



Twin City of India's Financial Capital "Mumbai"

WELCOME TO THANE!

CREDAI - MCHI
THANE UNIT

Presents



PROPERTY-2020
THANE

19TH REAL ESTATE & HOUSING FINANCE EXPO

7 | 8 | 9 | 10
FEBRUARY 2020
HIGHLAND GARDENS, DHOKALI, THANE (W)

EWOOLVING THANE

Look Beyond Mumbai's Skyscrapers Look Towards Thane!

Thane is the unquestionable opportunity for one and all today. Right from the Metro infrastructure to the green expanse, everyone is enchanted by its aura. It is swiftly moving towards becoming one of India's finest smart cities soon.

Last year alone there were over a lakh footfalls of buyers who were looking for their dream home. This year it promises to be no different. To showcase their properties more than 200 developers will also be making their presence felt.

Why not take this golden opportunity to showcase your homes here?



EXPO 2020

Welcome To The 19th Real Estate & Housing Finance Expo 2020

Formed in 1982, MCHI-CREDAI has achieved a stature achieved by very few in the industry. Its bold and intelligent management decisions have caused a massive shift in the real estate segment leading to a win-win situation for the home buyer as well as developers. Millions of successful developed square feet later we are taking another leap towards a positive outcome this year with MCHI 2020. Come be a part of another outstanding story. Looking forward to your unwavering support as always, following are the categories we will be displaying:

- **Residential**
- **Commercial & IT / ITES**
- **Second Home / Villas**
- **Retail & Entertainment**
- **Logistics & Industrial Park**

GLIMPSSES OF 2019

Figure from Last Year

1,05,320

Footfalls in 4 days

425

Flats Booked in 4 days

400

Crore principal
Loan Sanctioned



360 MEDIA PLAN

A Small Price For
The Lion's Share In Attention

- ▶ Print Media (Newspapers & Magazines)
- ▶ SMS Broadcasting & Emailers
- ▶ Outdoor Media
- ▶ Networking Activation
- ▶ Multiplex Activation
- ▶ Television Coverage (Local)
- ▶ Radio Tie Ups
- ▶ QR Code Technology
- ▶ Social Media Presence
- ▶ Website Updates
- ▶ PR Activity



SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

₹ 45/- Lakhs

POWERED BY

₹ 35/- Lakhs

DAIMOND SPONSORSHIP

₹ 25/- Lakhs

GOLD SPONSORSHIP

₹ 15/- Lakhs



SPONSORSHIP BENEFITS

PARTICULARS	TITLE	POWERED BY	DAIMOND (2nos)	GOLD (2nos)
Exclusivity	YES	-	-	-
Stall Size	180 Sq. Mtr.	160 sq. mtr	117 Sq. mtr	72 Sq. mtr
Brand Visibility in Promotional Collaterals				
Print	YES	YES	YES	YES
Outdoor	YES	YES	YES	YES
Press Conference Back Banner	YES	YES	YES	YES
Invitation Cards	YES	YES	YES	YES
Carry Bags	YES	YES	YES	YES
Exhibition Catalogue Advertisement	Double Spread	Single Spread	Single	Single
Complete Database of the visitors	YES	YES	YES	YES
Digital Media Presence				
Online Display Ads	YES	YES	YES	YES
Banner Presence in CREDAI-MCHI Thane Website	YES	YES	YES	YES
Emailer Campaign to CREDAI-MCHI Database	YES	YES	-	-
Onsite Branding				
Logo Presence in Venue Branding	YES	YES	YES	YES
Logo Presence on Entrance Facade	YES	YES	YES	YES
Onsite Collaterals	YES	YES	YES	YES
Banners at the Entrance & Exit	YES	YES	YES	YES
Announcement during the event	YES	YES	YES	YES
Facilities				
Guest of Honor for Inaugural & Awards Night	YES	YES	YES	YES
Exclusive Exhibitor's Cafeteria	YES	YES	YES	YES
Access to VIP Lounge	YES	YES	YES	YES

SPONSORSHIP OPPORTUNITIES

Award Function Presenter

₹ 10,00,000/-

BENEFITS

- Company logo to feature on all the Awards with title "Presented by"
- Logo in Award Function Invitation Card
- Logo on Backdrop & Banners will be placed during the awards night

VIP - Lounge Partner

₹ 5,00,000/-

Complete Lounge Set- Up, Secretarial Services, Continuous F&B - Exclusive Support For All For Days.

BENEFITS

- Company Logo to Feature on The Lounge Entrance with Title "Presented By"
- Networking Opportunity with Developers
- Branding Space in VIP Lounge

Bus Service Partner (Bus Branding)

₹ 5,00,000/-

BENEFITS

- Branding Opportunity on Buses Used for Bringing Visitors from Various Locations to Exhibition Site.
- Logo on Exhibitor Catalogue as Bus Service Partner



Registration Area Branding

₹ 5,00,000/-

BENEFITS

- Branding space at Registration Area
- Banner at Site

Environmental Friendly Bag (2 Sponsors)

₹ 5,00,000/-

BENEFITS

- Advertising Space on one side of 7,500 Bags

Advertisement in Exhibitory Directory (20,000 Copies)

Back Cover ₹ 2,00,000/-

Inside Cover (2 nos.) ₹ 1,00,000/-

Full Page ₹ 50,000/-

Note : Cheque Shall be Drawn in Favour of "MCHI THANE A/C"

Time to Time Announcement will be Done for The Above Sponsors

For Further Information Please Feel Free To

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