

INDIA CONFERENCE 2020

GROWING INDIA'S CAPITAL MARKETS
New Delhi 22-23 April 2020

Sponsorship Proposal

Sponsorship Packages*	Rate (USD) Member	Rate (USD) Non-Member
CONFERENCE		
Lead	10,000	13,300
Gold	2,800	3,700
Silver	1,400	1,900
Exhibitor	1,800	2,400
NETWORKING		
Cocktail (per day)	TBC	TBC
Lunch	TBC	TBC
Coffee Break	TBC	TBC
MARKETING		
Delegate Bags	2,200	2,900
WiFi	1,400	1,900
Charging Station	1,400	1,900
Pens	1,400	1,900
Website e-Banner	920	1,200
On-site Banners	920	1,200
Bag Inserts	700	930
Material Distribution via Shared Tables	460	610
e-Material Distribution via Email Reminders to Registrants	460	610
e-Material Distribution via Event Website and Post-Event Email	460	610

**The sponsorship details are subject to change at the discretion of ASIFMA throughout the conference program planning and evolution.*

Lead Sponsor – (max 2 allocations)

Member at USD10,000/INR715,000; Non-Member at USD13,300/INR950,950

- At least 2 preferential speaking slots (sole speaking session, on panel and/or roundtable, subject to mutual agreement with ASIFMA)
- Hosting of 1 closed-door roundtable with regulators (subject to mutual agreement with ASIFMA)
- 20 full conference delegate passes for staff and/or qualified guests
- Highest level of logo placement in all event publicity materials
- Prominent and highest level of logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- 1 booth in a designated area on Day 1 (managed and set up by Lead Sponsor with priority to choose the booth location than other exhibitors.)
- Display of 4 Lead Sponsor's banners at designated areas (two inside the main conference room, two at the reception/F&B area)
- Distribution of 2 Lead Sponsor's material and/or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Lead Sponsor)
- Distribution of 2 Lead Sponsor's e-Materials via event website
- Company website linking and company profile on event website

Gold Sponsor – (multiple allocations)

Member at USD2,800/INR200,000; Non-Member at USD3,700/INR264,550

- At least 1 guaranteed speaking slot (on panel or roundtable, subject to mutual agreement with ASIFMA)
- 5 full conference delegate passes for staff and/or qualified guests
- High level of logo placement in all event publicity materials
- Prominent and high level of logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- Distribution of 1 Gold Sponsor's material or giveaway on a table shared with other supporting organizations (material or giveaway to be provided by Gold Sponsor)
- Distribution of 1 Gold Sponsor's e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- Company website linking and company profile on event website

Silver Sponsor – (multiple allocations)

Member at USD1,400/INR100,000; Non-Member at USD1,900/INR135,850

- Preference of 1 speaking slot may be considered with priority subject to availability (on panel or roundtable, at the discretion of ASIFMA)
- 2 full conference delegate passes for staff and/or qualified guests
- Logo placement in all event publicity materials
- Logo placement on conference backdrop(s) onsite (only displaying logos of Lead, Gold and Silver Sponsors in the category of sponsors)
- Distribution of 1 Silver Sponsor’s e-material via event website (e-material of other supporting organizations may also be distributed via the same event website)
- Company website linking and company profile on event website

Exhibitor – (multiple allocations)

Member at USD1,800/INR128,700; Non-Member at USD 2,400/INR171,600

- 1 booth in a designated area on Day 1 (set up and managed by Sponsor, booth location determined at ASIFMA’s discretion)
- 2 full conference delegate passes for staff and/or qualified guests
- 1 full conference delegate pass for staff to manage the booth
- Company website linking or company profile on event website

		Lead	Gold	Silver	Exhibitor
Price	Member	USD10,000/INR715,000	USD2,800/INR200,000	USD1,400/INR100,000	USD1,800/INR128,700
	Non-Member	USD13,300/INR950,950	USD3,700/INR264,550	USD1,900/INR135,850	USD 2,400/INR171,600
Speaking Slots		At least 2 preferential speaking slots (sole speaking session, on panel and/or roundtable)	At least 1 guaranteed speaking slot (on panel or roundtable)	Preference of 1 speaking slot may be considered with priority subject to availability	-
Hosting of 1 closed-door roundtable with regulators		✓	-	-	-
Delegate passes		20	5	2	3
Logo placement on publicity materials		Highest level	High level	✓	-
Exhibitor Booth		✓	-	-	✓
Banners		4	-	-	Within booth area
Distribution of sponsors’ materials via shared table		2	1	-	-
Distribution of sponsors’ materials via delegate bag		2	-	-	-
Distribution of e-materials on event website		2	1	1	
Company website linking and company profile on event website		✓	✓	✓	✓

NETWORKING Sponsorship Packages

Cocktail (1 allocation per day) – Price TBC

- Networking cocktail event for conference participants following the conference (inclusive of drinks and snacks)
- 1 keynote speaking slot at the cocktail
- 20 cocktail passes for staff and/or qualified guests
- Preference of 1 speaking slot at the conference may be considered with priority subject to availability (on panel or roundtable, at the discretion of ASIFMA)
- 5 full conference delegate passes for staff and/or qualified guests
- Logo placement and acknowledgment in all cocktail-related publicity materials
- Company website linking and company profile on event website

Lunch (max 2 allocations) – Price TBC

- Acknowledgement of the lunch sponsorship on the program for Day 1 and Day 2
- Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 20 minutes during the lunch breaks via the projection screen(s) inside the main conference room
- Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the lunch breaks
- Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the lunch break (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Coffee Breaks (max 2 allocations) – Price TBC

- Acknowledgement of the coffee breaks sponsorship on the program for Day 1 and Day 2
- Display of 1 Sponsor's multimedia material (video, slideshow or graphic) for 10 minutes during each of the coffee break sessions via the projection screen(s) inside the main conference room
- Opportunity to place 2 easy-pull-up-banners of your organization near the buffet tables during the coffee breaks
- Distribution of 2 Sponsor's material and/or giveaway on a couple of buffet tables during the coffee breaks (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

MARKETING Sponsorship Packages

Delegate Bags (1 allocation) - Member at USD2,200/INR157,300; Non-Member at USD2,900/INR207,350

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

WiFi (1 allocation) - Member at USD1,400/INR100,100; Non-Member at USD1,900/INR135,850

- Logo placement on WiFi signage and WiFi password cards for conference attendees (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Charging Station (1 allocation) - Member at USD1,400/INR100,100; Non-Member at USD1,900/INR135,850

- Charging station for mobile phones / ipads / laptops for conference attendees with logo placement (co-branded only with ASIFMA)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Pens (1 allocation) - Member at USD1,400/INR100,100; Non-Member at USD1,900/ INR135,850

Pens with logo placement for all conference attendees (co-branded only with ASIFMA)

- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Website e-Banner (max 3 allocations) - Member at USD920/INR65,780; Non-Member at USD1,200/INR85,800

- Opportunity to place 1 e-banner of your organization on the conference website (high level of placement and in rotating style with e-banners of the conference and other Website e-Banner Sponsors)
- Company website linking or company profile on event website

On-site Banners (max 6 allocations) - Member at USD920/INR65,780; Non-Member at USD1,200/INR85,800

- Opportunity to place 2 easy-pull-up-banners of your organization at the conference venue (one inside the main conference room, one in the foyer area)
- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Bag Inserts (max 6 allocations) - Member at USD700/INR50,050; Non-Member at USD930/INR66,495

- Distribution of 1 Sponsor's material or giveaway for all attendees via delegate bags (material and/or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

Material Distribution via Shared Tables (max 6 allocations) - Member at USD460/INR32,890; Non-Member at USD610/INR43,615

- Distribution of 1 Sponsor's material or giveaway on tables shared with other supporting organizations (material or giveaway to be provided by Sponsor)
- Company website linking or company profile on event website

e-Material Distribution via Email Reminders to Registrants (max 6 allocations) - Member at USD460/INR32,890; Non-Member at USD610/INR43,615

- Distribution of 1 item of sponsor's e-material via at least two email reminders to conference registrants (e-materials of other organizations may also be distributed via the same email reminders)
- Company website linking or company profile on event website

e-Material Distribution via Event Website and Post-Event Email (max 6 allocations) – Member at USD460/INR32,890; Non-Member at USD610/INR43,615

- Distribution of 1 item of sponsor's e-material via event website and post-event email (e-materials of other organizations may also be distributed via the same event website and post-event email)
- Company website linking or company profile on event website

ENDORSEMENT Opportunities

Branding as an Endorser of the Event for Non-Commercial Industry/Trade Associations Only *(multiple allocations available)*

- 1 full conference delegate pass for staff or qualified guest
- Purchase conference delegate passes at a discounted Member price
- Logo placement in selected event publicity materials
- Company website linking and company profile on event website
- Endorser will promote the event from two to three months prior to the event, by mass email distribution of the event invitation; sending reminders to the Endorser's members, clients and/or guests; posting the event information on the Endorser's website, newsletters and/or social media.

Important Notes:

- All sponsorship opportunities will be allocated on a **first come, first served** basis. If you require time for your internal approval process, ASIFMA can reserve the package(s) for you for a maximum of one (1) week.
- The sponsorship rates are subject to change throughout the conference planning and execution, and mutual agreement will be required.
- Interested parties should contact Millie Hung (mhung@asifma.org / +852-2531-6531) or Alex Lipton (alipton@asifma.org / +852 2531-6517). We appreciate your support and look forward to collaborating with you at the event