



## Horti India 2017

Workshop cum Exhibition

9<sup>th</sup> - 10<sup>th</sup> February, 2017

Conventional and Alternative Horticultural Production Systems

# Key Benefits for Event Sponsors - States / Institutions

## Principal Partner Rs. 50 Lakhs

- Principal partner state sponsors / institutions dignitaries to be guest of honour in the inaugural session of the event.
- A dedicated 50 square meter furnished lounge for VIP's in a prominent position with premium catering and stewards for 15 people.
- Exhibition booth of block size- 100 square meter in the prime location of the event.
- Free accommodation with breakfast, lunch, dinner and pick / drop facility from Delhi for 4 days/ 3 nights in Greater Noida for 5 officials and 30 farmers.
- Exposure visit to Netherlands for hi-tech horticulture for two states/ institution reputed people (free air ticket & stay for 4 days / 3 nights.)
- Complimentary Innovative training for 35 participants during the workshop.
- Branding and advertisement in all Promotional Materials on website, brochure, event invitations, electronic & direct mailers, hindi / english newspapers ads (sponsors ads only), social networking sites - facebook, twitter etc., backdrop, hoardings, standee & signage's, sponsor's panel at the venue, on invitation cards, final programme and state / institutions literature / insert / write up in the delegate bag.
- State / Institutions extensive promotion prior to the event, including newsletters, email / sms blasts, press releases, cross-promotion at other press conference with curtain raiser of event on 27<sup>th</sup> January, 2017.
- Two full page states / institutions profile / advertisement on back of the front page and proceeding pages of the souvenir, company logo in front page of the souvenir.
- Dedicated e-shots to all stakeholders.
- Prominent listing on the sponsor and exhibitors section of the event website and recognition on the event website for one year following the event, with a link to your States / Institutions website.
- Speaker: One- 30 minute's lecture in the workshop session, listed in the programme.
- A dedicated space for one - 10 minute's live demonstration of state's / institution's policy & schemes, products and services.
- Free reception drinks & dinner for up to ten guests delegates.
- Complimentary Lunch coupons for ten persons during the event.
- Ten Complimentary car coupons

Registered Under Section 12A of Income Tax Act 1961

**Note:** Advertisement file should be Open in CDR File.

Printing material should be available with us before 27<sup>th</sup> January 2017.

\* Cheque / Demand Draft / RTGS should be drawn in favour of "INSTITUTE OF HORTICULTURE TECHNOLOGY"

**Bank Name:** Punjab National Bank

**Branch:** Kotla Mubarakpur, New Delhi, 110003

**Account Number:** 1536002100052580

**IFS Code:** PUNB0153600



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## Partner Rs. 30 Lakhs

- Partner state sponsors / institutions dignitaries to be guest of honour in the valedictory session of the event.
- Guest lounge with light refreshment free of charge for state/ institutions representative.
- Exhibition booth of block size- 75 square meter in the primary location of the event.
- Free accommodation with breakfast, lunch, dinner and pick / drop facility from Delhi for 3 days / 2 nights in Greater Noida for 3 officials and 30 farmers.
- Complimentary Innovative training for 25 participants during the workshop.
- Branding and advertisement in all Promotional Materials on website, brochure, event invitations, electronic & direct mailers, hindi / english newspapers ads (sponsors ads only), social networking sites- facebook, twitter etc., backdrop, hoardings, standee & signage's sponsors panels at the venue, on invitation cards, final programme and States / Institutions literature / insert / write up in the delegate bag.
- Two full page state/ institution advertisement at back page and proceeding page of the souvenir, company logo in front page of the souvenir.
- Prominent listing on the sponsor and exhibitors section of the event website and recognition on the event website for one year following the event, with a link to your State's / Institution's website.
- Dedicated e-shots to all stakeholders.
- Speaker: One- 20 minutes lecture in the workshop session, listed in the programme.
- A dedicated space for one- 5 minutes live demonstration of states / institutions policy & schemes, products and services.
- Free reception drinks & dinner for up to six guests delegates.
- Complimentary Lunch coupons for six persons during the event.
- Six Complimentary car coupons

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## Associate Partner Rs. 20 Lakhs

- The state/ institutions dignitaries to be present at inaugural session.
- Guest lounge with light refreshment free of charge for state / institutions representative.
- Exhibition booth of block size- 50 square meter in the primary location of the event.
- Free accommodation with breakfast, lunch, dinner and pick/drop facility from Delhi for 3 days/ 2 nights in Greater Noida for 2 officials and 30 farmers.
- Complimentary Innovative training for 15 participants during the workshop.
- Branding and advertisement in all Promotional Materials on website, brochure, event invitations, electronic & direct mailers, hindi/english newspapers ads (sponsors ads only), social networking sites- facebook, twitter etc., backdrop, hoardings, standee & signage's and states/institutions' literature write up in the delegate bag.
- Listing on the sponsor and exhibitors section of the event website.
- Dedicated e-shots to all stakeholders.
- One full page country profile/advertisement at back of the last page of the souvenir and official magazine.
- Speaker: One- 10 minutes lecture in the workshop session, listed in the programme.
- Free reception drinks & dinner for up to three guests delegates.
- Complimentary Lunch coupons for three persons during the event.
- Three Complimentary car coupons

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