

**India International Security Expo, 2019,
Hall No.12 and 12A, Pragati Maidan, New Delhi
October 3-5, 2019**

Publicity Plan

With a view to make the participation meaningful and fruitful in India International Security Expo, 2019 – a Defence and Homeland Security, which is a joint initiative of ITPO and PHDCCI, a comprehensive publicity plan is planned and being implemented.

Besides the wide coverage in India to invite various delegations from all CAPFs and SAPF, Banks, RWAs, Govt. / Pvt. Sector, approx. 40-50 overseas buyers are expected to visit the IISE 2019 from African, SAARC, CIS and European countries with the motive of long term business deals and encourage Joint Ventures, technical know-how, etc.

A. Publicity :

(i) Curtain Raiser/Press Conference :

A Curtain Raiser / Press Conference will be planned to make awareness about the new initiatives and products exhibited during the event to encourage more and more meaningful visitors in the event.

(ii) Promotion through FM Radio / Radito Mirchi / Radio City

Channel	Station	Timings	No. of Spots per day	No. of Days	Total No. of Spots	Spot Duration (In. Sec.)
Radio Mirchi 98.3 FM	Ahmedabad	7.00 am to 11.00 am	5	10	50	20
	Kolkata	-do-	5	10	50	20
	Mumbai	-do-	5	10	50	20
Radio City (91.1FM)	Delhi	7.00 am to 11.00 am	5	10	50	20
	Pune	-do-	5	10	50	20
	Bengaluru	-do-	5	10	50	20
	Lucknow	-do-	5	10	50	20
	Jaipur	-do-	5	10	50	20
	Baroda	-do-	5	10	50	20
	Surat	-do-	5	10	50	20
	Hyderabad	-do-	5	10	50	20
	Chennai	-do-	5	10	50	20

(iii) **Promotion through Hoardings**

Hoardings are planned to create awareness and give wide publicity for about 45 days (20.8.2019 to 4.10.2019):

S. No.	Location	Media	Type	Qty.	Size W	Size H	Duration
1.	Patel Chowk Metro Station	Unipole	FL	1	24	12	45 Days
2.	IP Depot Ring Road towards Ashram** (Subject to availability)	FOB Panel	FL	1	30	8	45 Days

(iv) **Advertisement in Newspaper on DAVP Rates :**

It is proposed to release the advertisement(s) in the following newspapers:

S.No.	Newspaper	Edition	Size	Date of Release
1.	Hindustan Times + Mint	All	144	19.8.2019
2.	Hindustan Times + Mint	All	144	3.10.2019

(V) **Seminars / Theme Pavilion / One to One Meetings, etc.**

Besides, above publicity plan, Seminars on all concurrent days of the exhibitions, Awards for best display, Theme Pavilion and One to One Meetings / Presentation Meetings will be planned with the visiting Delegations from India and abroad.

(Vi) **Misc.** : A lot more new and meaningful initiatives are being planned to make the participation in IISE 2019 a meaningful and fruitful platform for all – policy makers, participants, and end-users.
