













# Advertisement & Branding Rates and Options


Locations	Code	Height (ft)	Width (ft)	Quantity Available	Rate (INR) Per Unit	Location
Main Entrance Banner at Hall No 1 Glass Door	Ent 01	8	15	1	30,000	
Atrium Drop Down Banner	FB 1B	45	6	8	15,000	
Mart Terrace Wall	FFW 1	60	20	8	1,00,000	
Signage Inside the CFB	CFB F-1	10	3	10	15,000	
Inside Fascia at rolling shutter	PW 1	42	4	Total Hall No 1, 3, 5 & 7	50,000	
Buntings from ceiling	BFC	15	4	20 in each hall 9,10,11, 14 & 15	10,000	
Main Entrance Cube 4 Sided	CUBE-1	16	8	8	75,000	
Pole Buntings in Driveway	BTG 01	6	2	100 X 4	3,000	

Registration Counter	RC 01	As per Design		2	3,00,000	
New Hall Wall (1-6)	NH 01	-	-	10	1,00,000	
Gate Branding	GB	Printing on Flex, as per design		Hall 7, 9, 14	1,50,000	
Gate Branding	GB	Printing on Flex, as per design		Hall 10, 15	1,00,000	

# Sponsorship Opportunities

## 1. Lanyard:

Imagine thousands of visitors wearing your name badge with a lanyard, which has your logo printed on it. This is your opportunity to have thousands of walking billboards on the show floor. Badges will be distributed at registration counters to attendees. Your company's logo will be seen by everyone, everyday.


Item	Code	Total Qty	Amount	Remark
Visitor's Lanyard & Badges	LNRD	1 Lac	1,00,000 + Lanyard set	

Note: Quality and Design of lanyards will be approved by IPAMA.

## 2. Water Bottles

Opportunity to sponsor one lac, 200 ml disposal packed water bottles, with your company logo to all the visitors, Exhibitors, Conferences, VIPs in PRINTPACK INDIA 2019.

Imagine a cool first impression of your company when visitor get your labeled water bottle while entering the halls.


Item	Code	Total Qty	Amount	Remark
Water Bottle	PWB	4 Lac	1 Lac + Water bottles	

Note: Quality and Design of wrapper will be approved by IPAMA.

### **3. Exhibitors' Night Dinner**

PRINTPACK INDIA is India's most prestigious event. It has become the ideal platform for the Industry to showcase their products.

PRINTPACK INDIA Exhibitors' Night is an excellent business development opportunity. Whether you are building new business relationships or strengthening old ones, consider inviting some of your clients to join you. Each year more and more firms sponsor their own table and bring their clients out for an entertaining evening.

<b>Item</b>	<b>Code</b>	<b>Total Pax</b>	<b>Amount</b>	<b>Remark</b>
Dinner Sponsorship	DEN	Around 1500	Cocktail Dinner	


Note: **Branding opportunities will be discussed seperatly.**

## 4. Branding on Shuttle Buses

Shuttle buses will commute to and fro to Venue and travel from different hubs of city. Sponsors may distribute, Display in and on the buses.

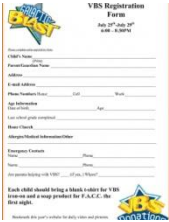
1. Details for advertisement:

- a. Promotional Material can be distributed to the visitors travelling in the bus.
- b. Seat cap can also be used for branding.
- c. Only graphics will be pasted on sides of buses, subject to the approval of the transporter. Technical Details will be provided on requirement.
- d. No alteration will be allowed during the show.
- e. All material and design are subject to prior approval from IPAMA.

Item	Code	Total Shuttle	Amount	Remark
Shuttle Bus Branding	SBB	Around 15	1 Lac per day	

## 5. Registration Form

The company can advertise their product on the back side of registration form, it is an ideal place as the visitor come with the mindset to close the deal.

Item	Code	Total Qty	Amount	Remark
Registration form	RF01	1.5 L	Registration form + 1.5 L	

Note: Quality and Design of registration form will be approved by IPAMA

Many more tailor made solutions are also available

## Advertisement on Business Visitors' Guide

ID	Description	Total Qty	Rate
GCF	Gatefold cover Front	1	85,000.00
FCS	Front Cover L	1	25,000.00
BCT	Back Cover	1	80,000.00
TP(Color)	1st Text Page Color	1	25,000.00
IBC	Inside Back Cover R	1	25,000.00
IBC	Inside Back Cover L	1	25,000.00
TP(B/W)	Text Page (B/W)	1	10,000.00
TP(Color)	Text Page Color	-	15,000.00
BM(Tag)	Book Marks with Tag	1	50,000.00