

## Indian Brand Convention 2017 , New Delhi

### Warm Greetings!!!

We are proud to announce the commencement of " Indian Brand Convention 2017 , New Delhi" The program is a Learning and Networking conference & Awards and Recognition ceremony for Branding, Marketing, Design, Communications, Advertising, Sales, Creative professionals from across the country.

### Benefits for Participants:

Understand and apply a practical, systems approach to Strategic Marketing and Branding Planning, to develop strategic and operational Branding plans .

- Golden opportunity to meet and Interact with numerous Professionals from the Industry.
- Learn from real-life case studies and examples of Strategic Branding plans .
- Be introduced to the latest communication vehicles and their applications.
- Discuss on real-life situations and share the knowledge and experience of other professionals and facilitators .
- Benefit from the learning of a real life case study application of Strategic Planning

Along with networking opportunity, this convention will also provide a renewed sense of direction and paradigm shift that needs to be implemented in today's organization to retain and enhance its **Competitive Edge and Increased Effectiveness**. It will provide an insight exposure to the issues faced by the industry and would address diverse areas. Delegates from different organizations will Share their Branding Strategies and Execution Models.

We are sharing the details about the program in this document :

1. Agenda of Program
2. Delegate Nomination Form
3. BAM Awards & Recognitions
4. BAM Nomination form
5. Sponsorship Opportunities
6. Sponsorship Form

We wish to have interactive program and would encourage Paper submission on the topics by the delegates followed by detailed Learning Sessions.

We will be honored by your presence and representation by professionals from your esteemed organization. Thank you in advance for your consideration of this invitation. For more information on our program, please feel free to contact us.

We look forward to hearing from you.

Visit us at : [www.indianconventions.com](http://www.indianconventions.com)

With kindest regards,

Team - "Indian Brand Convention"

## Indian Brand Convention 2017 , New Delhi

### Agenda

**09:00 – 10:00 Registrations**

**10:00 – 10:10 Welcome Address**

**10:10 – 11:30 Session 1: BRANDOLOGY**

Strategy Development

Understand the elements creating brand reputation

Aligning Corporate Objectives and Brand Strategy

Creation of Meaningful Brand Identity and Brand Experience

**11:30 – 11:40 Networking Tea**

**11:40 – 13:00 Session 2 : BRANDING THE INDIAN WAY**

Indian Brand Identity & Customer Loyalty

Harnessing Customer Loyalty and Brand Experience

Interactive Brands experience for Customer Advocacy

Creating brand story in Indian Markets

**13:00 – 13:40 Networking Lunch**

**13:40 – 15:00 Session 3 : CONTEMPORARY VEHICLES FOR MARKETING**

Identify New Methods of Promotion for emerging Markets

Integrate New Communication Vehicles with resources, technology and budget

Innovation to maximize brand reach : Exploring new Ideas

Customer Engagement using New Communication Vehicle

**15:00 – 16:20 Session 4: DIGIBRANDING**

Branding Strategies on Digital Front

Digital Media Strategy : planning and execution

Best Practices and Novel Methods

Customized Data Oriented Marketing Vehicles

Measuring ROI for Digital Branding

**16:20 – 16:40 Networking Tea**

**16:40 – 17:00 Closing Session**

Mementos Distribution to Branding Managers

Certificate of participation Distribution to all Participants

Vote of Thanks

## Indian Brand Convention 2017 , New Delhi

### DELEGATE NOMINATION FORM

Authorized Signatory: \_\_\_\_\_

Designation \_\_\_\_\_

Organization/Address \_\_\_\_\_

Email \_\_\_\_\_

City \_\_\_\_\_

Telephone (O) \_\_\_\_\_

(M) \_\_\_\_\_

**Delegate Fee:**

**Rs. 3000.00 + 15% S.Tax = Rs. 3,450.00**

Delegate Name	Designation	Email	Phone / Mobile

Payment Details	Amount	Cheque/DD/ Transaction ID	Payee Bank	City	Mode of Payment (Cheque/ CASH/ CASH Deposit/ NEFT/ Online Payment)

#### Bank Details

Please Make All Payments in favor of "Wafasilpa Entertainments.". NEFT DETAILS  
Please post this form to Wafasilpa Entertainments., LGF, E-102, Kalkaji,  
NEW DELHI – 110019, INDIA  
For Assistance, please contact 011 49053207 or email to [ibc@indianconventions.com](mailto:ibc@indianconventions.com)

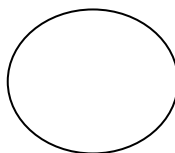
<b>Bank Name</b>	IDBI BANK
<b>Account Name</b>	Wafasilpa Entertainments.
<b>Account No</b>	0632102000009065
<b>Branch Name</b>	Pushpa Vihar
<b>IFSC</b>	IBKL 0000632

#### Terms & Conditions

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|---|--|
| <ol style="list-style-type: none"> <li>1. Fee includes Tea/Snacks and Lunch on the day of Seminar.</li> <li>2. The programs are non-residential and from 9:00 am to 5:30 pm.</li> <li>3. The Seminar is subject to alterations/cancellations/changes etc. at the sole discretion of Wafasilpa Entertainments.</li> <li>4. All special offers are subject to alterations/cancellations/changes etc. at the sole discretion of Wafasilpa Entertainments. without any prior notice whatsoever.</li> <li>5. There will be no refunds if the nominee cancels nomination.</li> <li>6. In case the program is rescheduled, due to unforeseen / unavoidable reasons, participants would be given an option of alternative date.</li> <li>7. Nominations will be accepted on first come first serve basis.</li> <li>8. Nomination Forms should reach us by courier and Fax – 011 - 46078305</li> </ol> | <ol style="list-style-type: none"> <li>9. Nominations will be deemed to be complete only when the payments have been received in full and realized by Wafasilpa Entertainments..</li> <li>10. Please Confirm your presence over the phone/email +91 11 49053407, 49053507, <a href="mailto:ibc@indianconventions.com">ibc@indianconventions.com</a></li> <li>11. The confirmation Email will be sent to all the participants that shall serve as Entry Pass to the seminar.</li> <li>12. A certificate of participation will be given to all fully paid participants.</li> <li>13. Wafasilpa Entertainments. reserves the right to close the number of nominations for a particular program.</li> <li>14. All disputes are subject to NEW DELHI Jurisdiction only.</li> <li>15. Accommodation can be arranged on prior notification at the venue or a nearby location(The cost of accommodation will be borne by the participant) .</li> </ol> |
|---|--|

I, \_\_\_\_\_ have read and agree to the terms and conditions of the conference.

Signature & Seal: \_\_\_\_\_



Date : \_\_\_\_\_

## Indian Brand Convention 2017 , New Delhi

### BAM Awards & Recognitions

The “Indian Brand Convention” is hosting a felicitation of Marketing & Branding professionals from the Industry at New Delhi. An occasion that is going to attract professionals from across the industry. This is a wonderful opportunity for corporate and allied organizations to recognize the exceptional talent of their teams.

BAM stands for "Branding", "Advertising" & "Marketing" under this the exceptional work done by professionals and teams is recognized. This gives organisations to nominate their bests professionals, campaigns and innovative ideas for recognitions.

### BAM Awards

Appreciate your Organization's BEST Talent:

- **Professionals** Recognize the top Talent from your organization on Marketing and Branding Platform. Benchmark your peers' best efforts
- **Work** Showcase your organizations core strengths
- **Innovation** Diffuse innovation done by your organization in field of Marketing and Branding

### BAM Recognitions

The BAM Recognitions is a Non-Competitive genre, wherein our team recognizes those Brands and individuals who have changed the face of the industry forever. It's an humble effort of ours to honour those who understood the mind and soul of the Indian customer and transformed businesses for the better. We also bring to light those exceptional brands who have won the devotion of the customers and fans from across the country through different mediums.

### Award & Recognition Categories

New Product/New Market  
CRM – Customer Care  
Brand Campaign  
Direct Marketing  
Market Research  
eCommerce  
Sponsorship Management  
Public Relations Campaign

Mobile Marketing  
International Marketing  
Marketing Innovation  
Integrated Marketing  
Corporate Social  
Responsibility  
Small Business Marketing  
Digital Marketing Campaign

Advertising Campaign  
Marketing Team of the Year  
Innovative Media Vehicle  
Employer Branding Awards  
**and More**

## Indian Brand Convention 2017 , New Delhi

### Why Enter?

1. Get recognitions on platform of "Indian Brand Convention".
2. Featured in Post event Souvenir of "Indian Brand Convention" to be circulated to Corporate and Agencies across India.
3. Get featured on our website pre and post event.
4. Raise a company / agency / individual's profile.
5. Stand out in a competitive market place.
6. Help attract new business.
7. To prove you're delivering the best possible product for your clients and to reassure them that you are the best company / agency / person for the job.
8. Showcase your portfolio of work to clients, potential clients and peers.
9. To have your work judged and externally benchmarked by leading professionals in the business.
10. To boost your staff morale and to reward individuals and teams for their hard work.
11. Gain fantastic PR opportunities.

### Industries Invited

Advertising & PR	Education	Government	Pharmaceuticals
Agriculture	Electrical	Organization	Public Sector
Airline	Electronics	Healthcare	Publishing
Animation	Energy and Power	Hospitality	Real Estate &
Architecture	Entertainment	Iron	Constructions
Automation	Environment	Information	Retail
Automobile	Event Management	Technology	Sanitary ware
Auto Ancillaries	Export Import	Logistics	Shipping Sports
Banking & Insurance	Fashion	Management	Steel
Beauty & Personal	Fertilizers	Media	Telecom
Technology	Financial	Medical	Textile
BPO & KPO	Fitness	Metal	Tourism
Brewery	FMCG	NGO	Travel
Cement	Food	Petroleum, Oil & Gas	and Others
Consumer Durables	Gems Jewellery	Packaging	
Dairy	Glass	Paint	
E commerce	Processing Services	Paper	

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**BAM RECOGNITION & AWARDS**  
NOMINATION FORM

Authorized Signatory:

Designation

Organization/Address

Email

City

Telephone (O)

(M)

Nomination for

Awards

Recognition

Nominee

Individual

Campaign

**Nomination Fee**

**Rs. 15,000.00 + 15% S.Tax = Rs. 17,250.00**

:

Nominee Name	Designation	Email	Phone / Mobile

Category of Awards/Recognition:

Industry:

Product:

Summary of Achievements 150 Words

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**Attach of Supporting Documents:**

1. Strategic Brief of Branding/Marketing Project
2. Company Profile / Personal Profile
3. Product Profile
4. Nominee Individual / Team Profile
5. ROI Details of Campaign
6. Presentation about the campaign

7. \_\_\_\_\_
8. \_\_\_\_\_
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10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

Payment Details	Amount	Cheque/DD/ Transaction ID	Payee Bank	City	Mode of Payment (Cheque/ CASH/ CASH Deposit/ NEFT/ Online Payment)
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- **Please post this form to Wafsilpa Entertainments., LGF, E-102, Kalkaji, NEW DELHI – 110019, INDIA**
- **For Assistance, please contact 011 49053207 or email to [ibc@indianconventions.com](mailto:ibc@indianconventions.com)**

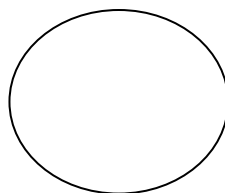
<b>Bank Name</b>	IDBI BANK
<b>Account Name</b>	Wafsilpa Entertainments.
<b>Account No</b>	0632102000009065
<b>Branch Name</b>	Pushpa Vihar
<b>IFSC</b>	IBKL 0000632

### Terms & Conditions

- |  |  |
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| <ol style="list-style-type: none"> <li>1. Once entries are submitted for nominations the details cannot be amended.</li> <li>2. After nomination entries cannot be withdrawn and refunds cannot be given.</li> <li>3. By entering these awards you give the organizers the right to publish/exhibit screen grabs and/or submitted report in relation to the awards.</li> <li>4. Award applications are handled on a First come-first serve Basis.</li> <li>5. Wafsilpa Entertainments. retains the right to reject any Award that it deems inappropriate.</li> <li>6. After written acceptance by Wafsilpa Entertainments., the Awardees must provide photograph and complete profile for publishing in the souvenir.</li> <li>7. Required Fee must be paid before 10 days of commencement of the event.</li> <li>8. The fee does not include free conference registration unless specifically stated as a Award benefit.</li> </ol> | <ol style="list-style-type: none"> <li>9. All Details with reference to nomination must be submitted within the production schedule.</li> <li>10. Awardees may not sublet, assign or apportion any part of the award, nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing Wafsilpa Entertainments..</li> <li>11. No exhibit and signage or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the partner.</li> <li>12. Awardees are allowed to offer Sponsorship for single or multiple items/events. Should your organization be interested to partner</li> <li>13. All disputes are subject to NEW DELHI Jurisdiction only.</li> <li>14. In order to limit costs to Wafsilpa Entertainments., the event organizer s may limit the number of colors used to print partner logos.</li> </ol> |
|--|--|

I, \_\_\_\_\_ have read and agree to the terms and conditions of the conference.

Signature & Seal: \_\_\_\_\_



Date : \_\_\_\_\_

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### Sponsorship Opportunities at IBC

We would like to invite your esteemed organization for sponsorship opportunity and be a part of this exceptional event. Sponsorship of **INDIAN BRAND CONVENTION & BAM Awards 2017, Mumbai**, provides a great marketing prospect for Sponsor. In addition to the extremely beneficial experience sharing by Senior Professionals from different verticals of the industry, there will be a large Professionals presence and on-site media attention.

This is a great chance for Sponsor to gain a positive association with an educative event that promotes Marketing and Branding Professionals. The event will attract numerous **Marketing, Design, Communications, Advertising, Sales, Creative** Professionals from Different Companies over the course of the event.

Offering at "Indian Brand Convention "	Platinum	Gold	Silver
Number of Sponsors	1	4	8
Type of Sponsorship	Title Sponsor	Co-Sponsor	Associate Sponsor
<b>Speaker:</b> Nominate a Speaker from your company for the program in any segment	✓	✓	✗
<b>Email Invitations:</b> The logo of your company will appear in mailers and the newsletters and all promotions	✓	✓	✓
<b>Backdrop:</b> Partner logo/name will be prominently displayed in the Centre on Stage backdrop or LED Screen	✓	✓	✓
<b>Logo promotion:</b> Partner logos will be centrally displayed on Folders and all Documents provided to the participants	✓	✓	✗
<b>AV Slot :</b> 3 Min. Video would be played during the breaks	✓	✓	✓
<b>Product Introduction:</b> 10 Min. Presentation	✓	✓	✗
<b>Product Stall :</b> [6*6] will be provided	✓	✓	✓
Standee	✓	✓	✓
Promotional Material Distribution in Conference Bag	✓	✓	✓
<b>Mementos:</b> All mementos will bear Partner Logo	✓	✗	✗
<b>Opening / Closing:</b> A Senior Professional from your organization will Inaugurate & distribute the Mementos.	✓	✗	✗
<b>Press Coverage:</b> A Senior Professional from your organization attends the Press Conference and due credits will be provided in press releases	✓	✗	✗
Delegate Passes for Sponsor Representatives/Guests	15	8	4
<b>Sponsorship Fee (All Figures in INR)</b>	<b>10,00,000.00</b>	<b>5,50,000.00</b>	<b>2,50,000.00</b>
		<b>0</b>	<b>0</b>

**(Plus Applicable Taxes)**



## Indian Brand Convention 2017 , New Delhi

### Other Associations

Association	Offering	Fee (in INR)
Demo Stall	Product Stall [6*6] will be provided. Promotional Material Distribution in Conference Bag. 1 – Standee. 2 Delegate Passes.	35,000.00
Memento	Mementos: All mementos will bear Partner Logo. Promotional Material Distribution in Conference Bag. 1 – Standee. 2 Delegate Passes.	45,000.00
Standee	One Standee placed inside the conference room. No Delegate Passes.	8,000.00
Conference Bag Insertions	One A4 Center Fold Brochure. Promotional Material Distribution in Conference Bag. No Delegate Passes. Insertions Size : A4 Center Fold.	8,000.00

### Souvenir/Web Advertisements

Particular	Colour	B & W	Fee(in INR)
Paper Submission (For Print Only)	-	-	6,500.00
Back Cover Page	✓	✗	1,50,000.00
Inside Front Cover Page	✓	✗	1,20,000.00
Inside Cover Page	✓	✗	1,20,000.00
Full Page	✓	✗	90,000.00
Full Page	✗	✓	60,000.00
Half Page	✓	✗	45,000.00
Half Page	✗	✓	30,000.00
Quarter Page	✓	✗	18,000.00
Quarter Page	✗	✓	12,000.00

### Online/Web

Articles for Web	1,500.00
Website Banner Promotion	5,000.00
Book Review and Feature online order collection	2,500.00

(Plus Applicable Taxes)

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### SPONSORSHIP FORM

Type of Sponsorship:

Organization/Address

Email

City

Telephone (O)

(M)

Contact Person (Mr./Ms)	Designation	Email	Phone / Mobile

Payment Details	Amount	Cheque/DD/ Transaction ID	Payee Bank	City	Mode of Payment (Cheque/ CASH/ CASH Deposit/ NEFT/ Online Payment)

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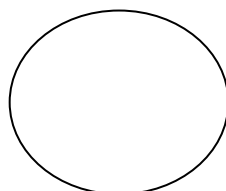
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| <ol style="list-style-type: none"> <li>Partner applications are handled on a First come-first serve Basis. Partners are supportive of Wafsilpa Entertainments. and its mission statement. Wafsilpa Entertainments. retains the right to reject any partner that it deems inappropriate.</li> <li>After written acceptance by Wafsilpa Entertainments., the partner must provide an image of their logo in the format required by Wafsilpa Entertainments. and other details required(e.g. Contact details, Trademarks etc) to Wafsilpa Entertainments. before 10 days of receipt of acceptance.</li> <li>Sponsorship must be paid before 10 days of commencement of the event.</li> <li>The Sponsorship fee does not include free conference registration unless specifically stated as a partner benefit.</li> <li>All Sponsorship materials must be submitted within the production schedule.</li> <li>Partners may not sublet, assign or apportion any part of the item(s) partnered nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing Wafsilpa Entertainments.</li> </ol> | <ol style="list-style-type: none"> <li>Wafsilpa Entertainments., will not be liable for damage or loss to partners Properties by fire, theft, accident, or any other cause.</li> <li>No part of an exhibit and signage or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the partner.</li> <li>Partners are allowed to offer Sponsorship for single or multiple items/events. Should your organization be interested to partner</li> <li>All disputes are subject to NEW DELHI Jurisdiction only.</li> <li>In order to limit costs to Wafsilpa Entertainments., the event organizers may limit the number of colors used to print partner logos.</li> </ol> |
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Signature & Seal: \_\_\_\_\_



Date : \_\_\_\_\_