



State Bank of India

Mega Home & Auto Loan Expo Bangalore



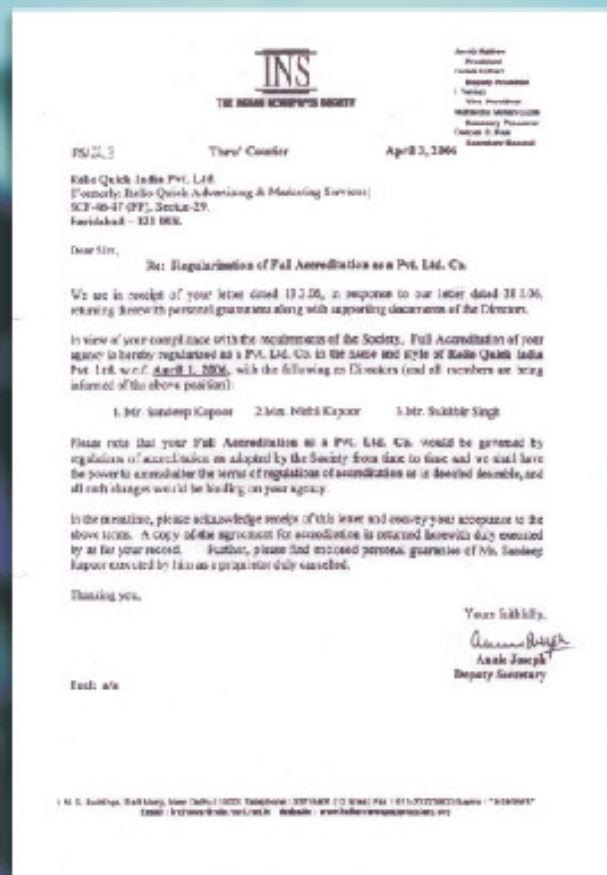
About us

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.

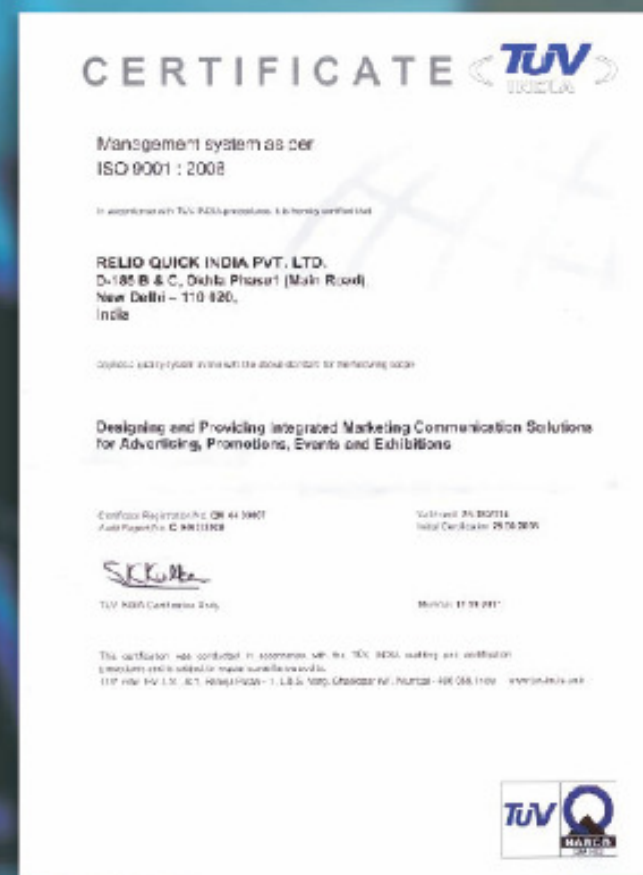
Our constant focus on innovation, dedication and continuous improvement helps us partner with our clients in realizing their most ambitious goals through a strategic, customer centric approach with predictable ROI.



INS Accreditation



TUV Certification



IMC Integrated Always



IMC APPROACH

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

STEPS TO AN IMC COMMUNICATION PLAN





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



Canara Bank : Home Loan Expo

RQ IMC Event | Multi City



CanaraBank – Centenary Celebrations : Hyderabad

Over 2000 guests | Chief Guest : AP CM | Turnkey Project Management



State Bank of India : 10000th Branch Launch Event

Chief Guest – Sh P. Chidambaram | Sh. O.P. Bhat





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State Bank of India

Celebrity Visits

HOME LOAN **ಅರಸ**

Event Managed by



Glimpses : SBI Home Utsav



Axis Bank : Home for All Expo

RQ IMC Project | Multi City | Over 10000 visitors | 50 Builders



Glimpses : Axis Bank Home for All Expo, Koramangala Stadium



ICICI Bank Home Utsav : Expo + Convention

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



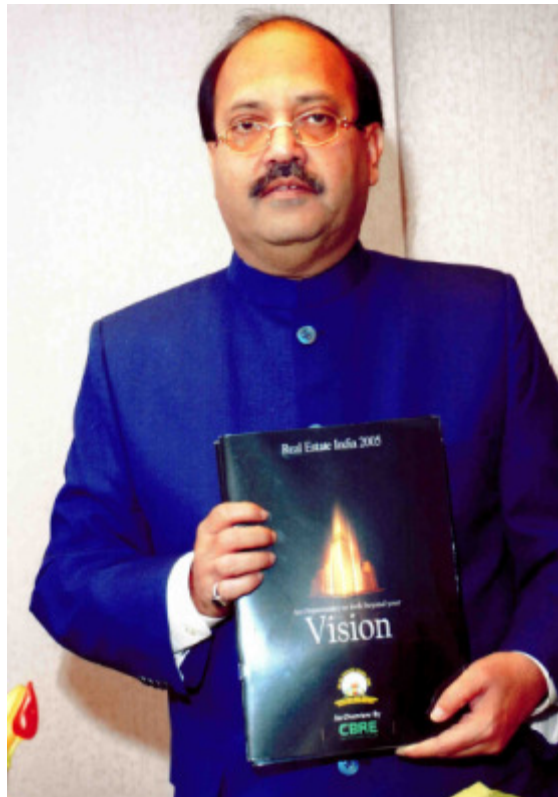
Glimpses : Property Affaire Bangalore – Relio Quick Venture



Glimpses of Property Affaire Convention



Glimpses of Real Estate India – US and Canada



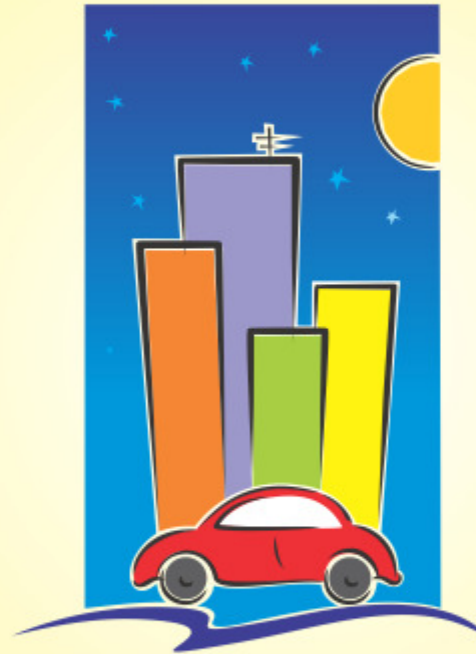
Auto Mall: India's Largest Multicity Auto Expo

RQ IP Property | Multi city Expo | IMC Event





PRESENTS



MEGA HOME & CAR LOAN EXPO

24TH & 25TH AUGUST, 2013

State Bank Of India - LHO, St. Mark's Road, Bengaluru | Time : 10 am - 7 pm



THE MAKING OF SBI EXPO

Shortlist ideal dates for conducting the Event

- Bank

Venue

- SBI LHO

Floor Plan for the Exhibition as per the Venue Booked

- Agency

Create Marketing Docket for the Event

- Agency

Marketing of the Event

- Bank + Agency

Designing of Print Material

- Agency

Approval of Designs

- Bank

Production of Print & Collateral Material

- Agency





THE MAKING OF SBI EXPO

Media Planning

- Agency

Media Plan Approval

- Bank

Ad Creative Approval

- Bank

Ad Releases

- Agency

Infrastructure & Set up

- Agency

Press Meet

- Agency + Bank

Celebrity Guests

- Bank + Agency

Media Coverage

- Agency + Bank

Entertainment

- 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

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

Electronic Media

1. Radio Mirchi
2. Radio One

TV

1. TV 9 / Suvarna News

Agency will offer 10% Agency discount on News Paper Ads



MANPOWER

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.
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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.



Proposed Creative





PRESENTS



MEGA HOME & CAR LOAN EXPO

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DOCUMENTS REQUIRED FOR SPOT APPROVAL

- Passport Size Photograph
- Proof of Residence
- Bank Statement for last six months
- Salary Certificate & IT Returns For Last 2 Years



AN EVENT FOR THE WHOLE FAMILY

- Kids Zone
- Entertainment
- Food Court



Lowest
EMI/Lac
₹ 874

Quick
Sanction



No
Pre-payment
Penalty



Easy
Takeover



EVENT MANAGED BY

RelioQuick
Integrated Marketing Communication Experts

banner 6x3 ft

Lowest EMI/Lac
₹ 874

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Quick Sanction

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Easy Takeover

An Event For The Whole Family

EVENT MANAGED BY : **RelioQuick**
Integrated Marketing Communication Experts



Thank You. Your feedback please ...

