

BENEFITS OF SPONSORING IAD AWARDS 2010

IAD Awards is the India's largest and most diverse design competition, providing a highly focused forum for the full spectrum of the construction communities.

- Generates prospects and increases sales through brand promotion among industry tycoons.
- Provides a respected forum for your ideas on topics that affect your business.
- Amplifies your message, by providing a setting of heightened receptiveness.
- Provides influence, through face-to-face opportunities to engage in dialogue with thought & decision leaders.
- Provides a practical, well respected avenue to market leadership.
- Presents opportunities to form important, new business relationships.
- Better name and brand recognition to a highly desirable, targeted audience/prospects of decision makers.
- Networking with forward thinking dynamic delegates.
- Enhance exposure & raises profile.
- Wide exposure to more than 8 lac professionals through 23 vast categories.
- Connect with top prospects in a pressure free, collaborative environment.
- Associate your brand & key personnel with the leading experts in industry.
- Participate in the discussions, contribute to the solutions and position your organization as a leader in your field.
- Build successful business relationships by collaborating with your key prospects & clients.
- Raise your corporate profile by working with India's top professionals in construction industry.
- Access the bright & biggest thinkers in your industry.
- Target your best prospect in a positive, collaborative environment where they are open to new ideas.
- Increase your organizations insight into future trends.
- Associate with India's number 1 design competition.
- Window to a wide section of buyers in the biggest construction market, India.
- Inspiring 5000 decision leaders to participate.
- Inspiring 2000 decision leaders to fly to Delhi.
- Bringing together more than 8,00,000 industry professionals as prospects.
- Covered by 800 members of international press.
- 10 countries will participate.
- More than just an award ceremony.
- INR 6 million award competition.

MAXIMIZING YOUR INVESTMENT

In order to maximize your investment at IAD Awards 2010 your sponsorship package should play an integral part in your marketing and communications strategy for pre-event, event & post event. Our team will be delighted to work with you to achieve this.

“Sponsorship increases the attraction of your target audiences by 104 %”

(Source : CEIR)

ADDED VALUE SPONSORSHIP

The decision of clients come to you as opposed to your competitors is based on your image and your product offerings.

IAD Awards is the premier competition and event day exhibition in India, assuring that by attaching your brand to the event, you will add value to your business strategy.