

EVENT FACT SHEET



Event Name	ISRMAX India 2014
Event Date	12-14 December 2014
Event Type	Annual exhibition and conference focusing on the complete integration of Rice industry
Event Timings	10.00-18.00 hours
Venue	Sector-12, HUDA Ground, Near Super Mall, Karnal
Exhibition Area	4000 sqm (approx).
Possession Days	For Raw Space -----10 th December 2014 Constructed Booth --11 th December 2014
Networking Dinner	12th-13th December 2014
Organized By	PCSL (Pixie Consulting Solutions Ltd), India www.pixie.co.in
Focused Area	Rice Machinery, Rice Trade, Packaging, and Logistics Industry
Registration Cost	INR 10000 / USD 200
Registration Benefits	Full page colored advertisement in show directory (Size specification 7.25 *4.5 Inch) SMS and mailer campaign Lunch & Networking Dinner Coupon Hard copy of personalized invitation cards (up to 500) Press release in quarterly released magazine Company profile in bimonthly newsletter starting from July 2014
Participation Cost	Inside Hall: Raw space -INR 10000/ USD 200 per sqm. Constructed Stand: INR 11000 / USD 225 per sqm. + Service Tax @ 12.36% Open Area -INR 5000 or USD 100 + Service Tax @ 12.36%

Sponsorships

Options	Cost
Platinum Sponsor (72 Sqm)	INR 10,00,000/ USD 22,500
Gold Sponsor (54 sqm)	INR 8,00,000/ USD 15,000
Silver Sponsor (24 sqm)	INR 4,00,000/ USD 7500

Sponsorship Benefits

VISITOR PROMOTION CAMPAIGN

S.No.	Particulars	Platinum	Gold	Silver
1	Logo presence on Print Material	Y	Y	-
2	Logo presence on Lanyard	Y	Y	-
3	Logo presence on E Marketing Activities	Y	Y	-
4	Detailed profile and hyperlinked logo on event website	Y	Y	Y
5	Logo presence on onsite branding	Y	Y	Y
6	Branding area near exhibition site	250 sq ft	200 sq ft	100 sq ft
7	Advertisement in show directory (premium locations)	Y	Y	-
8	Advertisement in show directory	-	-	Y
9	Invitation cards (Hard Copy)	500	300	100
10	Branding in visitor invitation cards	y	-	-

ISRMAX India's USP is that we do extensive promotion for our exhibitors by creating a customized marketing plan which also includes:

Media & Publicity Campaign

- Comprehensive and Informative website
- Advertisements in major trade publications and key regional newspapers
- Periodic press releases, press conferences and industry briefings
- Collaborations with trade bodies and associations
- Web banners and promotion campaigns on strategic websites
- Pre and post show media coverage

Direct Visitor Recruitment Campaign

- Regular show updates via email and fax
- Direct and electronic quarterly magazine on industry news and market updates

Exhibitor Marketing Support

- Trade invitation card for exhibitors
- Business matching programme
- Comprehensive and informative show directory

ORGANISER'S CONTACT



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