



Convention of Banks, Realities & Automobiles

first-ever dispersion model of expo

Reaching Out To Customers - A New Paradigm

Fairs have a fairly long history stretching back thousands of years all over the world. India has been no exception. Fairs have been an integral part of rural and urban India from the yore. We are sure to stumble upon some kind of a fair happening somewhere or the other all round the year. Combining mirth and merchandise, they have always been a popular rendezvous for people on the lookout for a fair and gainful deal. After all, they have the opportunity to assess the various alternative wares on display at one place which helps them to make a discerning choice. The vendors taking part in trade fairs also stand to gain in terms of ascertaining public opinion, estimating market potential, test marketing new product/service offerings, establishing forward/backward linkages, negotiating offers and networking business relationships. A win-win situation, indeed!

Originally conceived as a merchandising means to reach

out to remotely located rural folk, they have come to be an essential element of marketing mix at a global level over the years. Today, companies and countries alike are seen enthusiastically opting for trade fairs as a plausible platform for conducting business on a national and international level. Notwithstanding their popularity and prevalence, it is a commonly known fact that fairs have not evolved in line with the dynamics and diktats of changing times. Only the name has undergone changes, but not the form. There has been little change as far as the format of the trade fairs is concerned. Besides, the proliferation of organizers of fairs has left the exhibitors perplexed when it comes to choosing the right ones.

In order to cut through the clutter and ensure better visibility and publicity for the exhibitors, there is a need for purposive innovation in the format of a trade fair. CoBRA SQUARE is one such innovation in the offing.





COBRA - first-ever dispersion model expo

CoBRA (Convention of Banks, Realities & Automobiles) SQUARE is an exposition with a difference. It is different in that it is an exposition organized simultaneously at multiple venues in strategic locales within a city so that the exhibitors could reach out to a wider base of customers. Due to such dispersion, the event is expected to draw maximum number of footfalls (which is the key performance indicator) particularly in the context of big and burgeoning cities like Mumbai, Pune, Chennai, Delhi, Bangalore and Hyderabad as the prospective visitors need not commute longer distances confronting traffic snarls in order to visit the venue of the exposition.

The convention provides exhibit space for Banks, Housing Finance Companies, Insurance Companies, Property Developers, Construction Firms and Automobile Companies. It is envisaged to be a winning formula of social cohesion, enabling the people of the chosen city

and surrounding areas to come together at the nearest venue in a relaxed environment infused with a positive spirit to boost up business activity. The layout of the convention is designed to maximize traffic of relevant target audience - upscale and upwardly mobile strata, business owners looking to expand their business opportunities and corporate houses wishing to extend their marketing and promotion networks.

The initial event of CoBRA SQUARE is being organized in the city of Hyderabad in October/November at four strategically situated venues simultaneously covering an area of 600 sq kms covering a population of over 60 lakhs. The event would take place for 3 days and is expected to draw maximum footfalls of relevant target group at the venues together even by a conservative estimate. Eventually, the canvas will be extended to cover all the major cities across the country.

Target Audience

- **Prospective customers** - upscale and upwardly mobile strata
- **Business owners** - looking to expand their business opportunities by building relationships with exhibitors
- **Corporate buyers** - wishing to extend their marketing and promotion networks

Exhibitor Categories

- Banks, housing finance companies & insurance companies
- Real estate - property developers, builders / construction firms, property management firms, facilities management firms, real estate agents
 - All car manufacturers and dealers
 - High-end two-wheeler manufacturers and dealers





Exhibitor Benefits

- Showcase products or services
- Attend to inquiries and disseminate information
 - Identify new potential customers
- Establish backward and forward business linkages
 - Identify agents
 - Negotiate offers
- Develop relationship network
 - Meet potential partners

Exhibition Venues

Future Exhibition Centers

- Mumbai
- Pune
- Bengaluru
- Chennai
- Delhi

Exhibit Space & Facilities

Space

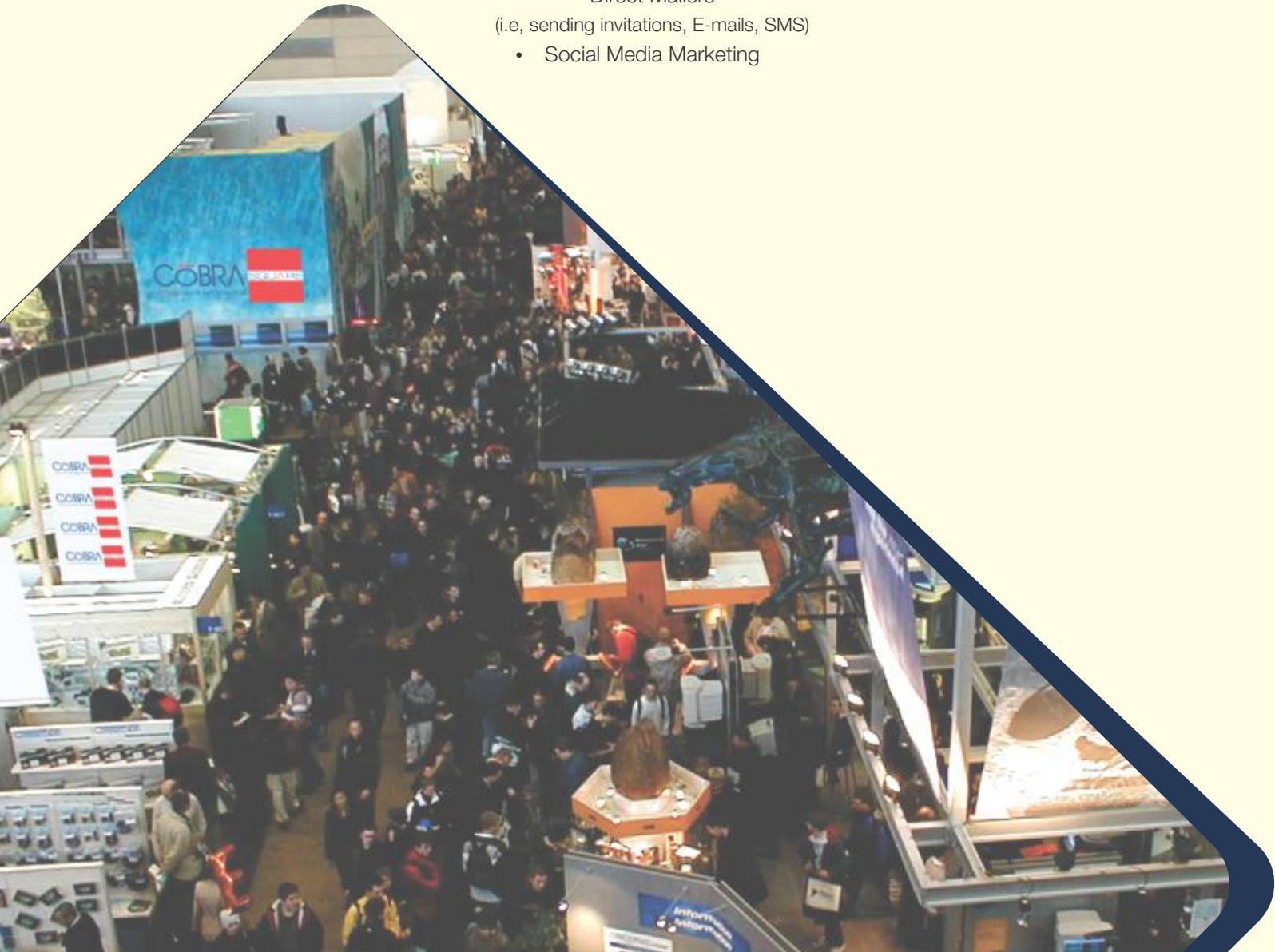
- Shell Stand Scheme (Furnished) - minimum 3 x 3 mtrs •
 - Extra Space - multiples of 1 x 3 mtrs

Facilities

- octonorm system of stalls •• wall to wall hall carpeting • 1 fascia with company name and stall number
- counter with 3 tables (extra tables @ Rs. 300/- per table)•• 6 chairs (extra chairs @ Rs. 50/- per chair)
- 2 spot lights • 2 tube lights • 3 sockets, power supply (220V / 5A)

Pre-Event Promotion Campaign

- Hoardings
- Pan India PR Activity
- Radio & TV Ads
- Newspaper Ads
 - TV Editorials
 - Magazine Ads
- Leaflets Distributions
 - Direct Mailers(i.e, sending invitations, E-mails, SMS)
- Social Media Marketing



BECOME A SPONSOR

Sponsorship Categories

Platinum Sponsor

- Allotment of 3 x 3 mtrs stall at the entry corner at all the four venues
- Two 6 x 8 ft company/product billboards at each of the four venues
- Display of sponsor's logo in all the pre-event and during event ads.
 - Display of sponsor's logo in the outdoor campaign
 - Display of sponsor's logo in pamphlets/flyers
 - Display of sponsor's logo in website

Golden Sponsor

- Allotment of 3 x 3 mtrs stall at all three venues
- Two 4 x 6 ft company/product billboards at three venues
- Display of sponsor's logo in all the pre & during event ads

Silver Sponsor

- Allotment of 3 x 3 mtrs stall at two venues
- Two 3 x 4 ft company/product billboards at two venues
- Display of sponsor's logo in all the pre & during event ads



Organizers

The host of the convention is **Revathi Creative Communications** – a Hyderabad-based advertising and event management agency with –

- Two decades of successful track-record
- Acknowledged expertise in advertising and event management
- Credentials of hosting over 300 exhibitions across the country in less than 7 years by the brand name Weaves
- Credentials of organizing Road Shows for Banks and Fashion Shows
- Successful campaigning of VAT initiative for the Government of A.P.
- Impressive list of clients across corporates, governmental organizations, banking institutions, manufacturing companies, NGOs



REVATHI

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