



HIMALAYAN TOURISM SAMMAN 2019 & HIMALAYAN EXPO

7TH 8TH & 9TH SEPT 2019 DEHRADUN (UTTARAKHAND)

**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)**

SPONSORS SPECS

PARTICIPANTS

- Ministry of Tourism Govt. of India & Govt. Of Uttarakhand
- Uttarakhand Tourism Development Board
- Centre for Public Policy and Good Governance, Dept. of Planning, GoUK, Dehradun
- Knowledge Partner : UNDP
- Global Partner : ICIMOD
- Technical Partner : Wishlife
- UGVS, Ministry of Rural Development
- Tourism Ministries of the Himalayan States of India
- Hotel & Trade Associations
- Electronic Media Partner : Travelxp
- Media & Institutions

VISITOR PROFILE

- Tour operator companies, Online Tour Operators & Aggregators
- Young Start Up Entrepreneurs
- Hotel Industry & other Business Groups
- Officials from Central and State Governments
- Suppliers/ stakeholders.
- Banking and financial institutions
- Non government organizations engaged in Tourism sector
- Industry associations
- Consumers/ House wives/Buyers/ MSME
- Distributors/Agencies
- Govt. Authorities
- IT Professionals
- Business People and End Users



CSR IMR

PHD CHAMBER India - My Responsibility

"Lead The Change - Make the Difference"

PHD Chamber of Commerce & Industry

Uttarakhand Off: Shiva Complex, 2nd Floor, 57/19, Rajpur Road, No.18&19, Dehradun. 248001,

Phone : 0135-2656561, **E.Mail:** phddehradun@gmail.com, **Web:** www.phdcci.in

HO: PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Tel: 91-11-26863801-04, 49545454 www.phdcci.in



HIMALAYAN EXHIBITION FEATURES

- Himalayan Products like ; Himalayan Medicinal & Aromatics, Organic Products, bouquets of Himalayan tourism products, Himalayan Cousin,
- Exhibitors of various Himalayan specific tourism services eg. Eco Tourism, Nature tracks, Adventure, mythological & spiritual heritage, yoga etc
- New age technology and solutions for the sector
- Opportunity to gauge latest trends and market competition.
- Visitors profile will include Buyers & other stake holders, Industry people & professionals from the sector.
- **Featured Pavilions**

Tourism Pavilion

Culinary Pavilion

Organics Pavilion

Himalayan Foods Pavilion

Medicinal & Aromatics Pavilion

HIMALAYAN GASTRONOMY FEST

This Himalayan Culinary Contest is an extravaganza which will extend over every aspect of Culinary & Hospitality specific to Himalayan Region with special focus on Uttarakhand cuisine & ingredients. The event will allure visitors and explore the possibilities of satisfying the appetite with the ingredients of the Himalayan origin and thus exploring new dimensions of the array of recipes' for Himalayan Tourists.

- **Top Hotel Mgt. Institutions of the state will participate.**
- **A celebrity Chef will lead the eminent jury.**

PROMOTION

The organizers will implement an integrated marketing and multimedia campaign backed by a solid PR campaign designed to reach a mass audience and win as many visitors as possible. Campaign will include:

- coverage in Print & Electronic Media
- Online Promotions
- Cross Promotions
- E-mailers to Key Targets
- Invitations to Top managers, Trade Groups, Associations, Govt. Officials, Embassies Ets.
- Media Previews and Features
- Outdoor Promotions: Hoardings/Billboards. Etc.

PHD HIT SAMMAN SPONSORS

HITS PRINCIPAL SPONSOR	Rs.10.00L
HITS CO-SPONSOR	Rs. 7.00L
Samman Sub Category sponsors (SDGs based)	Rs.2.00L
Himalayan Expo Pavilion Sponsor	Rs. 2.00L
Himalayan Culinary Contest Sponsor	Rs. 5.00L

HIMALAYAN FASHION SHOW

Prime Sponsor R.s 10.00 L

CO Sponsor Rs. 07.00L

HIMALAYAN EXPO

Stall Specs : 3x3 Mt Octanrom Exhibit stall @ 1500/- p Sq Mt.

- Rentals are exclusive of Tax
- The stall includes : 3 spot lights, 2 chairs, 1 table fascia : 1 plug point, 1 dust bin.
- Any additional accessories will be charged extra which may include glass shelves,
- Extra table, chair, halogen, spot lights or stands etc.

BANNERS

- Place your company banners at the Event venue to grab instant recognition and attention. Use the banners to build top-of-the-mind brand identity. Please provide the artwork and colour scheme and we will do the rest for a worry free display.
- A) Horizontal banners (8X3 ft) In the venue banners are highly recommended for great visibility.
- B) Large vertical (4 sided) In-Venue Pillars at the entrance foyer of Hall offer an attractive location to place advertisement and are highly recommended for great visibility at the event.
- C) Lamp post Banners/ Buntings: Vertical 5 feet (h) x 1.5 feet (w) banners / buntings placed on Lamp Posts and are highly recommended for maximum visibility at the event.

"Lead The Change - Make the Difference"



CSR IMR

PHD CHAMBER India - My Responsibility

PHD Chamber of Commerce & Industry

Uttarakhand Off: Shiva Complex, 2nd Floor, 57/19, Rajpur Road, No.18&19, Dehradun. 248001,

Phone : 0135-2656561, **E.Mail:** phddehradun@gmail.com, **Web:** www.phdcci.in

HO: PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Tel: 91-11-26863801-04, 49545454 www.phdcci.in



PHD HIT SAMMAN SPONSORS *deliverables* :

HITS PRINCIPAL SPONSOR

SPONSORSHIP AMOUNT RS. 10.00 LAC

- Exclusive Pavilion space 3X21 Sq Mt. (7 Stalls) With one reception furnished with table, 5 chairs & Sofa set.
- Company's corporate logo to be carried on all visitor promotion advertisements as "Principal Sponsor"
- Display of the corporate logo at the entry point of the exhibition site
- Corporate logo on Admit Cards / Tickets
- Acknowledgment during the Sponsored Samman Ceremony of the Samman function.
- Acknowledgment in the Samman Function/ Conference Souvenir
- One page four-colour advertisement in the Samman Function/Conf. Souvenir (In front of Index Page)
- One page four-colour advertisement in the PHD Chamber Bulletin (National Distribution) @ 50% of card rates
- Special one page write-up on the sponsoring company in the Conf. Souvenir
- Special acknowledgment during the Inaugural & Valedictory Ceremony of the prog.
- 20 flags to be put at the program site
- Complimentary admit cards & parking pass for VIP Delegates. (20)
- Two Dedicated Branded Tables for the Sponsor delegates during the Samman function.
- One Speaker Slot during the Samman Function/ Conference.
- A space at the registration area for sponsor's exclusive electronic/ digital display screen/ kiosk

HITS CO-SPONSOR

SPONSORSHIP AMOUNT RS. 07.00 LAC

- Complimentary furnished 3X12 Sq Mt (4 stalls) fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements
- Display of the sponsor's logo at the entry points of the exhibition site
- Corporate logo on Admit Cards / Tickets
- Acknowledgment in the Samman Function/ Conference Souvenir.
- One page four- colour advertisement in the Samman Function/ Conference Souvenir (Back Inside)
- Half page four-colour advertisement in the PHD Chamber Bulletin (National Distribution) @ 70% of Card rates
- One page write-up on the sponsoring company in the Conf. Souvenir
- Acknowledgment during the Inaugural & Valedictory Ceremony of the prog.
- Complimentary admit cards for VIP entry of delegates. (10 nos.)
- 10 flags to be put at the program site
- One Dedicated Branded Tables for the Sponsor delegates during the Samman function.
- 10 mnt slot for showcasing on the projector screen of the conference.

HITS PAVILION SPONSOR

SPONSORSHIP AMOUNT RS. 02.00 LAC

SAMMAN CATEGORY SPONSOR (SDGs based)

Towards the sponsorship of one or more categories of awards @ **2.00 LAC** for one category and Rs. 0.50 for additional category and the number of categories that can be taken up by one sponsor will be subject to the discretion of the organizing committee.

*Note : This sponsor will not be eligible to contest for Award nomination in SDGs category.

<i>Sustainable Tourism Samman Categories</i>
<u>Environment Consciousness</u>
• Innovation for Carbon Reduction Samman
• Wildlife Conservation Samman
• Water Conservation Samman
<u>Destination Developer</u>
• Destination Developer
• Best Tourism Blogger Samman
<u>Cultural Propagator</u>
• Best Cultural Heritage Category Samman
<u>Livelihood Supporter</u>
• Accommodation for Responsible Employer Samman
<u>Innovation Samman</u>
• Tourism Start Up Samman

Deliverables	SDG Category Sponsors & Pavilion Sponsor
Corporate logo to be carried on all branding spaces ; back drop, banners, gate etc.	
Acknowledgment during the Sponsored Samman Ceremony in Seminar	
Half Page 4-colour Ad. in the Samman Function/Conf. Souvenir	
4-colour Ad. in the PHDCCI Monthly Bulletin Special Rates @75% of Tariff	
200 word sponsor co write up in the Samman Function/Conf. Souvenir	
Exclusive Sponsor Standee at the program site entry passageway	
Complimentary admit cards & Parking pass for VIP Delegates (5Nos)	
Exclusive Expo Pavilion space of 9 Sq Mt. to the SDG Category Sponsor & 45 Sq Mt to the Pavilion Sponsor	
Special Branding Strip (Top & Bottom) for SDG Category Sponsor on the Sponsors Corner selfy point	
Pavilion Branding as Principal Pavilion Sponsor	
Exclusive Expo Pavilion furnished Reception for the Pavilion Sponsor	

HIMALAYAN GASTRONOMY FEST

HIMALAYAN CULINARY CONTEST PRIME SPONSOR
 SPONSORSHIP AMOUNT RS. 05.00 LAC



This Himalayan Culinary Contest is an extravaganza which will extend over every aspect of Culinary & Hospitality specific to Himalayan Region with special focus on Uttarakhand cuisine & ingredients. The event will allure visitors and explore the possibilities of satisfying the appetite with the ingredients of the Himalayan origin and thus exploring new dimensions of the array of recipes' for Himalayan Tourists.

HIMALAYAN CULINARY JURY SAMMAN

HIMALAYAN CULINARY POPULAR CHOICE SAMMAN

Deliverables to the Himalayan Culinary Contest Sponsor
Exclusive Prime Corporate logo branding to be carried on all branding spaces of the HIMALAYAN CULINARY CONTEST venue IHM
Corporate logo to be carried on all branding spaces ; back drop, banners, gate etc. of the HITS & EXPO Program
Acknowledgment during the Sponsored Samman Ceremony in Seminar
Full Page 4-colour Ad. in the Samman Function/Conf. Souvenir
4-colour Ad. in the PHDCCI Monthly Bulletin Special Rates @70% of the Tariff
400 word sponsor co write up in the Samman Function/Conf. Souvenir
Complimentary admit cards & Parking pass for VIP Delegates (10 Nos)
Exclusive Expo Furnished Pavilion space of 9 Sq Mt.

HIMALAYAN SUSTAINABLE FASHION SHOW

HIMALAYAN FASHION RAMP WALK

HIMALAYAN SUSTAINABLE FASHION SAMMAN

THE HIMALAYAN SUSTAINABLE FASHION Extravaganza will extend over every aspect of sustainability in the fashion industry, related to the critical input resources of Himalayan Region. The general indifference 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.

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 tariff rates in Samman Function (Conference Souvenir)

* Advertisement tariff rates (PHDCCI Monthly Bulletin)

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)**

SPONSORS PAYMENT SPECIFICATIONS :

Bank Name : HDFC Bank Ltd , Branch : 56, Rajpur Road, Dehradun (Uttarakhand),

Savings Account No. : 02251110000148, **IFSC Code No.** : HDFC0000225

Account Name : PHD Chamber of Commerce and Industry,

PHD Chamber PAN No : AAACP1438L **GSTIN** : 07AAACP1438L1ZE

***Cheq/DD Payable at Dehradun**

**FOR QUICKER RESPONSE, PLEASE CONTACT
MR. RAJIV VAID & Ms ANKITA
UTTARAKHAND STATE CHAPTER OF PHD CHAMBER
M: +91-8439017770; 0135-2656561
E: PHDDEHRADUN@GMAIL.COM**