. 30,000**



## 3 FLOOR GRAPHICS AT THE REGISTRATION AREA NEAR THE ENTRANCE

**SIZE: 6' x 20'**

**COST: 1,00,000**



## 4 DIRECTIONAL FLOOR GRAPHICS SPONSORSHIP

- ❖ **SIZE:** 2' x 2'
- ❖ **QTY:** 20 graphics in the hall directing towards your booth
- ❖ **COST:** 1,00,000



## 5 BUNTINGS OUTSIDE THE HALL, FROM MAIN GATE TO THE HALL

- ❖ **SIZE:** 2' x 6'
- ❖ **QTY:** Minimum 10 (min)
- ❖ **COST:** 1,00,000



## 6 REGISTRATION SPONSORSHIP

Achieve maximum visibility with your company logo displayed prominently on the registration counters, ensuring instant visibility with all visitors.

Sponsor's name and logo will be displayed on:

- a. Registration Table
- b. Visitors Badges
- c. Registration Backdrop

Back side of the visitors badge can be utilized for ad of sponsor.

- ❖ **COST:** 2,50,000



## 7 LANYARD SPONSORSHIP

Logo of the sponsor would be printed on all the lanyard of exhibitors & visitors



**COST: 2,00,000**

Cost of Lanyards will be extra



## 8 CARRY BAGS SPONSORSHIP



**QTY: 5000 (minimum)**



**COST: 1,00,000**

Cost of printing carry bag extra, as per actuals.



## 9 LIMO SERVICE SPONSORSHIP



**COST: 25,000/- per car**

The VIP pick & drop car will have the company branding as shown & will have company literature in the car to be given to VIP guests.



## 10 BANNER STANDS AT THE VENUE

- **SIZE:** 2.5" x 6"
- **QTY:** 4 (min)
- **COST:** 6,000/- per Banner Stand



## 11 MOBILE RECHARGING UNITS SPONSORSHIP

- Branding on them)
- **QTY:** 2 unit (min)
- **COST:** 5000 per unit  
Minimum: 2 Units



## 12 PLASMA SCREEN SPONSORSHIP AT FORM FILLING COUNTER NEAR ENTRANCE AREA:

No of unit: 6 screens  
Size of Screen : 40"

The Sponsor can run only video or Graphics ( No Audio) at the screens which will be placed at the form filling counters near the Entrance of the hall which will be around the Registration area. Mostly all the visitors stand the at the counters to fill the forms to get the Entry Badge for the show. This will be a great attraction to highlight your brand to the buyers visiting the show.

- **COST:** 75000/-



### 13 V.I.P LOUNGE SPONSORSHIP

VIP lounge with your branding and refreshment provided to your invited clients.

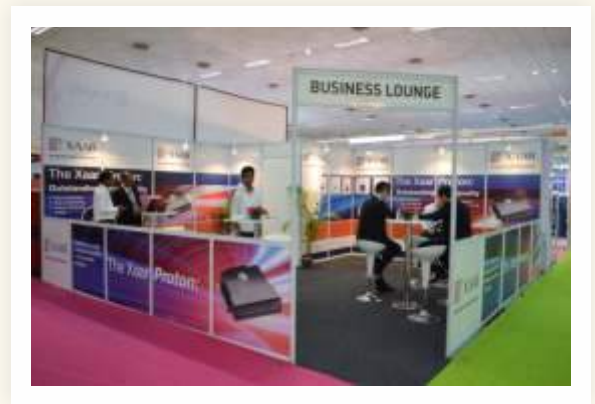
**COST: 3,00,000**



### 14 BUSINESS LOUNGE SPONSORSHIP

An area of appx 36 sq mtr would be given to the business lounge, where VIP guests and outstation guests can rest & have discussions with their strategic prospects. The business lounge would be well decorated with sofa sittings and other necessities. Sponsor's branding would be done inside the lounge.

**COST: 1,50,000**



### 15 HOARDING OUTSIDE THE HALL

**SIZE: 20' x 8'**

**COST: 1,00,000**





## 16 EDM SPONSORSHIP

EDM reaches out to 50,000+ viewers including Brand & Product managers from Advertising agencies Boutiques, Department stores, Distributors & Agents, Gift industry professionals, Government Agency buyers, Home & lifestyle stores etc.

**COST: 25,000 for 1 blast**

**COST: 35,000 for 2 blasts**



## 17 SMS SPONSORSHIP

SMS is sent to around 40,000+ viewers including Brand & Product managers from Advertising agencies Boutiques, Department stores, Distributors & Agents, Gift industry professionals, Government Agency buyers, Home & lifestyle stores etc.

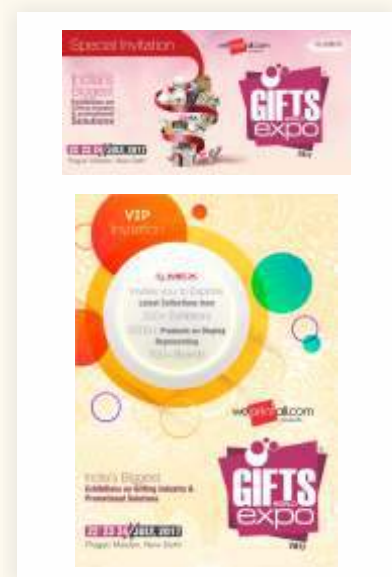
**COST: 20,000 for 1 blast**



## 18 INVITATION SPONSORSHIP

The Company logo would be printed on all invites which would be sent to the visitors/delegates & all collaterals being printed for the show after the date of confirmation. Also 2000 special mailers of the client would be sent to the selected database category post show for further information on the product.

**COST: 2,00,000**



## 19 PAPER CUPS SPONSORSHIP

Water cups/Tea coffee papercups used at the expo at the drinking water areas & cafeteria would have the sponsor logo

**QTY: 20,000** cups

**COST: 1,00,000**



## 20 FLOOR PLAN SPONSORSHIP

Logo will be put on the hoarding and 10% of the area would be given for a sponsor's ad.

**SIZE: 10' x 20'**

**COST: 1,00,000**



## 21 SHOW INFORMATION GUIDE SPONSORSHIP

A Show Information Guide containing the Exhibitor list, exhibition floor plan & show information will be printed & given to all the visitors at the show. One page of the guide will be given to the sponsor for putting their ad/information in the guide. Also the logo of the sponsor would be carried on the collaterals of the show.

**QTY: 20,000**

**COST: 1,25,000**



## 22 FLYER/CATALOGUE DISTRIBUTION DURING THE SHOW **FROM REGISTRATION COUNTER**

Flyers/catalogues will be distributed to every visitor at the time of registration. This will ensure that your company info reaches every prospect of yours.

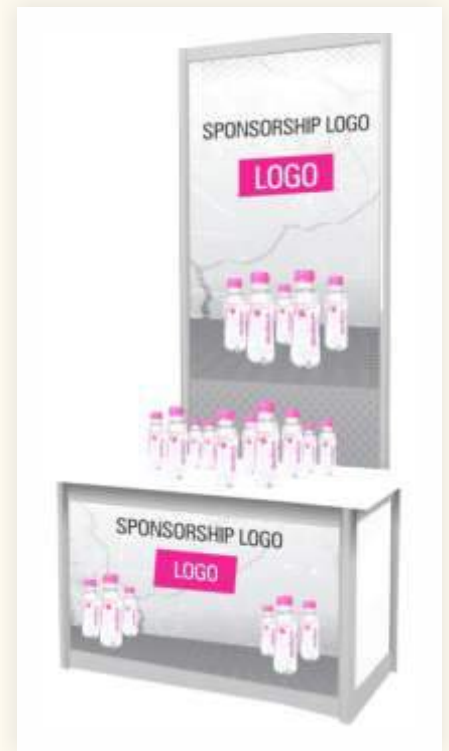
- COST: 50,000/-** for all three days. Bold flyers/catalogues be provided by clients.



## 23 WATER BOTTLE SPONSORSHIP

Mineral water bottles of 200 ml will be given free of charge to visitors at the exhibition. The water bottles will have the sponsor's logo pasted on the bottles. The bottles will be distributed from a separate counter located at a prominent place inside hall.

- QTY: 10,000**
- COST: 1,50,000**



## 24 CAFETERIA SPONSORSHIP

Hoarding of the sponsor of size 8' x 12' would be put in the cafeteria & logos of the sponsor of size 2' x 2' would be pasted on the panels of the cafeteria. Approx. 10 panels with good visibility of the sponsor.

- COST: 1,00,000**



## 25 LED SCREEN SPONSORSHIP

A LED screen can be put up by you outside the exhibition hall.

**COST: 1,50,000**



## 26 WEBSITE BANNER SPONSORSHIP

The sponsor's banner will be placed on the homepage of [www.giftsworldexpo.com](http://www.giftsworldexpo.com) which draws high traffic from across the globe, in turn giving high visibility to your brand.

**Option 1**  
**Size:** 100 x 100 pixels

**Cost:** 50,000 from date of signing contract till the show.

**Option 2**  
**Size:** 100 x 200 pixel

**Cost:** 1,00,000 from date of signing contract till the show.

**Banner to be provided by client**



## GENERAL POINTS

- Prints, designs & other material for all kinds of sponsorships to be provided by the sponsor.
- Further to the above, if you wish to customize a sponsorship package we would definitely be delighted to serve you.
- GST of 18% extra on all sponsorship costs.

**Organizer**



**MEX Exhibitions Pvt. Ltd.**

9 LGF, Sant Nagar, East of Kailash, New Delhi-110065, India

**Tel:** + 91-11-46464848:: **Email:** [info@mexexhibits.com](mailto:info@mexexhibits.com)

**Web:** [www.giftsworldexpo.com](http://www.giftsworldexpo.com)