

INDIA TRADE PROMOTION ORGANISATION
SECURITY DIVISION

Expression of Interest

Sponsorship opportunities, India International Security Expo, 2019

India International Security Expo (Defence and Homeland Security) – a joint initiative of India Trade Promotion Organisation and PHD Chamber of Commerce and Industry is scheduled to be held at Hall No.12 and 12A, Pragati Maidan, New Delhi during October 3-5, 2019. Apart from participation by various Indian companies to showcase their products, there will be Seminars, Presentation Meetings, Demo, etc. Delegations / Visitors from various CAPFs /SAPF, Hotels, Schools, RWAs, Banks and other companies dealing with security gadgets are expected to visit the show, apart from various overseas delegations from African, SAARC, CIS and European region. Following sponsorship opportunities are available for IISE, 2019 :

1. Badges

We may invite sponsorship of logos of maximum two companies in the space available on 15,000/- Nos of badges with size 4 $\frac{3}{4}$ "x 3 $\frac{1}{4}$ " (11.5cm x 9.5cm) @ Rs.20, 000/- + GST for each logo. This logo will be printed on all types of badges for IISE 2019. The expenditure of printing of 15,000 Nos of badges will be borne by Sponsor agency. These opportunities will be given strictly on first come first served basis after putting up on our website.

2. Registration Counter

We may invite sponsorship for Registration Counters for IISE 2019 @ Rs.1,00,000/- Sponsors would be allowed to put up his banners (6 feet by 4 feet maximum) at back of Registration Counters and one standee (6 feet by 2 feet max) at front of registration counter. This too would be allotted on first come first served basis once advertised on our website.

3. Water Bottles

ITPO will be distributing total 12000 nos. water bottles (250 ml each) during three days of the show to the exhibitors and visitors on complimentary basis. The 250 ml. water bottle cost Rs. 06.00/- from market. We propose the sponsorship of Rs.1,00,000.00/- to meet this cost with labels of sponsors to be affixed on bottle by sponsor agency itself. This too will be on first come first served basis post advertised on our website.

4. Bags

As we expect approx. 15000 nos. visitors to visit the IISE 2019 fair, In order to give good quality of paper/Jute bags as Visitors Kits to the visitors we may give out sponsorship opportunity of bags also. Since Security Fair Division does not have any system of in place for getting bags prepared on their own. It is proposed that the sponsoring agency will be asked to get 15000 nos. of bags prepared. Sponsors will use one side of the bag to advertise their brand and the other side will bear logo of ITPO and details of IISE. Sponsor agency may also be asked to get design approved from our Design & Display Division. Rs.5/- per bag is proposed to be charged for this sponsorship opportunity. The sponsor agency has to print minimum 12,000 Nos. of bags as aforementioned.

5. Pillars

There are approx. nine pillars in Hall No.12-12 A, we propose to award sponsorship of these pillars at Rs.12,000/- per pillar one sided and Rs 40,000/- for all four sided for hoardings of exhibitors participating.

6. Lanyards and Plastic Pouches:

ITPO may also invite interests for 15000 lanyards from the exhibitors of IISE 2019 who are interested in branding/ advertisement of their companies.

The specification of the lanyard is to be provided will be as under:

Float 20MM single side Digital printed four colour lanyards with white plastic buckle with lamination pouch which can accommodate the card of (11.5cm x 9.5cm) Size.

The entire cost of printing lanyard and pouches will be borne by the exhibitor. Minimum fee of Rs.3/- per lanyard will be charged by ITPO as sponsorship. The designs and logos will be made available by ITPO. One side will carry logo and name of ITPO and one side of the exhibitor. The sponsor agency has to print minimum 15,000 Nos of Lanyards and Plastic pouches as aforementioned.

7. VIP Lounge/Meeting Room/Seminar Room

ITPO invites requests for sponsorship of VIP Lounge/Meeting Room/Seminar Room from exhibitors of IISE 2019 to entertain VVIPs and senior officials from Police, Banks, Corporate offices and Industries visiting the show.

The sponsorship will cost Rs.1,50,000/- for VIP Lounge, Meeting Room and Seminar Room. The cost of refreshments, tea/coffee machines and service boys in VIP Lounge will be borne by the sponsor agency. The sponsor agency also has to provide complimentary lunch on all 3 days of fair to the delegates/VIPs coming to attend the Seminar/Fair. Maximum Nos of these complimentary lunches are restricted to 150.

The Sponsoring agency may also put up his banners and standee at meeting room, seminar hall and VIP lounge on all 3 days of fair at the designated places.

The interested exhibitors are requested to submit their offer latest by 05th September, 2019 till 6.00 pm. The interested exhibitors are requested to send their request mail at amitchhikara@itpo.gov.in / dbatra@itpo.gov.in . The GST as applicable is extra, is also payable along with the sponsorship amount. Requests will be considered on first come first allotted basis only.
