

PLASTINDIA

2012 Infinite Opportunities

8th International Plastics Exhibition & Conference
Feb. 1 - 6, 2012, New Delhi



RATE CARD FOR EXHIBITION DIRECTORY

PLASTINDIA 2012 - EXCLUSIVE OVERSEAS ASSOCIATES



Supported by



Organised by

PLASTINDIA FOUNDATION®



MINISTRY OF CHEMICALS & FERTILIZERS
DEPT. OF CHEMICALS & PETROCHEMICALS
GOVERNMENT OF INDIA

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2012 Infinite Opportunities

8th International Plastics Exhibition & Conference
Feb. 1 - 6, 2012, New Delhi

PLASTINDIA 2012 – 8th International Plastics Exhibition and Conference, the largest trade fair of its kind in Asia Pacific region, organized by Plastindia Foundation, will create revolution in the plastic Industry.

To complement this grand occasion, Plastindia Foundation is bringing out the PLASTINDIA 2012 Exhibition Directory, which will act as the official guide for all in the industry.

What's the Directory all about?

The PLASTINDIA 2012 Exhibition Directory will provide Comprehensive information about exhibitors, their Products, Equipment and Services; suitably classified for easy identification.

What will the Directory offer you?

The Directory offers you an excellent opportunity to showcase your products/services. It will be available to visitors and thus serve as a direct link to know and understand your product/services better. It also gives you the added benefit of reinforcing your message to thousands of prospects seeking to source their requirements of raw materials, machinery, specialized services etc.

So, what should you do?

If you are an exhibitor, and even more so if you are not, or if you have something to do with Plastics, you must be known, seen and heard at the PLASTINDIA 2012 event, by advertising in the Exhibition Directory. It will establish you as a major player in the Industry and open up new avenues for the growth of your business.

Premium Position on BID

Plastindia Foundation has bidding for Premium Positions and open to exhibitors only. It will commence on August 1, 2011 at 11.00 am and end on August 31, 2011 at 5.00 pm(IST). Each advertiser will have to bid ONLINE at www.plastindia.org and click on "For Advertisers". Each advertiser can bid until the last date. On the final day the highest bidder will receive an email on receipt of which he has to confirm the position and the bid.

For Rules & Regulation kindly visit
www.plastindia.org/advertisers.asp

ADVERTISEMENT RATES FOR EXHIBITION DIRECTORY

PREMIUM POSITION (by Bidding only)

(please tick appropriate box)

All Colour Pages

For Exhibitors	Reserve Price (Rs.)
Inside Front Cover Gatefold (3) - - - - -	200000
Inside Front Cover (First) - - - - -	150000
Inside Front Cover (Second) - - - - -	45000
Opening Page - - - - -	125000
Behind Opening Page(Left) - - - - -	35000
Behind Opening Page(Right) - - - - -	60000
Back Cover - - - - -	300000
Inside Back cover Gatefold (3) - - - - -	135000
Inside Back Cover (First)- - - - -	100000
Inside Back Cover (Second) - - - - -	40000
Last Page - - - - -	40000
Behind Last Page (Left) - - - - -	30000
Behind Last Page (Right) - - - - -	35000
Hall Layout Back Cover - - - - -	40000

REGULAR POSITIONS

4 Colour Pages only

	For Exhibitors	For Non-Exhibitors
For Indian	Rs.	Rs.
Section Cover	65000	-
Ordinary Full Page	28000	35000
For Overseas	Euro	Euro
Ordinary Full Page	750	1100
For Overseas	US\$	US\$
Ordinary Full Page	1125	1650

Discounts

Last date for booking advertisement : 30-Sept-2011 5pm

Last date for 15% Early Bird Discount: 15-June-2011 5pm

Last date for 15% Loyalty Discount: 15-June-2011 5pm
(for 2009 directory advertisers)

For Directory

Full Page Print Area : 100mm X 185mm

Digital Files : Digital files for four-colour (CMYK)

Acceptable saved as PDF, EPS, TIFF or Postscript files only. A colour proof and checklist are required.

Designing & Artwork charges will be charged extra at Rs. 5,000/- per page and for overseas it is Euro 200.

All charges are net and do not include any Agency commission.

WHY Exhibition Directory CD?

In the past, the exhibitor's names with details and the advertiser's name used to appear in the Directory CD. This time once again we are bringing out an additional feature of using multimedia presentation for greater mileage on optional basis at extra cost. In case an advertiser who has released advertisement in the print media does not wish the multimedia facility, then only the listing of the advertiser's name will appear in the CD. The advantage of advertising in CD is given below.

* **Attract New Customers and Motivate Dormant Customers to Act and Stay Ahead of competition.**

Accomplish your marketing objectives while you educate, entertain and engross prospective customers with your product experience.

* **Comprehensive Marketing Tool**

A graphic representation of your company and products. Facilitates better understanding of your machines, processes and product details.

* **Maximizing Brand Impact**

An animated multimedia presentation on CD-ROM provides the opportunity to present your message in an eye-catching, unforgettable way, creating a lasting impression.

* **Cost Effective**

For less than what you might pay for conventional print medium or a printed corporate brochure, you can reach out to more of your target market. Your digital presentation will position your product or service in a way that your competition can't match.

The Exhibition Directory along with the CD will be made available to all visitors, exhibitors and delegates and also to various National and International Chambers of Commerce and industry in India and abroad during and even after the exhibition. The CD will be given complimentary along with the exhibition directory.

So, act fast, fill in the form ONLINE on
www.plastindia.org and click on "For Advertisers"

EXHIBITION DIRECTORY CD

ADVERTISEMENT RATES FOR THE DIRECTORY CD

Position	Domestic	Overseas	Overseas
CD COVER	Rs.	Euro	US\$
Inside Front Cover	75000	1500	2250
Inside Back Cover	75000	1500	2250
Back Cover	100000	2000	3000
IN CD			
Permanent Top Banner (3 Nos.) (Size : 206X80Pixel)	100000	2000	3000
Website (For 4 Pages : Like Company Profile, Contact Page, Product Page, Infrastructure, Quality Policy)	20000	400	600
Additional Website Page (For one A4 page)	2500	50	75
Side random Banner Advt.	10000	200	300
Listing Under Exporters Section	5000	-	-

Above rates are applicable for exhibitors. For Non exhibitors the advertisement rates will be 20% extra on the above cost.

Note : Technical Specification for Directory CD

Advertising material is to be provided by advertisers on CD

All Website and Product catalogs will be in Plain HTML

Photographs will be in GIF/JPEG suitable for web publishing

Pages should be prepared for 800 X 600 resolution and matter content should be A4 page long.

PLASTINDIA 2012 Website Advertisement

PLASTINDIA 2012

Website Advertisement

Why advertise on Website?

Online advertising is proving to be the most powerful and cost-effective tool to drive traffic to your website. Online advertising provides maximum exposure to your products more than any other form of advertising.

There are many benefits of website advertising. These include potentially increasing the number of visitors to your site, enabling your site to reach a wider target and market audience, as well as increasing enquiries and sales for your products/services. There are many benefits of website advertising to mention but why not advertise today on our website and see the result for yourself?

- Great way to develop your business profile.
- Attract more traffic to your website and hence exposure
- Draw new customers from across the globe
- Increase your online bookings / orders
- Build brand / product / service awareness
- Link directly to obtain additional information fast

As a powerful tool – It's a very low-cost & fast medium for promoting your business. Potential customers get an opportunity to learn far more about your products or services.

Why on www.plastindia.org?

Plastindia Foundation has introduced its space booking and all other essential services booking including visitors registration online. All participants world over and visitors will be using the website for all the information required for coming to Plastindia 2012 exhibition. Thus it will serve as an effective platform for the exhibitors and the visitors to plan their visit through the search engine provided. This will therefore be the right place for releasing your advertisement on our website. Your advertisement will be displayed till February 2012.

For online booking visit : www.plastindia.org

WEBSITE ADVERTISEMENT

Total display of Advertisement will be till February 2012

1. Banner Advertisement – (Home Page) – There will 8 nos. banner ads of size 206 X 80 pixel. Only on one click it will be linked to your website.
2. Banner Advertisement – (Exhibitor's Section) – There will 7/8 nos. vertical ads. Size 206 X 80 pixel. (For further details kindly visit our website www.plastindia.org/advertisers.asp)
3. Banner Advertisement – (Other Pages) – There will 7/8 nos. vertical ads. Size 206 X 80 pixel. It will be on inner pages. (For further details kindly visit our website www.plastindia.org/advertisers.asp)
4. Full Page Profile (A4) – It will be a one page (A4 size) profile on website – maximum to 350 KB size. It is open only to exhibitors.

Advertisement Rates on Web Site

Position	Indian	Overseas	Overseas
	Rs.	Euro	US\$
Home Page (Banner Advt.) (Size : 206X80Pixel)			
3 Premium	90000	2000	3000
5 Footer	60000	1500	2250
Exhibitor's Section (Banner Advt.) (Size : 206X80Pixel)			
3 Premium	90000	2000	3000
5 Footer	60000	1500	2250
Other Pages (Banner Advt.) (Size : 206X80Pixel)	40000	1000	1500
Full Page Profile (A4 Size – 350 KB Max.) (Only for Exhibitors)	10000	200	300

Above rates are applicable for exhibitors.

For non-exhibitors rates will be 30% higher on the above cost.

Note:

Advertising material is to be provided by the advertiser in the prescribed size only in GIF/JPEG format.

Directory Listing Charges

Sr. No.	Particulars	Domestic Exhibitors	Overseas Exhibitors	Overseas Exhibitors
1	Inclusion of Logo	Rs. 750	Euro 20	US\$ 30
2	Product & services with Complete Address For each additional line (upto 10 words) after the 60 words	Rs. 750	Euro 20	US\$ 30
3	Product/Services Listing which falls under the group/sub group after the first two listings	Rs. 1,000	Euro 25	US\$ 38

Payment Instructions:

1) If by cheque or Demand Draft: Local cheques acceptable. Outstation payment by "At Par" cheque or demand draft in favor of Plastindia Foundation payable at Mumbai.

Or

2) Direct Deposit/Bank Wire Transfer: Deposit the amount at your nearest HDFC Bank or ICICI Bank in our account in favor of Plastindia Foundation.

Our Bank details:

Bank Name: HDFC Bank Ltd
Bank Branch: Vishal Hall, Andheri (E)
Mumbai – 400 069
Account No: 00861000105744
IFSC Code: HDFC0000086 (If payment through RTGS/NEFT)

OR

Bank Name: ICICI Bank Ltd
Bank Branch: Trans Trade Centre, Near SEEPZ,
MIDC, Andheri (E)
Mumbai – 400 093
Account No: 054401001589
IFSC Code: ICIC0000544 (If payment through RTGS/NEFT)

For Overseas Advertisers Payment by Telegraphic Transfer only.

FOR EURO CURRENCY:

Correspondent Bank

Bank Name : Standard Chartered Bank, Frankfurt
Swift Code : SCBLDEFX

FOR USD CURRENCY:

Correspondent Bank

Bank Name : Standard Chartered Bank, New York
Swift Code : SCBLUS33

With instructions to credit the amount to Dena Bank, Nehru Road, Vile Parle (E) Branch, Mumbai 400 057 for beneficiary viz. PLASTINDIA FOUNDATION by SWIFT Code BKDNINBBVPL, Account No. 0066 1000 9701.

Service Tax at the rate of 10.3% as at present or as at the time of payment is applicable on the total amount payable by you as also on other services provided. Scope of payment of service tax will be applicable as per the prevalent laws in India.

For any further information, Please contact:

a) North Zone

Mr. Vikram Bhaduria

Alok Masterbatches Ltd.

C-65/1, Okhla Industrial Area, Phase 2

New Delhi - 110020

Tel: 011-41612244

Fax: 011-41610333

Email: vikrambhaduria@alokindustries.com

b) South Zone & West Zone

Mr. Lalit Shah

Smartech Global Solutions Limited

31, Shah Industrial Estate,

Veera Desai Road,

Andheri(West),

Mumbai - 400 053

Tel: 022 26736750/51

Email: lalit@plastemart.com

c) East Zone

Mr. Lakshmi Ram Thakuria

Chairman Cum managing Director

Charu Technology (P) Limited

"Thakurias Novelty", 2nd Floor,

Mother Teresa Road,

Forest Gate, Narengi

Guwahati - 781 026

Tel: 0361-2650080/1/2551941(0)/2788312

Fax: 0361-2653946/2659409

Email: charugroup@gmail.com

d) Central Zone

Mr. Atul Kanuga

Sudeep Industries

C-1/125, Phase II,

GIDC, Vatva,

Ahmedabad - 382 445

Mobile No.: 09824010327

Tel: 079 25892308/26610813

Fax: 079 25830609

Email: atulkanuga@hotmail.com