



SAMIRA

MUMBAI  
INTERNATIONAL  
BOAT SHOW

FEBRUARY 19 - 22

2009

[www.mumbaiboatshow.com](http://www.mumbaiboatshow.com)

Participation  
& Sponsorship  
Opportunities

## EXHIBITION DETAILS

### A/C Shell Scheme – Rs. 13,500 per sqm

Standard shell scheme stall of 12 sqm will have the following accessories per stall:

- New synthetic carpet inside the stall with plastic covering
- White laminated panels of 2.5 m height (Octonorm type panels)
- Fascia laminated board 0.3 m height, with 10 cm height Company name in white colour computer cut vinyl lettering
- 1 System Table
- 3 Cushion Chairs
- 1 Waste Paper Basket
- 4 nos. 100w Spotlights
- 1 Socket Point: 5 Amp

### A/C Bare Space – Rs. 11,250 per sqm

### Outdoor Non A/C Bare Area – Rs. 8,000 per sqm

**Optional** (For outdoor space only)

\***Chalet** (A/C or Non A/C Chalet available on request at an additional cost)

## ADVERTISING & BRANDING OPPORTUNITIES

### Branding Opportunities\*

- VIP Lounge
    - Title Branding for the VIP Lounge – Rs. 3,00,000
    - Display stand in the VIP Lounge – Rs. 25,000
      - Max size : 6 ft (H) x 2 ft (W)
      - Max numbers available : 4 numbers
  - Internet Café – Rs. 1,00,000
  - Ceiling Suspended Banner – Rs. 25,000 per day per banner
    - Size : 1m (W) x 2.5m (H)
    - Max numbers available : 10 numbers
  - Pool Branding  
29 ft x 17 ft x 4 ft (H)
    - Flex Side Panels
      - 2 sides x 29ft (W) x 3ft (H) – Rs. 1,00,000/- each
      - 1 side x 17ft (W) x 3ft (H) – Rs. 75,000/-
- Package (All 3 sides) – Rs. 2,50,000/-
- Steps branding – Rs. 75,000/-
    - Vinyl stickers on each step
    - Vinyl Stickers on both sides of steps
  - Flags – Rs. 1,00,000/-
    - 4 flags x 5ft (W) x 3ft (H) satin flag single side printing
  - Ceiling Suspended Banner above the pool
    - 1 m (W) x 2.5 m (H) – Rs. 1,00,000/- per banner

\*(Sizes subject to change)

### Merchandising Opportunities

Below are the merchandising opportunities available. The fees given below are license fees. The design and quantity of merchandise will be decided by Mumbai Boat Show. Cost of production will be borne by sponsor.

- Lanyards – Rs. 1,00,000
- Exhibition Bags – Rs. 1,00,000



SAMIRA

MUMBAI  
INTERNATIONAL  
BOAT SHOW

FEBRUARY 19 - 22

2009

[www.mumbaiboatshow.com](http://www.mumbaiboatshow.com)

Participation  
& Sponsorship  
Opportunities

## Advertising Opportunities

- Exhibition Directory
  - Front Inside Cover – Rs. 25,000
  - Back Cover – Rs. 50,000
  - Centre Fold – Rs. 50,000
  - Double Spread – Rs. 20,000
  - Single Full Page – Rs. 10,000
- Website Banner
  - Home Page – Rs. 50,000 (For February & March)
  - Inside Page – Rs. 10,000 (For February & March)
  - Per Year – Rs. 1,00,000 (Except for February & March)
- Online Newsletter (for all Issues)
  - Tower AD (600pixel x 120pixel) – Rs. 10,000
  - Panel AD (120pixel x 90pixel) – Rs. 5,000

## Available Partner Programs

For more information contact Radhika Jhaveri on +91 22 6451 5819 / 5820

- Hospitality Partner
- Print Media Partner
- Television Partner
- Radio Partner
- Outdoor Partner
- Event Management Partner
- Logistic Partner
- Stand Builds (Maximum 3 companies)
- Pontoon Partner

\*All above rates are exclusive of taxes and subject to change

## SPONSOR PACKAGES

Below is a Summary of our sponsor packages. For more information please contact Radhika Jhaveri at [radhika.jhaveri@mumbaiboatshow.com](mailto:radhika.jhaveri@mumbaiboatshow.com) or +91 22 6451 5819 / 5820

**Title Sponsor: Rs. 1.5 crore**

**Associate Sponsor: Rs. 30,50,000**

**VIP Preview Evening Sponsor: Rs. 30,00,000**

**Networking Dinner Sponsor: Rs. 10,00,000**

**Conference Sponsor: Rs. 10,00,000**

**Regatta Sponsor: Rs. 25,00,000**

**Pre & Post Event Dinners: Rs. 30,00,000 per event**

\*All above rates are exclusive of taxes and subject to change

For more information contact:

[sales@mumbaiboatshow.com](mailto:sales@mumbaiboatshow.com)

### SAJID DESAI

Director, CMP (UBM India Pvt. Ltd.)  
Board Line: +91 22 67692400  
Direct Fax: +91 22 67692426  
Email: [sajidd@ubmindia.com](mailto:sajidd@ubmindia.com)

### RADHIKA JHAVERI

Tel.: +91 22 6451 5819 / 5820  
Email: [radhika.jhaveri@mumbaiboatshow.com](mailto:radhika.jhaveri@mumbaiboatshow.com)