



21 – 22 MARCH 2017

BOMBAY EXHIBITION CENTER, MUMBAI

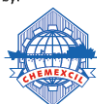
www.capindiaexpo.in

ADVERTISEMENT & PARTNERSHIP MANUAL

Under the aegis of:



Organised by:



CHEMEXCIL
Basic Chemicals, Cosmetics and
Dyes Export Promotion Council



PLEXCONCIL
The Plastics Export
Promotion Council



CAPEXIL
Chemical and Allied Products
Export Promotion Council



SHEFEXIL
Shellac And Forest Products
Export Promotion Council



ADVERTISEMENT AND PARTNERSHIP OPPORTUNITIES

Take advantage of the many opportunities that the organiser of CAPINDIA 2017 offers to promote and publicise your company to the people who will be visiting the show.

1. KEY PARTNERS			
Type:	Platinum Partner	Gold Partner	Silver Partner
Cost:	INR 2,50,000*	INR 1,75,000*	INR 1,25,000*
	<ul style="list-style-type: none"> 36 sqm Bare Space Billboard (1) Banner (1) Floor Graphics (2) 1 Page colour advertisement in Show Catalogue Website acknowledgement on CAPINDIA home page 	<ul style="list-style-type: none"> 24 sqm Bare Space Billboard (1) Branding inside the exhibition area 1 Page colour advertisement in Show Catalogue Website acknowledgement on CAPINDIA home page 	<ul style="list-style-type: none"> 18 sqm Bare Space Branding inside the exhibition area 1 Page colour advertisement in Show Catalogue Website acknowledgement on CAPINDIA home page

*Service tax at the rate 15% extra

AT VENUE

1.	Billboards	INR 25,000 + taxes
	<p>Location: At the walkway within the exhibition centre Size of each billboard: 10' x 10'</p>	
2.	Banners – Pole Banners	INR 10,000 + taxes
	<p>Pole banner / buntings within the exhibition centre Size of each bunting: 1' x 7' Cost for each set (2 sides)</p>	
3.	Full Pillar Branding	INR 20,000 + taxes
	<p>Branding on Pillars cladding Size of each side: 4' x 10' (2 sides) and 3' x 10' (2 sides) Cost for 4 sides</p>	
4.	Floor Graphics	INR 2,000 + taxes
	<p>Floor graphics are laid strategically within the exhibition hall to guide visitors to your stand. Floor graphics are laid on the aisle carpets. Size : 2' x 2'</p>	

5. Pen INR 15,000 + taxes

Partners logo on the pens – 1000 nos



6. Registration INR 35,000 + taxes

- Partner’s logos to be displayed at the registration counter
- Partner’s name and logo on the visitor registration form
- One inside page colour advertisement in show directory*
- Partner’s logo on exhibition guide to be handed to visitors
- Partner’s logos on the exhibition website
- *(not including show directory covers)



7. Name Badges INR 1,00,000 + taxes

- Visitor Name badges to be distributed to visitors, invitees, media, conference speakers, delegates and exhibitors
- Partner’s logo prominently displayed on name badge.
- Partner’s logos on the exhibition website with link to partner’s website
- Partner’s logo on exhibition guide to be handed to visitors



8. Lanyard INR 1,00,000 + taxes

- Lanyards to be distributed to visitors, invitees, media, conference speakers, delegates and exhibitors
- Partner’s logo prominently displayed on lanyard.
- Partner’s logos on the exhibition website with link to partner’s website
- Partner’s logo on exhibition guide to be handed to visitors



9. Visitor Bags INR 2,50,000 + taxes

Partners logos on the visitor bag – 5000 nos



10. Catalogue Advertising

<input type="checkbox"/> Outside Back Cover	INR 30,000*
<input type="checkbox"/> Inside Front Cover	INR 20,000*
<input type="checkbox"/> Inside Back Cover	INR 20,000*
<input type="checkbox"/> Full page Colour	INR 15,000*

Note: *Service tax at the rate 15% extra

All Advertisements and Partnership options are subject to availability. All images are for reference and not actual.

Please fill and submit Advertising and Partnership Opportunities Booking Form attached.

Advertising and Partnership Opportunities Booking Form

Please complete and email this application to: register@capindiaexpo.in

Company Name:

Address:

City + Pin:

Tel:

Fax:

Email:

Web:

Key Contact:

Designation:

Email:

Mobile:

CAPINDIA 2017 advertising and partnership offers a multitude of ways to increase the awareness of your company or product through advertising and various avenues of branding at the show.

CATEGORY	Rates*	
KEY PARTNERS		
<input type="checkbox"/> Platinum Partners	INR 2,50,000	
<input type="checkbox"/> Gold Partner	INR 1,75,000	
<input type="checkbox"/> Silver Partner	INR 1,25,000	
VENUE		
<input type="checkbox"/> Billboards	INR 25,000	
<input type="checkbox"/> Banners - Pole Banners	INR 10,000	
<input type="checkbox"/> Full Pillar Branding	INR 20,000	
<input type="checkbox"/> Floor Graphics	INR 2,000	
REGISTRATION		
<input type="checkbox"/> Registration Area	INR 35,000	Branding in Registration Area
<input type="checkbox"/> Name Badge	INR 1,00,000	Branding on Badge
<input type="checkbox"/> Lanyard	INR 1,00,000	Branding on Lanyard
<input type="checkbox"/> Visitor Bag	INR 2,50,000	Branding on bag – 5000 nos
<input type="checkbox"/> Pens	INR 15,000	1000 nos
CATALOGUE ADVERTISING		
<input type="checkbox"/> Outside Back Cover	INR 30,000	
<input type="checkbox"/> Inside Front Cover	INR 20,000	
<input type="checkbox"/> Inside Back Cover	INR 20,000	
<input type="checkbox"/> Full page Colour	INR 15,000	
WEB BANNER		
<input type="checkbox"/> Home Page	INR 15,000	250(width) x 76(height) in pixels
<input type="checkbox"/> Pages other than Home Page	INR 10,000	250(width) x 76(height) in pixels

***Service tax at the rate 15% extra**

PAYMENT MODE

By Demand Draft/at par Cheque favouring:
The Plastics Export Promotion Council, SBI A/c No. 35285488071

Through RTGS/NEFT in INR

Name of the Bank: State Bank of India
Account Name: **CHEMEXCIL**
Account No.: **36291847945**
Branch: FORT MUMBAI MAIN BRANCH
IFSC Code: SBIN0000300

Please send this application form along with the first full payment to the following address:
Basic Chemicals, Cosmetics and Dyes Export Promotion Council (CHEMEXCIL), 4th Floor, Jhansi Castle, 7, Cooperage Road, Next to Campion School, Mumbai- 400001 Tel: 91-22-22021288/ 91-22-2683 3952 Fax: 91-22-22026684