

# **GLOBAL CONTENT BAZAR 2018**

## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

Sponsorship allows your company brand to be prominently displayed on all relevant marketing materials and onsite signages at the show. There is a marketing tool for every company and every budget. From the market to the conference, put your company name and logo in multiple high-visibility locations - places visitors really notice.

### **Sponsorship Benefits**

- Recognition in the official Market Guide.
- Sponsor logo on the floor plan displayed at the entrance gate.
- Sponsor logo on the home page of the Global Content Bazar website with hyperlink to sponsor website.
- The credit for sponsorship will be given on [www.broadcastandfilm.com](http://www.broadcastandfilm.com) – the official online publication of the Global Content Bazar 2018.

### **Conference Sponsorship Opportunities**

Global Content Bazar 2018 Conference will be attended by the crème-de-la crème of the trade; comprising of buyers, sellers, syndicators, distributors, agents, rights holders, acquisitions, licensing, locations and more.

For more information, contact:

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### **Platinum Sponsorship – Price on request**

### **Gold Sponsorship - INR 1000000 / USD 15400**

- Recognition as Gold Partner in the official Market Guide.
- Recognition as Gold Partner on the floor plan displayed at the entrance gate.
- Recognition as Gold Partner on the home page of the Global Content Bazar 2018 website with a hyperlink to the sponsor's website.
- 2 speaking slots of 20 minutes each with 5 minutes for Q & A at the Conference.
- 2-day Conference visitor database to be shared with the sponsor.
- 2 email blasts to Global Content Bazar's qualified visitor database of over 20,000 records.
- 1 full page colour advertisement in Global Content Bazar 2018 official Market Guide.

- Banner ad on the 'Broadcast & Film' website for the months of December, 2017 and January, 2018.
- Sponsor logo on the Conference notepads and pens.
- Sponsor logo on the back drop in the Conference Hall.
- Sponsor logo on the Conference Schedule.

### **Silver Sponsorship- INR 500000 / USD 7700**

- Recognition as Silver Partner in the official Market Guide.
- Recognition as Silver Partner on the floor plan displayed at the entrance gate.
- Recognition as Silver Partner on the home page of the Global Content Bazar website with a hyperlink to the sponsor's website.
- 1 speaking slot of 20 minutes with 5 minutes for Q & A at the Conference.
- 1 email blast to Global Content Bazar qualified visitor database of over 20,000 records.
- 1 full page colour advertisement in the Global Content Bazar 2018 official Market Guide.
- Sponsor logo on the back drop in the Conference Hall.
- Sponsor logo on the Conference Schedule.

## **EXHIBITION SPONSORSHIP OPPORTUNITIES**

### **1. Cocktail Reception (4 sponsors) - INR 300000 / USD 4600 per sponsor**

Sponsor the cocktail reception and network with VIPs, exhibitors and buyers.

- Sponsor logo on invitation cards.
- Sponsor logo on panel at the entrance and on the backdrop of the reception venue.
- Opportunity for introductory welcome at the reception by the sponsor.
- 2 email blasts to Global Content Bazar qualified visitor database of over 20,000 records.
- 1 full page colour advertisement in the Global Content Bazar 2018 Market Guide.
- Banner ad on Global Content Bazar 2018 website for the months of December, 2017 and January, 2018.

## **2. Market Guide - INR 300000 / USD 4600**

The Global Content Bazar 2018 Market Guide is distributed free to all the visitors, which is used as an industry reference guide for the entire year. This is another great opportunity to promote your company and its products.

- 1 back cover full page colour advertisement in the Market Guide.
- 2 email blasts to the Global Content Bazar qualified visitor database of over 20,000 records.
- Banner ad on the Global Content Bazar 2018 website for the months of December, 2017 and January, 2018.

## **3. Carry Bags (Quantity: 3,000) - INR 100000 / USD 1500**

Be the exclusive sponsor of Carry Bags and gain instant visibility at the show. These non woven carry bags will be distributed at the entry to the show, along with the Market Guide to all registered visitors.

- Sponsor name and logo will be printed on the Carry Bags, along with Global Content Bazar 2018's logo.

## **4. Visitor/Delegate Badges - INR 100000 / USD 1500**

All registered visitors attending the market and conference will be issued a Badge. This is a great opportunity to maximize your exposure at the show.

- Sponsor logo will be printed on the top right corner of the badge alongside the Global Content Bazar 2018 logo.
- 1 full page colour advertisement in the Market Guide.

## **5. Lanyards - INR 75000 / USD 1150**

Badge Lanyards will be given along with the badges to all the visitors, exhibitors and media attending the market and conference. This is one of the most effective ways to gain maximum visibility at the show.

- Sponsor logo will be printed in single colour on the lanyards.
- 1 full page colour advertisement in the Market Guide.

## **6. Registration Counters - INR 75000 / USD 1150**

Sponsor the Registration Counters and ensure instant visibility at the show. Sponsor can have their graphics displayed on the front and back panels of the Registration Counters.

Size - Front panels - 1 m (w) x 1 m (h)

Back panels - 1 m (w) x 2.5 m (h)

- Sponsor name and logo will be printed on the Visitor Registration Forms.

## **9. T-shirts & Caps (Quantity: 50 each)**

**T-shirts - INR 40000 / USD 620**

**Caps - INR 15000 / USD 250**

Gain instant visibility of the visitors by sponsoring the T-Shirts and Caps to be worn by the Registration staff on all the Registration and Information counters.

- Sponsor logo together with Global Content Bazar 2018 logo will be printed on the T-Shirts & Caps.

## **10. VIP & Exhibitor Lounge - INR 100000 / USD 1500**

Sponsor the VIP & Exhibitor Lounge to grab the attention of the VIP's, buyers, exhibitors and key decision makers of the industry. Another excellent way to get your brand noticed at the show.

- Sponsor logo prominently displayed on panels inside and outside the VIP & Exhibitor Lounge.
- Stand space provided to keep corporate literature in the VIP & Exhibitor Lounge.
- 1 full page colour advertisement in the Market Guide.

## **ADVERTISING**

### **1. Branding on Drop-Down Banner – INR 40000 / USD 620**

This huge banner on the Expo Centre building exterior gives your company the best brand visibility at the show.

**Size: 20 ft (w) x 40 ft (h)**

- The top 20 ft (w) x 20 ft (h) area will have the Global Content Bazar 2018 logo. The lower 20 ft (w) x 20 ft (h) area will have your company logo.

Print ready CDR files of the artwork are to be provided by the sponsor on a CD/DVD or by email.

Printing on flex and mounting will be done by the organizer.

### **3. Branding on the Entry Gate of the Exhibition Hall – INR 60000 / USD 925**

Be the first to get noticed by advertising on the Entry Gate to the Exhibition Hall.

Print ready CDR files of the artwork are to be provided by the sponsor on a CD/DVD or by email.

Printing on flex and mounting will be done by the organiser.

### **4. Branding on Poles with Banners - INR 10000 / USD 155 per pole per banner**

Banners will be placed on Poles inside the compound of the market venue. This is highly recommended for maximum exposure of your company.

**Size: 3 ft (w) x 5 ft (h)**

- The top 3 ft (w) x 1 ft (h) area will have the Global Content Bazar 2018 logo. The lower 3 ft (w) x 4 ft (h) area will have your company logo.

Print ready CDR files of the artwork are to be provided by the sponsor on a CD/DVD or by email.

Printing on flex and mounting will be done by the organizer.

### **5. Floor Graphics**

Floor Graphics will be placed on the carpet on all the aisles within the Exhibition Hall. This will help the visitors to locate your stand. Sponsors can have their company name and logo on them or convey company messages.

## Sizes & Cost:

**2 ft (w) x 1 ft (h) - INR 2000 / USD 30 per graphic**

**2 ft (w) x 2 ft (h) - INR 2500 / USD 40 per graphic**

Print ready CDR files of the artwork are to be provided by the sponsor on a CD/DVD or by email.

Printing on flex and placing them on the carpet will be done by the organiser.

## 6. Global Content Bazar 2018 Market Guide Advertising

Global Content Bazar 2018 Market Guide will provide comprehensive information about exhibitors, their content and services. All registered visitors receive a free copy. It will be used as a buyer's guide for months to come. The advertisement placed in the Market Guide will establish you as a major player in the industry and open up new avenues for the growth of your business.

Market Guide Size - 152mm (w) x 210mm (h)

Full Page Ad - 152mm (w) x 210mm (h)

With 5mm bleed on all sides - 162mm (w) x 220mm (h)

Format: hi-res PDF file

POSITION	COLOUR	COST (INR)	COST (USD)
Back Cover	Colour	<b>25000</b>	<b>385</b>
Inside Front/Back Cover	Colour	<b>20000</b>	<b>310</b>
Full Page	Colour	<b>17500</b>	<b>270</b>
Half Page	Colour	<b>10000</b>	<b>155</b>
Full Page	B & W	<b>10000</b>	<b>155</b>
Half Page	B & W	<b>7500</b>	<b>115</b>

## 7. Web Banner Ad in Broadcast & Film Online Magazine

Broadcast & Film magazine is online at [www.broadcastandfilm.com](http://www.broadcastandfilm.com) and gets thousands of hits per day. Banner Ads can be online for 12 months. Avail this opportunity to increase awareness of your company.

**Banner Ad (next to Broadcast & Film logo)**

Size: 515 pixel (w) x 80 pixel (h) – **INR 24000 / USD 370 per month**

**Column Ads (right side)**

Size 1: 200 pixel (w) x 150 pixel (h) – **INR 18000 / USD 280 per month**

Size 2: 200 pixel (w) x 75 pixel (h) – **INR 15000 / USD 230 per month**

Discounted rates if reserved for 3, 6 or 12 months.

**8. Email Blast to Visitor Database - INR 25000 / USD 385 per blast**

Provide us your message and logo in an html file and Saicom Trade Fairs & Exhibitions Pvt. Ltd. will send it to the Global Content Bazar qualified visitor database of over 10,000 records.