



सत्यमेव जयते
Ministry of Steel
Government of India



**3rd INTERNATIONAL
EXHIBITION &
CONFERENCE ON
STEEL
INDUSTRY**



APRIL 20 - 22, 2017

Mumbai Exhibition Centre,
Mumbai, India

S P O N S O R S H I P

PRINCIPAL PARTNER
CO-PARTNER
ASSOCIATE PARTNER
VISITOR CARRY BAGS
REGISTRATION DESK
CYBER CAFÉ
VIP PROTOCOL LOUNGE
BADGES & LANYARD
BUSINESS VISITORS INVITES
CAPS
CARD HOLDERS
MOUSE PAD
FAIR GUIDE-ROUTE PLANNER
FOOD COURT
PENS
KEY CHAIN
MEDIA LOUNGE
EXHIBITORS' DIRECTORY
EXHIBITOR KIT
INFORMATION COUNTER

OPPORTUNITIES

www.indiastelexpo.in

PRINCIPAL PARTNER

Price: ₹ 28,00,000/- • US\$ 50,000

- Bare Exhibition Space of 200 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 15 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages and buntings at the venue
- Display of Company Logo in all promotional advertisements (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (2 pages) in Exhibitor Catalogue
- Logo on the sponsors' page of the INDIA STEEL website & link to sponsor's website
- One Double spread color advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Logo to be acknowledged in all Invitation tickets (1.5 Lakh)

Please Note: All promotional materials (company logo etc.) should be submitted before 31st January, 2017.

CO - PARTNER

Price: ₹ 22,00,000/- • US\$ 40,000

- Bare Exhibition Space of 130 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 7 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages & buntings at the venue
- Display of Company Logo in all promotional advts. (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (1 page) in Exhibitor Catalogue
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- One Full Page Color Advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Logo to be acknowledged in all invitation tickets (1.5 Lakh)

Please Note: All promotional materials (company logo etc.) should be submitted before 31st January, 2017.

ASSOCIATE PARTNER

Price: ₹ 18,00,000/- • US\$ 35,000

- Bare Exhibition Space of 100 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 7 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages & buntings at the venue
- Display of Company Logo in all promotional advertisements (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (1 page) in Exhibitor Catalogue
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- One Full Page Color Advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Logo to be acknowledged in all invitation tickets (1.5 Lakh)

Please Note: All promotional materials (company logo etc.) should be submitted before 31st January, 2017

SPONSORSHIP OPPORTUNITIES

VISITOR CARRY BAGS (1 SLOT)

Price: ₹ 6,00,000/- • US\$ 14,000

Achieve unique presence at the show. It is the most apposite way to promote your brand on bags as they are distributed to VIPs, Press, Trade Visitors, etc.

- Name & Logo of the sponsoring company to be printed on the 6000 Trade Visitor Bags
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Inclusion of Company Profile (approximately 200 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website

ADDITIONAL SPONSORSHIPS OPTIONS



REGISTRATION DESK (1 SLOT)

Price: ₹ 7,00,000/- • US\$ 15,000

One of the most visible elements of communication to all Visitors, VIPs, Government Officials, Media, etc.

- Company Name & Logo will be displayed on Registration Desks
- Company logo of Sponsoring Company to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Name & Logo of the Sponsoring Company at the INDIA STEEL website on the online Exhibitors Registration Forms as the Registration Desk Sponsor
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website



CYBER CAFÉ (1 SLOT)

Price: ₹ 1,50,000/- • US\$ 4,000

Accessing the Cyber Cafe during the fair is an essential requirement for business professionals attending the show. Our Cyber Café is frequently used by our visitors and exhibitors, so why not utilise this promotional opportunity and sponsor this area so your company logo is visible to all web users and passers-by

- Prominent display of name and logo of the sponsoring company at Cyber Cafe
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Built up 100 sq. mtr. of space for Cyber Café with 15 workstations in exhibition hall.
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website



CAP PARTNER (1 SLOT)

Price: ₹ 3,50,000/- • US\$ 9,000

Distributed to all the Exhibitors, Delegations, Overseas Visitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates, etc.

- Name & Logo of the sponsoring company to be printed on the 6000 Caps to be presented to Delegations, Overseas Visitors, Trade visitors, Media, Invitees etc.
- Logo in the sponsors' page on the India Telecom website & link to sponsor's website
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



LANYARD & BADGES PARTNER (1 SLOT)

Price: ₹ 8,00,000/- • US\$ 17,000

This is a great opportunity to have your logo on Lanyard & Badges that maximize your exposure to our overall audience such as VIP's, Media, Trade Visitors, Delegations, Govt. Officials, etc.

- Printing of logo of sponsoring company on the lanyard & badges for all participation categories including Exhibitors, Service provider, Organizer, etc.
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Show Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



BUSINESS VISITORS INVITES (1 SLOT)

Price: ₹ 3,00,000/- • US\$ 8,500

It has top of the mind brand recall with all visitors attending the event as it is sent to VIP Visitors, Delegates, Media, Trade Visitors and Government officials. The biggest advantage is its extensive reach much before the event

- Printing of name and logo of sponsoring company on the invites & tickets (1.5 Lakhs)
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



VIP PROTOCOL LOUNGE (1 SLOT)

Price: ₹ 3,00,000/- • US\$ 8,000

Fully furnished hotspot for industry leaders with highest visibility among the top brass as it is an excellent medium to attract VIPs, Diplomats and Senior Government officials attention

- Prominent display of name and logo of the sponsoring company at VIP Lounge
- A brochure stand space will be provided in the VIP Lounge to keep the Brochure / Literature of the sponsoring company. (Literature to be provided by the company)
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Logo in the sponsors' page on the INDIA STEEL website & Link to Sponsor's website



MOUSE PAD PARTNER (1 SLOT)

Price: ₹ 4,00,000/- • US\$ 10,000

It is the most apposite way to promote your brand on Mouse Pad as it is distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, SAARC Delegations, etc.

- Name & Logo of the sponsoring company to be printed on the Mouse Pad presented to Trade visitors, Media and Invitees etc.
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the India Telecom website & link to sponsor's website
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



CARD HOLDER PARTNER (1 SLOT)

Price: ₹ 4,00,000/- • US\$ 10,000

It is the most apposite way to promote your brand on Visiting Card Holder as it is distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, SAARC Delegations, etc.

- Name & Logo of the sponsoring company will be printed on the Card Holder to be presented to Trade visitors, Media & Invitees etc.
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the India Telecom website & link to sponsor's website



FAIR GUIDE ROUTE PLANNER (1 SLOT)

Price: ₹ 2,00,000/- • US\$ 5,000

The only guide with details of who is where at the fair. Published in large numbers and distributed from the information and registration desks at the fair. Distributed to VIP Visitors & Foreign Delegations from the protocol lounge. It will also be given to visitors at the time of registration.

- Name & Logo of the sponsoring company on the cover page of the Fair Guide
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



KEY CHAIN (1 SLOT)

Price: ₹ 3,00,000/- • US\$ 8,000

It is the most apposite way to promote your brand through Key Chain as it is distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, SAARC Delegations, etc.

- Name & Logo of the sponsoring company to be printed on the 6000 Key Chains to be presented to Trade visitors, Media & Invitees
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the India Telecom website & link to sponsor's website



FOOD COURT (1 SLOT)

Price: ₹ 2,00,000/- • US\$ 5,000

Logo & name of sponsoring company will be displayed at prominent locations inside & outside the Restaurant

- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



MEDIA LOUNGE (1 SLOT)

Price: ₹ 1,50,000/- • US\$ 3,500

It is the hub for all the media activity at the event. Your information travels beyond the boundaries of event audiences.

- Name & Logo of Sponsoring Company will be displayed prominently at the Media Center
- Built up 15 sq. mtrs. of space for Media Centre
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website



EXHIBITORS' DIRECTORY (1 SLOT)

Price: ₹ 3,00,000/- • US\$ 7,000

The Exhibitors' Catalogue has a long shelf life as compared to any newspaper or journal, since buyers use it as a reference book to source their requirements. The Exhibitors' Catalogue will be distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates etc.

- Logo of the sponsoring company on the cover page of the Exhibitors' Catalogue
- Logo in the sponsors' page on the INDIA STEEL website & link to sponsor's website
- Inclusion of Company Profile (approximately 300 words) in Exhibitors' Catalogue
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue



PEN PARTNER (1 SLOT)

Price: ₹ 4,00,000/- • US\$ 9,000

It is the most opposite way to promote your brand through Pen as it is distributed to all the Exhibitors, VIP Visitors, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers etc.

- Name & Logo of the sponsoring company will be printed on the pen to be presented to Trade visitors, Media & Invitees
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website



EXHIBITOR KIT (1 SLOT)

Price: ₹ 7,00,000/- • US\$ 16,000

Exhibitor & Media Kit will be distributed to every Exhibitor & Media during the exhibition. It's an ideal opportunity for your brand awareness.

- Sponsor's Corporate Literature to be included in Kit
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website
- Company logo to be acknowledged in "Thank You Sponsors" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue



INFORMATION COUNTER (1 SLOT)

Price: ₹ 4,00,000/- • US\$ 10,000

One of the most visible elements of communication

- Logo and name of sponsoring company will be displayed at Information Kiosk
- Logo in the sponsors' page on the INDIA STEEL website and link to sponsor's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Sponsor's Corporate Literature to be distributed to Trade visitors, Media and Invitees (Literature to be provided by Sponsor)

EXHIBITION PARTICIPATION CHARGES*

TYPE OF SPACES	MINIMUM AREA	PARTICIPATION CHARGES (PER SQ. MTR.)	
		IN RS.	US\$
Shell Space	12 sq. mtrs.	10,500	330
Bare Space	36 sq. mtrs.	9,500	300

*Plus 15% Service tax | *Catalogue Entry Charges will be Rs.1500.00 per entry | *10% Refundable Security Deposit

CONFERENCE DELEGATE REGISTRATION CHARGES

DELEGATE	REGISTRATION CHARGES	EARLY BIRD DISCOUNT (31ST DEC 2016)	FICCI MEMBER DISCOUNT	GROUP DISCOUNT (3 OR MORE)
Indian Delegates	₹ 5,500	10%	10%	10%
Foreign Delegates	US\$ 110	10%	10%	10%



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Major activities of the Ministry of Steel:

- Co-ordination and planning of the growth and development of Iron and Steel Industry in the country (including Re-rolling Mills, Alloy Steel and Ferro Alloy Industries, Refractories) both in the Public and Private Sectors;
- Formulation of policies in respect of production, pricing, distribution, import and export of iron & steel, ferro alloys and refractories; and
- Development of input industries relating to iron ore, manganese ore, chrome ore and Refractories etc., required mainly by the steel industry.



Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

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