

Ref. ITPO/Mum/AAS 2013/Web Publicity

**India Trade Promotion Organization
Regional Office
Mumbai**

**Sub. : - Inviting offers for Web Publicity for Auto Ancillary Show (AAS),
Pune.**

India Trade Promotion Organization (ITPO) is organizing Auto Ancillary Show from 25th to 28th October 2013 at Auto Cluster Exhibition Complex, Chinchwad, Pune. ITPO wants to publicise the event on line. Accordingly ITPO is inviting sealed quotations from the web publicity agencies that have an experience in publishing reputed Fair/Exhibition. Agencies having such experience may send their sealed quotation for providing the services as per the details given in the attached format. Eligible agency may send their sealed offers to Regional Manager, ITPO, Jhansi Castle, 3rd floor, 7 Cooperage Road, Mumbai 400 001 on or before 12th August, 2013 by 3.00 PM. The offers will be opened on the same day at 4.00 pm.

The agency must quote their rate on their letterhead duly signed by the authorised person for the web publicity in the given format which is enclosed herewith.

Shri Y K Sharma,
Regional Manager,
India Trade Promotion Organisation,
Jhansi Castle,
7, Cooperage Road,
Mumbai 400 001.
Tel: 22026629
Mob: 9167716169

Quotation Format for Web Publicity

- A. Customized web page for Event **Auto Ancillary Show 2013** on your website
Start Date: From the date of award of contract.
End Date: 28 Oct 2013
Design Completion Within a week's time.
- B. Customized web page for Organizer (**India Trade Promotion Organisation**) on your website
Start Date: From the date of award of contract.
Design Completion: Within a week's time.
- C. Web Banner Advertisement (rotatory basis) from the date of award of the contract till 28th October, 2013.
(Please indicate No. of advertisements including size and pixels)

Note: **India Trade Promotion Organisation** will provide the soft copy of event brochure, logo, floor plan, etc which are to be uploaded on our portal. There should not be any space limitation in terms of pages. **India Trade Promotion Organisation** will be free to upload any amount of information.

Price in Rs. _____ for (A + B + C)

- D. E-Shots from your database email ID's of event profile related companies starting from 1st September 2013 till the completion of the event The shots will be sent fortnightly i.e. total four shots.

Price Rs. _____ per shot.

Price Rs. _____ consolidated cost for four shots.

- E. Forwarding all the leads generated by the agency to the email id's provided by **India Trade Promotion Organisation** till the completion of the event. Agency will also send weekly report to ITPO.

Price in Rs. _____

- F. Providing Fix banner on relevant inside pages for a period of 30/60 Days
(dates will be decided by the Organizer)

Price in Rs. _____ for 30 days

Price in Rs. _____ for 60 days

Note: - Price should be **excluding** the Taxes. Also indicate the amount of applicable taxes.

Agency should also provide the following:-

- i. User statistics regarding hits/clicks/visits on the page exclusively developed for ITPO on the media partner website should be provided after the completion of event.
- ii. The animated logo for access to customize web pages for ITPO's event should be made available on the Homepage of the media partner website at a prominent place for high visibility.
- iii. Customize web page specifically designed for ITPO's event must have links to exhibitor registration and visitor registration mechanism. When clicked on this link, the user will be directed to registration forms available on ITPO's/ITPO's events website.
- iv. Mass messaging services viz. e-shots/emails should necessarily ensure CC to ITPO mail account. Also list of email I.ds to whom the mass mailing has been done should be provided to ITPO.

In case agency wishes to carry out the above web publicity on Barter arrangement then they may quote expectations from India Trade Promotion Organization in lieu of above services.

Signature_____

Name_____

Designation_____