



## **REX sponsorship options. (Proposed )**

### **Each sponsor of REX shall benefit from:**

- **Networking and business opportunities**  
The event shall be designed to encourage intimate discussions between attendees, building the senior-level contacts and relationships that lead to a hard return on investment. Many sponsors in the past have been able to build business with relationships that started at our meetings.
- **An enhanced profile as a socially responsible thought leader for making a difference in society**  
Visibility before, during and after the meetings will demonstrate your alignment with the most topical business issues, and support your positioning as a leader in your field.
- **Association with iCONGO and REX brand**  
*The iCONGO, RIGHT every WRONG & Karmaveer brand values are associated with credibility and integrity. Over the years we have refused sponsorships from various companies that we do not wish to work with. Throughout the marketing of our thought & opinion-leading meetings, you will benefit from being aligned with one of the India's very credible movements.*

### **REX 2012 Founding Sponsors (FS) - Rs. 25 lakhs each - (4 slots)**

1. Branding on REX Live Backdrop Masthead.
2. Branding on REX Live Backdrop screen at the beginning of all talks.
3. Solo Logo Branding (Thrice for 10 seconds each) during all talks on backdrop screen.
4. Exclusive speaking session at lunch time.
5. Logo on Front cover of REX 2012 dossier.
6. Logo on Sponsors walls under FS all around the REX venue.
7. Logo in all REX collateral.
8. Logo in all REX mailers to over 5 million subscribers.
9. Branding on Karmaveer Puraskar awards masthead.
10. Branding on Karmaveer Chakra awards masthead.
11. Branding in "PERPETUITY" on all REX 2012 talks opening pack shot on REX tube.

12. 1 speaking slot for 5 minutes at Karmaveer Puraskaar and Karmaveer Chakra ceremony
13. FS member awards 2 Karmaveer Puraskaar awards.
14. FS member awards 2 Karmaveer Chakra awards
15. 1 minute Film of FS member played at opening of every morning session and post lunch session.
16. Half minute Film of FS member played during all REX Live Talks.
17. 1 minute film played at half time in Karmaveer awards ceremony.
18. Logo with link to website on REX 2012 pages on REX TUBE. (This is in perpetuity again)
19. Seats in the Networking Lounge
20. Branding on live webcast on [www.idishoom.com](http://www.idishoom.com), [www.righteverywrong.com](http://www.righteverywrong.com), Facebook and other social media sites.

#### **REX 2012 Patron Sponsors (PS) - Rs. 15 lakhs each- (6 slots)**

1. Branding on REX Live Backdrop screen at the beginning of all talks under PS.
2. Solo Logo Branding (Twice for 10 seconds each) during all talks on backdrop screen.
3. Exclusive speaking session at opening in morning or post lunch.
4. Logo on back cover of REX 2012 dossier.
5. Logo on Sponsors walls under PS all around the REX venue.
6. PS member awards 1 Karmaveer Puraskaar awards.
7. PS member awards 1 Karmaveer Chakra awards
8. 1 minute Film of FS member played at opening of every morning session.
9. 1 minute film played at half time in Karmaveer awards ceremony.
10. Logo with link to website on REX 2012 pages on REX TUBE. (This is in perpetuity again)
11. Seats in the Networking Lounge
1. Branding on live webcast on [www.idishoom.com](http://www.idishoom.com), [www.righteverywrong.com](http://www.righteverywrong.com), Facebook and other social media sites.

#### **REX 2013 Charter Sponsor (CS) – Rs. 5 lakhs each (10 slots)**

2. Branding on REX Live Backdrop screen at the beginning of all talks under PS.
3. Solo Logo Branding (Once for 10 seconds each) during all talks on backdrop screen.
4. Logo on back cover of REX 2012 dossier.
5. Logo on Sponsors walls under CS all around the REX venue.
6. Logo with link to website on REX 2012 pages on REX TUBE. (This is in perpetuity again)
7. Seats in the Networking Lounge
8. Branding on live webcast on [www.idishoom.com](http://www.idishoom.com), [www.righteverywrong.com](http://www.righteverywrong.com), Facebook and other social media sites.

**REX 2012 Exhibitors fees:**

Rs. 75, 000 for a stall.

**Karmaveer Puraskaar awards dinner sponsor:**

12 lakhs.

**Karmaveer Chakra awards sponsor:**

7.5 lakhs

**Lunch sponsors:**

5 lakhs x 3 days.

**A unique event format & styling**

REX shall have 51 Rockstar speakers, 12 Rockstar alternative performances, a networking dinner, luncheon talks and 2 awards (Karmaveer Puraskaar & Karmaveer Chakra) ceremonies.

**Working with you**

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We have a clear understanding of the goals that sponsors set for event sponsorship. We are firm believers in the need for continuous communication and creative collaboration, and past sponsors have hailed our results.

REX will work in close collaboration with you to ensure that each event offers a platform to meet your target audience and to provide a tangible return on investment. Editorial independence is of paramount importance to REX & iCONGO although sponsor input on themes and on suggested speakers is always welcome.

Throughout the project we will work closely with you to:

**Pre-event**

- Understand your key promotional messages and target audiences, and how you want to position yourselves to the large audience on ground & online.

**At the event**

- Plan your involvement, with a speaking opportunity at a suitable point in the meeting
- Facilitate introductions with key executives at the conference

## Post-event

- Provide collated attendee feedback and a list of attendees
- Manage a detailed de-brief meeting held with your team

## Extra Sponsorship benefits

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### Benefits include:

- Meet and engage with up to 1500 concerned citizens. This presents an unrivalled opportunity to develop relationships with the highest level of thought leaders and discerning consumers.
- Association with iCONGO, a humble organisation with integrity & courage of conviction.
- Association with the REX brand, known for holding forums that have led thought leadership for change with tangible actions & impact with participation from senior-level speakers and delegates from all sectors.
- Brand visibility throughout the series of meetings. We can also create customised invitations to the meetings to be sent to your clients and prospects
- At each meeting your company logo will be on display as a sponsor to meeting participants, and on the front / back cover (depending on level of sponsorship) of the meeting documentation. There will also be opportunity to insert a one-page advertisement in the meeting documentation.
- Opportunity to distribute value-added materials such as white papers or research findings to the participants either at the event or after through email.
- Opportunity to give input on the thematic talks.

### More benefits (excluding Dinner and Cocktails sponsor):

- ⇒ Two seats- for your CEO and similar level executive to attend the event and to maximise your presence and networking opportunities
  
- ⇒ Two seats for external clients and business prospects to attend the event