

MEDIA KIT



**OPPORTUNITY TO
REACH OUT TO OVER 40K
FACILITIES & CLEANING
PROFESSIONALS**

ABOUT INFORMA MARKETS IN INDIA

Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we hosts over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit –www.informa.com

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.



KEY MARKET SECTORS

CLEANING
AND
HYGIENE
INDUSTRY



WEBINARS



Webinars/Online Virtual Events mean connecting LIVE with your audience through a platform and conducting an online seminar by various engagement tools like Presentation, Q&A, Polls, Survey and eLearning. Webinars have a wider reach and goes beyond imagination through viral marketing techniques

- **Complete Project Management**
- **60 Min Live AUDIO + Presentation Webinar**
- **Moderator for Introduction and Q&A**
- **Marketing the Webinar to audience**
- **Driving Registrations for the Webinar**
- **Support and handholding throughout the event**



MICROSITE



Microsites, as the name suggest involve creating a sub-domain or a sub-website which will be hosted on to a parent website. The purpose of this sub-domain would only be relevant to the sponsor/client company and its products, a mix of assets, product info, videos and other details.

CUSTOMIZED CAMPAIGNS



E-Surveys Campaigns

An E- survey is a questionnaire that the target audience can complete over the Internet. Companies often use online surveys to gain a deeper understanding of their customers' tastes and opinions.

Performance Campaigns

Whitepapers, commonly known as Digital Issues, are the knowledge hub where the Business leader gets a lowdown about the latest happenings -- the real-time updates and innovations, in-depth analysis, best practices, perspectives and case studies. Performance Campaigns host these Whitepapers and generate leads on the basis of their information.



CUSTOMIZED CAMPAIGNS



Email Marketing & Newsletters

EDM/Email Marketing promotes and markets the service offerings & promotional deals of a Client Company through Electronic Emails.

E-Newsletters - Fortnightly news sent to the community which includes Industry related news, Event related Announcements and news, sponsored Ads, interviews, product launches etc

Display Advertising

Display Advertising commonly known as E-Banner Ads is a prime tool to advertise a sponsor's service/products on banner spaces of a website.



WHY ONLINE MARKETING

Online Marketing

is the use of new media to engage with consumers. By utilizing digital channels. A major component of this marketing process is the INTERNET.




CREATE
an online identity
for your brand


INCREASE
brand image
and awareness


REACH
to your target
Audience

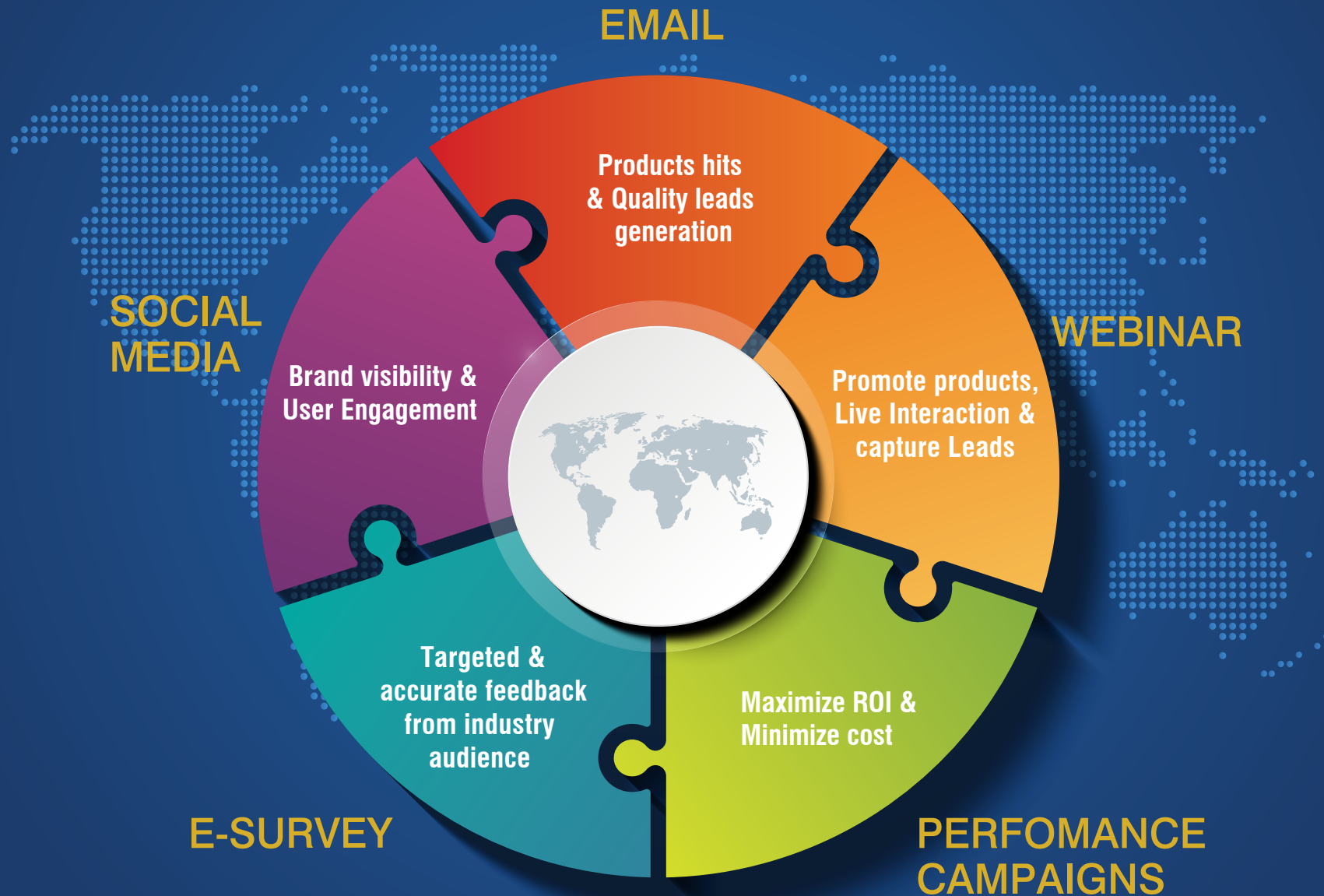
Why invest in Online Marketing?

Increase reach
through Online
Events

Increase
Online Brand
Visibility

Increase
ROI

ONLINE MARKETING REACH



DISPLAY ADS



WEBINAR



E - NEWSLETTERS



E-MAILER



MICROSITE



The Digital Marketing Business at Informa Markets has Always Carved out a Niche in Campaigns across Different Verticals.
We can Ideate, Reach, Engage, Enrich, & Deliver the Digital Way!

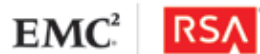
RATE CARD

PRODUCTS	DELIVERABLES	COSTING
Webinar	Maximum 100 Live attendees	\$ 4,500 Onwards*
Email Marketing	-	\$ 750 Onwards* / Per EDM Blast
Newsletter Leaderboard	-	\$ 350 Onwards*
Newsletter Skyscraper	-	\$ 300 Onwards*
Newsletter Center Banner	-	\$ 225 Onwards*
Newsletter Rectangular Banner	-	\$ 200 Onwards*
Microsites	Maximum 300 Leads	\$ 8,250 Onwards*
Performance Campaigns	Maximum 100 Leads	\$ 4,500 Onwards*
E-Survey Campaigns	Maximum 100 Responses	\$ 650 Onwards*

*Rates in **USD**

*Service Tax Extra

SOME OF OUR ESTEEMED CLIENTS



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