

## **Uttar Pradesh Udyami Mahasammelan – 2013**

*Invitation to Biggest Ever “Udhyami Mahasammelan” to be held  
on 22 May 2013 at Lucknow*

**Dear Sir,**

Indian Industries Association (IIA) an apex body of Micro, Small and Medium Enterprises (MSMEs) with active support of the Department of Micro, Small & Medium Enterprises & Export Promotion, Government of Uttar Pradesh, is organizing “**Uttar Pradesh Udhyami Mahasammelan-2013**” on **22 May 2013** at Mars Auditorium, Indira Gandhi Pratisthan, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh.

More than 1000 Industry owners (Mostly MSMEs) and senior Government Officials related to industry will participate in this mega event. High tech products and established brands of MSMEs will also be exhibited in the Mahasammelan.

Shri Akhilesh Yadav, Hon’ble Chief Minister, Uttar Pradesh have very kindly agreed to grace the occasion as Chief Guest. Shri Bhagwat Sharan Gangwar, Hon’ble Minister of State (Independent Charge), Micro, Small & Medium Enterprises & Export Promotion, Government of Uttar Pradesh will be the Guest of Honor in this mega event.

Keeping in view the positive response and concern of the State Government for MSMEs, this mega event is being organized by IIA after a gap of more than 12 years. As such, the event is expected to be a grand success and will certainly provide required impetus for the **growth and development of MSMEs**.

We have dedicated one session of this mega event on “Credit Facilities for MSMEs”. We are sure you would also like to be a part of this mega event by joining as a Platinum/Gold or Silver Sponsor. Under this category the sponsorship fee and corresponding deliverables are :-



### Sponsorship Categories & Deliverables

Sr. No.	Category	Sponsorship Amount	Deliverables
1	Platinum	Rs 5 Lakh	<ul style="list-style-type: none"><li>➤ The Logo &amp; Name will appear prominently on top of all publicity materials, backdrops as well as on post event report of Mahasammelan.</li><li>➤ One page color advertisement in IIA News Magazine on cover page. IIA Monthly News Magazine has the readership of more than 50000.</li><li>➤ Logo/Banner of the organization (Max 5000 Square pixels) will be displayed on IIA website home page for 6 months.</li><li>➤ Complementary 4 square meters built up stall at the Mahasammelan venue to display literature and activities of the organization.</li></ul>
2	Gold	Rs 3 Lakh	<ul style="list-style-type: none"><li>➤ The Logo &amp; Name will appear prominently on all publicity materials, backdrops as well as on post event report of Mahasammelan.</li><li>➤ One page color advertisement in IIA News Magazine. IIA Monthly News Magazine has the readership of more than 50000.</li><li>➤ Logo/Banner of the organization (Max 5000 Square pixels) will be displayed on IIA website home page for 3 months.</li><li>➤ Placement of upto 5 Banners/Standee at the venue of Mahasammelan.</li></ul>
3	Silver	Rs 1 Lakh	<ul style="list-style-type: none"><li>➤ The Logo &amp; Name will appear prominently on all publicity materials as well as on post event report of Mahasammelan.</li><li>➤ One page color advertisement in IIA News Magazine. IIA Monthly News Magazine has the readership of more than 50000.</li><li>➤ Logo/Banner of the organization (Max 5000 Square pixels) will be displayed on IIA website home page for 1 month.</li><li>➤ Placement of upto 3 Banners/Standee at the venue of Mahasammelan.</li></ul>

**For more information, Please contact: Mr. DS Verma, Executive Director, IIA  
Mob: 9415022544, e-mail: [ed@iiaonline.in](mailto:ed@iiaonline.in)**