

Myhome 
INTERIORS & LIFESTYLE SHOW

www.encircle.in

become a part
of the first
premium home
interior show



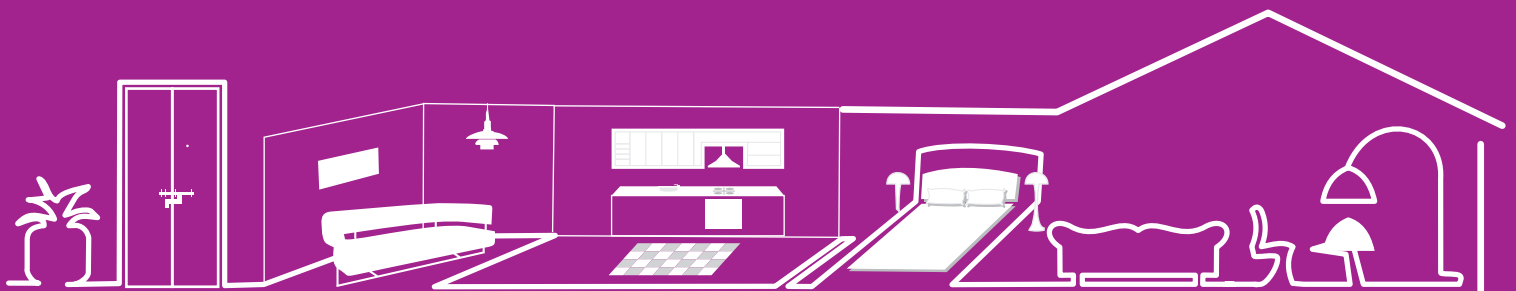
Introduction

“My Home” Interiors & Lifestyle show, is an exhibition themed at new age home styling. The event will showcase latest products & services in home & office interiors segment. The show provides a premium environment to meet a highly targeted audience of buyers and specifiers in a dynamic and relaxed environment.

The Show presents a trend-setting top quality home and lifestyle event. It is a comprehensive showcase of urban living products and services to inspire city dwellers. Attendees will come to find ideas and locate the people, products and services to make those ideas a reality.

Positioned as the first premium event for Design, Renovation, & Lifestyle. It is a two day event where Homeowners, Hotels & Restaurants owners, Luxury Real Estate Developers, top Interior Designers & Architects can find the latest trends in furniture, kitchen bath design, Home textiles & furnishings, renovation design, and lifestyle options.

It's more than just an interior show with interactive booths, networking sessions, and showcase from national and international brands. Theme areas assist visitors in finding exactly what they are looking for!

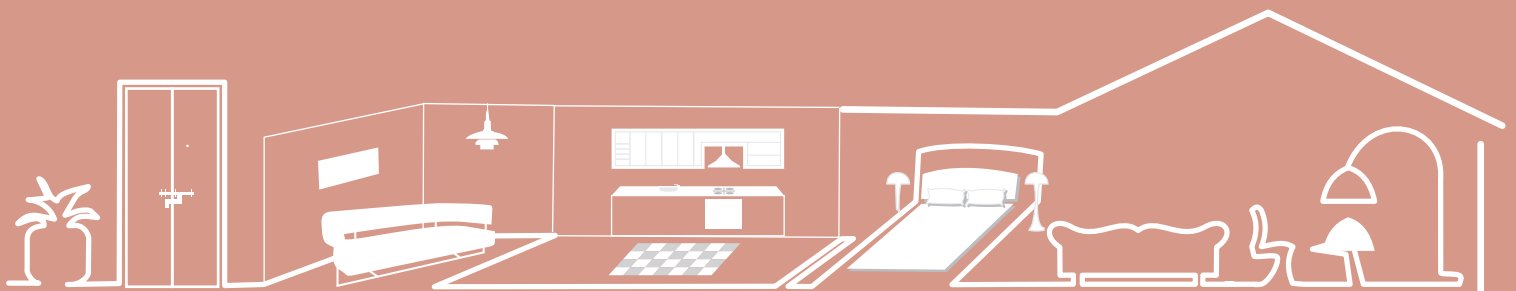


generate
tremendous
sales leads



Why Participate

- Face-to-face interaction with your Target Group.
- A B2B & B2C interaction platform
- Impress & Entertain your elite clientele
- Launch & Showcase your new range
- Effective and a cost efficient marketing tool
- Unique insight into the challenges, changes, choices and opportunities that lie ahead
- Find agents/distributors in unexplored potential markets.



**connect
with your
target group**



Publicity & Promotion

“My Home” Interiors & Lifestyle Show, will use a very creative and sharp promotional strategy to attract the right buyers & trade partners.

OUTDOOR PUBLICITY

Hoardings & Banners

ELECTRONIC MEDIA

Radio

PRINT MEDIA

Magazines & Trade journals

Newspaper ads

OTHER MEDIA

Personalized invitations

Direct mailers

Brochures & Flyers

Telemarketing

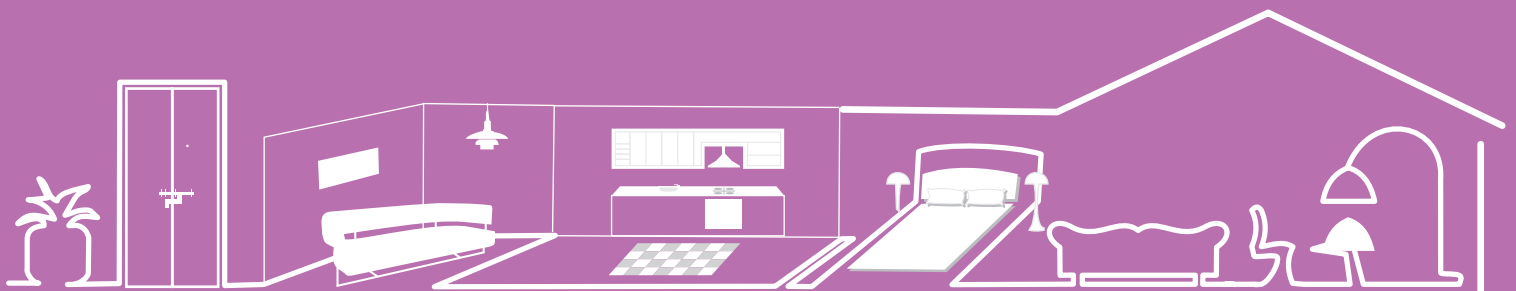
SMS Campaigns

WEB PROMOTIONS

E-mailer blast

Online promotion through trade portals

These activities are supported by our specialized PR Drive & Press Releases.



**first hand insight
on prevailing
consumer needs**



Show Details

The show will take place at a centrally located 5 Star Deluxe Hotel

Location

The Ashok, New Delhi

Dates: 11 – 12 July 2009

Schedule

Day 1 Saturday July 11

Timing 12:00 hrs to 24:00 hrs

Opening ceremony 11:00 Hrs

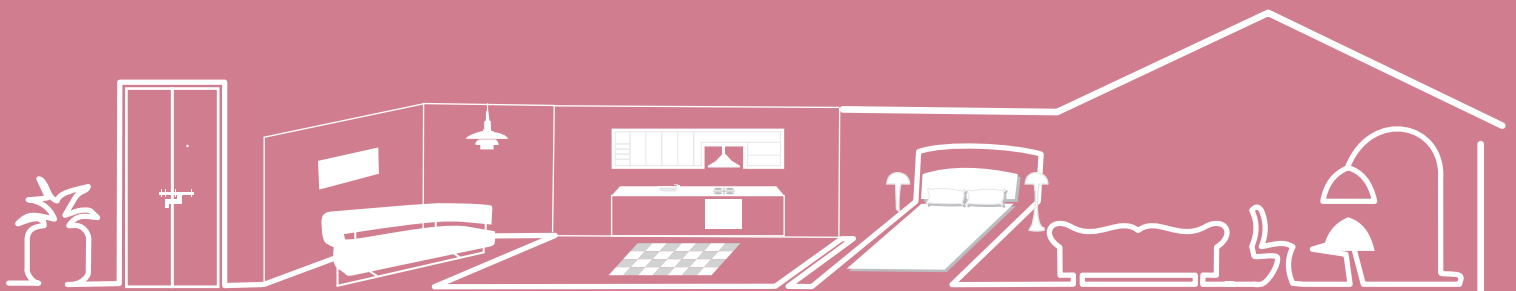
Art Gallery & Auction 16:00 Hrs

Networking & Cocktail 20:00 Hrs onwards (special invitees)

Day 2 Sunday July 12

Timing 11:00 hrs to 24:00 hrs

Title Sponsor Show 19:00 Hrs



a fruitful
investment in
your brand



Sponsors

You may choose to become a sponsor in any of the mentioned categories.

Platinum Sponsor: Rs 10,00,000

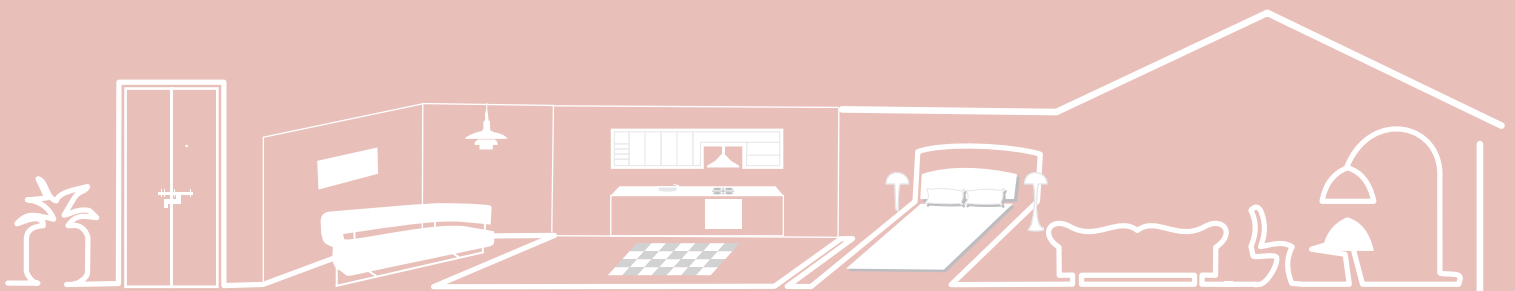
- 30 Sqm Space on Elevated Center Stage
- Branding in all publicity collaterals
- Entrance gate, registration desk backdrop
- 5 uni-poles 6 standees
- Centre spread advertisement and product profile page in My Home business Magazine.
- Exclusive Ground Promotion

Gold Sponsor: Rs 5,00,000

- 15 sqm stall
- Branding in publicity collaterals.
- Logo presence on entrance banner & backdrop
- 3 uni-poles 4 standees
- Full page advertisement in My Home directory with product profile special page.

Silver Sponsor: Rs 3,00,000

- 9 sqm stall.
- Logo presence in publicity collaterals.
- Logo presence in venue branding.
- Half page advertisement in directory.
- 1 hr activity area



stand out
from your
competition



Exhibition Space

Shell Space Cost: Rs 9000 per sq mtr (minimum booking space 6 sqm)

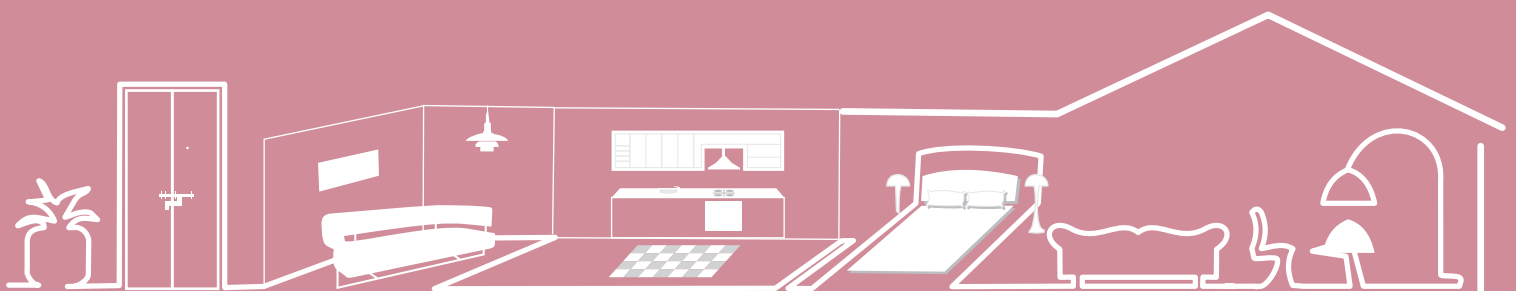
Bare Space Cost: Rs 8000 per sq mtr (minimum booking space 20 sqm)

- Stand in White powder coated aluminum modular system with in fill polychem panels.
- Wall partitioning according to the number of open sides.
- Fascia with company name and stand number in computer cut vinyl lettering.
- One reception table of size 1mx0.5mx0.7m
- Two folding chairs
- Four Spot lights of 100watt each
- One power point 5 ampere -230volts
- Needle punch synthetic carpet covering the floor of the stand area.
- One waste paper basket

Write to us about the format in which you would be interested to participate in the show. We will revert to you soon with the exhibition layout and other incentives that you will be provided in the package.

Payment Terms:

- > 50% of Total payment to be sent as advances with confirmation letter. Balance is payable by 15th June 2009
 - > Registration before 30th May can avail 10% discount on 15 sqm or more space.
- Booking of Stalls bigger than 12sq m before 30th MAY will be offered 5% discount addition to the 10% discount.



experience top
of the line
professionalism



Organizers

Marketed by

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