

# W n f A 2017 WORLD NON FERROUS AWARDS

## Partnership Packages

Create a powerful impact at the **World Non Ferrous Awards 2017**

The World Non-Ferrous Awards is the first ever black tie Award ceremony organized in Mumbai dedicated to the non-ferrous metal industry. The event will give a unique opportunity to the participants to network with who's who of the industry.

Become a sponsor and avail unique opportunities to promote your brand – Not just for a day but for much longer period, including the future event of MTLEXS.

Explore sponsorship opportunities to promote your brand among such senior leadership and well-informed and accomplished participants. Whats More?

You are invited to participate in a unique sponsorship opportunity where the audience is select and the potential to grow your brand is enormous. Become a sponsor now and you have a unique opportunity to promote your brand and thought leadership to a receptive, hard-to-reach audience. We can customize mileage to suit your company's requirement which will position your company with right mix of visibility and effective business networking for best Returns on Engagement (RoE).

### Highlights:

- Promotion to 45000+ members of Mtlexs.
- Promotion to 36000+ members through 25+ Partner Associations.
- High-Profile dignitaries as Jury
- Promotion to Primary Producer, Recycling Companies, Secondary Producers, End User, Traders, Importers, Exporters & Association, total more than 100000 professionals
- Expected more than 300 nominations in about 18 Award categories

## Why You Should Sponsor?

- Be the first one to create a strong impact at the global event on Non Ferrous Metal in India.
- Promote your brand, product and company among top Indian trade bodies, PSUs and leading international organizations in the sector.
- Visibility and effective business networking with MSME/ Actual Users in private/ public sector.
- Potential Export Opportunities.
- The best platform in the Non Ferrous Metal industry in India to get Returns of Engagement (RoE)

### The overall mileage is categorized in Onsite, Print and Online

- **TV:** Interview on TV and additional TV Promotion
- **Onsite:** All mileage and benefits during the main event
- **Print:** Print advertisement in the ET Now with logo/ profile and all mileage and benefits in the printed material before, during and post event
- **Online:** All Mileage and benefits through website and presence in various online activities before, during & post event

***The earlier you book; the more mileage you get***

Organized by :

**MTLEXS**

Television Partner

**ET NOW**

Knowledge Partner

**KPMG**

Partner State



## DIAMOND PARTNER

THIS CATEGORY WILL BE **"AWARDS PRESENTED BY"**

Position of Company's logo will be on top line with other Partners in all communication

### TV Treatment

1. **ET Now** will promote the event with 25 secs of promos, 9 times in which sponsor logo/name will be shown.
2. **ET Now** will show a dedicated 25 sec promo/interview about sponsor / organization.
3. **ET Now** will produce one episode dedicated to the awards which will be telecast on ET Now where sponsor Logo/name will be shown & mentioned.
4. The Episode on ET Now will be promoted by promos 9 times of 25 seconds each, where sponsor logo will be shown.

### Onsite

1. 6 Complimentary delegate passes for the award function, including your suppliers/ buyers.
2. Award Presentation in 3 category.
3. Special mention by the organizer.
4. Key person will be part of the opening Ceremony.
5. Speaking opportunity.
6. Company's logo will be part of the backdrop.
7. Company's logo on the partner signage at the venue.
8. Company literature inside the delegate kits/folder.
9. 1 standees/signage of the company can be displayed at the venue (brought by the company).

### Print

#### Media partner

1. A Pre-event Ad will be released in The Economics Times to promote the ground event with your logo.
2. In addition to that, we will have a special half page coverage in The Economic Times covering the highlights of the event, post event, with partner logo/profile.

#### MTLEXS

1. Company's Logo with title in conference brochure.
2. One full page advertisement.
3. Company's logo in all marketing communication of the conference; flyers, brochures, etc.

### Online

1. Email promotions to 45000+ Mtlexs members about the organization and 30000+ members mails through various Partner Association.
2. SMS/ Whatsapp Promotion to 15000 + members.
3. Company's logo on the home page of the conference website.
4. Company's short profile and logo on the partner page of the conference website.
5. Company's Logo in conference e-brochure.
6. Social Media Promotion on LinkedIn/ Facebook.
7. All the promotion will start in April till the day of Awards.
8. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners.

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Television Partner



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## PLATINUM/ PLATINUM BANKING PARTNER

THIS CATEGORY WILL BE **"PARTNERED BY"**

Position of logo will be below the diamond Partner in all communication

### TV Treatment

1. **ET Now** will promote the event with 25 secs of promos, 9 times in which partner logo/name will be shown.
2. **ET Now** will show a dedicated 25 sec promo/interview about partner / organization.
3. **ET Now** will produce one episode dedicated to the awards which will be telecast on ET Now where partner Logo/name will be shown & mentioned.
4. The Episode on ET Now will be promoted by promos 9 times of 25 seconds each where partner logo will be shown.

### Onsite

1. 4 Complimentary delegate passes for the award function, including your suppliers/ buyers.
2. Award Presentation in 2 category.
3. Special mention by the organizer.
4. Key person will be part of the opening Ceremony.
5. Speaking opportunity.
6. Company's logo will be part of the backdrop.
7. Company's logo on the partner signage at the venue.
8. Company literature inside the delegate kits/folder.
9. 1 standees/signage of the company can be displayed at the venue (brought by the company).

### Print

#### Media partner

1. A Pre-event Ad will be released in The Economics Times to promote the ground event with your logo
2. In addition to that, we will have a special half page coverage in The Economic Times covering the highlights of the event, post event, with partner logo/profile.

#### MTLEXS

1. Company's Logo with title in conference brochure.
2. Company's logo in all marketing communication of the conference; flyers, brochures, etc.
3. One full page advertisement in conference brochure.

### Online

1. Email promotions to 45000+ Mtlexs members about the organization and 30000+ members mails through various Partner Association.
2. SMS/ Whatsapp Promotion to 15000 + members.
3. Company's logo on the home page of the conference website.
4. Company's short profile and logo on the partner page of the conference website.
5. Company's Logo in conference e-brochure.
6. Social Media Promotion on LinkedIn/ Facebook.
7. All the promotion will start in April till the day of Awards.
8. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners.

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## Gold\*\* (Dinner & Cocktail)

### TV Treatment

**ET Now** will produce one episode dedicated to the awards which will be telecast on ET Now where partner Logo/name will be shown & mentioned.

### Onsite

1. 3 Complimentary delegate passes for the award function, including your supplier/ buyer.
2. Award Presentation in 2 category.
3. Special mention by the organizer.
4. Company's logo will be part of the backdrop.
5. Company's logo on the partner signage at the venue.
6. Company literature inside the delegate kits/folder.
7. 1 standees/signage of the company can be displayed at the venue (brought by the company).

### MTLEXS

1. Company's Logo with title in conference brochure.
2. Company's logo in all marketing communication of the conference; flyers, brochures, etc.
3. One full page advertisement in conference brochure.

### Online

1. Email promotions to 45000+ Mtlexs members about the organization and 30000+ members mails through various Partner Association.
2. SMS/ Whatsapp Promotion to 15000 + members.
3. Company's logo on the home page of the conference website.
4. Company's short profile and logo on the partner page of the conference website.
5. Company's Logo in conference e-brochure.
6. Social Media Promotion on LinkedIn/ Facebook.
7. All the promotion will start in April till the day of Awards.
8. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners.

## SILVER PARTNER\*\*

### TV Treatment

**ET Now** will produce one episode dedicated to the awards which will be telecast on ET Now where partner Logo/name will be shown & mentioned.

### Onsite

1. 2 Complimentary delegate passes for the award function, including your supplier/ buyer.
2. Award Presentation in 1 category.
3. Special mention by the organizer.
4. Company's logo will be part of the backdrop.
5. Company's logo on the partner signage at the venue.
6. Company literature inside the delegate kits/folder.
7. 1 standees/signage of the company can be displayed at the venue (brought by the company).

### MTLEXS

1. Company's Logo with title in conference brochure.
2. Company's logo in all marketing communication of the conference; flyers, brochures, etc.
3. One full page advertisement in conference brochure.
- 4.

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## Online

1. Email promotions to 45000+ Mtlexs members about the organization and 30000+ members mails through various Partner Association.
2. SMS/ Whatsapp Promotion to 15000 + members.
3. Company's logo on the home page of the conference website.
4. Company's short profile and logo on the partner page of the conference website.
5. Company's Logo in conference e-brochure.
6. All the promotion will start in April till the day of Awards.
7. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners.

## DELEGATE KIT/ BAG\*

1. 2 Complimentary delegate passes for the award function, including your supplier/ buyer
2. Company branding on each of the delegate bags
3. Company's logo will be part of the backdrop
4. Company's logo on the partner signage at the venue
5. Company literature inside the delegate kits/folder
6. Company's logo with title in conference brochure
7. Company's logo in all marketing communication of the conference; flyers, brochures, etc.
8. One full page advertisement in conference magazine/ booklet
9. Email promotions to 45000+ Mtlexs members about the organization and 36000+ members mails through various Partner Association, at least 5 times till the event
10. Company's logo in conference e-brochure
11. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners

## Lanyard \*\*

1. One complimentary Delegate for the conference
2. One page colour advertisement in conference proceedings (e version)
3. Email promotions to 45000+ Mtlexs members about the organization and 36000+ members mails through various Partner Association, at least 5 times till the event
4. Company's Logo in conference e-brochure
5. Additionally the Partners Names will reflect on our Awards website & future conference will mention the Past Partners

Art work has to be given as per the specified size and format at the time of confirmation

## PROMOTIONAL ITEMS\*\*

Placing of Promotional items in the Delegate Kit/ Folder with printed Name or logo of the Sponsoring company any one of the following items:

World Clock, Card Holder, Keychain, Calculator, Paper Weight, Magnet, Business Diaries/Planners or any other item as decided by Sponsor.

- 2 Complimentary delegate registration for the conference
- Company's literature inside Delegate bags/ folders

## PRINT Advertisement \*\*

- One complimentary Delegate for the conference
- One page colour advertisement in conference proceedings (e version)

Art work has to be given as per the specified size and format at the time of confirmation

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## Delegate Fees

Rs. 10,000/- (US \$ 300)

The World Non-Ferrous Awards will be attended by the elites from across the non-ferrous industry. The exclusive black-tie event will give an exceptional opportunity to the attendees to connect, these otherwise, hard-to-reach, influential professionals of the industry at a common platform. Explore sponsorship opportunities to avail this exclusive opportunity to promote your brand among such senior leadership and well-informed and accomplished participants. The promotion will not only last for award night but will be carried on for the future event of MTLEXS.

We'll partner with you to achieve your business and marketing goals. We will use our exposure to raise your profile and promote your brand before, during and after the event — our extensive marketing campaign reaches senior metals leaders.

Maximize the impact of your investment in improving Brand visibility. Sponsor and be the ultimate winner!

### At the time of confirmation:

- 50% of the total sponsorship amount to be paid in advance, the balance amount to be paid by 1<sup>st</sup> July, 2017.
- Taxes include Service Tax @ 14%, Swacch Bharat Cess @ 0.5% and Krishi Kalyan Cess @ 0.5% OR actual as applicable.

### Other Information

- Artwork of the advertisement has to be given 30 days prior to the main event.
- Short AV film has to be given 20 days prior to the main event (for premium sponsors).
- Speaker presentation has to be sent 20 days prior to the main event (in case of speaking slot).
- High resolution logo of the company in EPS or Coral Draw and jpeg format.
- Short write up about the company in MS Word doc (100 words).
- Speaker profile (Short) and one clear photograph (in case of speaking slot) – 500 words.
- Names and complete details of confirmed delegates to be submitted 10 days prior to the event.
- All Printed brochures/ flyers/ product or display material must reach 15 working days prior to the event at the conference secretariat address given below:

### Conference Secretariat:

**Mrs. Deepmala Gohil**

Contact No.: 022-4022 6279/ 80/ 82 | Mobile: +91-99676 65397

Email: [event@mtlexs.com](mailto:event@mtlexs.com)

Address: 203, Chartered House, Dr. C.H. Street, Marine Lines Church Lane, Mumbai-400 002.

### For Sponsorship

Mr. Sameer Ansari

Email: [sameer@mtlexs.com](mailto:sameer@mtlexs.com)

### For Award Nomination

Ms. Shubhada Gawde

Email: [contact@mtlexs.com](mailto:contact@mtlexs.com)

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