

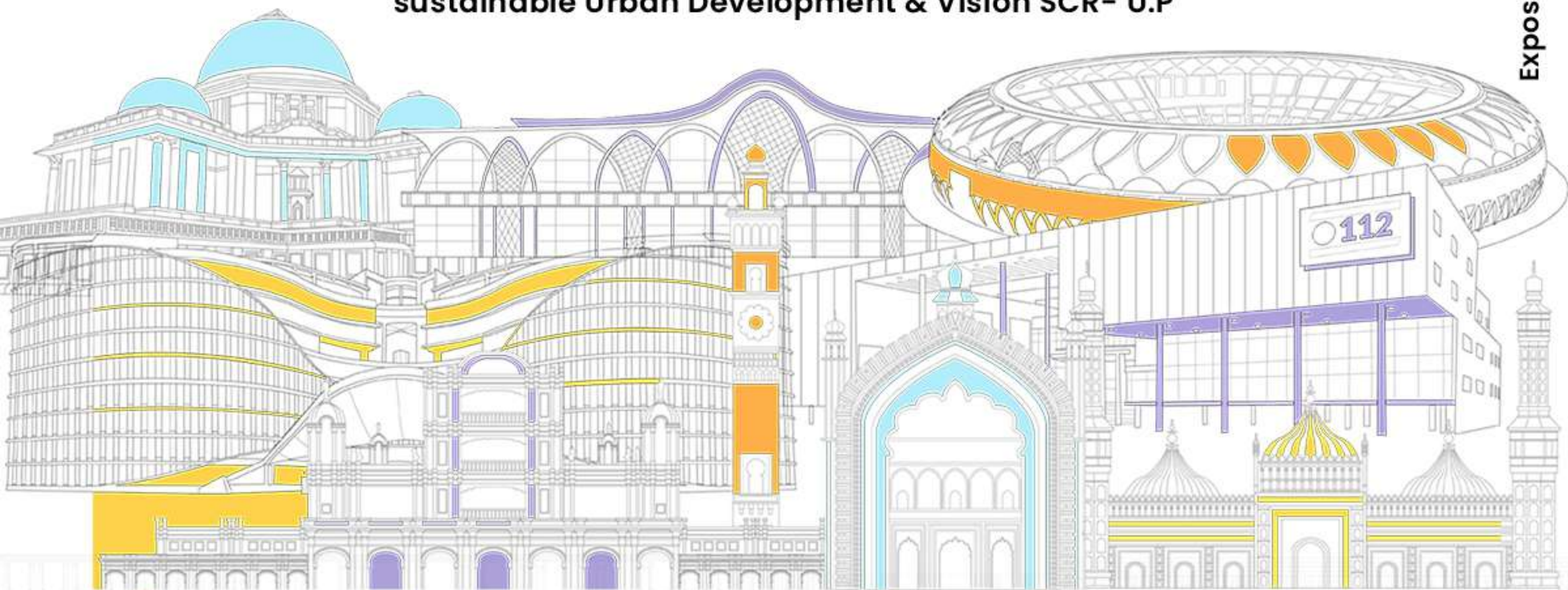


LUCKNOW LAF ARCHITECTURE FESTIVAL 2.0

North India's largest Design, Luxury, Lifestyle Expo & Conclave

**A Symposium of EMERGING ARCHITECTS THINK TANK for
sustainable Urban Development & Vision SCR- U.P**

Exposition | Symposium | Workshop



Ekana Stadium
Bharat Ratna Shri Atal Bihari Vajpayee
Ekana International Stadium
Sector 7, Gomti Nagar, Amar Shaheed Path
Lucknow, Uttar Pradesh 226010

10 | 11 | 12
JANUARY 2025

About Uttar Pradesh



The economic trend has consequently developed into a magnet for real estate. The state's lifestyle and amenities are improving because of these advancements. Being the state's capital, Lucknow has enormous potential. As a result of increases in per capita income, productivity, favourable market prices, and large credit flow in the city, demand for branded consumer goods and property has recently surged.

Being a hub of heritage as well as a fast emerging economy, it attracts an influx of people from all surrounding cities, districts and villages. Lucknow offers a distinctive business philosophy that combines the city's rich cultural heritage with contemporary business methods. With the highest density of young population, UP is the richest state when we talk about the demographic resources.



PILGRIMAGE



TRANSPORTATION



ECONOMY



1st highest MSMEs, both organized & unorganized



SPORTS



TOURISM



CUISINE



2nd best state in "Ease of Doing Business"



HERITAGE



INVEST UP



ONE DISTRICT ONE PRODUCT



3rd largest economy eyeing One Trillion Dollars



METRO CITY



CRAFT



EDUCATION



CULTURE



HEALTH HUB



DEFENCE



4th largest state by area

LAF 2.0 HIGHLIGHTS



International Flavour

3 Days of

EXTRAVAGANZA

The **FESTIVAL** will also display an exciting program of **EXHIBITIONS, INSTALLATIONS, SYMPOSIA, LECTURES** and **WORKSHOPS** promoting and celebrating architecture's contribution to the state's culture, sustainability and economy

Platform for
brands
to reach out

Engagement
Activities

Media
Amplification

Seminars/
workshops

Financing
facilities

Display of art,
culture, heritage
and such more

FOCUS SECTORS

ART
CONSTRUCTION
GREEN TECH
BUILDING EQUIPMENTS
SUSTAINIBILITY
REAL ESTATE

ARCHITECTURE

INTERIORS
BUILDING MATERIALS
NEW TECHNOLOGIES
BUILDING TECHNIQUES
SMART BUILDING
ACADEMICS

GOVERNMENT SCHEMES & DEPARTMENTS

KEY HIGHLIGHTS



Architects meet/
seminars and
workshops



A platform for mar-
keters to showcase
their products and
services.



Engagement activity with
the target group/ audi-
ence in the form of lucky
draws and much more.



A platform for brands
to reach out to their
target audience



On spot loan and
financing facility.



Experts interface
and workshops



Display of art,
culture, heritage and
much more



Media amplification
with wide arrays of
pre-promotional
tools.

Exchange of ideas with related **STAKE HOLDERS** and participants from **INDUSTRY, PROFESSION, ACADEMY, REAL ESTATE, FINANCIAL INSTITUTION** and **POLICY MAKERS.**

One of a kind **Bi-annual** event being hosted in Lucknow since **2002**



EXPOSITION



SYMPOSIUM



KNOWLEDGE
EXCHANGE
B2B & B2C



AWARENESS



COMPETITION



EVENT



INSTALLATIONS



INDUSTRY
STAKE-HOLDER
PARTICIPATION



SOCIAL
RESPONSIBILITY



CELEBRATION



NUKKAD
NATAK



FOOD
FESTIVAL

The theme of the event shall be to define the role of our fraternity and its contribution towards the journey of making most emerging State of the Country.

Agenda: LAF 2.0

Day 1

- 9:00 - 10:00 ● Arrival of Delegates and Registrations at Venue
- 10:00 - 11:30 ● Inaugural Session of LAF 2.0
- 11:30 - 13:00 ● Technical Session 1: **The Future of Urban Development: How Green Buildings are Shaping Sustainable Cities**
- 13:00 - 14:00 ● Networking Lunch
- 14:00 - 15:00 ● Technical Session 2: **Public Spaces for the Future- Designing Inclusive and Adaptive Urban Areas**
- 15:00 - 16:00 ● Live Workshops
- 16:00 - 17:00 ● Delegates Visit to Exhibition Pavilion
- 17:30 Onwards ● Cultural Programmes
- 19:00 Onwards ● Architects Grand Dinner

Day 2

- 10:00 - 10:30 ● Film Screening
- 10:30 - 11:00 ● Delegates Visit to Exhibition Pavilion
- 11:00 - 12:00 ● Technical Session 1: **Energy Efficiency in Green Buildings: Best Practices and Emerging Technologies**
- 12:00 - 13:00 ● Technical Session 2: **The 15-Minute City- Designing Urban Areas for Accessibility and Local Living**
- 13:00 - 14:00 ● Networking Lunch
- 14:00 - 14:30 ● Key Note Presentation
- 14:30 - 15:30 ● Technical Session 3: **Adaptive Reuse and Regeneration- Transforming Heritage Buildings into Modern Urban Spaces**
- 15:30 - 16:30 ● Live Workshops
- 16:30 - 17:30 ● Delegates Visit to Exhibition Pavilion
- 17:30 Onwards ● Cultural Programmes
- 19:00 Onwards ● Gala Dinner of LAF 2.0

Day 3

- 6:30 - 01:30 ● Heritage Walk
- 10:00 - 11:00 ● Jury Panel for ADC
- 11:00 - 11:30 ● Key Note Presentation
- 11:30 - 12:30 ● Technical Session 1: **Beyond Skyscrapers- Rethinking High-Density Urban Design**
- 12:30 - 13:30 ● Technical Session 2: **Urban Mobility and Connectivity- Designing Cities for the Future of Transportation**
- 13:30 - 14:30 ● Networking Lunch
- 14:30 - 15:30 ● Delegates Visit to Exhibition Pavilion
- 15:30 - 16:00 ● Preview of LAA & Future events
- 16:00 - 17:30 ● Validictory Ceremony
- 17:30 - 17:45 ● Vote of Thanks by Ar. Prashant P. Singh, President- LAA
- 17:45 Onwards ● Cultural Programmes



BOUQUET OF OPPORTUNITIES



- ▶ Connect to architects, institutional buyers, experts, interiordesigners and other professional
- ▶ Showcase your competitive advantage in terms of product design, features, and costs benefits
- ▶ Connect with your end users directly to make them experience the touch
- ▶ Opportunity to present your innovations and new range of products
- ▶ Simultaneously reach out to potential agents, distributors and wholesalers
- ▶ Consolidate trade relationships and opportunity to book on-spot orders
- ▶ Meet key buying decision makers from different segments of prospective buyers
- ▶ Build a database of potential buyers
- ▶ Get instant feedback on products, prices and innovations
- ▶ Gain first-hand knowledge of different market segment, trends, consumer preferences and retailers needs

PRE-PUBLICITY & OUTREACH

- Pre-publicity will start 7-10 days prior to the event
- 2 AV Vans will cover the entire potential market
- Hoarding, Banners, Posters, etc. will be put across City & nearby
- Lucky draw leaflets will be distributed through Newspaper Ads. Inserts, Pre-promotion Vans, etc.
- Radio jingles & Ads
- Newspaper Ads.
- Mall & Market activation
- Publicity through advetorials and editorials etc.
- Press conference
- Social Media promotion via Facebook, Instagram, Twitter, LinkedIn etc.
- SMS/E-mail blasting and many more



Visitor's Profile

| | |
|------------------------------|----------------------------|
| Architects | Interior Designers |
| Builders & Promoters | Large Warehouse Builders |
| Civil & Structural Engineers | Govt. Officials |
| Contractors | Faculties & Students |
| Consultants | General Public |
| Dealers & Distributors | Prospective home buyers... |
| End Users/Buyers | and many more |

EVENT Convenors, Curators, Coordinators & Joint Convenors



CONVENORS



Ar. Rajat Kant Mittal



Ar. Ranjan Shukla



Ar. Anupam Mittal

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Ar. Sabina Singh



Ar. Jitendra Kr.
Tripathi



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Ar. Aninda Sircar



Ar. Vijay Sinha

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Ar. Prashant K. Singh



Ar. Alok Verma



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Ar. Himanshu Diwaker



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Ar. Swati Bhatia



Ar. Yati Kumar
Mishra



Ar. Nishant
Upadhyay



Ar. Anjaneya Sharma



Ar. Chandra
Bhushan Chaudhary

Supporting Organizations



The Lucknow Architecture Festival has collaborated with various organisations working in close tandem.



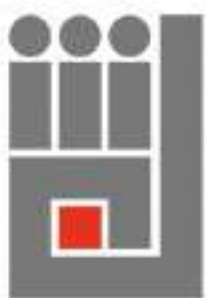
INSTITUTE OF
URBAN DESIGNERS
INDIA



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FIUDI
Chairperson
IUDI Lucknow centre



Ar. Sandeep Saraswat
Chairman
IIA UP Chapter



INDIAN
INSTITUTE
OF INTERIOR
DESIGNERS



Ar. Prasenjeet Sanyal
Chairman
IIID Lucknow chapter



Ar. Devesh Mani Tripathi
Chairman IPA



Mr. Puneet Jaiswal
Joint Secretary - Lucknow Chapter
FIRE & SECURITY ASSOCIATION OF INDIA (FSAI)



Small Industries and
Manufactures Association



Mr. Shailendra Srivastava
President
SMALL INDUSTRIES AND MANUFACTURERS ASSOCIATION

Last event at Glance



200+
industries
showcased.

2000+
architects and other
professionals.

3,00,000+
general public
walking in.

About LAA



Founded in the late 1960s by a group of distinguished architects, the Lucknow Architects Association (LAA), is a forum for empowering individuals working in terms of professional development, business development and networking, and leadership in our community. Since, its founding, the organization has expanded not only physically, with a rise in the number of individual members and member firms, but also significantly in the community's

perception of it, thanks to its programs, opportunities for networking, and community awards. LAA provides a common forum for co-operation among individuals and businesses in the architectural community and among building specialists.

MENTOR



Ar. D C Thapar

PATRONS



Ar. Ashok Kumar



Ar. Ajai Behl



Dr. Vandana Sehgal



Ar. Sanjay Sinha

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IMMEDIATE PAST PRESIDENT



Ar. Prashant Pal Singh
PRESIDENT



Ar. Repunjay Patel
VICE PRESIDENT



Ar. Devesh Mani Tripathi
GENERAL SECRETARY



Ar. Avanish Gangwar
JOINT SECRETARY



Ar. Ashutosh Verma
JOINT SECRETARY



Ar. Pushpendra Kumar
TREASURER

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Kushwaha



Ar. Shubhra Mittal



Ar. Avinash Ghai



Ar. Shubendra
Bajpayee



Ar. Smita Nigam



Ar. Himanshu
Diwaker



Ar. Rahul Jadon



Ar. Naveen Singh



Ar. Alok Verma



Ar. Tabish Ahmed
Abdullah

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Ar. Rajeev Kakkar



Ar. K.K. Ashthaana



Ar. Keshav kumar



Ar. Jagbir Singh



Ar. Md. Sabahat



Ar. Sabina Singh



Ar. Sanjay Mathur



Ar. Rajatkant



Ar. Vipul Vashneya

LAA COMMITTEES



ACADEMIC COMMITTEE



Ar. Suparna Sircar



Dr. Ritu Gulati

Ar. Vivek Karmakar

Ar. Mohit Kumar Agarwal

Ar. Gaurav Singh

Ar. Shalini Diwaker

Ar. Juwairia Qamruddin

EDU-FORMATION COMMITTEE



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Ar. Deepti Pandey Rana

Ar. Amit Raj

Ar. Deepti Sagar

Ar. Vaibhav Kulshrestha

Ar. Prashant Tiwari

Ar. Kabir Kumar

SPORTS COMMITTEE



Ar. Shubhendra Bajpayee



Ar. Sandeep Negi

Ar. Vinay Vishwkarma

Ar. Soharab Khan

Ar. Pallav Pratiyogi

Ar. Chandan Bhardwaj

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Ar. Aviral Agarwal

Ar. Kalankar Raj Gupta

Ar. Salman Nasir

Ar. Pankaj Singh

Ar. Ravi Verma

CULTURAL & EXHIBITION COMMITTEE



Ar. Shubhra Mittal



Ar. Rohit Parmar

Ar. Namit Tondon

Ar. Nishant Upadhyay

Ar. Rohit Agarwal

Dr. Anjaneya Sharma

EVENT MANAGEMENT COMMITTEE



Ar. Avinash Ghai



Ar. Pragya Singh

Ar. Shipra Singh

Ar. Krishna Mohan Prajapati

Ar. Shishir Srivastva

Ar. Abhishek Baidya

Ar. Ashutosh Gupta

MEMBERSHIP & DIRECTORY COMMITTEE



Ar. Vandana Srivastva



Ar. Prabhawati Suri

Ar. Awadhesh Verma

Ar. Imran Khan

Ar. Alok Kumar

Ar. Vishal Mathur

MEDIA & PROTOCOL COMMITTEE



Ar. Ripunjay Patel



Ar. Prashant Singh

Ar. Prafull Gupta

Ar. Priyanka Rastogi

Ar. Rohit Verma

Ar. Shrish Pratap Singh

Ar. Vandana Patel

EDITORIAL, PUBLICATION, GRAPHICS COMMITTEE



Dr. Arun Kapoor



Dr. Indrani Chakraborty

Ar. Sushil Gupta

Ar. Shiyak Singh

Ar. Saurav Verma

Ar. Rajarshi

Ar. Sayan Munshi

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Ar. Neeraj Kushwaha

Ar. Sanjeev Kumar Singh

Ar. Arvind Gupta

Ar. Ashish Gupta

Ar. Nitin Singh

Ar. Alok Srivastava

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Ar. Anita Srivastva



Ar. Smita Nigam

Ar. Vivek Agarwal

Ar. Faraj Ahmad Usmani

Ar. Umesh Gupta

Ar. Gaurav Gupta

Ar. Narayan Pandey

LSR COMMITTEE (LAA SOCIAL RESPONSIBILITY)



Ar. Rajneesh Agarwal



Ar. Anshu Singh

Ar. Shikhar Singh

Ar. Roli Singh

Ar. Akhilesh Pal

Ar. Utkarsh Shukla

GOVERNMENTS INTERACTION & PROFESSIONAL PRACTICE COMMITTEE

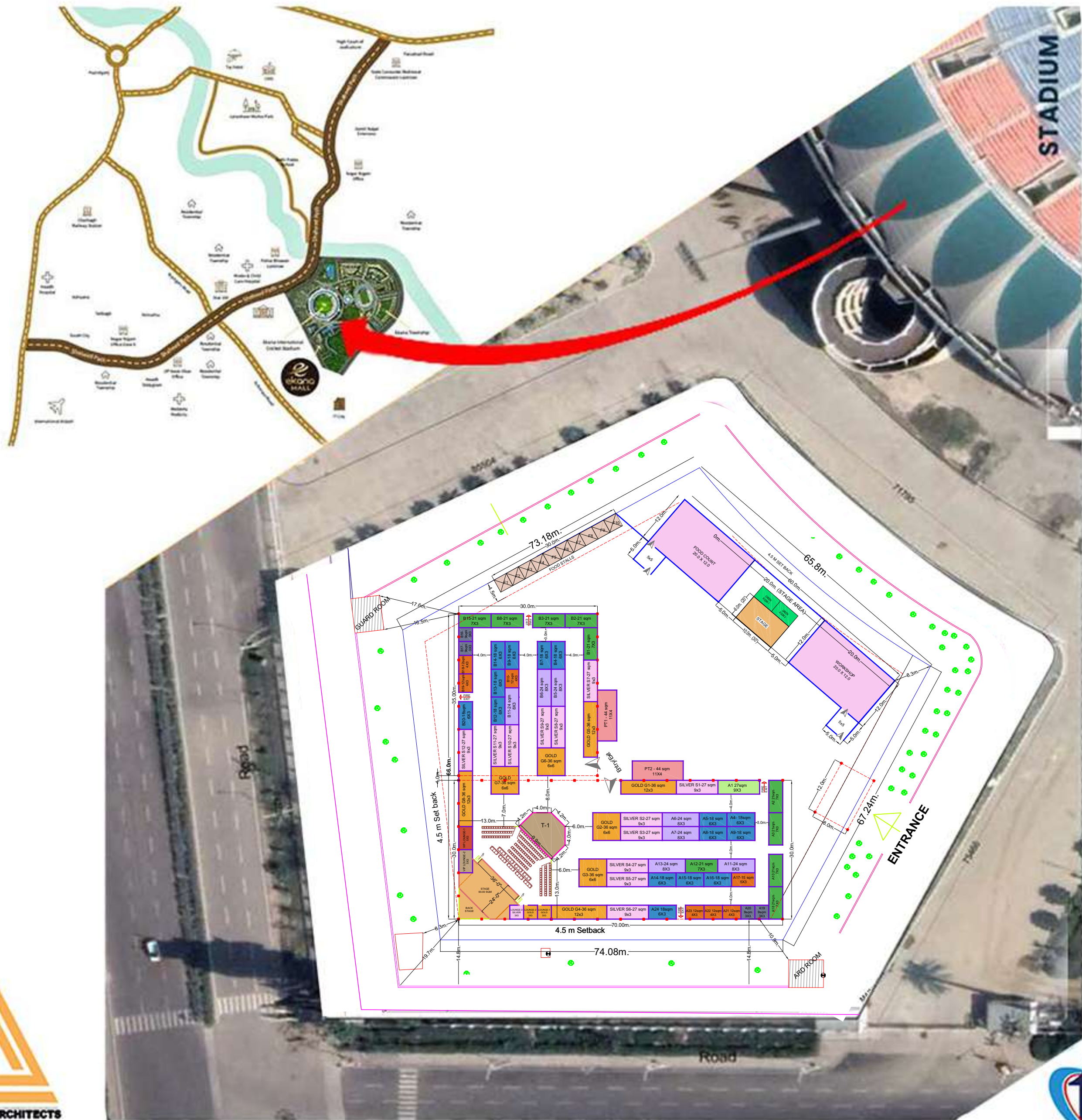


Ar. Asheesh Srivastava



Ar. Anupam Mittal

Location & Layout



Participating Chapters



Knowledge Partners



Contact for participation/queries



Contact : +918874184076

info@taskmarketingsolutions.in



Contact : +919335210024

lucknowarchitects@gmail.com

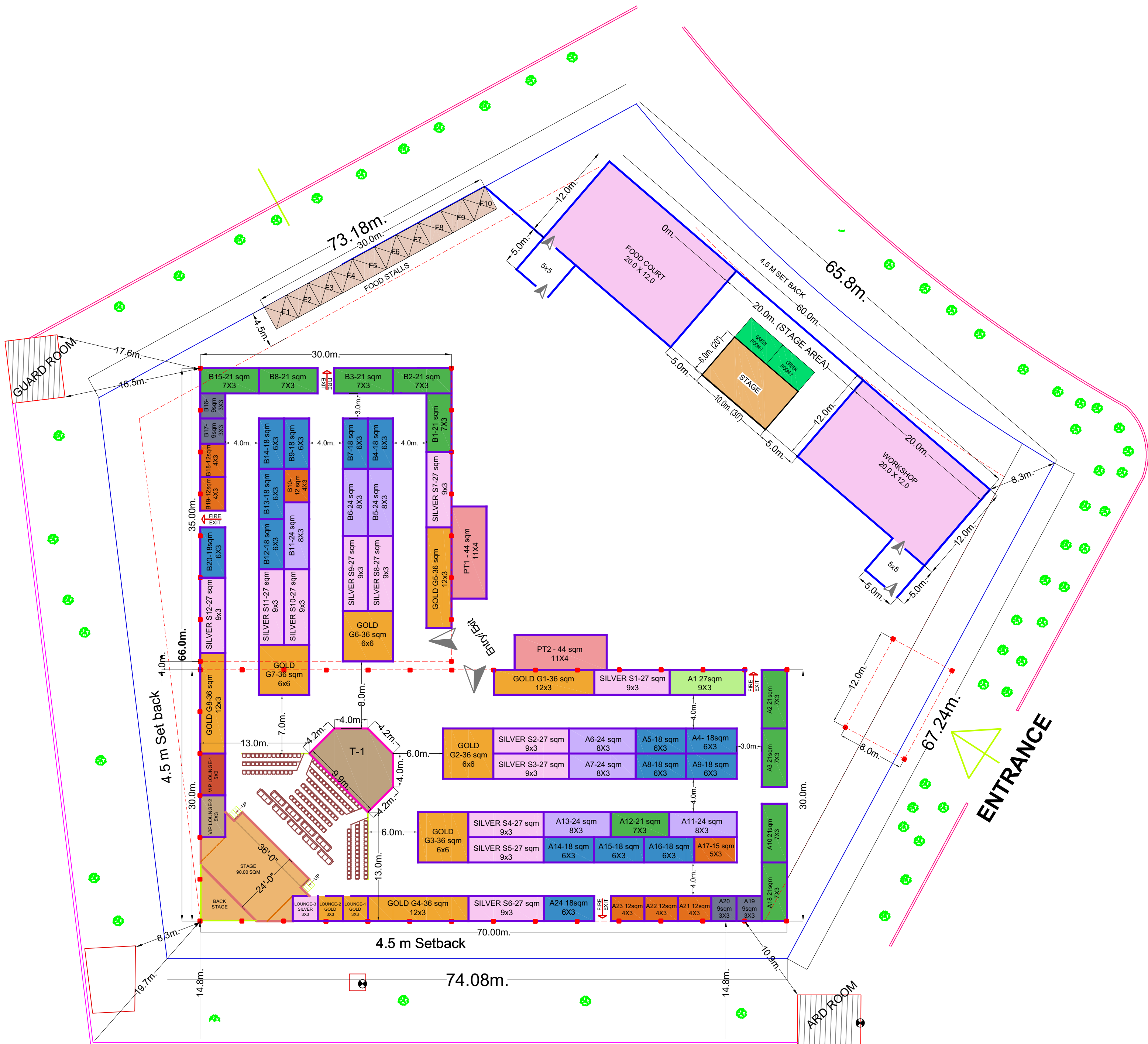
Hospitality Partner



the centrum
LUCKNOW
Hotel | Resort | Convention

www.lucknowarchitecturefestival.in

Updated on 26th October, 2024



Terms & Conditions



1. STALLS ALLOTMENT

The furnished stalls would be allotted to the exhibitors/sponsors one day before the event. The interiors/branding of the stall including positioning of the exhibits must be completed by exhibitors and sponsors before the inauguration of event.

Furnished stalls: The facilities per 9sq.mt stall will include: 2 chairs, 1 reception table, 3 spot-lights, carpet, exhibitors name on fascia, 1 Plug Point with upto 1KW power connection and 1 Trash Bin

Outside Pavilion space: The exhibitors will have to get their own furniture and other required equipments, etc. Organizer will only provide space outside hanger in a Pagoda Tent with roof ceiling, carpet, 1 table and 2 chairs.

Fooding: Food arrangements would be there for 2 pax per 9sq.mts Stall and will increase in respective multiples.

2. REGISTRATION FOR RESERVATION

The closing date for confirmation (Sponsorship/ Participation as Exhibitor) is 15 days before the event.

Payment Terms: 100% advance payment. Full payment must be made along with the confirmation/reply form for confirming your participation and Stall allotment at prime location. Stalls allocation is on First-Come-First Serve basis.

3. CANCELLATION

The organizer reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non-payment of any balance payment.

4. FACILITIES AT EXTRA COST

- Additional power connection will be charged @Rs.2500/- per KW per day.
- Additional Security can be provided @ Rs. 3000/- per head per 8 hrs shift
- Promoters for representation of stalls: Male 2000/day, Female 3000/ day
- Extra Furniture: (i) Chair= Rs.500 (ii) Table= Rs.750/- (iii) Reception counter= Rs.3000 (iv) Spot Light (60 W) = Rs.200/- (v) LED Tube light = Rs. 450/- (vi) Power Point 5A= Rs.100/- (vii) Power Point 15A = Rs.200/-
- LED TV 42" with stand @ Rs.3000 Per day / 55" @ Rs.3500 per day
- Small PA system @ Rs.8000 per day
- Pedestal Fan @ Rs.1500 per day
- Extra Housekeeping Staff @ Rs.3000/day

5. VISITORS TIMINGS

Day 1 : 01:00 pm – 9.00pm
Day 2 & 3 : 11:30 am – 9.00pm

6. GENERAL

In addition to any rights or reservations already specified, the organizer reserves the following rights:

- a) The information rules and regulation in this booklet are subject to alteration or deletion. The organizers will keep the exhibitors informed
- b) All matters in connection with the exhibition not provided for by these rules and regulation, shall be settled or determined by the organizers, whose decision in relation thereon shall be final and binding.
- c) In case of cancellation or postponement of the event caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the organizers.
- d) No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.

7. DISTRIBUTION OF THE PRICE LIST/PAMPHLETS ETC.

- i) Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors own stall and not in the public gangways nor at any other location on the exhibition grounds, unless under a special sponsorship benefit provided by the organizer.
- ii) Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.

8. ORGANIZER'S LIEN

Organizers shall have the lien on the exhibits/goods of the exhibitors having stall/bare space/open space if any payments remain uncleared before the end of the exhibition.

9. INSURANCE AND LIABILITY

The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The organizers are in No way responsible for any theft or loss of good.

PARTICIPATION CONSENT FORM

Name and Address of the organization : _____

Name of the concerned official : _____ Designation : _____

Contact Number : _____ Email ID : _____

Company's PAN : _____ Company's GST No. : _____

Details of products to be exhibited/promoted : _____

Fascia Name (in BLOCK LETTERS) : _____

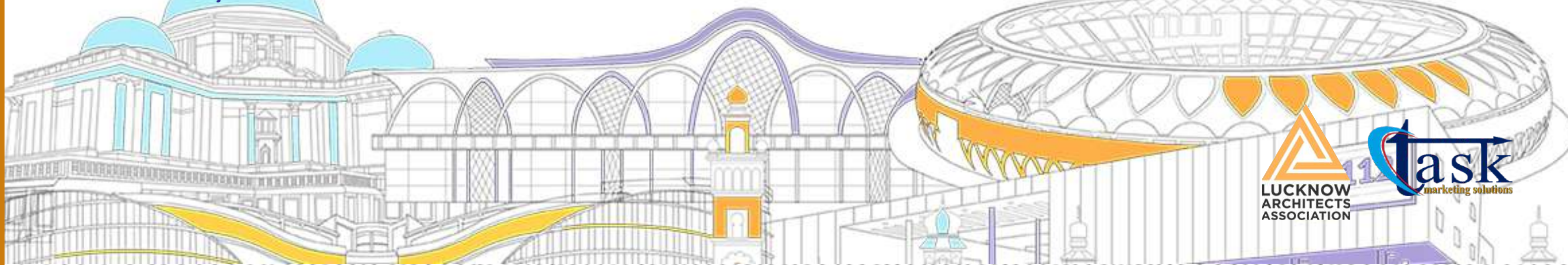
PAYMENT DETAILS :

DD/Cheque No. : _____ Dated _____ Drawn on _____ Amount Rs. _____
in favour of LUCKNOW ARCHITECTS ASSOCIATION, payable at Lucknow.

FOR ONLINE PAYMENT THROUGH NEFT/RTGS:

Account Name : Lucknow Architects Association
Account Number : 06871011001027
IFSC Code : PUNB0068710
Bank Name : Punjab National Bank

SIGNATURE WITH ORGANISER'S SEAL





SPONSORSHIP DELIVERABLES

OPTION-1

TITLE (DIAMOND) SPONSOR

“ABC presents LUCKNOW ARCHITECTURE FESTIVAL 2.0”
@ Rs. 20.0 Lakhs

1. Official status of the TITLE SPONSOR of the event.
2. There will be only 1 Title sponsor.
3. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
4. Logo will be carried as ABC presents “LUCKNOW ARCHITECTURE FESTIVAL 2.0”.
5. Complimentary fully furnished largest booth of 62 SqM at most prominent location.
6. Name & Logo to appear prominently on all event print/digital/audible collaterals.
7. One big panel on Pre-publicity van to be branded with Sponsor AD/Message.
8. Brand jingle and corporate films will be played during pre-publicity on the Van multiple times.
9. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
10. Engagement activities can be planned through participatory games and product demonstrations with the Target Group.
11. Special acknowledgment during opening & closing ceremony.
12. Space can be availed by sponsors on 2.0+ Lakhs+ lucky draw coupons distributed during pre-publicity.
13. 08 Standee/ Banners of the company can be put in the Exhibition area.
14. Regular mention by Anchor during event.
15. Special customized invitation mailers to be sent to mass database on company's behalf.
16. Access to the VIP Room and Premium Business Lounge to be provided to the company.
17. Corporate presentation of 10mins during the Technical Session on Day1
18. 12 months benefit of LAF-LCC scheme to be availed by Title sponsor after fulfilling the terms and conditions of LCC.
19. 3 Live workshop sessions @1 per day can be availed by Title sponsor.
20. 2 Academic and 1 cultural session sponsorship included.

OPTION-2

PLATINUM SPONSOR

LUCKNOW ARCHITECTURE FESTIVAL 2.0 - powered by XYZ
@ Rs. 15.0 Lakhs

1. Official status of the ASSOCIATE (PLATINUM) SPONSOR of the event.
2. There will be 2 Platinum Sponsors.
3. Logo will be carried as “LUCKNOW ARCHITECTURE FESTIVAL 2.0 - powered by XYZ”.
4. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
5. Complimentary fully furnished booth of approx. 44 SqM at very prominent location.
6. One small panel on the Pre-publicity van can be branded with company's AD/message.
7. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
8. Special acknowledgement during opening & closing ceremony.
9. 4 Standee/ Banners of the company at Exhibition area.
10. Brand jingle and corporate films can be played during pre-publicity on LED Van
11. Regular mention by Anchor during event.
12. Corporate presentation of 5 mins during the Technical Session on Day1/Day2
13. Access to VIP Room & Business Lounge to be provided to the company.
14. 9 Months benefit of LAF-LCC scheme to be availed by sponsor after fulfilling the terms and conditions of LCC.
15. 2 live workshop sessions on day 2 & 3 can be availed by sponsor as per availability of slots.
16. 1 academic and 1 cultural session sponsorship included.

OPTION-3

GOLD SPONSOR

@ Rs. 10.0 Lakhs

1. Official status of the SPECIAL SPONSOR (GOLD) of the event.
2. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
3. Complimentary fully furnished booth of 36.0 sqm at prominent locations
4. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
5. Special acknowledgement during opening & closing ceremony.
6. 2 Standee/ Banners of the company at Exhibition area.
7. Corporate/Promotional film can be played during pre-publicity
8. Regular mention by Anchor during event.
9. Access to Gold Business lounge to be provided to the company.
10. 6 Months benefit of LAF-LCC scheme to be availed by sponsor after fulfilling the terms and conditions of LCC.
11. Corporate presentation of 03mins during the Technical Session on Day2/Day3
12. 1 live workshop session on day 2 & 3 can be availed by sponsor as per availability of slots.

OPTION-4

SILVER SPONSOR

@ Rs. 6.0 Lakhs

1. Official status of the CO-SPONSOR (SILVER) of the event
2. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
3. Free furnished booth of 27sq.mt at prominent location.
4. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
5. Display of Corporate Video of upto 30 Secs during the Session Breaks
6. 1 Standee/Banners of the company at the Exhibition area.
7. Regular mention by Anchor during event.
8. Corporate/Promotional films can be played during pre-publicity
9. 50% rebate on LAF-LCC scheme can be availed by sponsor after fulfilling the terms and conditions of LCC.
10. Access to Business Lounge (Silver) on Rotational basis to be provided to the Company

OPTION-5

OTHER SPONSORSHIP OPTION For Details, please contact organizers

1. Gala Dinner Sponsor @ Rs. 12.0 Lakhs
2. Grand Dinner Sponsor @ Rs. 10.0 Lakhs
3. Lunch & HiTea Sponsor @ Rs. 3.0 Lakhs (Per Day)
4. Kit bags Sponsor @ Rs. 6.0 Lakhs
5. Event Souvenir Sponsor @ Rs. 1.0 Lakh onwards
6. Sessions Sponsor @ Rs. 2.50 Lakhs (Per Session)

STALL PARTICIPATION:

1. Fully furnished Octanorm Stall inside hanger : **Rs.10,000 per sqm (min. 9sqm)**

*All rates are excluding GST

The land of new opportunity Discovering the new horizon

