



NATIONAL APEX CHAMBER

PHD HIMALAYAN FASHION SAMMAN

PHD HIT SAMMAN 2019



An initiative by PHD Chambers to celebrate the HIMALAYAN DAY (9 SEPT) beginning 7th Sept 2019



UN SDGs - Sustainable Development Goals



In Association with :



Uttarakhand Tourism Development Board

“HIMALAYAN FASHION SHOW” celebrations 7th September 2019 Dehradun (UK)



ELECT MEDIA PARTNER



GLOBAL PARTNER
‘Hindu Kush Himalayan Region’



Dept. of Tourism
Government Of Uttarakhand



PARTNER - SOCIAL WELFARE



KNOWLEDGE PARTNER

PHD CHAMBER OF COMMERCE AND INDUSTRY

Overview

First of its kind Tourism Awards in the Himalayan States commissioned by PHD Chamber Uttarakhand State Chapter will be ode and a testimony to the efforts of thousands of people working day and night to make our travels to the state comfortable and enjoyable. PHD Himalayan Tourism Samman (HIT SAMMAN) are aimed at galvanizing the tourism industry in the Himalyan states. The purpose of the awards is to identify, analyze and reward desirable behavior and performance in broadly two categories :

SDGs based SUSTAINABLE AWARDS

POPULAR CHOICE AWARDS

SPECIAL ATTRACTION

HIMALAYAN FASHION RAMP WALK

HIMALAYAN SUSTAINABLE FASHION SAMMAN

THE HIMALAYAN SUSTAINABLE FASHION Extravaganza will extend over every aspect of sustanaibility in the fashion industry, related to the critical input resources of Himalayan Region. The general indiference to the sustainability related to fashion industry is due to the lack of awareness about the environmental pressure due to water consumption, soil pollution, chemical release, short life clothing etc. exerted by this industry. The event will enchant audiences with brilliance and glamour of beautiful models wrapped in motley garbs hued in natural colours & sewing out of sustainable fabrics like khadi, hemp etc. of Himalayan origin. This program will also showcase new dimensions of the array of possibilities of making this industry sustainable and will award the contributors to the same.



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SPONSORSHIP OPPORTUNITY
HIMALAYAN TOURISM SAMMAN & HIMALAYAN EXPO 2019
HIMALAYAN FASHION SHOW

7th Sept. 2019 Dehradun

HITS FASHION PRINCIPAL SPONSOR

10 Lakhs

HITS FASHION CO-SPONSOR

7 Lakhs

Following are the benefits that shall be accrued to your organization for sponsoring the Fashion Show event:

Deliverables	HITS Pr Fashion Sponsors	HITS Fashion Co Sponsor
Exclusive Expo Pavilion space in Sq Mt.	45 sq mt	27 sq mt
Exclusive Expo Pavilion furnished Reception lobby	√	
Corporate logo to be carried on all branding spaces ; back drop, banners, gate etc.	√	√
Acknowledgment during the Show Ceremony	√	√
Full Page 4-colour Ad. in the HITS Function/Conf. Souvenir	In front of Index	Back inside
4-colour Ad. in the PHDCCI Monthly Bulletin Special Rates	@ 50% of Tarrif	@ 70% of Tarrif
A sponsor co write up in the HITS Fashion Function/Conf. Souvenir	√	
Flags to be put at the program site entry passageway	20 Nos	10 Nos
Complimentary admit cards & Parking pass for VIP Delegates	20 Nos	10 Nos
Dedicated Branded Tables for the Sponsor delegates during the HITS Fashion function.	2	1
One Speaker Slot during the HITS Function/ Conference.	√	
A space at the registration area for sponsor's exclusive electronic/ digital display screen/ kiosk	√	

Advertisement Specs (Souvenir & Bulletin)	Ad Size	HITS Souvenir (Print) Tariffs (Rs.)	PHDCCI Monthly Bulletin (Print) Tariffs (Rs.)
Back Cover	8"X11"	20,000/-	1,28,000/-
Inside Covers	8"X11"	15,000/-	1,15,000/-
Full Page	8"X11"	11,000/-	58,000/-
Pg Facing Inside front cover	8"X11"	12,000/-	86,500/-
Page Facing editorial	8"X11"	10,000/-	70,000/-
Banner	8"X1"	2,000/-	

*Ad space orders subject to availability of the space "First cum First Serve bases"

*HIMALAYAN EXPO Stalls (3X3 Mt) @Rs. 1500/- p Sq Mt.

*Inaugural Function HIMALAYAN EXPO on 7th Sept. 2019, HITS Culinary Contest on 8th Sept 2019

*HIT SAMMAN Inaugural & Conference on 9th Sept 2019 (HIMALAYAN DAY)

Program Coordinator:

Ms.Ankita (Resd. Mgr.) 0135-2656561, Mr. Rajiv Vaid (Officer) Mob: +91 8439017770

Email : phddehradun@gmail.com

PHD CHAMBER OF COMMERCE AND INDUSTRY
(Uttarakhand State Chapter)

ANIL TANEJA (Regional Director) 9358358133, at.phdc@gmail.com

Office Address: Shiva Complex, 2nd Floor, 18/19, 57/19- Rajpur Road, Dehradun - 248001
(Uttarakhand) Off. Contact : 0135-2656561