

BOARD OF MANAGEMENT SUNDAR INDUSTRIAL ESTATE

SUBJECT: MARKETING PROPOSAL FOR SOLAR SEMINAR AT SIE

Sundar Industrial Estate (PIEDMC) comprising of 1750 acres of land was inaugurated in Feb, 2007 and is a vision turned into reality. Sundar Industrial Estate (PIEDMC) is attractive market for vendors, supplier, B2B, B2C & advertising agencies. There are more than 600 factories in production and more than 90 units are in construction phase.

Solar is a renewable source of energy generation without emitting any Green House gasses. Lifetime free energy with one time cost of installation only.

The purpose of this seminar is to promote solar energy by facilitating solar companies & SIE resident (B2B) with bank financing options. This will help resident and reduce electricity bills & cost of production. The following major industrial sectors are working in Sundar Industrial Estate.

Food & Beverage Sectors	Engineering Sector	Paint & Chemical Sector	Textile & Dyeing sector
Rubber & Plastic	Consumer Goods & Services	Pharmaceuticals	Paper & Packages

Sponsorships:

a. Platinum Category (0.7 M)

- i) Hall Entrance Stall (30x30) prominent location
- ii) 150 Steamers – 01 Month in SIE
- iii) 02 x Bill boards (10x20) – 01 Month in SIE
- iv) SMD Slide (04 second Ad) – 01 Month
- v) Standees – 20 during event
- vi) Media Wall Logo
- vii) Backdrop Logo
- viii) Media Coverage (Print & Electronic)

b. Gold Category (0.6M)

- i) Hall Entrance Stall (20x20)
- ii) 100 Steamers – 01 Month in SIE
- iii) 01 x Bill boards (10x20) – 01 Month in SIE
- iv) SMD Slide (04 second Ad) – 01 Month
- v) Standees – 15 during event
- vi) Media Wall Logo
- vii) Backdrop Logo
- viii) Media Coverage (Print & Electronic)

c. Silver Category (0.5M)

- i) Hall Entrance Stall (10x20)
- ii) 50 Steamers – 01 Month in SIE
- iii) 01 x Bill boards (10x20) – 01 Month in SIE
- iv) SMD Slide (04 second Ad) – 01 Month
- v) Standees – 10 during event
- vi) Media Wall Logo
- vii) Backdrop Logo
- viii) Media Coverage (Print & Electronic)

d. Banks Stall (0.2 5M)

- i) Hall Stall (10x10)
- ii) SMD Ad (04 Second) – 01 Month
- iii) Media Wall Logo
- iv) Steamers – 20 in SIE
- v) Standees-05 during event
- vi) Backdrop Logo
- vii) Media Coverage (Print & Electronic)

Note:

1. Sponsors provide the certifications of AEDB, PPIDB & special discount to SIE customers.
2. This seminar being organized to facilitate SIE residents, and do not assume any responsibility whatsoever on part of Solar Company or SIE residents.