



CREDAI
NATIONAL CAPITAL REGION (NCR)
PROPERTY
EXPO 2012



**MISSION
TRANSPARENCY**
Together towards *transparency*



**CONSUMER
REDRESSAL FORUM**
YOUR CONCERN. OUR CONCERN.

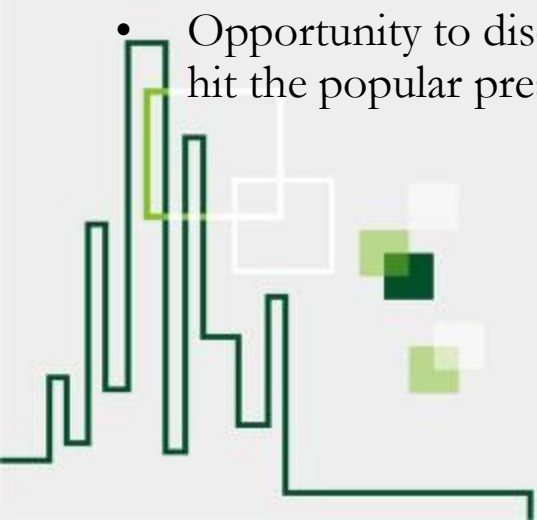
How Are We Different?

- The CREDAI NCR Property Expo 2012 aims to:
 - Promote the high standard of real estate development and construction activities so as to promote transparency in system
 - Maintain the honour and dignity of Developers in general and to secure a spirit of friendly co-operation between the Developers and their customers
 - Reassure honourable and fair dealing of the Developers with their customers and remove distortions by excluding non-approved projects
 - Ensure that Developers discharge their responsibilities to the Society in a fair, transparent and efficient manner

Benefits of the Expo to You



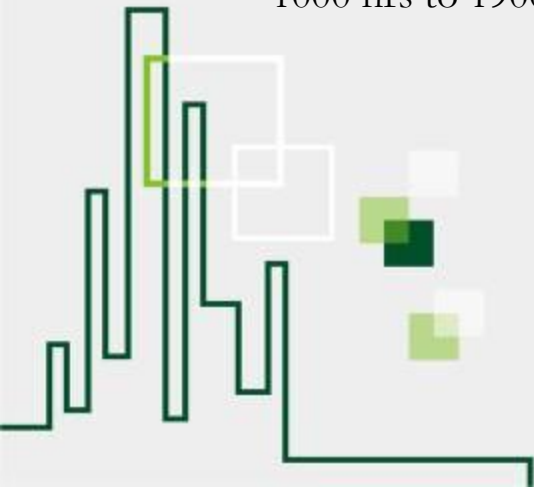
- The first ever such exhibition organised by CREDAI NCR
- An extensive Media and Advertising Plan worth INR 1 crore (approx)
- Expected footfalls of close to 30,000 potential investors and buyers over a weekend
- You become a part of the voice of the builders and developers industry
- By your active participation you will be recognized more and thus benefit by increasing your revenue
- Opportunity to discuss and consider upcoming development which may not yet have hit the popular press



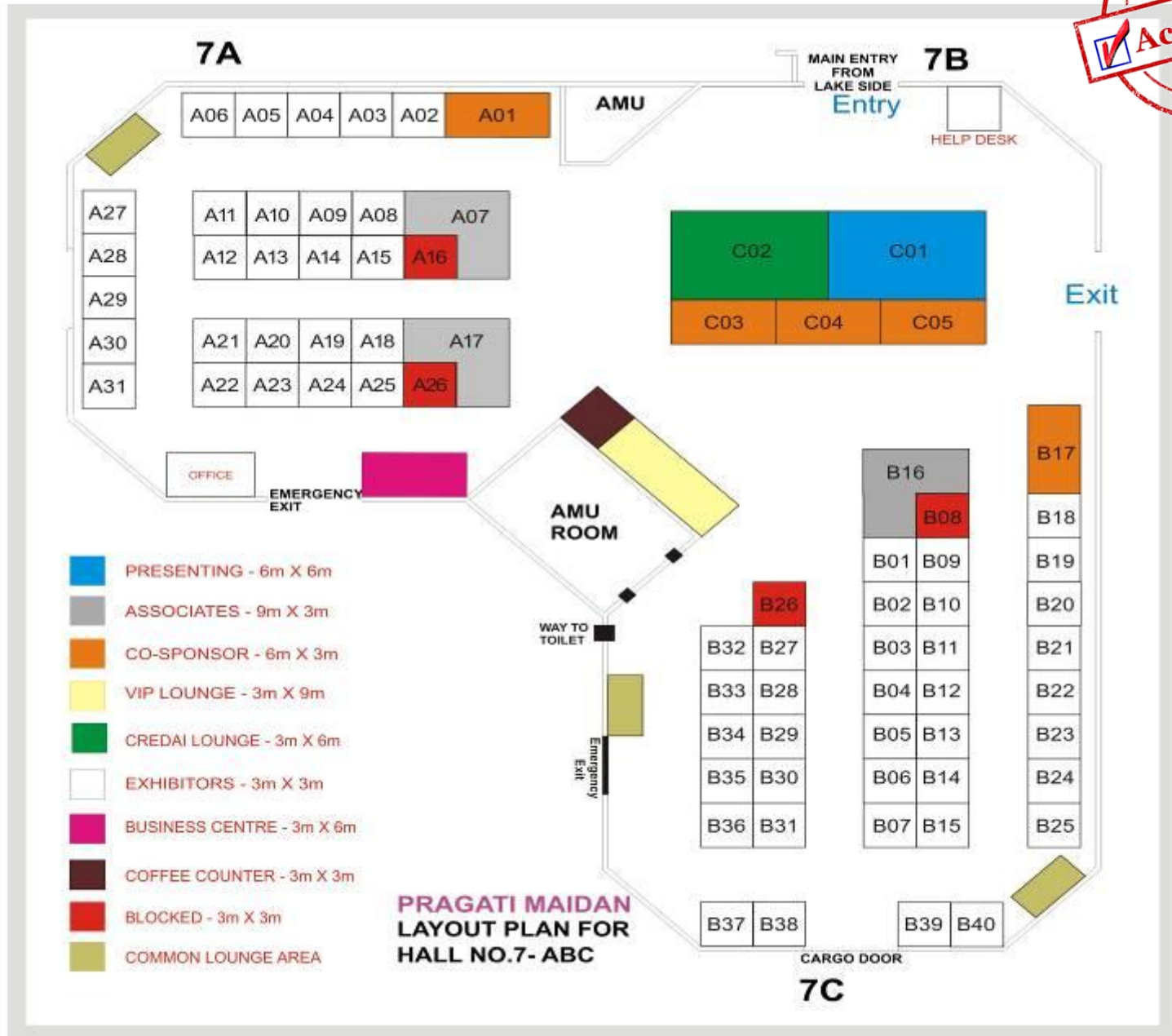
Proposed Format



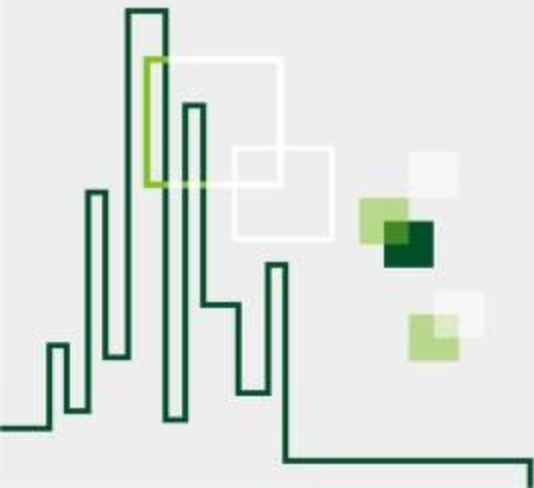
- Venue: Pragati Maidan – Hall No. 7 (ABC)
- Dates: 19 to 21 October, 2012
- Friday 19 October
 - Expo opens to Media and Special Invitees Only at 1600 hrs
 - Press Conference at 1600 hrs followed by High Tea (TBC – Alternative venue in P.M)
- Saturday 20 and Sunday 21 October
 - Expo continues and open to general public (Hall No. 7ABC)
 - 1000 hrs to 1900 hrs



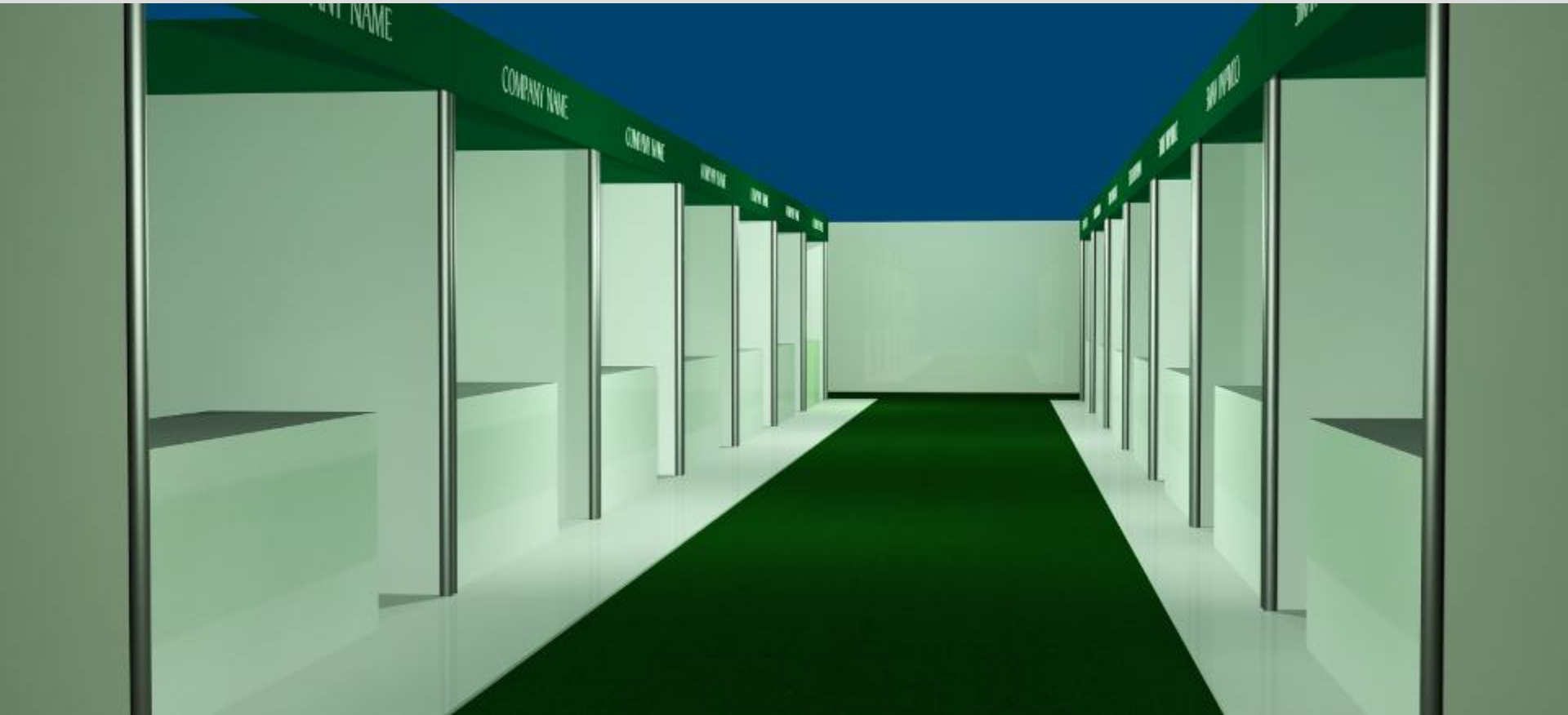
Proposed Layout



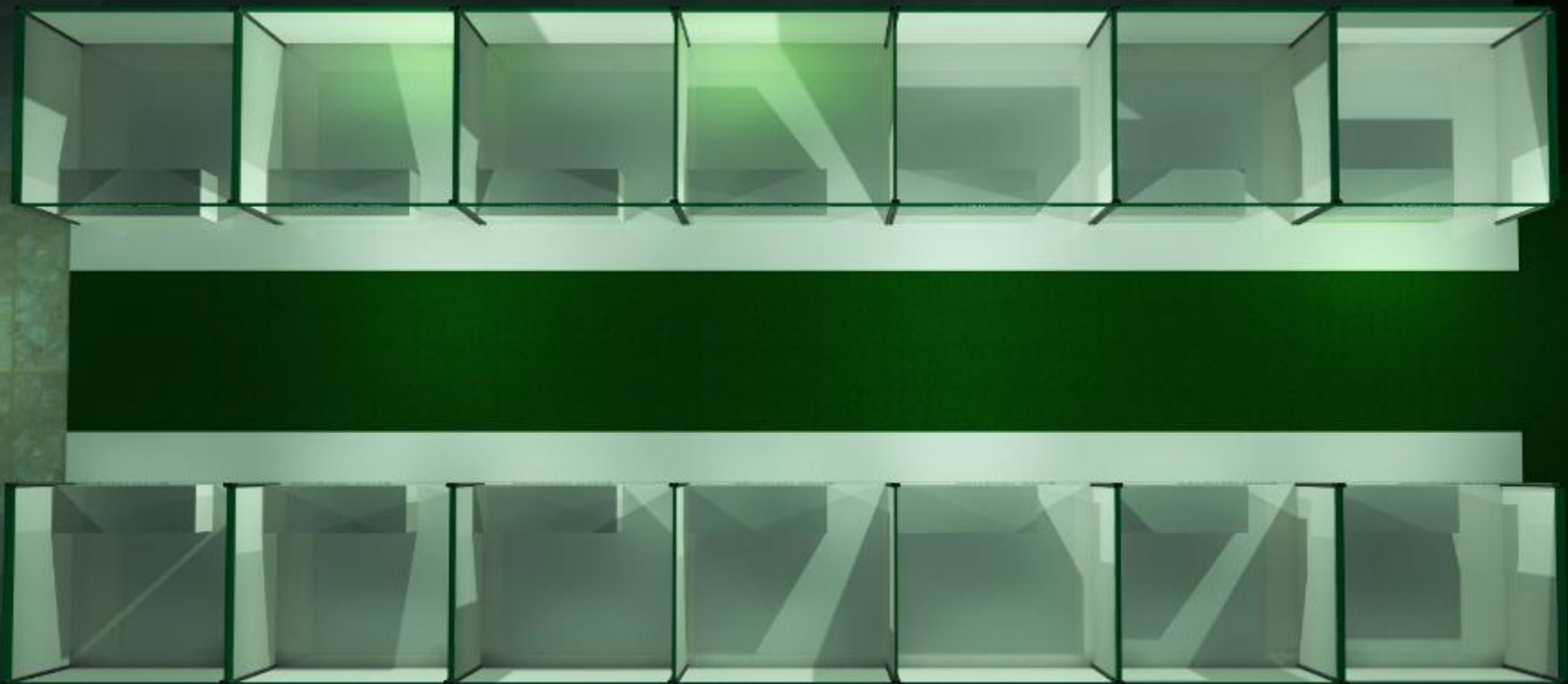
Reference Look and Feel



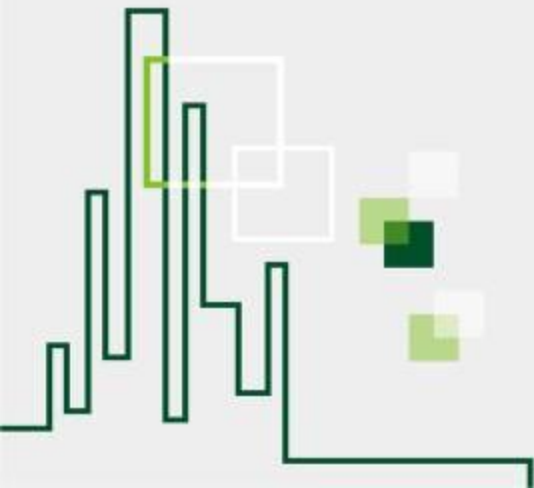








Marketing Plan



Event Advertising Campaign



Variety of Advertisements Campaign Value INR 1 Cr
National Newspaper Group
Delhi and National Publications

Mobile, Static Boards & Commercial Sites
Key Locations in Delhi & NCR
30 day Campaign

A2/3/4 Posters & A5 Flyers
Exhibitor locations
Local FM Stations

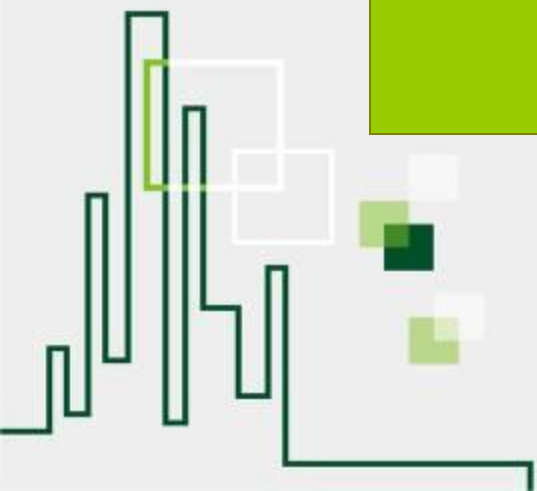
Event Public Relations Campaign



Press Conference
Event/Key Announcements
Pre-Event Publicity
Reports/Interviews & Build-up

Media Centre
Managed by PR Company
Focus for Media Interviews

National Press
Wide range of:
Publications/Websites
Managed by PR Company



Event Electronic Marketing



Exclusive Expo Website: www.credaincrpropertyexpo.com
Expo, exhibitor and sponsor info
All expo images, footage
Tips from leading authorities

Website Links
Hyper-link to credaincr.org
Hyper-link from exhibitor

Direct Marketing
Expo Newsletter
E-mailers
SMSes

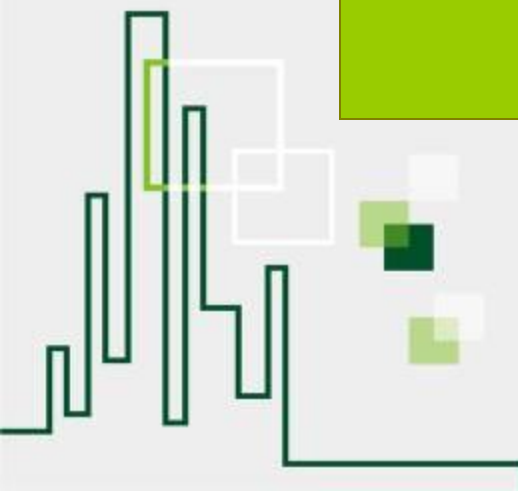
Venue



Product Placement & Branding on Stalls
Expo Pamphlet with Exhibitor information

Expected footfall : 30,000 guests
Data Capture
Sponsor Guests
Walk-in Guests

Choice of preferred location*
TVC on Screen

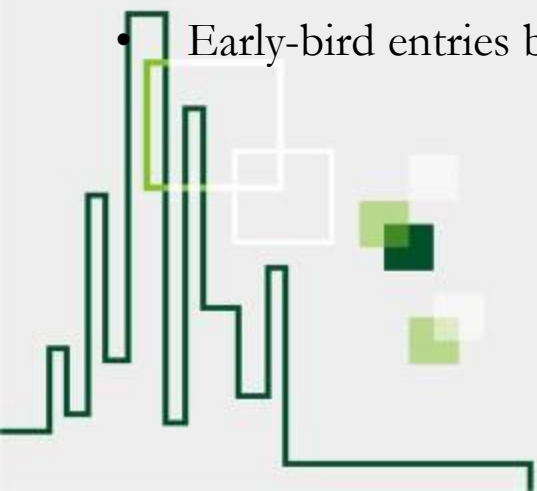


* Subject to Terms & Conditions

Cost of Exhibiting



- Standard stall size: 3m x 3m
- Open exclusively to CREDAI NCR Members only
- Multiple stalls available
- Cost: INR 3,00,000 plus taxes inclusive of:
 - 3 days (including 14 hours of set-up)
 - Bare Space or Shell Structure with 1 Table & 2 Chairs per 9 sq. mt
 - Basic Lighting – 4 Nos & Power Back-up of 2 KW
- Early-bird entries before 25 September 2012: INR 2,50,000 plus taxes





For further information please contact:

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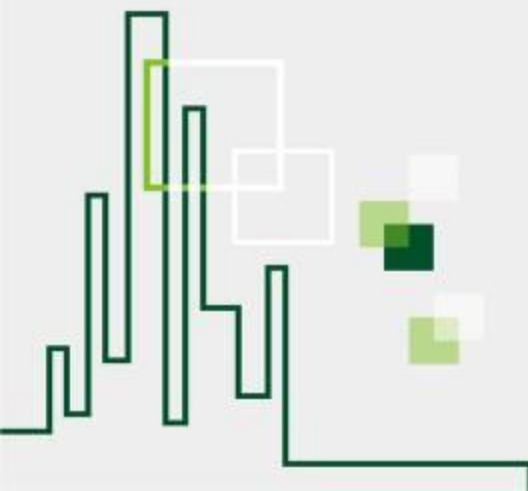
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Managed by:

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