

KIDEX 2010

| | Sponsorship Packages | Event Sponsorship | Associate Sponsorship | Registration Sponsorship | Roadshow Sponsorship* | Activity Zone Sponsorship | Visitor Pass Sponsor | Foodcourt Sponsorship |
|------|---|--------------------|-----------------------|--------------------------|------------------------------|---------------------------|----------------------|-----------------------|
| | Amount | Rs. 5,00,000 | Rs. 2,50,000 | Rs. 1,50,000 | Rs. 1,00,000 | Rs.1,00,000 | Rs.1,00,000 | Rs. 75,000 |
| S No | Maximum No of Sponsors | 2 Nos | 3 Nos | 4 Nos | Any Number (1 No / Location) | 3 Nos | 4 Nos | 6 Nos |
| A | Pre- Exhibition | | | | | | | |
| A1 | Featuring of Logo at, | | | | | | | |
| | a) Launch programme | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| | b) Press Meet | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| A2 | Featuring of Logo at Marketing Material, | | | | | | | |
| | a) Brochure | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | b) Website Home page | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| | c) Banner Ad | ✓ | | | | | | |
| | d) Event Letter head(used for all Event communications) | ✓ | | | | | | |
| | e) EDM to prospective exhibitors | ✓ | | | | | | |
| | f) Event Updates | ✓ | | | | | | |
| | g) All other marketing print material | ✓ | | | | | | |
| A3 | Featuring of Logo at All Promotional Material, | | | | | | | |
| | a) Bus Back | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | b) Retail Outlets | ✓ | | | | | | |
| | c) Posters at Corporates | ✓ | | | | | | |
| | d) Visitor passes to Schools and Malls (3,00,000 Nos) | ✓(Large size logo) | | | | | ✓(Large size logo) | |
| | e) EDM to past prospective visitors | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| A4 | Featuring of Logo in Media at, | | | | | | | |
| | a) Ads in magazines for Children targeting at Parents | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| | b) Local News paper ads | ✓ | | | | | | |
| | Online Presence, | | | | | | | |

| | Sponsorship Packages | Event Sponsorship | Associate Sponsorship | Registration Sponsorship | Roadshow Sponsorship* | Activity Zone Sponsorship | Visitor Pass Sponsor | Foodcourt Sponsorship |
|----------------------------------|---|--------------------------------|----------------------------|----------------------------|------------------------------|---------------------------|---------------------------|-----------------------------|
| | Amount | Rs. 5,00,000 | Rs. 2,50,000 | Rs. 1,50,000 | Rs. 1,00,000 | Rs.1,00,000 | Rs.1,00,000 | Rs. 75,000 |
| S No | Maximum No of Sponsors | 2 Nos | 3 Nos | 4 Nos | Any Number (1 No / Location) | 3 Nos | 4 Nos | 6 Nos |
| A5 | a) One page write up on Sponsors | ✓ | | | | | | |
| | b) Contact of business enquires to concerned products from KideX website | ✓ | ✓ | | | | | |
| Road Show* | | | | | | | | |
| A6 | a) Presence of Logo in the back drop | ✓(Large size logo) | | | ✓(Large size logo) | | | |
| | b) MC & Promotional staff to wear T shirt with Logo branding | | | | ✓ | | | |
| | c) Oppurtunity to talk about the sponsor for for 5m | | | | ✓ | | | |
| | d) Distribution of freebies (if any) | | | | ✓ | | | |
| B | On-Ground | | | | | | | |
| B1 | Complimentary Space (Built-up) | 36 sq.mts worth Rs. 173291.4/- | 18 sq.mts worth Rs.91206/- | 12 sq.mts worth Rs.60804/- | 9 sq.mts worth Rs.45603/- | 9 sq.mts worth Rs.45603/- | 9 sq.mts worth Rs.45603/- | 6 sq.mts worth Rs.31922.1/- |
| Branding in Event Venues, | | | | | | | | |
| | a) Arch Gates - Outside hall | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | b) Inside the Media Lounge | ✓(Large size logo) | | | | | | |
| | c) Stand Alone Display System at the Car Alighting Point | ✓(Large size logo) | | | | | | |
| B2 | d) Stand Alone Display System at strategic locations enrout to hall from Main Entry | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | e) Stand Alone Display System inside the Exhibition halls at strategic locations | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | f) Stand Alone Display System on the way from Protocol Parking | ✓(Large size logo) | | | | | | |
| | e) Foyer Area | ✓(Large size logo) | ✓(Medium size logo) | | | | | |
| | Presence at Registration Area, | | | | | | | |

| | Sponsorship Packages | Event Sponsorship | Associate Sponsorship | Registration Sponsorship | Roadshow Sponsorship* | Activity Zone Sponsorship | Visitor Pass Sponsor | Foodcourt Sponsorship |
|------|---|--------------------|-----------------------|--------------------------|------------------------------|---------------------------|----------------------|-----------------------------|
| | Amount | Rs. 5,00,000 | Rs. 2,50,000 | Rs. 1,50,000 | Rs. 1,00,000 | Rs.1,00,000 | Rs.1,00,000 | Rs. 75,000 |
| S No | Maximum No of Sponsors | 2 Nos | 3 Nos | 4 Nos | Any Number (1 No / Location) | 3 Nos | 4 Nos | 6 Nos |
| B3 | a) Logo Branding at Booth | ✓(Large size logo) | | ✓(Large size logo) | | | | |
| | b) Space in exclusive racks at the registration area to for companies to place the promotional material | ✓ | ✓ | ✓ | | | | |
| | c) Featuring of Logo at the Registration Forms | ✓ | | ✓ | | | | |
| | d) To Share the Visitors Database | ✓ | ✓ | ✓ | | | | |
| | e) Promotional film at the plasma | ✓ | | ✓ | | | | |
| | f) Logo branding at the Plasma screen | ✓ | | ✓ | | | | |
| | e) Thank you Sponsor board | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| B4 | Presence at the Activity Zone, | | | | | | | |
| | a) Logo Branding at the Activity Zone | ✓(Large size logo) | | | | ✓(Large size logo) | | |
| | b) Alotment of Zone for one full day to organise programmes (first-cum-first-served basis) | | | | | ✓ | | |
| B5 | Presence at the A/C Food Court inside the hall, | | | | | | | |
| | a) Logo at Food Court signage / Entry | ✓(Large size logo) | | | | | | ✓(Large size logo) |
| | b) Space at Food Court | | | | | | | ✓ (18 sq.mts of bare space) |
| C | POST EXHIBITION | | | | | | | |
| C1 | Branding in Post Event Newsletter | | | | | | | |
| C2 | Branding in CII In-house magazine, circulated to industry | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |
| C3 | EDM to CII members,affiliated members & visitors of KideX 2010, | ✓(Large size logo) | ✓(Medium size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) | ✓(Small size logo) |