



EXPORT AWARDS

Recognizing Excellence
2016-17

6:30pm, 18 December 2017, New Delhi

Venue:

Sovereign Hall, Hotel Le Meridien, Windsor Place, New Delhi

Sponsorship
Schemes

The AEPC Export Awards are the Indian Apparel industry's most prestigious awards. The awards recognize extraordinary contributions made by Indian Apparel exporters in building our modern export enterprises and helping to further develop a unique Indian export culture.

Extending across diverse product categories and including both experienced and start up representation, the awards are a celebration of the contributions exporters have made to the industry and, in turn, the national economy. We have instituted these awards with an aim to encourage the Indian Apparel exporters to increase their export capacities and at the same time, enhance the competitiveness among the firms to capture the global markets.

There are many facets to the development of the apparel export industry and culture in India. The Award winners have demonstrated outstanding vision in making a significant and unique impact, while achieving success for their organization, and India, in the international marketplace. Apart from adding to the growth of our international trade and contributing to our society, these export heroes have contributed to India's image as a progressive member of the international business community and are role models for future generations of Indian exporters.

AEPC takes great pride and pleasure in hosting the Apparel Export Promotion Council's Export Awards 2016-17, in the august presence of Smt. Smriti Zubin Irani, Honorable Union Minister of Textiles and I&B, GOI. We look forward to being joined by Shri Arun Jaitley, Honorable Union Minister of Finance, GOI and Shri Suresh Prabhu, Honorable Union Minister of Commerce and Industry, GOI.

About AEPC Export Awards

Footfall About 400 to 450 guests walk through the doors of the venue that evening and attend the event, which is followed by dinner

Profile of Attendees Apart from the Ministers, Bureaucrats and Senior Government officials the event is graced by the presence of top-notch apparel exporters of the country. The highest achievers of the industry share stage with the young start-up entrepreneurs.

Media Presence and Coverage All leading newspapers and Textiles/Apparel magazines, and leading business news channels cover the event. CNBC TV18 will be airing 30 pre-telecast promos nationwide as run-up to the telecast to build enhanced viewership.

Pre Event Promotion The event is widely publicised through advertisement, advertorial and the AEPC website from more than 2 months before the event. Circulars and E-blast are sent out to more than 8500 apparel exporters members of AEPC. The event is also promoted through social media - Facebook and Twitter.

Post Event Reach Apart from the broadcast of the content by AEPC on its international event platforms and its well visited website, the content is expected to be shared by all winners with their Buyers overseas. The link to/snippets of the recorded episode will be publicised through E-blasts, Facebook and Twitter by AEPC

About The Event

THE SECTOR'S MOST POWERFUL MEET TO DISCUSS AND EXCHANGE!

Proposed Contributors

Shri Arun Jaitley, Honorable Union Minister of Finance, GOI

Shri Suresh Prabhu, Honorable Union Minister of Commerce and Industry, GOI

Smt. Smriti Zubin Irani, Honorable Union Minister of Textiles and I&B, GOI.

Shri Ajay Tamta, Honorable Minister of State for Textiles, MOT, GOI

Shri Amitabh Kant, IAS, CEO, NITI Aayog

Shri Ashok G Rajani, Chairman, AEPC

Moderated by CNBC TV 18

The AEPC POWERGroup discussion intends to bring together decision and policy makers, focused business representatives and important stake holders, engaged in the promise of designing and acting for the future of the Indian Apparel Industry. The underlying objective is to let the POWERgroup peers discuss the present and encourage action to lead towards the best future.

The POWERGroup discussion is expected to promote candid open business discussion between members and introduce the audience to the thoughts of domain experts, addressing topics pertinent to the business of Indian Apparel today.

We expect to witness and be part of some serious, yet, lively exchanges during this intense session.

POWERgroup
Discussion

AEPC has taken CNBC TV18 as Media Partners for the 22nd AEPC Export Awards 2016-17. CNBC TV 18 will moderate the POWERgroup discussion. CNBC TV 18 will telecast an exclusive 30 minute episode on the event along with bytes from Honorable Ministers, Chairman, AEPC and Award Winners. This will have a far reaching impact all over the country and also reach out to our Buyers outside the country. CNBC will also ensure enhanced viewership through 30 promos of 20 seconds each and a repeat telecast of the episode. Apart from the broadcast of the content by AEPC on all international event platforms and its well visited website, it is expected that the content will be shared by all winners with their Buyers overseas. This will go a long way towards promoting the Indian Apparel industry and the Make in India brand in the global Apparel market.



Media
Partner

₹25,00,000

What you will Get *

- Placement of Logo as Lead Platinum Sponsor in the sponsor tag in thirty CNBC Tv18 promo films
- Placement of Logo as Lead Platinum Sponsor in the sponsor tag following the episode telecast on CNBC Tv18 and repeat telecast on CNBC Tv18
- Placement of Logo in all on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
 - Media Backdrop
 - On Screen Presentation
- Mention (in Visuals) as Lead Platinum Sponsor in all on-ground and on Air publicity
- Mention (in Vocal) as Lead Platinum Sponsor in selective on-ground announcements during the event
- Placement of Logo in Annual 2018 AEPC Diary (Circulation 1000 pcs)
- Placement of Logo in Annual 2018 AEPC Desk Calendar (Circulation 1000 pcs)
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Platinum
Sponsorship

₹15,00,000

What you will Get *

- Placement of Logo as Diamond Sponsor in the sponsor tag in thirty CNBC Tv18 promo films
- Placement of Logo as Diamond Sponsor in the sponsor tag following the episode telecast on CNBC Tv18 and repeat telecast on CNBC Tv18
- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
 - Media Backdrop
 - On Screen Presentation
- Mention (in Visuals) as Diamond Sponsor in on-ground and on-Air publicity
- Mention (in Vocal) as Diamond Sponsor in selective on-ground announcements during the event
- Placement of Logo in Annual 2018 AEPC Diary (Circulation 1000 pcs)
- Placement of Logo in Annual 2018 AEPC Desk Calendar (Circulation 1000 pcs)
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Diamond Sponsorship

₹10,00,000

What you will Get *

- Placement of Logo as Gold Sponsor in the sponsor tag in thirty CNBC Tv18 promo films
- Placement of Logo as Gold Sponsor in the sponsor tag following the episode telecast on CNBC Tv18 and repeat telecast on CNBC Tv18
- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
 - Media Backdrop
- Mention (in Visuals) as Gold Sponsor in on-ground and on-Air publicity
- Mention (in Vocal) as Gold Sponsor in selective on-ground announcements during the event
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Gold Sponsors

₹ 5,00,000

What you will Get *

- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
 - Media Backdrop
- Mention (in Visuals) as Silver Sponsor in on-ground publicity
- Mention (in Vocal) as Silver Sponsor in selective on-ground announcements during the event
- Permission to Distribute Branded Take-away item (item to be approved by AEPC)
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

silver
sponsors

₹ 2,50,000

What you will Get *

- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
- Mention (in Visuals) as Event Partner in on-ground publicity
- Mention (in Vocal) as Event Partner in selective on-ground announcements during the event
- Permission to Distribute Branded Take-away item (item to be approved by AEPC)
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Event Partner

₹ 1,25,000

What you will Get *

- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
- Mention (in Visuals) as Trophy Partner in on-ground publicity
- Mention (in Vocal) as Trophy Partner in selective on-ground announcements during the event
- Visibility on AEPC Website (Details to be discussed on Agreement)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Trophy Partner

₹ 75,000

What you will Get *

- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
- Mention (in Visuals) as Exclusive (Product) Partner in on-ground publicity
- Mention (in Vocal) as Exclusive (Product) Partner in selective on-ground announcements during the event
- Permission to Distribute Branded Take-away item (item to be approved by AEPC)
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Exclusive
Partnership

₹ 50,000

What you will Get *

- Placement of Logo in following on-ground Brandings during the event -
 - Registration Backdrop
 - Stage Backdrop
 - Standees
- Mention (in Visuals) as Print Partner in on-ground publicity
- Mention (in Vocal) as Print Partner in selective on-ground announcements during the event
- Mention in AEPC Export Awards Compendium (Booklet) as Print Partner
- Placement of Logo in AEPC Export Awards Compendium (Booklet)

*Conditions apply

Print Partner

Last Date for Application- November 30 2017

Amendment In Sponsorship Scheme : At any time till 7 days before the deadline for submission of applications AEPC may, for any reason, whether at own initiative or in response to a clarification requested by a prospective Sponsor, modify the Sponsorship scheme document by amendment. Such modifications shall be uploaded in the AEPC website. All such amendments shall be binding on all the Sponsors. AEPC also reserves the right to amend the dates mentioned in the Sponsorship Scheme.

In case of any dispute or difference arising in relation to meaning or interpretation of the agreement, Chairman, AEPC would be the final arbitrator. The decision of the arbitrator shall be final and binding on both the parties.



18 December 2017, New Delhi

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