

2nd edition
THE martec INITIATIVE
INDIA 2021

03 - 15 December 2021

Partnership Avenue

Partnership Deliverables	Event Partner		Associate Partner		Sector Partner		Corporate Partner		Logo Partner	
	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD
Pricings	1,200,000	16,000	750,000	10,000	450,000	6,000	300,000	4,000	100,000	1,333
CEO SPEAK										
Prominent Speaking slot in inauguration- (1 Person)	✓		X		X		X		X	
Prominent Speaking slot in relevant Conference/ Panel Discussion (3 Nos.- Focused Verticals)	✓		✓		✓		X		X	
PROMINENT LOGO DISPLAY & ACKNOWLEDGEMENT										
Logo on the Event website and hyperlinked to the sponsor's website	Large Size (1st Row)		Medium Size (After Event Partner)		Small Size (After Associate Partner)		Small Size (After Sector Partner)		Small Size (After Corporate Partner)	
Company EDMs to the Visitor database of SMARTecIndia Initiative	3 No's		2 No's		1 No's		1 No's		X	
Product Launch	30 Minutes		20 Minutes		15 Minutes		X		X	
Logo Presence in B2B Meeting Room	✓		✓		✓		✓		✓	
Complimentary Slot in B2B Meeting	10 Meetings		7 Meetings		5 Meetings		3 Meetings		X	
Social Media Tweets	Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence		Yes - Logo Presence	
Priority listing in the Exhibition platform	First Priority		X		X		X		X	
Visibility on Visitor Promotion (Digital and Print mailers)	Logo Visibility		Logo Visibility		Logo Visibility		Logo Visibility		Logo Visibility	
Complimentary Booth in Virtual Exhibition	1 Premium Package		1 Premium Package		1 Standard Package		1 Standard Stand Package		X	
Visitor Registration page (Exclusive)- Logo Visibility	✓		X		X		X		✓	
Prominent Logo display in 'Thank you Sponsors' panel displayed across various locations on Virtual Platform	Online Conference, Lobby and Exhibition Area (Large Size)		Online Conference, Lobby and Exhibition Area (Medium Size)		Online Conference, Lobby and Exhibition Area (Small Size)		Online Conference, Lobby and Exhibition Area (Small Size)		Online Conference, Lobby and Exhibition Area (Small Size)	
Logo in the 'Thank you Sponsors' page in Retrospect Report	Full Page Colour Advertisement		Full Page Colour Advertisement		Half Page colour Advertisement		Half Page colour Advertisement		Logo Presence	
Logo on the wings of backdrop of Inauguration, Conference and Exhibition Lobby are (Alphabetic Sequence)	"First Row (Large size)"		"Second Row (Medium Size)"		Small Size		Small Size		X	
Logo on the 'Thank you Sponsor' panel at respective conference sessions	✓		✓		✓		✓		✓	
Logo on the "Agenda page"	✓		✓		✓		✓		✓	
Prominent display of Logo in outdoor advertising across various locations in the virtual Platform through Buntings & flags, hoardings	✓ (Large size)		✓ (Medium size)		✓ (Medium size)		✓ (Small size)		✓ (Small size)	
Logo Presence in Registration Page	✓		✓		✓		✓		✓	
ADVERTISEMENT/ CORPORATE FILM										
Logo on Social Media Posts and E-mailers	✓		✓		✓		✓		✓	
Visitor Database	✓		X		X		X		X	
Corporate film to be screened during breaks and before & after Inaugural	2 minutes		1 minute		X		X		X	
Corporate film to be screened during Sector Sessions	2 minutes		1 minute		1 minute		1 minute		X	
Innovate India 2021 Award										
Nominations for ASSOCHAM's Innovators' Excellence Awards	2 Nomination		1 Nomination		1 Nomination		1 Nomination		X	
Only Exclusive Deliverable for Event Partners										
Exclusive Interview with Global Leaders	✓		X		X		X		X	
Logo on Backdrop of Curtain Raiser (Physical Event) - Based on Government SOP rules	✓		X		X		X		X	