



Branding Opportunities in

World Spice Congress, 2023

Navi Mumbai



The Spices Board in association with the Indian Spice Industry is conducting the Global Spice event, WSC: 2023 during 15-17th Sep, 2023 at CIDCO Exhibition and Convention Centre, Mumbai. The WSC: 2023 allows the interested stakeholders of the Spice Industry to brand their Company/Products during the event. In today's competitive business eye catching merchandising, landscape and effective branding are essential for organizations to differentiate themselves and leave a lasting impression & image about their company and products on their target audience. The WSC will offer ample space for organizations to display customized branding at their choice. By strategically placing banners, posters, and digital displays featuring the company logo, slogan, and key messages, businesses can enhance their visibility and reinforce brand recognition throughout the event. Details of the branding cost, opportunities available and the packages offered are given below:

SI No	Category	Amount
1	Platinum	Rs.3.00 Lakhs
2	Diamond	Rs.2.00 Lakhs
3	Gold	Rs.1.00 Lakh

Those who are interested to brand their products/company may fill the application form given below and submit to Organizing Secretary, World Spice Congress, Spices Board, Kochi. WhatsApp: 9633008110, email: os@worldspicecongress.com along with the required payment

General Terms & Conditions

- ◆ The branding opportunity is open to all but preference will be given to those who have registered for WSC 2023.
- ◆ Under the Platinum Category branding package one Indian delegate registration will be free of registration charges.
- ◆ Branding opportunity will be awarded on a first come, first served basis based on the receipt of the required branding amount.
- ◆ Those who are selected for branding should provide the correct name and logo image, promotional materials/design, promotional video as per the time length allowed (in the format required by the organizers, which will be sent after acceptance) and other details required by the organiser within 30 days from the receipt of acceptance for branding, but not later than 31st August, 2023.
- ◆ The payments can be made through Bank Transfer to Axis Bank, Kochi Branch, A/c No. 922020050050120, IFSC UTIB0000081.

Branding Package

Location for Branding	Platinum Category (Rs. 3.00 Lakhs)	Diamond Category (Rs.2.00 Lakhs)	Gold Category (Rs.1.00 Lakh)
Main Gate Area	Names of all brands will be displaced in the side panel of the welcome arch	Name of all brands will be displaced in the side panel of the welcome arch	Name of all brands will be displaced in the side panel of the welcome arch
Pathway from Main gate	3x6 ft printed display panels - 3 Nos	3x6 ft printed display panels-2 Nos	3x6 ft printed display panels 1 No
Pathway of Exhibition Hall	6x8 ft printed display panels - 3 Nos	6x8 ft printed display panels-2 Nos	6x8 ft printed display panel-1 No
Hall No.1	Hanging Cloth Panel 3x8 ft- 3 Nos	Hanging Cloth Panel 3x8 ft-2 Nos	Hanging Cloth Panel 3x8 ft-1 No
	Digital- Picture/ Video display in three Kiosks - 3 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in three Kiosks - 2 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in three Kiosks - 1-minute multiple time from 9.30 AM - 5.00PM
Central Hall	Digital- Picture/ Video display in two Kiosks - 3 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in two Kiosks - 2 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in two Kiosks - 1-minute multiple time from 9.30 AM - 5.00PM
	10x8 ft printed panel to Display of logo of all branding firms together	10x8 ft printed panel to Display of logo of all branding firms together	10x8 ft printed panel to Display of logo of all branding firms together
Pre-function Area-1(Over Bridge Area)	Digital- Picture/ Video display in two Kiosks - 3 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in two Kiosks - 2 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in two Kiosks - 1-minute multiple time from 9.30 AM - 5.00PM
	4x8 ft printed display panels - 3 Nos	4x8 ft printed display panels-2 Nos	4x8 ft printed display panel-1 No
Pre-function Area-2 (Tea/coffee serving Lounge)	Digital- Picture/ Video display in one Kiosk - 3 minutes multiple time from 9.30 AM - 5.00PM	Digital- Picture/ Video display in one Kiosk - 2 minutes multiple time from 9.30 AM - 5.00 PM	Digital- Picture/ Video display in one Kiosk - 1-minute multiple time from 9.30 AM - 5.00 PM
	6x8 feet printed display panels - 3 Nos	6x8 feet printed display panels - 3 Nos	6x8 feet printed display panel - 3 Nos

Note: WSC reserves the right to make any change in dimension & location specified for branding subject to the ground reality



APPLICATION FOR BRANDING OPPORTUNITY IN WSC 2023

Company Name		Whether Registered for WSC	Yes / No
If Yes, WSC Delegate ID		Name of Contact person	
Mobile		Email	
Package Selected	Platinum (Rs. 3.00 Lakhs)	Diamond (Rs.2.00 Lakhs)	Gold (Rs.1.00 Lakh)
Mode of Payment	Cheque/ Bank Transfer	Cheque No. & Date Bank & Amount UTR No.	

Bank Transfer Details: WORLD SPICE CONGRESS, A/c No.922020050050120 , Axis Bank, Kochi Branch, IFSC Code: UTIB0000081

We/I have read, fully understood and agree to the Terms & Conditions

