



www.ictexpo.org

Poush 6th to 10th, 2075
21st to 25th December, 2018
Biratnagar, Province-1, Nepal

EVENT SPONSORSHIP PROPOSAL



We are delighted to invite you to sponsor and support "ICT Expo 2018" from **21st to 25th December, 2018**. This brings home the knowledge and technology that will be part of our life in **2018**. **ICT Expo 2018**, happening in Biratnagar, will help us all see through future, much needed for people outside of Kathmandu Valley.



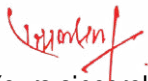
To

The Managing Director

Dear Sir/Madam,

We are a team of ICT professionals who had already made a mark in their own sector for more than a decade now. 'ICT Expo 2018' is one of a kind in Nepal. We are confident that, with our expertise, experience and understanding and your support, together we will bring new life to technology in the Eastern part of Nepal.

Our Organizing committee feels that the Event is incomplete without you. Join us as a sponsor and partner with us in this amazing journey of a memorable event.



Yours sincerely,

Razan Lamsal

PROJECT UNSOLICATED PROPOSAL SUMMARY SHEET

Event Title	:	ICT EXPO 2018
Event Type	:	Exhibition and Conference
Participated	:	(Government officers, IT Experts & officers, Businessman, Entrepreneurs, Social Worker, Professors/lectures, Students, Media Personality, Start-ups & General people)
Venue	:	Jain Bhawan, Biratnagar
Anticipated visitors	:	Mixed Audience - 2.5 Lakhs
Type of support needed	:	Sponsorship and Support
Total Stalls	:	150 (Commercial & Startup)
Visitors From	:	Biratnagar, Itahari, Dharan, Biratchowk, Urlabari, Damak, Dhankuta, Inaruwa, Rajbiraj, Janakpur, Birtamod, Ilam (All area from Pradesh No 1)
Proposal submitted by	:	Living with ICT
Applicant's address	:	Shantinagar, Kathmandu
Applicant's Telephone	:	0977-01-4621501/9801263601
Applicant's Email	:	ictexpo2018@gmail.com
Event Management by	:	Global Spark

ABOUT ORGANIZER



Living with ICT is the leading contemporary IT magazine of the nation. In position of global trends of media, **Living with ICT** provides a unique forum where academicians, educationists and students share their knowledge to fellow interest groups to satisfy their thirst of Information & Communication Technology.

ICT Award is a yearly program of Living with ICT. It also organizes different programs, such as Training, workshop and conferences. We believe in keeping pace with the cutting-age-technology to get achievements in this era of information and technology. Thus our vision is to build an e-society on accord of our slogan **“Building an e-society”**.

Auxilia is a social and educational event organizing company held along by a wonderful team of people who love to hang out. Our company holds expertise in events, social gatherings and promotions, in and outside Nepal. With our deeper ties with educational institutions, we have been doing events for School and Students in Nepal and abroad. Our intervention in this event will bring the educational, recreational and social flavor to this program. We all hope to see you around.

WHAT IS THE EVENT ABOUT?



will be totally based on technological invention which also includes various other programs such as commercial, job interviews, smart gadgets, smart city conferences, smart children park and many more.

This event highlights the innovative idea and encourages the youth towards developed of technology of their own creation. ICT Expo will also be a great commercial event in which many commercial stalls will be added based on smart gadgets, Machines, Motors, etc. This event has attraction in all the sectors highlighting the participation of children's to adults.

WHY THIS EVENT?

Highlighting the present situation of our country in technological background in comparison with other countries we lack in this sector among different aspects. Providing opportunities and encouraging the youth to participate in their own establishment is among one of our motto.

This event will lead youths of generation into a good path. We also provide commercial opportunity to the companies and make their product familiar among us. As in this event all the students of schools and colleges will make participation this event will be great opportunity to pass good vibes in technological sectors and others of their interested field.

MAJOR HIGHLIGHTS OF



Exhibition & Product Demo (stalls)

Highlighting the attraction for visitors ICT expo will provide varieties of product on every sector.

There will be 150 stalls among which 100 of them will be used for commercial.

We will be presenting latest technology on different kind of product. Mobile, Smartphone, Laptop, Computer, Routers, Antivirus, Security products, products etc.



AR/VR Lab

Virtual Reality (VR) is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds.



Robocop (Robo Trail, Robot Booth & Competition)

It is our intention to use RoboCup as a vehicle to promote robotics this will be attraction as well as innovative idea for our visitors for further development on robotics.

Participation of robots in various game as attraction.



Job Fair & Counseling (Walk in Interview, Drop Your CV Mapped Table)

This will be a great opportunity to all the graduates who are looking for their dream jobs as well as a place to find the best employees for the company. The table used will be mapped according to their job description and their experiences so employees can choose whomever they want with how much they want to pay.



3D Printing Machines

Introducing first time in Nepal we will be giving demo of 3D Printing Machine, what it is and how does it work. Basically, It is printing of design which is program based where error in almost 0%. This machine can make your work much easier, faster and can be much reliable.



Wi-Fi Internet Zone

We can all enjoy high speed internet for gaming, social media, surfing, etc. A separate room/hall will be added with high speed internet for you convenient.



Tech Museum

Bringing all the technological Invention close into our ICT Expo such as Robots Display, Smart gadgets, 3D printing machine and different Innovation this ICT Expo will be a tech Museum. Looking into all new innovation will be of great pleasure for all of us.



Smart Children Park

Children have always a special way to add joy everywhere. So, to add more joy and fun we will be arranging a small park for children which will be totally based on technological innovation. This park will look different form the one you see in you surrounding. So, don't let your children miss this opportunity to experience Smart Children Park.



Meeting Halls

As this ICT expo is itself a place where you can find your startup partner or an opportunity to make up a meeting with different companies' participated. We will provide you a private meeting hall for your quick meeting. The following are the features of the meeting halls.

- Max 15min
- Free tea
- Distance from crowd
- Shared meeting hall based on sponsorship

CONFERENCES: **DIGITALIZATION & SMART CITY**

Digitalization & Smart City is main theme of the conferences '**ICT for Good Governance**'. We are organizing this conferences colabrating with Biratnagar Metropolitan City.

WORKSHOP (ICT FOR GOOD GOVERNANCE)

ICT will help in broadening and strengthening the e-government vision taking into consideration that enabling societal-wide efficiency and effectiveness could realize better use of public resources at large - I.E to help improve public service delivery, to enable citizens to better access services without losing sight of the necessary focus on efficiency and effectiveness.

The agendas for the workshop would be:

1. The impact of e-government on the public sector modernization and efficiency efforts;
2. The impact of the e-government organizational structure and arrangements on e-government development and implementation;
3. The need to address issues related to user take-up;
4. The assessment of the benefits realization of e-government projects.

PROMOTION AND DISSEMINATION

WELCOME & INVITATION PILLARS

It will be a great opportunity to all the participant of ICT expo 2018. So, keeping in mind about all the people of this region we will be sure all the people get aware about the expo so they can grab the best opportunity for their future.

MEDIA CAMPAIGNS

A large scale media campaign will help us promote this event and bring audience to the event. We will be doing TVC in local and national media for a whole month. We will also be featuring in paper advertisements for a whole month in both local and national papers, with 50 insertions. We will also provide free slots to our supports in Living with ICT magazine as per their sponsorship.

OFFICIAL WEBSITE & APPLICATION

We will have an Official website to provide easy information about the Expo, contact can be made through mailing, easy ticket booking, and also booking for the stall. Participation and sponsorship can also be made through our official website.

PRINTED PROMOTIONAL DOCUMENTS (DISTRIBUTION IN DIFFERENT MARKETS OF EASTERN NEPAL)

Brief description about the Expo including the objective and features of ICT Expo will be printed and distributed in various schools, campus, Organization as a part of promotional campaigns.

INTERVIEWS AND TV SHOWS

As awareness and to provide information about the Expo there will various TV shows and Interviews. So that, the participants knows what actually the Expo is about and how important it will be. We will let know what actually the theme of our Expo is.

SUPPLEMENTARY PUBLICATIONS (NEWSPAPER, PAPER FOLIO WITH FLOOR PLAN AND EXHIBITOR'S DIRECTORY)

We will also be issuing LWICT daily supplement during the event. As the part of Advertisement we will be proving its attraction through newspaper, paper Folio, which will also be as awareness campaign about Expo going to be held on their City.

TICKET PROMOTIONAL CAMPAIGNS (GAME SHOWS, CIRCUS)

Attracting the public crowd in market for ticket promotion we will be having various entertainment programs live such as game show and circus in different markets, schools and colleges. Free tickets will be provided to the winners.

ONLINE TICKETING

Thinking about the easy and convenient way to grab your ticket for ICT expo we will be developing a mobile application for booking tickets.

SOCIAL MEDIA

In todays very social world, we will focus on promoting our event in social media with at least 10 Lakh reach in Facebook. This specially targeted advertisements will feature about our event plus feature our promoters during the campaigns.

SPONSORSHIP PACKAGES

There are various Kinds of sponsorship Packages available for corporate clients with many benefits listed with the Sponsorship deals. Overall, we can assure our sponsors that this event will successfully raise awareness of the brand, build its image and boost its sales and promotion. Advertisement placement will be awarded on hierarchical basis as of the sponsorship schemes.

TITLE SPONSORSHIP

Title Sponsorship will be major sponsorship in ICT Expo. Title sponsor will have it's name carried along with the event. For example, XYZ ICT Expo. We will provide all the available benefits and will be welcomed as a chief guest in opening and closing ceremony. Any kind of suggestion or changes in Expo can be accepted.

No. of Sponsorship : 1 (One)

Amount : NRs 15,00,000/- (Fifteen Lakhs Only, Exclusive of VAT) (15000\$)

Facilities to Sponsor:

- 6 stalls at prime location will be provided.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 2 participants will be allowed for ICT Conference.
- Special invitation during opening and closing ceremony.
- Space on main entrance gate will be provided to display sponsor logo on topmost of event title.
- Announcement will be done as title sponsor during events with special thank you.
- 200 gate passes will be provided.
- Minimum 50 Insertions of Advertisement in local and national print media.
- 1hr advertisement divided into 1 month as TVC.
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook.
- Advertisement of sponsor in our website, application, YouTube and social media channel.
- One year full page advertisement in Living with ICT magazine and online.

ASSOCIATE SPONSORSHIP

Associate Sponsorship will be ours Chief guest in ICT Expo . Different benefits will be provided in various sector of ICT Expo. Advertisement of the company is made through all the way possible as mentioned below in facilities.

No. of Sponsorship : 1 (One)

Amount: NRs10,00,000/- (Ten Lakhs Only, Exclusive of VAT) (10000\$)

Facilities to Sponsor

- 4 stalls will be provided on their selected area.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 2 participants will be allowed for ICT Expo-Conference.
- Space on main entrance gate will be provided to display sponsor logo on topmost of event title.
- 150 gate passes will be provided.
- 50 Insertions of Advertisement in local and national print media.
- 1hr advertisement divided into 1 month as TVC.
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook.
- Advertisement of sponsor in our website, application, YouTube and social media channel.
- Half year full page advertisement in Living with ICT magazine and online.

PLATINUM SPONSORSHIP

Platinum sponsorship is among the major sponsorship team. Promotion and advertisement of the company will be made in all the way. Different benefits will be provided to Platinum sponsorship.

No. of Sponsorship : 1 (One)

Amount : NRs 8,00,000/- (Eight Lakhs Only, Exclusive of VAT) (8000\$)

Facilities to Sponsor

- 3 stalls will be provided for platinum sponsor.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 1 participant will be allowed for ICT Expo-Conference.
- Space on main entrance gate will be provided to display sponsor logo.
- 100 gate passes will be provided.
- 50 Insertions of Advertisement in local and national print media.
- 1hr advertisement divided into 1 month as TVC.
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook.
- Advertisement of sponsor in our website, application, YouTube and social media channel.
- Four months full page advertisement in Living with ICT magazine and online.

DIAMOND SPONSORSHIP

We will be having 2 team can take this Diamond sponsorship with various facilities in different sector. Invitation in opening and ceremony as a guest. Advertisement will be made through different mediums. The following services as mentioned below will be provided.

No. of sponsorship : 2 (Two)

Amount : NRs 6,00,000/- (Six Lakhs Only, Exclusive of VAT) (6000\$)

Facilities to Sponsor

- 2 stalls will be provided for diamond sponsor.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 1 participant will be allowed for ICT Expo-Conference.
- Space on main entrance gate will be provided to display sponsor logo.
- 80 gate passes will be provided.
- 50 Insertions of Advertisement in local and national print media
- 1hr advertisement divided into 1 month as TVC
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook
- Advertisement of sponsor in our website, YouTube and social media channel
- Three months full page advertisement in Living with ICT magazine and online.

GOLD SPONSORSHIP

We will be having 3 team of Gold Sponsorship each of sponsor amount 4 lakhs. We will be providing available facilities to our Gold sponsorship and also promotions of the team through social media and others.

No. of sponsorship : 3 (Three)

Amount NRs : 4,00,000/- (Four Lakhs Only, Exclusive of VAT) (4000\$)

Facilities to Sponsor

- 2 stalls will be provided for gold sponsor.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 1 participant will be allowed for ICT Expo-Conference.
- Space on main entrance gate will be provided to display sponsor logo.
- 40 gate pass will be provided.
- 50 Insertions of Advertisement in local and national print media
- 1hr advertisement divided into 1 month as TVC
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook
- Advertisement of sponsor in our website, YouTube and social media channel
- Two months full page advertisement in Living with ICT magazine and online.

SUPPORTERS

We will be having 10 teams of Supporters. Available facilities will be given to the supporters and company logo will be carried in various purpose for advertisement.

No. Of Supporters : 10 (Ten)

Amount : NRs-2,00,000/- (Two Lakhs Only, Exclusive of VAT) (2000\$)

Facilities to Sponsor

- 1 stalls will be provided for gold sponsor.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 20 gate pass will be provided.
- 50 Insertions of Advertisement in local and national print media
- 1hr advertisement divided into 1 month as TVC
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook
- Advertisement of sponsor in our website, YouTube and social media channel
- One month full page advertisement in Living with ICT magazine and online.

OFFICIAL PARTNERSHIP

We will be having 10 teams of Official Partnership. Available facilities will be given to the partners and company logo will be carried in various purposes for advertisement.

Amount NRs : 1,00,000/- (One Lakh Only, Exclusive of VAT) (1000\$)

Facilities to Sponsor

- 1 stall will be provided for officials partners.
- Logo will be carried in every electronic, printing & digital media.
- Logo will be carried on every Backdrops, Leaflet, Boucher, Stickers, Tag, Tickets etc.
- Logo will be displayed on LED screen every time at the event period.
- 10 gate pass will be provided.
- 50 Insertions of Advertisement in local and national print media
- 1hr advertisement divided into 1 month as TVC
- Promotion in social media through Advertisement At least 10 Lakh reach in Facebook

ESTIMATED BUDGET FOR THE EVENT

ICT Expo will be a major event for the Nepalese ICT sector and the costs associated with the event are also listed below for your reference. We aspire to create a unique event that will showcase both the major contributors in the Nepalese ICT sector as well as bring to light the products and brands of our valued sponsors. We have made it our top priority to have an event that will be of the highest standards and the quality of the event will be top class

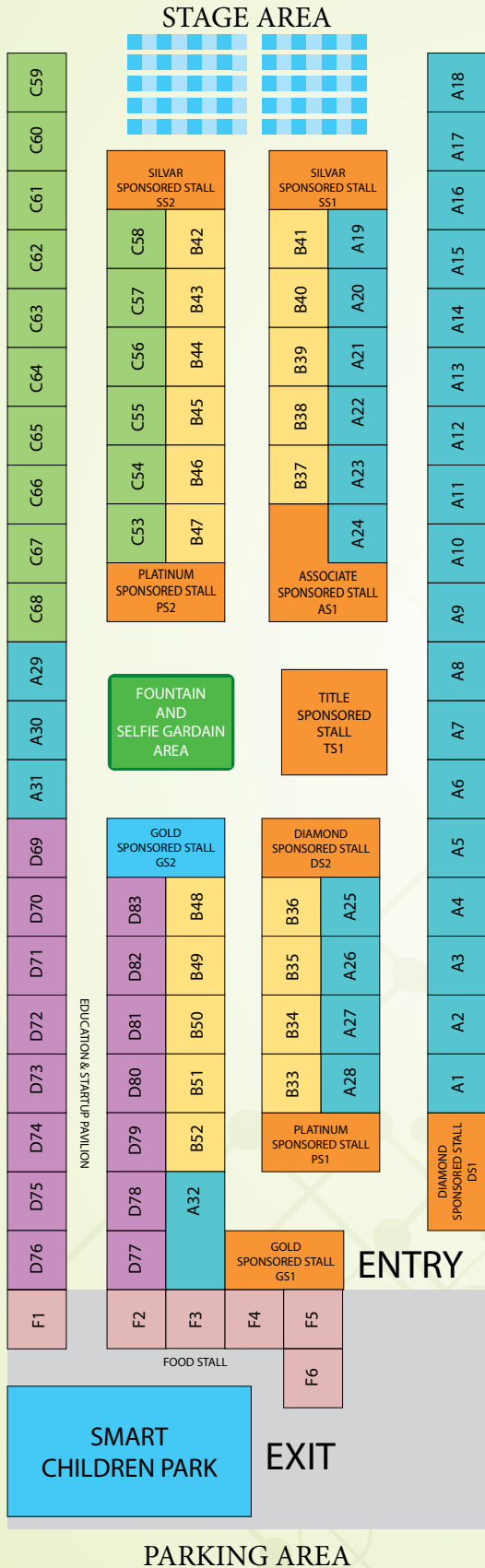
S.N	Particular	Amount
1.	Venue and Security	5,50,000
2.	Stall Design, Decoration, LED, Sound System & Light	12,00,000
3.	Advertisement / Promotion	15,00,000
4.	Scholars Invitation	2,50,000
5.	Cocktail Dinner, Drinks and Snacks	5,50,000
6.	Stage and Decoration	2,50,000
7.	Guest/Emcee	2,50,000
8.	Video, Documentary and Photography	4,00,000
9.	Live Broadcasting on Television/web/YouTube/Facebook	3,00,000
10.	Wardrobe and Designer	2,50,000
11.	Flex Banner, Printing & Stationary	3,50,000
12.	Cultural Program, Artist and Music in Event	3,00,000
14.	Opening and Closing Program	3,75,000
15.	Token of Appreciation, Shield, Certificates	2,00,000
16.	1 Days Conference : Venue, Launch, breakfast, Token and Others	5,00,000
16.	Miscellanies and Administration	5,00,000
	Total	77,25,000

We would like to thank you for going through this proposal and considering our event to showcase your brand as well as helping in inspiring the up and coming generation of ICT based companies in Nepal. We look forward to creating an Event that will be brought to the attention of the masses while also bringing the limelight on the Nepali ICT sector and the sponsor's brand.

We look to continue to create an events platform that will be a benchmark for the ICT sector and hope we can have you as a valued sponsor for this event for the years ahead.



FLOOR PLAN & OTHERS



Venue
Jain Bhawan
 Main Road, Biratnagar

Stall Size
 3 x 3 m. (Normal)

Stall Price
 NRs 250000/-

Facilities
 (Table 1 pcs, Chair 2 pcs, Electricity Plug Point, Tubelight)

SPONSORSHIP FORM

To,
The president,
ICT Expo 2018, Morang
Biratnagar, Nepal

{Please tick (✓) where applicable}

(✓) YES! Our Company/Organization is pleased to sponsor ICT Expo 2017, Morang as,

<input type="checkbox"/> Title Sponsor	<input type="checkbox"/> Associate Sponsor	<input type="checkbox"/> Platinum Sponsor
<input type="checkbox"/> Diamond Sponsor	<input type="checkbox"/> Gold Sponsor	<input type="checkbox"/> Silver sponsor
<input type="checkbox"/> Official Sponsor	<input type="checkbox"/> Supporters	<input type="checkbox"/> Other sponsor

We have enclosed herewith on A/C payee cheque for a sum of RS (In
Word) Payable to IC Tech
Media Pvt. Ltd., Kathmandu, Nepal.

Signature : _____

Name : _____

Designation : _____

Co/Organization : _____

Tel : _____ Mob : _____

Fax : _____ Date : _____

E-mail : _____ URL : _____

- The Sponsorship will be available on first come first serve basis.
- In acceptance of any of the sponsorship category of this proposal, 100% of the total sponsorship amount must be paid to "ICT Expo" in advance before signing the agreement
- The payment must be made through account payee (A/C payee) cheque in favor of IC Tech Media Pvt. Ltd. or in cash for the conditions mentioned above.
- A separate agreement will also be made to formalize the sponsorship.
- Agreement once signed cannot be terminated amidst by any party (Sponsor/Organizer)

STALL BOOKING FORM

Company Name :

Display Product Services :

Address :

GPO Box : Telephone no. : FAX :

Year of Establishment : E-mail :

URL :

Contact Person : Position :

Number of Stalls : Total Size :

Rs : In Words :

1. Each Stalls come with 1) Table 2) Chair 3) Tube light 4) Plug Point.
2. Exhibitors are requested to contact the supplier for other extra or additional material they need. Supplier will be working in venue premises.
3. Computer and other related equipment will be made available through Rent on Demand. Request has to be made 48 hours before the event..

The Exhibitors are requested to fill up company details compulsorily. These details will also be used as company profile of the exhibitor. The company profile will be included in the official webpage of ICT Expo to be published during the event. Additional information for further details to be included in the profile can also be added if necessary.

Please make your cheque payable to IC Tech Media Pvt. Ltd.

I hereby confirm that I have read the terms and conditions cited in Contract Form and I accept those Terms and Conditions as I am authorized as a Director/Partner and also to sign this contract as well. (In the Case of limited company the signatory must be a Director)

.....
Signature

.....
Name and Position

.....
Office Seal

.....
Date

FOR OFFICE USE ONLY

Receipt No : Date : Authorized Signature :



ICT expo
TECHNOLOGY • INNOVATION • FUTURE 2018

www.ictexpo.org