

State Bank of India

Mega Home & Auto Loan Expo Bangalore

www.relioquick.com



About us

RelioQuick is India's first TUV certified ISO 9001:2008 & INS Accredited Agency. We are Integrated Marketing Communication Experts, focussed on delivering a unique combination of research, planning, ideation and execution at all levels.

Our constant focus on innovation, dedication and continuous improvement helps us partner with our clients in realizing their most ambitious goals through a strategic, customer centric approach with predictable ROI.

INS Accreditation

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TUV Certification

CERTIFICATE

Management system as per-ISO 9001 : 2008

RELIO QUICK INDIA PVT. LTD. D-185 B & C, Okhla Phaset (Main Road) New Delhi - 110 020, Incila

In accordance with Table PASA-procedures. It is herein contributions

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Designing and Providing Integrated Marketing Communication Solutions for Advantising, Promotions, Events and Exhibitions

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About IMC

IMC Integrated Always



STEPS TO AN IMC COMMUNICATION PLAN

OBJECTIVE TGUNDERSTANDING MEDIA COMMUNICATION STRATEGY CREATIVE EXECUTION

IMC APPROACH

- Strategic, not just tactical approach to planning
- Behavioral objectives, not just communications measurements
- Accountable for return on investment

Integrated Marketing Communication Experts

www.relioquick.com

Our Expertise in Real Estate, Finance & Auto Shows

Our ability to understand the market needs, conceptualise the event as per requirements, meticulously plan and flawlessly execute Real Estate, Auto and Finance Exhibitions helped us win confidence of various Banks and Govt Bodies to plan and conduct major Exhibitions for them. Some of them are:

•	Real Estate India	_	US and Canada
•	NAREDCO	_	Expo in Delhi
•	SBI Bank	_	Multicity Home Loan Expos
•	State Bank of India	_	Multicity Home Loan Expos
•	State Bank of Mysore	_	Multicity Home Loan Expos
•	Axis Bank	_	Multicity Home Loan Expos
•	ICICI Bank	_	Home Loan Utsavs Multi-cities
•	Auto Mall	_	India's largest Multicity Auto Show





State Bank of India : 10000th Branch Launch Event Chief Guest – Sh P. Chidambaram I Sh. O.P. Bhat



















Glimpses : SBI Home Utsav





Axis Bank : Home for All Expo RQ IMC Project I Multi City I Over 10000 visitors I 50 Builders





































LINE OF THE PARTY AND

Glimpses : Axis Bank Home for All Expo, Koramangala Stadium



ICICI Bank Home Utsav : Expo + Convention

Multi City I IMC Solutions I Creative, Media, Logistics, Setup, Management





Glimpses : Property Affaire Bangalore – Relio Quick Venture



Glimpses of Property Affaire Convention







Glimpses of Real Estate India – US and Canada



Auto Mall: India's Largest Multicity Auto Expo RQ IP Property | Multi city Expo | IMC Event





















THE MAKING OF SBI EXPO

Shortlist ideal dates for conducting the Event Venue Floor Plan for the Exhibition as per the Venue Booked Create Marketing Docket for the Event Marketing of the Event Designing of Print Material Approval of Designs Production of Print & Collateral Material

- Bank
- SBI LHO
- Agency
- Agency
- Bank + Agency
- Agency
- Bank
- Agency

THE MAKING OF SBI EXPO

Media Planning Media Plan Approval Ad Creative Approval Ad Releases Infrastructure & Set up Press Meet Celebrity Guests Media Coverage Entertainment

- Agency
- Bank
- Bank
- Agency
- Agency
- Agency + Bank
- Bank + Agency
- Agency + Bank
- Agency

VENUE FOR EXPO

1. SBI LHO – St Marks Road

The Venue is easily accessibility and well known for The place has great ambience with ample Parking.

PROPOSED DATES

1. August – 17th & 18th / 24th & 25th August 2013)

INFRASTRUCTURE & SETUP

45 Stalls (30 Builders + 5 Auto Stalls + 8 Bank + 2 Registration)

Octonorm Stalls

• Powder coated Pre-laminated Octonorm stalls of Stalls with front facia, spot lights, 1 table, 2 chairs, 1 waste paper basket, 1 plug point

Carpet

- Carpeting of the Stall and passage area
- Registration counters at the Entrance
- SBI Theme Lounge

AMBIENCE

Front Gate Arch – 2 Nos.

Front gate arches at the venue. Top Panel 4ft x 23ft – 2 nos. and bottom panels of size 3ft x 12ft – 4 Nos. Digital print on flex mounted on frames.

Event Backdrops :

These shall be used for Inauguration area, Visitor lounges and near the main entrance. Digital print on flex mounted on frame.

Theme Stall Backdrop

Theme Stall backdrop. Digital print on flex mounted on frame.

Backdrops for Bank Stalls

Backdrops for Bank Stalls. Digital print on flex mounted on frame.

Other Signage

Backdrops with offers and product details for beautification of the venue

SOUND AND AV EQUIPMENT

1. Sound System

- Hi quality Sound system with Speakers, CD player, amplifier and audio mixer.
- Cordless Hand Mikes 2 Nos.

2. LED Par Lights

3. Photo and Video

Professional Photo and Videographer

LIGHTING AND POWER ARRANGEMENT

Generator for Power supply

125 KVA generators – 2 Nos. for power supply

Metal Halides and Halogens

Metal Halides. Halogens for general lighting outside the hall and in the parking area.

Serial Lights Serial lights at the Entrance

ENTERTAINMENT

- Master of Ceremony
- Quiz Contest for Visitors
- Drawing Competition for Children
- Bouncing Castle for Kids
- Games Stalls
- Dance Troop
- Food Court for refreshments

OTHER ARRANGEMENTS

- Security
- Parking Management
- General Cleaning
- Drinking water
- Flower Pots and Bouquets

OUTDOOR PUBLICITY

Hoardings

Use existing SBI Hoardings at Prominent locations across the city for 15 days prior to event Digitally flex for the hoarding shall be charged extra as per sizes

Mobile Hoardings

Mobile Hoarding for 10 Days – 2 Nos. Digital Prints on Backlit Flex – 4 Nos. Size 8ft x 16ft

Flex Standees

Flex Standees of size 6ft x 3ft – 25 Nos. for Display inside Bank Branches,

PRINT MATERIAL

1. Marketing Docket - 200 Nos. Marketing Docket

2. Handbills – 50000 Nos.

Handbills of size 8" x 5.5" printed on 90gsm Art paper with 4 color printing on both sides. These shall be used at Bank's Branches and distribution thru promotional Vans

3. Posters – 1000 Nos.

Posters of size 17" x 22" printed on 170 gsm Sinarmas Art paper with 4 color printing on single side. These shall be displayed at Bank's Branches and ATMs.

4. Registration Forms – 5000 Nos.

Response Cards of size 5.5" x 4.5" printed on 120 gsm Maplitho paper with single color printing . These shall be used for data collection at the Venue.

PUBLICITY

Print Media

Electronic Media

- 1. Times of India, Times Property
- 2. Deccan Herald & Prajavani
- 3. Vijay Karnataka (Optional)
- 4. Indian Express (Optional)
- 5. The Hindu (Optional)

- 1. Radio Mirchi
- 2. Radio One

TV

1. TV 9 / Suvarna News

Agency will offer 10% Agency discount on News Paper Ads



EMCEE Anchor for the Expo

Hostesses

Hostesses for managing the registration counter and facilitation desk.

Promoters Promoters for assistance at the Venue

Please Note

Charges towards permissions from various authorities shall be charged extra
Show lost because of any reason beyond our control will be chargeable at 100%
Processing Counters with Computers, Printers to be managed by Bank Officials.
Any additional requirement of Infrastructure, publicity, promotion, printing etc. will be charged extra.

Terms

- Formal Work Order appointing Relio Quick as Event Managers
- 100% Advance towards Permissions
- 50% advance for the Event along with PO
- 25% amount prior to the show
- Balance 25% within 15 days of submission of our Bills.







