

**BES EXPO-2014**  
**14-16 January, Pragati Maidan, New Delhi**  
**Sponsorship Opportunities**

**1. Exhibition Directory (2,000 nos.)**

Sponsorship Fee: Rs. 1 lakh, Number of Sponsors-1

What we offer

- Due acknowledgement with company name and logo on cover of Exhibition Directory
- One complimentary inside-page color advertisement in Exhibition Directory
- One complimentary delegate in BES EXPO 2014 conference

**2. Conference Proceedings (1,200 nos.)**

Sponsorship Fee: Rs. 2 lakhs

What we offer:

- Due acknowledgement with company name and logo on cover of Conference Proceedings
- One complimentary advertisement on back page of Proceedings
- Two complimentary delegates in BES EXPO 2014 conference

**3. Conference Bags (1200-1300 bags)**

Sponsorship Fee: Rs. 5 lakhs

What we offer

- Due acknowledgement with company name and logo on the bag
- Permission to put upto max 10 pages and one CD of promotional material in the bag

**4. Gift for Delegates (1200-1300 nos.)**

Following items with company name and logo can also be put inside the bag. Items should be of popular brand and of good quality, such as

- Neck Tie
- Cufflinks
- Wrist Watch (Gents or Ladies)
- Pen
- Gents Wallet (Leather)
- Ladies Bag (Leather)

**5. High-Tea on 14 January 2014 for delegates and invitees (1,000 nos.)**

Sponsorship Fee: Rs. 5 lakhs (can be shared between 2 sponsors).

What we offer:

- 6 Vertical Self-Supporting banners at high tea venue (Three each in case of two sponsors)
- Invitation to 10 senior officers to attend high-tea (five each in case of two sponsors)

**6. Lunch on 15 & 16 January 2014 for delegates, speakers and invitees (600 nos.)**

Sponsorship Fee: Rs. 5 lakhs can be shared between 2 sponsors

What we offer:

- Company name and logo on invitation card
- Nine Vertical self-supporting banners at lunch venue (2.5m X 1M- 2 nos. at the venue of lunch)

- Invitation to 10 senior officers to attend dinner. (To be shared equally in case of two sponsors)

### **7. Speakers Dinner & other invitees (200 nos.)**

Sponsorship Fee: Rs. 3 lakhs

- What we offer: Company name and logo on invitation card
- Vertical self-supporting banners at dinner venue (2.5m X 1m= 3 nos. at venue)
- Invitation card to 10 senior officers to attend dinner (To be shared equally in case of two sponsors)

### **8. Tutorial Session (400 nos.)**

Sponsorship Fee: Rs. 2 lakhs

What we offer:

- Vertical self-supporting banners at tutorial venue (2.5m X 1m= 3 nos. at venue)
- Complementary delegates for 3 senior officers

### **9. A. Networking Dinner for Exhibitors & other invitees (400 nos.)**

Sponsorship Fee: Rs. 5 lakhs (maximum two sponsors on sharing basis)

What we offer:

- Company name and logo on invitation card
- Vertical self-supporting banners at dinner venue (2.5m X 1m= 3 nos. at venue)
- Invitation card to 10 senior officers to attend dinner (To be shared equally in case of two sponsors)

### **9. B. Cost of sponsoring cultural event**

Sponsoring Fee: Rs. 2.0 Lakh

What we offer

- Company name and logo on invitation card
- Vertical self-supporting banners at lunch venue (2.5m X 1M- 2 nos. at the venue of dinner)
- At stage- LOGO on backdrop at the bottom sponsored by the company.
- Invitation cards for networking dinner – 5 nos. for the management of sponsors.

### **10. Registration Process including Entry Badges & lanyard ( >7000 delegates and visitors)**

Sponsorship Fee: Rs. 1.5 lakhs

What we offer:

- Due acknowledgement with logo on fascia of registration counters
- Permission to put posters on back-walls of registration booths
- Company name and logo on badges and lanyards for exhibitors, delegates and visitors.

### **11. Audio Equipment**

Sponsorship Fee: Rs 1.0 lakhs / High-end audio equipment with operators and other technical support staff

What we offer:

- 1. Due acknowledgement on backdrops inside and outside conference hall, and in exhibition directory.
- 2. Vertical self supporting banners inside and outside conference hall (max. three)
- 3. Complimentary delegates in BES EXPO 2014 conference

### **12. Video Equipment**

Sponsorship Fee: Rs 1.50 lakhs / High-end Video equipment with operators and other technical support staff

What we offer:

- 1. Due acknowledgement on backdrops inside and outside conference hall in exhibition directory
- 2. Vertical self supporting banners inside and outside conference hall (max. three)
- 3. Complimentary delegates in BES EXPO 2014 conference

### 13. CD Development

Sponsorship Fee: AV recording of conference proceedings and preparation of CDs containing video streaming with index (2000 nos.)

What we offer:

- 1. Due acknowledgement with Company name and logo on CD cover
- 2. Permission to put upto 10 pages of promotional material in the carry bag
- 3. Two complimentary delegates in BES EXPO 2014 for conference

### 14. Carry bags

Sponsorship Fee: Rs 25,000.00

What we offer: Distribution of Carry bags from our registration counter along with badges.

### 15. Floor Plan of the exhibition

Sponsorship Fee: Rs 50,000.00

What we offer:: company name and logo on floor plan.

### 16. Whole Event

Sponsorship Fee: Rs. 10 Lakhs

What we offer:

- 5 Complimentary delegates + 1 speaker in any of concerned session
- Logo in the backdrop

Note:

1. As per Govt. of India rules, Service Tax @ 12.36 is applicable on the above opportunities.
2. Sponsorship fee is required to be paid by demand draft drawn in favour of **Broadcast Engineering Society (India)**. Foreign exhibitors may pay sponsorship fee by telegraphic transfer to **A/c. No. 037100101010048 of Broadcast Engineering Society (India) with Corporation Bank, Lodhi Complex, New Delhi-110003. Our swift Code is CORPINBB373.**
3. The sponsor has to be a participant in the exhibition BES Expo-2014. In case of non-participation, the sponsor has to deposit a lump sum Rs. 25000/- with BES (I) for qualifying for sponsorship.
4. BES (I) reserves the right to select or reject or make any sponsor or can make changes in terms and conditions without assigning reasons thereto.

Dated:

(P K Singh)  
Hon Secretary