



MCHI - CREDAI
PROPERTY 2015

25TH REAL ESTATE & HOUSING FINANCE EXHIBITION
MMRDA GROUNDS, BANDRA KURLA COMPLEX

OCT. 29 OCT. 30 OCT. 31 NOV. 1

SILVER JUBILEE EDITION SPONSORSHIP DELIVERABLES-OCT 2015

SPONSORSHIP CATEGORY	PRESENTING / TITLE	POWERED BY	PLATINUM	GOLD	SILVER
AMOUNT	NOT AVAILABLE	30 LACS	20 LACS	10 LACS	5 LACS
NO. OF SPONSORS	NOT AVAILABLE	1	1	1	-
LOGO PRESENCE					
PRINT	-	✓	✓	✓	✓
OUTDOOR	-	✓	✓	✓	✓
LOGO IN VENUE	-	✓	✓	✓	✓
ONLINE DISPLAY ADS	-	✓	✓	✓	✓
PRESS CONFERENCE BACK BANNER	-	✓	✓	✓	✓
INVITATION CARD	-	✓	✓	✓	✓
ONSITE COLLATERALS	-	✓	✓	✓	✓
ONLINE EXPO-21 DAYS	-	✓	✓	✓	✓
BUS BACK PANELS	-	✓	✓	✓	✓
CARRY BAGS	-	-	-	-	-
ADVERTISEMENT & EDITORIAL					
EVENT CATALOGUE	-	DOUBLE SPREAD	PREMIUM SINGLE PAGE	SINGLE PAGE	HALF PAGE
MCHI WEBSITE BANNER AD	-	250 X 600	250 X 300	250 X 180	250 X 90
SITE HOARDINGS-PERIPHERY	-	2	2	1	1
PARKING LOT HOARDING SIGNAGE	-	3	2	1	1
EDITORIAL COVERAGE [EXPO CATALOGUE]	-	1 PAGE	HALF PAGE	QTR PAGE	QTR PAGE
DIGITAL DISPLAY OF YOUR ADS/AV [NOT EXCEEDING 120 SEC]	-	30 TIMES	20 TIMES	10 TIMES	5 TIMES
ATVENUE-ELECTRONIC SIGNAGE	-				
ONSITE BRANDING					
EXCLUSIVE BUNTINGS	-	10	8	6	4
PA ANNOUNCEMENTS (MCHI RADIO)	-	✓	✓	✓	✓
BANNER PLACEMENTS	-	5	4	3	2
BAG INSERTS	-	✓	-	-	-
VIP PASSES					
EXHIBITION AWARDS	-	10	8	6	4
CAR PASS [VIP PASS]	-	✓	✓	✓	✓
VIP LOUNGE ACCESS	-	✓	✓	✓	✓
POST EVENT					
DATABASE	-	✓	✓	✓	✓
LOGO & MENTIONS IN POST EVENT REPORT	-	✓	✓	✓	✓

OTHER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CATEGORY	NO.OF SPONSORS	COST
RECEPTION AREA	1	15,00,000
VIP LOUNGE	1	10,00,000
CANTEEN AREA	1	2,00,000
KIDS ZONE	1	7,50,000
WATER KISOK	1	3,00,000
CARRY BAG - 25,000 BAGS	1	15,00,000
PARKING LOT	5	1,00,000
BUS BRANDING	5	50,000

- NOTE:**
- DEVELOPERS & BANKS MUST PAY ADDL. FOR STALLS IN THE RESPECTIVE PAVILION/ZONE THAT THEY WISH TO BE PRESENT AT
 - FOR NON-DEVELOPERS & OTHER CATEGORY, STALL PURCHASE IS NOT COMPULSORY
 - MEDIA BARTER WILL BE IN CONSULTATION WITH MCHI MARKETING TEAM [PRINT/OUTDOOR/RADIO/DIGITAL/TV/GIFTS] AS PER SPECIFICATION BY MCHI
 - FOR ANY OTHER INNOVATION, PLEASE TALK TO US
 - SPONSORS LOGO SIZE & PLACEMENT WILL BE AS PER SPONSORSHIP CATEGORY

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MAKER BHAVAN-II, 4TH FLOOR, 18, V. THACKERESY MARG, NEW MARINE LINES, MUMBAI 400 020. TEL: 022 42121421 | FAX: 022 42121411
EMAIL: MKTG@MCHI.NET | WWW.MCHI.NET | FOR MORE INFO: **MR. T. D. JOSEPH** • M. +91-9820003135 • EMAIL: JOSEPH@MCHI.NET