



INDIA TRADE PROMOTION ORGANISATION

SUBJECT:-SPONSORSHIP OPPORTUNITIES – IISE 2016.

India Trade Promotion Organisation (ITPO) is offering following sponsorship opportunities during India International Security Exhibition 2016 (IISE 2016) to be held from September 19-21, 2016 in Hall No.8-11, Pragati Maidan, New Delhi.

1. **Badges:** ITPO will be printing 6000 badges this year. The badge size will be 11.5cmx9.5cm. The sponsorship is invited from maximum two companies for logos on badges in the space available. A sum of Rs.20,000/- is kept as reserved price for one logo. The two highest bidders within the response time will be given the opportunity for sponsorship.
2. **Banners and Standee at Registration Counters:** Registration counter will be set up in IISE 2016 at Hall No.8 where sponsorship is available with minimum reserve price as Rs.1.00 lakh. Sponsors would be allowed to put up two banners on the back wall of Registration Counters as per size given i.e. 12' width x 6' height and one branding standee of size 6'x3'. The actual size may be again confirmed from our office on award of sponsorship. This too would be allotted to highest bidder within the response time.
3. **Water:** ITPO will be distributing total 5000 nos. water bottles (250 ml each) during four days of the show to the exhibitors and visitors on complimentary basis. Sponsorship is solicited for these water bottles with a minimum reserve price of Rs. 75,000/-. Self adhesive branding labels of the companies will be affixed on the bottles which will be provided by the sponsors. This will also be allotted to highest bidder.
4. **Bags:** ITPO is expecting 7000 nos. Business Visitors during IISE 2016 for which it is proposed to print good quality thick paper/jute bags as Visitor Kit for distribution to visitors. For this ITPO proposes to give sponsorship opportunities to exhibitor at a minimum charge of Rs.5/- per bag. Sponsors will use one side of bag to advertise their Brand and other side will bear the logo of ITPO and details of IISE 2016. The successful Sponsor has to get the design approved from our Design & Display Division. The cost of bags to be borne by sponsors and got printed at their cost.
5. **Lanyards and Plastic Pouches:**
ITPO invites interests for 6000 lanyards from the exhibitors of India International Security Expo 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 of B-4 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 the other side of the exhibitor.

6. Meeting Room

ITPO invites requests for sponsorship of Meeting Room from exhibitors to entertain the visitors from Police, Banks, Corporate offices and Industries.

The sponsorship will cost Rs.60,000/- for 60 sq.mtr. lounge area. The cost of refreshments, tea/coffee machines and service boys will be borne by the sponsorer.

The bidders are requested to submit their offer latest by 1st September, 2016 till 12.30 pm. The highest bidder will be decided on the same day i.e. on 1st September 2016 at 3.30 pm. The interested exhibitors are requested to send their request mail at Avashist@itpo.gov.in/jailakshmi@itpo.gov.in. The service tax i.e. @ 15% is also payable alongwith the sponsorship amount.