







Sponsorship opportunity

Welcome to the world of Mother, Baby & Child Expo (MBC Expo) 2010, the first ever expo focused on the needs, wants, comforts for Mothers, Babies and Children. This is scheduled to be held at World Trade Center, Mumbai, India from 12th -14th March 2010.

Why Sponsorship?

-  **To create a differentiation from your competition**
-  **To establish your offering directly to parents and children**
-  **To establish your brand to the trade and network**
-  **To help build brand image and command a market for your product**






Sponsorship Options:




-  **Title Sponsorship (Rs.15 lakhs)**
-  **Co- Sponsorship (Rs.10 lakhs)**
-  **Platinum Sponsorship (Rs.5.5 Lakhs)**
-  **Diamond Sponsorship (Rs.4.5 Lakhs)**

Other Promotional Opportunities: Mother's Zone, Baby Changing Room, Kids Zone




TITLE SPONSORSHIP (Rs. 15 Lakhs)

-  Gives you a Title Right to the expo - "XYZ" presents 'Mother, Baby & Child Expo' 2010
-  Creates a direct association of your brand with the theme – Mother, Baby and Child
-  Gives you access to 44 sqmt fully furnished stall at premium location at the Exhibition Venue

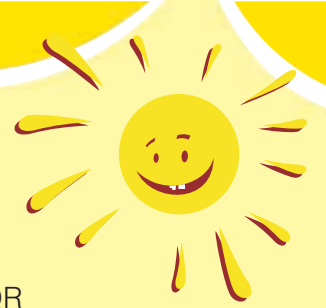
CO-SPONSORSHIP (Rs. 10 Lakhs)

-  Gives you a Co-Sponsor Title to the expo - 'Mother, Baby & Child Expo' 2010 – Co-sponsored by XYZ
-  Creates a supporting association of your brand with the theme – Mother, Baby and Child
-  Gives you access to 36 sqmt fully furnished stall at premium location at the Exhibition Venue

PLATINUM SPONSORSHIP (Rs. 5.5 Lakhs)

-  Gives you a Segment-Sponsor Title to the expo - 'Mother, Baby & Child Expo' 2010 – ABC Segment sponsored by XYZ
-  Creates a segment-specific association of your brand with the theme – Mother, Baby and Child
-  Gives you access to 28 sqmt fully furnished stall at premium location at the Exhibition Venue





DIAMOND SPONSORSHIP (Rs. 4.50 Lakhs)

- ☞ Gives you a Section-Sponsor Title to the expo - 'Mother, Baby & child Expo' 2010 – PQR section-sponsored by XYZ
- ☞ Creates a section specific association of your brand with the theme – Mother, Baby and Child
- ☞ Gives you access to 21 sqmt fully furnished stall at premium location at the exhibition venue

BENEFITS COMMON TO ALL SPONSORS

- ☞ Helps leverage your brand image to be attended by upwards of 15,000 general and 8,000 trade visitors
- ☞ Projects your organization as championing the cause of better motherhood and childhood
- ☞ Upfront brand building through intensive media coverage



LIST OF BENEFITS TO SPONSORS

	TITLE	CO-SPONSOR	PLATINUM	DIAMOND
MASS MEDIA:				
Press advertisements	Upfront	Support	Segment	Section
Hoardings	- " -	- " -	- " -	- " -
Promotional mailers	- " -	- " -	- " -	- " -
Banners	- " -	- " -	- " -	- " -
Backdrops	- " -	- " -	- " -	- " -
PUBLIC RELATIONS:				
	Upfront and discuss company initiatives	Support and discuss company initiatives	Segment and discuss company initiatives	Section and discuss company initiatives
ON-SITE:				
Banners - Inside	6	4	3	2
Banners - Outside	6	4	3	2
Backdrops	6	4	3	2
LIMITED CIRCULATION:				
Exhibitors Show Directory	Full page company profile	Full page company profile	Full page company profile	Full page company profile
	Full page color ad in Last page	Full page color ad in inner front page or inner back page	Full page color ad	Full page color ad