

PROPOSAL FOR PARTICIPATION:

1. ADVERTISEMENT ROUTE (OPTION I)
2. STALL ROUTE (OPTION II)

OPTION I:-

The participating client's investment will be split in to two parts:

- Advertising spends:- The client has to consume advertising in any BCCL publication (classified & inserts will not be considered as part of the commitment) within the stipulated Period (12th Jan, to 18th Feb 2018).
- Cheque payment: - Cheque to be drawn in favour of "Introduction Trade Shows Pvt Ltd."

OPTION II:-

The participating client has to make Cheque payment:

- Cheque payment: - Cheque to be drawn in favour of "Introduction Trade Shows Pvt Ltd."

BELOW IS THE SQMTR WISE PROPOSAL FOR BOTH THE OPTIONS:

ADVERTISEMENT ROUTE - OPTION I				STALL ROUTE - OPTION II			
Category	Stall Area	AD Route		Category	Stall Area	Stall Route	Per sqmtr
	Sq.mtr	AD Value -Gross	Cheque +GST		Sq.mtr	Cheque +GST	Rs.
A	126	3780000	1040760	A	126	2081520	14000
	117	3510000	966420		117	1932840	
	108	3240000	892080		108	1784160	
	77	2310000	636020		77	1272040	
	72	2160000	594720		72	1189440	
	54	1620000	446040		54	892080	
B	48	1440000	396480	B	48	708000	12500
	36	1080000	297360		36	531000	
C	27	810000	223020	C	27	350460	11000
	18	540000	148680		18	233640	
	15	450000	123900		15	194700	
	12	360000	99120		12	155760	
	9	270000	74340		9	116820	

For any details feel free to call Tanuj Bhatt (TOI) - 9819437643