



**Organisers**



## CORPORATE SPONSORSHIP PROPOSAL.

# International Conference on Yoga, Naturopathy and Arogya Expo-2012

**THEME: YOGA AND NATUROPATHY FOR HOLISTIC HEALTH**

February 9<sup>th</sup> to 13<sup>th</sup>, 2012

“Gayathri Vihar”, Palace Grounds, Bengaluru

Govt. Ayurvedic Medical College Campus, Yoga Hall, Dhanvantari Road, Bengaluru-560 009, Karnataka, India

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Arogya Expo-2012: Mob: +91 99000 21466, E: arogyaexpo@icyn.in / arogya2012@gmail.com

All donations are exempted under section 35 (i) (ii) of IT Act upto 175%\*





## Organisers



### Welcome to:

First of its kind:-

- 📍 **“International Conference on Yoga, Naturopathy and AROGYA Expo 2012.”**
- 📍 A prestigious gathering of Yoga and Naturopathy Practitioners, Students and Proponents, Yoga and Naturopathy Organisations, Institutions, International delegates and general public. Alternative & Complimentary Solutions for healthcare.
- 📍 Parallel scientific sessions in English, Kannada and Hindi Tracks.
- 📍 Active participation of State Government through Department of “**AYUSH**” as the principal organiser.
- 📍 Organised by Department of **AYSUH**, along with prestigious institutions in the field of Yoga and Naturopathy in collaboration with prominent Industry associations in “**AYUSH**” sector.
- 📍 **AROGYA Expo – 2012**, organised along with the International Conference at the same venue is expected to bring in at least 5 Lakh visitors.
- 📍 **AROGYA Expo-2012**, will showcase Yoga and Naturopathy Institutions, Organisations, Centers, Natural product suppliers, Organic Food & Herbal Drugs, Nutrients and Extracts, besides AYUSH Products. Alternative and Complimentary holistic health care products.
- 📍 Registers **AYUSH** in the minds of consumers, Motivate Prospective parents and students who would explore professional career in AYUSH.
- 📍 The “**CONFERENCE**” and “**AROGYA Expo**” venue is the most famous and most visited Exhibition venue in Bengaluru, situated in the heart of the city.
- 📍 Every exhibition held in the venue has recorded **average of 3 Lakh visitors.**





## AROGYA Expo - 2012

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**The AROGYA Expo** at International Conference on Yoga and Naturopathy is slated to be the largest of its kind in Complementary and Alternate Health care system. Arogya Expo is aimed at showcasing the best of Complementary & Alternative health care systems. The Expo is unique in terms of Scale, Exhibit variety because of Visitor Turnout, Business Volume, and involvement and support of trade & business houses & associations of National & International importance in AYUSH Sector, besides state and central government organisations. Considering the interest and awareness levels about Yoga & Naturopathy in general public, backed by publicity in Print, Audio Visual Media. AROGYA Expo is sure to bring in not less than 5 Lakh visitors.

Visitor profile of the Expo is diverse and includes AYUSH Practitioners, Marketing Strategists, Professionals and Consultants, Policy Makers, Diplomats, representatives of foreign corporations, industry associations and trade delegations from India and Abroad, Businessmen, Manufacturers, Retailers and the general public.

The visitors benefit from an array of exhibits put out by Yoga & Naturopathy Institutions, Practitioners, Organisations, Yoga centres, besides other AYUSH Practitioners, Hospitals and Pharma segment of all AYUSH Systems. AYUSH based service institutes and centres, Research Institutes and Departments, Laboratory Equipment and machinery manufacturers, Hospital and Surgical equipment, Insurance Companies, Health Tourism Industry with special focus on Naturopathy Centres, Herb Traders and Medicinal plant cultivators.

**A detailed brochure is attached for your kind perusal.**





## Organisers



## Organisers



**The Department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH), Government of Karnataka.**



**SWAMI VIVEKANANDA YOGA ANUSANDHANA SAMSTHANA (S-VYASA),  
Bengaluru.**



**KARNATAKA INDIAN MEDICINE MANUFACTURER'S ASSOCIATION (KIMMA),  
Bengaluru.**



**INTERNATIONAL NATUROPATHY ORGANIZATION (INO), New Delhi.**



**Sri DHARMAMSTHALA MANUNATHESHWARA (SDM) COLLEGE OF  
NATUROPATHY & YOGIC SCIENCES AND HOSPITAL, Dharmasthala.**



**SRI RAMANUJA MISSION TRUST, Chennai.**



**KARNATAKA PRADESHA PRAKRUTHIKA CHIKITSA PARISHAD (KPPCP)  
Bengaluru**



**SWAMY VIVEKANAND YOGA RESEARCH AND HOLISTIC HEALTH TRUST  
(SVYRHHT), Bengaluru**





## Organisers



## Why Sponsor:

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening the company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve interest of four constituent groups:

- 👤 It must serve the business of the sponsoring Company.
- 👤 It must serve the best interest of the event and its participants.
- 👤 It must have positive impact upon the sponsor's direct consumers.
- 👤 It must benefit the consumers who use the products or services.

Keeping in mind the above points we laid down our efforts towards achieving the same Marketing and Media Campaign: The thrust of every business is the amount of awareness it has in the market. We have laid down a plan to provide maximum visibility to sponsoring company / brand in the promotion of event.

- 👤 **Direct Mailing:** The conference brochure carrying company logo will be mailed to (both electronic and the print) target audience. Direct e-mails will be sent to over 35 Lakh people in and around Bangalore.
- 👤 **Worldwide awareness:** Promotion of event through journals brought by the organisers, associates, display of sponsor's logo in regular press briefing and press conferences. Around 2-3 Crores direct e-mails are being sent to create awareness about International Conference on Yoga, Naturopathy and AROGYA Expo-2012.





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**Advertisements and press releases:** The event will have special one page news feature about the conference and Expo, one each in English and Kannada daily. The sponsoring company's logo, name and website will be prominently mentioned in the special edition, apart from other media like Journals and Magazines.

**Audio & Visual Media:** Special programmes are being planned to create awareness about the Conference and **AROGYA Expo**, awareness and information dissemination through Audio & Visual media, will bring in at least 5 Lakh visitors to Expo and the sponsoring brand / company is ensured to get very good visibility at the expo.

Every Indian can be proud of the fact that this country has a great health heritage gifted to humanity by the intelligentsia of the yester years. It is not only his privilege but his duty as well, to safeguard, nurture and propagate these unique, comprehensive health traditions and put it to the maximum use for the benefit of the entire world.

We request your support for this conference as a Sponsor. Details of Sponsorship are enclosed. We would like to declare your support for the program in our next announcement.

A draft brochure is attached for your kind consideration.

Yours Sincerely

### Sri JSD Pani

Secretary, Executive Committee, International Conference on Yoga, Naturopathy and AROGYA Expo-2012

Chairman, **AROGYA Expo-2012**.

President, Karnataka Indian Medicine Manufacturers Association, Bangalore

Chairman, Ayurpark Health Care Ltd., Bangalore

Please contact T N Muralidhara, Chief Coordinator, AROGYA Expo-2012 on +91 9900021466,

e-mail : [arogyexpo@icyn.net](mailto:arogyexpo@icyn.net), [arogy2012@gmail.com](mailto:arogy2012@gmail.com) – visit : [www.icyn.net](http://www.icyn.net).





## Organisers



## Sponsorship Opportunities



**Rs. 10, 00,000/- (Rupees Ten Lakhs only).**

- President / CEO will be listed on Organizing Committee.
- Personal one to one meetings of President / CEO and his select group of corporate members, with prominent people attending the conference will be facilitated by the organizers.
- Corporate representation on the organizing committee.
- **170 Sq. Mtrs. Space in Exhibition hall at the entry pavilion with clear visibility on entry to Exhibition hall.**
- Corporate Name and logo prominently positioned on collateral material and on conference website.
- Banner display on prominent places including Inaugural and Valedictory sessions.
- Display of Logo, Name and Website address along with recognition as a sponsor in special edition of News Paper pullout proposed to be published on the day of inauguration, in two prominent news paper editions, one in English and one in Kannada.
- Recognition on press materials and press room.
- Special Recognition in publicity materials in the venue.
- Two page four colour advertisements in conference souvenir; in prominent places.
- Two VIP Complimentary accommodations for 4 nights from 9<sup>th</sup> to 13<sup>th</sup> Feb 2012.
- Eight complimentary delegate accommodation for 3 nights from 10<sup>th</sup> to 12<sup>th</sup> Feb 2012. Prominent display of logo and name of organization at press room and VIP Lounge and Delegate area.
- Opportunity to use Conference logo in sponsor's own advertising / promotional materials.
- One year free listing on conference website till Feb. 2013.
- Eight complimentary delegate registration for the conference.
- Three complimentary registrations for pre-conference workshops.
- Recognition of support to the conduct of conference in "Proceedings" of the conference, with Name, Logo and Website address.
- Name, Logo and address with website mentioned in all versions of abstracts of the academic papers.





## Organisers



**GOLD SPONSOR**

**Rs. 5, 00,000/- (Rupees Five Lakhs only).**

- President / CEO will be listed on Reception Committee.
- **6 Stalls of 3 X 3 Sq. Mtrs. Or 60 Sq. Mtrs. Space in Exhibition hall in prime location.**
- Display of Logo, Name and Website address along with recognition as a sponsor in special edition of News Paper pullout proposed to be published on the day of inauguration in two prominent news papers one each in English and Kannada.
- Recognition on press materials.
- Special Recognition in publicity materials in the venue.
- One page four colour advertisement in conference souvenir.
- One VIP Complimentary accommodations for 5 nights from 9<sup>th</sup> to 13<sup>th</sup> Feb 2012.
- Five complimentary delegate accommodation for 3 nights from 9<sup>th</sup> to 12<sup>th</sup> Feb 2012 (Twin Sharing).
- Banner display in 3 sessions.
- Opportunity to use Conference logo in your own advertising / promotional materials.
- One year free listing on conference website till Feb. 2013.
- Six complimentary delegate registration for the conference.
- One complimentary registration for pre-conference workshops.
- Recognition of support to the conduct of conference in "Proceedings" of the conference, with Name, Logo and Website address.
- Name, Logo and address with website mentioned in all versions of abstracts of the academic papers.





## Organisers



Silver Sponsor

**Rs. 2, 00,000/- (Rupees Two Lakhs only).**

- 3 Stalls of 3 X 3 Sq. Mtrs. In Exhibition hall in prime location.
- Recognition on Collateral Material.
- Special Recognition in publicity materials in the venue.
- Half page four colour advertisement in conference souvenir;
- Four complimentary delegate accommodation for 3 nights from 9<sup>th</sup> to 12<sup>th</sup> Feb 2012 (Twin Sharing).
- Opportunity to use Conference logo in your own advertising / promotional materials.
- One year free listing on conference website till Feb. 2013. Four complimentary delegate registration for the conference.
- One complimentary registration for pre-conference workshop.
- Recognition of support to the conduct of conference in "Proceedings" of the conference, with Name, Logo and Website address.
- Name, Logo and address with website mentioned in all versions of abstracts of the academic papers.

