



54<sup>th</sup>

# INDIAN ORTHODONTIC CONFERENCE

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## TRADE FAIR BROCHURE 2019

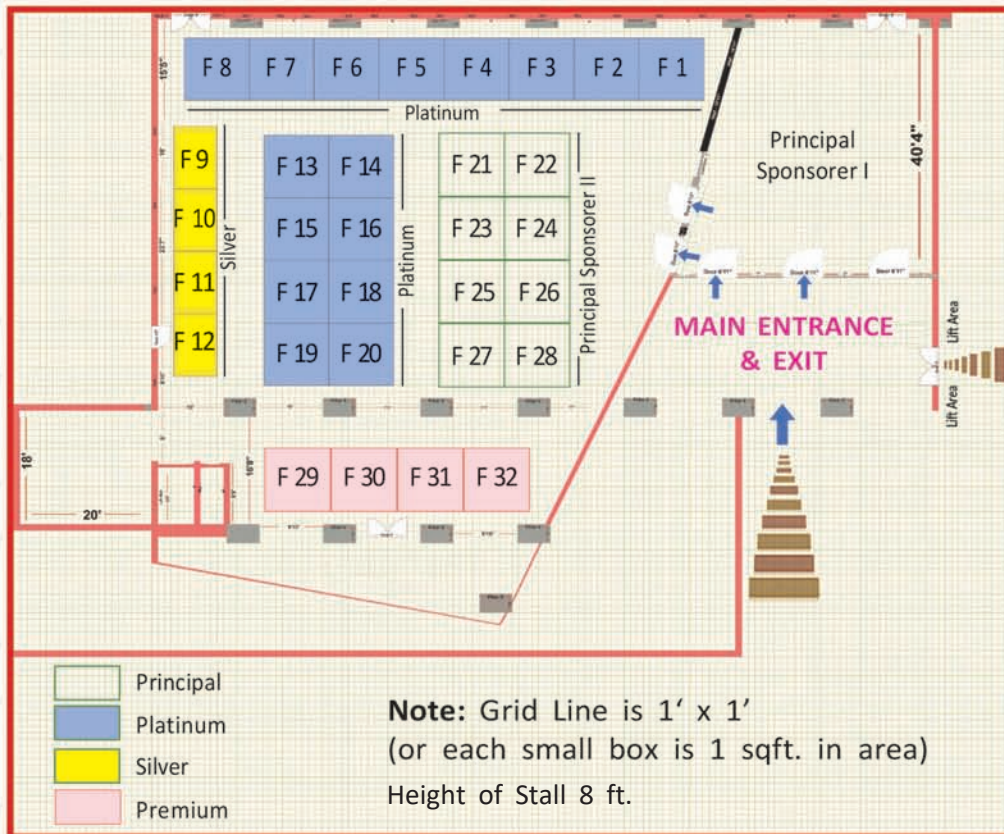
22<sup>nd</sup>, 23<sup>rd</sup> & 24<sup>th</sup> November 2019  
SOA University Auditorium & Convention Centre  
Campus-II, Ghatikia, Bhubaneswar-751003



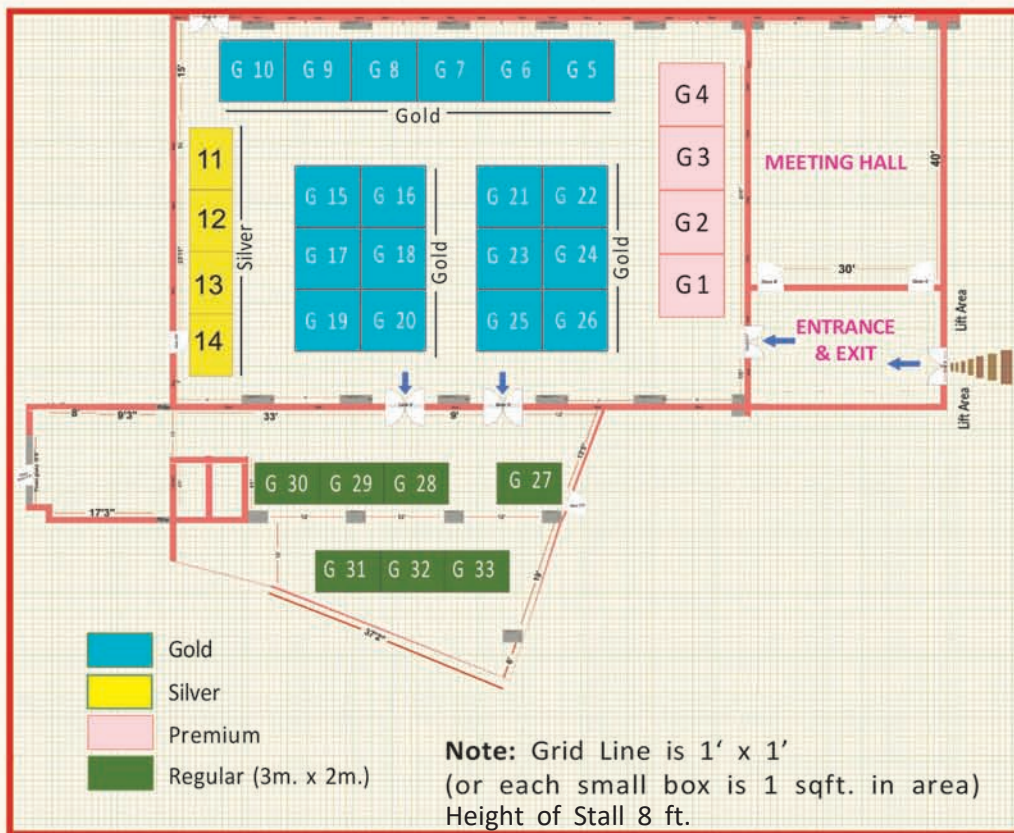
# TRADE LAYOUT SOA CONVENTION CENTRE



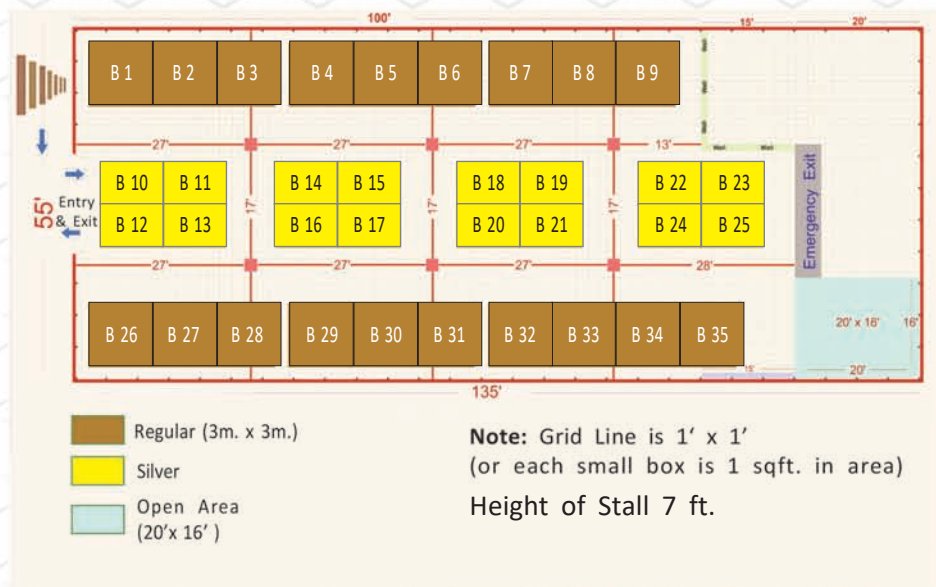
## IOC - 2019 STALL LAYOUT FIRST FLOOR



## IOC - 2019 STALL LAYOUT GROUND FLOOR



## IOC - 2019 STALL LAYOUT BASEMENT



## TRADE ORGANISING COMMITTEE



Hon. President  
**Dr. Shailesh Deshmukh**  
(2017-18)



Hon. Secretary  
**Dr. C. Deepak**  
(2017-18)



President Elect  
**Dr. Pradeep Jain**  
(2017-18)



Vice President  
**Dr. Balvinder S.Thakkar**  
(2017-18)



Org. Chairman  
**Dr. Sanjeeb K. Sahu**



Org. Secy.  
**Dr. Surya Kanta Das**



Tradefair Chairman  
**Dr. Smruti B. Nanda**



Member  
**Dr. Sriram Kirti**



Member  
**Dr. S.C. Mohapatra**



Member  
**Dr. Vikash Agrawal**



Member  
**Dr. Subrat Sahani**



Member  
**Dr. Subhrajee N. Sahoo**

### **Principal Sponsor (Two)** (30 lakhs including GST)

1. Premium area for exhibition. (Ref. to Trade Layout)
2. Principal sponsor recognition in opening and closing ceremony.
3. Prominent signage with corporate name and logo in Main Hall Backdrop.
4. Inaugural Dinner recognition (logo).
5. Front Inner and back inner colour advertisement in the conference Souvenir.
6. Will be featured in all promotional items and on the conference website as the Principal sponsor.
7. Promotional material insertion in Delegate kit.
8. 8 Lunch coupons everyday from 22nd to 24th November 2019.
9. 4 Banquet Passes for - 23rd November 2019.

### **Platinum Sponsor (Two)** (20 lakhs including GST)

1. Premium area for exhibition. (Ref. to Trade Layout)
2. Platinum sponsor recognition in opening and closing ceremony.
3. Prominent signage with corporate name and logo in Main Hall backdrop.
4. Inaugural Dinner sponsorship recognition, along with Principal Sponsor.
5. One Colour Page Advertisement in Conference Souvenir.
6. Logo in all promotional items and on the conference website as the Platinum sponsor.
7. Promotional material insertion in Delegate kit.
8. 8 Lunch coupons everyday from 22nd to 24th November 2019.
9. 4 Banquet Passes for - 23rd November 2019.

### **Gold Sponsor (Three)** (15 lakhs including GST)

1. Premium area for exhibition. (Ref. to Trade Layout)
2. Gold sponsor recognition in opening and closing ceremony.
3. Logo in all promotional items and on the conference website as the Gold sponsor.
4. Full page colour advertisement in the conference souvenir booklet.
5. Promotional material insertion in Delegate kit.
6. 3 Lunch Coupons everyday from 22nd to 24th Nov. 2019.
7. 2 Banquet Passes for 23rd Nov. 2019.

### **Silver Sponsor (Six)** (07 lakhs including GST)

1. Complimentary exhibition stall or island. (Ref. to Trade Layout)
2. Silver sponsor recognition in opening and closing ceremony.

3. Logo in all promotional items and on the conference website as the Silver sponsor.
4. Full page colour advertisement in the conference souvenir booklet.
5. Promotional material insertion in Delegate kit.
6. 3 Lunch Coupons everyday from 22nd to 24th Nov. 2019.
7. 2 Banquet Passes for 23rd Nov. 2019.

#### Single Stalls :

- : 1. Regular Stalls (3x2 mts.) 90,000/- + GST.
- : 2. Regular Stalls (3x3 mts.) 1,20,000/- + GST
- : 3. Premium Stalls (3x3 mts.) 1,50,000/- + GST
- : 4. Open Area (20x16 ft.) 2,00,000/- + GST

**Please Note:** All the decisions of allotting the stall area and promotion of the company in the conference area shall be decided by the Organising Committee and the committee reserves the right to change or modify opportunity in any of the sponsorship category.

### OTHER SPONSORSHIP OPPORTUNITIES

Opportunity	Mileage Offered	Amount (INR)
Venue and Signage's	The display panels, welcome tower, vertical flags would carry the name and logo of the sponsor, except at dinner/lunch area and stage backdrop or areas under sponsorship of other companies.	INR 1,50,000/- + GST
Printing and Postage	Printing and postage of 2nd Announcement brochure & Final Announcement brochure. Announcement brochure to carry the name and logo of the sponsor.	INR 1,50,000/- + GST
Announcement & Information Centre	Announcement to be preceded by "This is XYZ' Information Centre..." No other advertisement or product publicity to be done.	INR 1,50,000/- + GST
Audio - Visual	Preview rooms to be named after the Sponsor, Permission for branding inside the preview room as per specification approved by the Organizing Committee, Intermittent slides of the Sponsor to be shown during each session (Except sponsored sessions).	INR 1,00,000/- + GST
Food Court	Food Court avenue will be on the sponsor's name and proper coverage company name & logo at the Food layouts.	INR 2,50,000/- + GST
Cafe Lounge	Cafe Lounge area will be on the sponsor's name and proper coverage company name & logo at the Cafe area.	INR 1,50,000/- + GST
Inaugural Dinner along with Cultural Evening	Sponsors Name on the Inaugural Dinner cards, Prominent and exclusive credit to the Sponsor (along with the principal sponsor) at the location of Food layouts including the company logo and name. Entry for 10 representatives of the Sponsor inside the Dinner venue. Sponsors Name and logo on the Inauguration Stage Backdrop, and side wings, exclusive mention of Sponsor by the anchor during the event.	INR 4,00,000/- + GST
Lunch (3 Days)	Signage's carrying the name and logo shall be placed in the catering area and on the invitation cards.	INR 1,50,000/- + GST (per day)
Hospitality and Transport	All Transport (excluding cabs for sponsored speakers) shall have the name & logo of the sponsor.	INR 1,00,000/- + GST
Conference Kit, Pads & Pen	The Kit Counter will be named after the Sponsor, Permission for Branding inside the kit counter as per the design to be approved by the Organizing Committee, Name and logo of the Sponsor to be printed inside the kit, Placement of Sponsors promotional material inside the kits as per approval.	INR 2,00,000/- + GST
Delegate Registration	The Registration counters to be named after the Sponsor, Permission for Branding of the counters as per the specification to be approved by the Organizing Committee, One Welcome Counter near the Registration counter for welcoming the delegates before the registration with tilak and flower buds.	INR 1,50,000/- + GST



Oppotunity	Mileage Offered	Amount (INR)
Bar Coding/RF Badges	Printing of sponsors name and logo on Delegates Lanyards.	INR 1,00,000/- + GST
National Speaker	The company will bear the cost of travel, hospitality and sightseeing, of the National speaker and in turn the company can advertise during the guest lecture. Speaker will be finalized with the consent of scientific committee.	INR 1,00,000/- + GST
International Speaker	The company will bear the cost of travel, hospitality and sightseeing of the International speaker and in turn the company can advertise during the guest lecture. Speaker will be finalized with the consent of scientific committee.	INR 2,50,000/- + GST
Scientific Session Sponsor	Branding inside the Scientific hall during the session as per pre-aporoved design. Permission for distribution of the promo material of the Sponsor at the gate of the Scientific hall during session.	INR 1,50,000/- + GST
Poster Area	Poster area to be named after the Sponsors brand, Branding inside the area as per pre approved designs. Welcome counter near the entrance of the hall.	INR 75,000/- + GST
Advertisement on website	Advertisement would be posted on the website.	INR 30,000/- + GST
Standee for Promotion	Promotional Standee in any area other than the Trade Area	INR 25,000/- + GST (per standee)
Banquet Gala Dinner	Sponsors Name on the Banquet cards, Prominent and exclusive credit to the Sponsor at the location of Food layouts including the Company Logo and name. Entry for 10 representatives of the Sponsor inside the Banquet venue. Sponsors Name and logo on the Banquet Stage Backdrop, and side wings, exclusive mention of Sponsor by the anchor during the event.	INR 5,00,000/- + GST

## PRINT MEDIA SPONSORSHIP OPPORTUNITIES

### Specification

Inside Front Cover Colour

Inside Back Cover Colour

Full Page Colour

Half Page Colour

Full Page Black and White

Half Page Black and White

### Souvenir Sponsorship Opportunities (INR)\*

INR 1,00,000/- + GST

INR 1,00,000/- + GST

INR 70,000/- + GST

INR 40,000/- + GST

INR 30,000/- + GST

INR 20,000/- + GST

## TRADE EXHIBITION

The Trade Exhibition will be held at SOA Convention Center (First Floor, Ground Floor & Basement) from 22nd to 24th Nov. 2019.

The Trade Exhibition will be formally inaugurated on 22dn Nov. 2019

All Government applicable taxes shall be charged extra (unless mentioned otherwise).

**Temporary GST registration is mandatory for the outstation exhibitors who do not have GST registration in Odisha.**

### HOURS OF OPERATION:

The Exhibition Hall will be open at Specified Scheduled time each day as follows:

Day	Purpose	Opening Time	Closing Time
21st Nov. 2019	Set up	10.00 AM	Remains open for Set up
22nd Nov. 2019	Exhibition	9.00 AM	6.00 PM
23rd Nov. 2019	Exhibition	9.00 AM	6.00 PM
24th Nov. 2019	Exhibition	9.00 AM	4.00 PM

## TRADE EXHIBITION AREA (TERMS & CONDITIONS)

- The Organizers will provide a Basic Shell Scheme Booth Structure (3x3 mtr = 9 sqm) with One Table, Two Chairs, Three Spot Lights, One 5 Amp Electric Point, power 600 watts, One Dustbin, fascia Name and full carpet flooring.
- No glue, scotch tape, self adhesive paper, screws, nails, spikes, pins or paint should be used on floors, walls, pillars or on any part of the exhibition hall.
- Welding is strictly prohibited.
- Exhibitors will be held liable and will be fined for any damage caused to the exhibition site by them, their agents or contractors.
- Exhibitors are strictly advised NOT to directly draw electricity from the main distribution boxes. If detected, these would be immediately disconnected and exhibitors will be solely responsible for any mishappening caused such as short circuit or electrical failure.
- Exhibitors should inform the official contractors for the additional accessories like furniture, lights and additional electric power with advance request and payments.
- The Organizers reserve the right to rearrange the floor plan or any part of it, venue, and date of exhibition at any point of time without prior notice.
- Use of Special Signage and Lighting is permitted to all Exhibitors at their own cost in the booths area only.
- Additional amenities such as Telephone Lines, Internet Facilities, Broadband Data Services, Special Electric connection, Special lighting, Additional furnishing, Audio Visual and Hired Manpower can be made available to the Exhibitors at an additional cost by the Conference Managers with advance request and payments.
- Exhibitors who engage the Services of a Management Firm to furnish their booths should furnish a Letter of Authority to the firm to act on their behalf.
- No Temporary workers shall be allowed at the exhibition site after 9 AM on 22nd November 2019 under any situation.
- All Employees, Representatives and hired workers who wish to be present in the Exhibition Area after 9 am on 22nd Nov. 2019 will be required to take prior permission from organising committee.
- Exhibition booths must be staffed during Exhibition hours and the Booth Staff is expected to Dress up and conduct them in a manner consistent with a Medical Meeting.
- All display items must conform in all respects to applicable safety, health, biohazard and fire cords and standards.
- Public address and amplifying devices that project sound beyond the Exhibition Booth is not permitted.
- Smoking is strictly prohibited within the boundary of the exhibition area and the conference campus.
- All Exhibitors must insure their Exhibits and Equipment against Theft, Fire and Damage due to Natural Calamities. The organizer will not bear any insurance charges.
- The Exhibitor holds entire responsibility and liability for Losses, Damages and Claims to the Exhibitor displays; equipment and other property brought onto the premises of the Exhibition Area and shall indemnify and hold harmless to the Organisers as well as the Owners of the Conference venue and their agents and employees.
- Booking of Exhibition Space once made cannot be cancelled and refund of money is not permissible.
- Exhibitors cannot serve any eatables/Snacks and drinks/beverages inside the exhibition area except with the prior approval of the organisers.
- Exhibitors need to ensure that the exhibition area occupied is neat and clean and any storage material is not stored inside the exhibition area, however the storage material can be placed in the exhibitors cloak room to be provided by the organisers at extra cost.
- The Organizing Committee of the conference bears no responsibility for any sale of product/equipment in cash for which any government tax liability is to be paid for. If any exhibitor does the same it is the sole responsibility of the exhibitor.

### PAYMENT

**25% + GST as advance + 25% + GST (50%) by March 30th 2019 + 25% + GST (75%) by July 30th, 2019 + 25% + GST (100%) by October 30th, 2019. Advance payment will not be refundable and no refund on Cancellation also.**

### BY DD/CASH/CHEQUE/NEFT

DD/Cheque in favour of “ **54th Indian Orthodontic Conference 2019** ”.

Payable at Cuttack DD/Cheque No..... Amount.....

Dated ..... Bank Details .....

### BANK DETAILS:

Account Name : “**54th Indian Orthodontic Conference 2019**”. A/c No. : 37257326404,  
IFS Code: SBIN0005760, Branch: SCB Medical College Campus, Mangalabag, Cuttack-753007



Contact:

**Prof. Smruti Bhusan Nanda**

Chairman Trade

📞 9438422033

**Prof. Surya Kanta Das**

Organising Secretary

📞 9861099237

**Prof. Sanjeeb Kumar Sahu**

Organising Chairman

📞 9437279957



CONFERENCE SECRETARIAT

**Prof. Surya Kanta Das**

Organising Secretary

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SCB Dental College, Cuttack, Odisha-753007

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