



THEME - HERITAGE & DEMOCRACY

19th General Assembly & Scientific Symposium 2017
ICOMOS NEW DELHI, INDIA
HERITAGE AND DEMOCRACY

11-15 December, 2017 | New Delhi, India

TRADE BROCHURE

www.icomosga2017.org

About Organisers

ICOMOS, a unique non-governmental international heritage organisation

ICOMOS in Nutshell (March 2016):

9.500 Individual Members
in 151 countries

300
Institutional Members

106
National Committees

28 International
Scientific Committees

Its role: to conserve and promote

ICOMOS, the International Council on Monuments and Sites, is a global non-governmental organisation associated with UNESCO. It is dedicated to promoting the conservation, protection, use and enhancement of monuments, built ensembles and sites. It is involved in the development of common doctrines, in the evolution and circulation of ideas and in raising awareness.

ICOMOS is an advisory body to the World Heritage Committee for the implementation of the UNESCO World Heritage Convention. As such, it evaluates World Heritage nominations for the cultural properties and advises on the state of conservation of properties already inscribed on the World Heritage List.

ICOMOS is a network of experts that benefits from the interdisciplinary exchange of its members, among which are architects, historians, archaeologists, art historians, geographers, anthropologists, engineers and town planners. The members of ICOMOS contribute to improving the preservation of heritage, the standards and the techniques for each type of cultural heritage property: buildings, historic cities, cultural landscapes and archaeological sites.

ICOMOS INDIA

ICOMOS India was established in 2011 with a mission to promote and enhance professionalism in conservation, management, planning and development of India's diverse heritage for its people. The organisation is intrinsically linked to regional and international complementary ICOMOS committees and hence brings to these platforms paradigms arising from the Indian context, both in theory and practice from the Indian cultural heritage fraternity. It further helps its members connect to a worldwide network of professionals involved in heritage protection and encourage interdisciplinary dialogues.



19th ICOMOS General Assembly & Scientific Symposium 2017- An Overview

ICOMOS holds the General Assembly every three years. The General Assembly and the Scientific Symposia provide great opportunities for local authorities, decision-makers, administrators, professionals, heritage building owners, tourism experts as well as civic society members to come together on a common platform to deliberate on various aspects of heritage conservation and management. Young professionals and enthusiasts also get to interact with international experts and comprehend the emerging issues and case studies of conservation and management of cultural resources.

An exceptional global meeting

1500 people from around the world are expected at this double event. It is thus an exceptional occasion to meet hundreds of heritage professionals who will converge in one place, a unique international event in cultural heritage, given the quality of participants and the diversity of their skills (archaeologists, architects, urban planners, engineers, curators, building conservation professionals, art historians).

Its values: united around heritage

- Social and cultural diversity, and common purpose
- Impartiality
- International exchanges, North/South dialogue, solidarity
- Transmission of knowledge and youth involvement
- Free access to information
- ICOMOS innovates

ICOMOS India is proud to organize the 19th General Assembly in Delhi, India from 11th - 15th December 2017 and the theme is "Heritage & Democracy". More than 1500 delegates from around the world are expected to attend. The event will be a great opportunity to promote regional co-operation within the SAARC territories and to strengthen regional understanding and communication in the field of heritage.

The Legacy



ICOMOS General Assemblies and Scientific Symposia have a major impact. They generate communication campaigns which aim to mobilize local authorities, decision-makers, administrators, professionals, heritage building owners, etc., as well as to raise awareness amongst the general public of the benefits to society of actions which support cultural heritage.

Host countries have always made the best use of this exceptional opportunity to welcome delegates under the best possible conditions, including being received by representatives of the highest national authorities. The full list of the former General Assemblies and the themes of the Scientific Symposia is attached.

Supporting Organizations

Federation of Indian Chambers of Commerce & Industry (FICCI)

Attendees Profile

- Archaeologists
- Architects
- Urban Planners
- Engineers
- Curators
- Building Conservation Professionals
- Art Historians
- Local Authorities
- Decision-makers
- Administrators
- Heritage Building Owners
- Tourism Experts
- Academia
- Industry
- Central/state government agencies
- Entrepreneurs and investors
- R & D Organizations
- Skills and Training Providers
- Undergrads/Graduates
- NGO representatives

Sponsors/Partners/Exhibitors Profile

- Architectural Firms & Heritage Developers
- Indian Universities, Institutions, Schools & Colleges working in the field of Conservation, environment, Heritage and Monuments
- International Schools & Universities working in the field of Heritage and Monuments
- Education Companies
- Heritage and Monuments Construction Equipment Manufacturers
- International Heritage, Monuments and Historical Magazines, Journals & Publications
- Urban Planning & Engineering Firms
- Curators & Building Conservation Professionals
- Central/state government agencies
- R & D Organizations
- NGOs working in the field

Why to Associate

This is an exceptional global meeting- a unique international event in cultural heritage, given the quality of participants and the diversity of their skills (archaeologists, architects, urban planners, engineers, curators, building conservation professionals, art historians). This would be a wonderful chance to increase your visibility amongst the diversified network grow your business and cultivate new leads by becoming a sponsor/partner/exhibitor at ICOMOS GA & Scientific Symposium 2017. It would be a hub for networking, collaboration and engagement providing you with an unparalleled opportunity to share your expertise professionals and stakeholders from around the world.

- **1500** Symposium & GA Attendees
- **An Ideal Platform** – to create & increase brand awareness, display your products and services
- **Right Venue**
- **Cost Effective**
- **Media Exposure**
- **World class event**

Major Take Away

- One to One Networking
- Large Business Opportunity
- Exhibition Stand - Give detailed insight into your solutions face to face and capture visitors' details
- Branding- Reinforce your message throughout the show and drive visitors to your stand
- Interactive features- Inform, engage and entertain your audience
- Speaking- Take to the stage and demonstrate thought leadership
- Digital- Maximize your pre-show exposure through our website and mobile app

Marketing & Promotion Plan

- Mobile App
- Media Partnership
- Radio Ads
- Campus Connecting
- Outdoor Promotion
- Social Media
- Google AdWords
- Data Sourcing, E-blast and extensive Tele-calling

Opportunities

Standard Sponsorship Packages

Avenues/Sponsor	Title/Platinum Sponsor Rs. 25,00,000 Nos.-1	Diamond Sponsor Rs. 15,00,000 Nos.-2	Gold Sponsor Rs. 10,00,000 Nos.-3	Silver Sponsor Rs. 5,00,000 Nos.-5	Gala Dinner Sponsor Rs. 10,00,000 Nos.-2
Exhibition Stand/Space	6m x 6m	6m x 4m	6m x 3m	3m x 3m	6m x 3m
Logo on all promotional material/ collaterals (as per the category)	Yes	Yes	Yes	Yes	Yes
Logo on the conference website	Part of the header	Yes	Yes	Yes	Yes
Brochure/ Literature Distribution in Delegate Kit (To be provided by the sponsor)	Brochure	Brochure	Flyer	Flyer	
Company Logo on strategically located branding panels (as per the category)	With the conference Name	Yes	Yes	Yes	During Dinner Time
Recognition of the sponsors in the Inaugural & Valedictory Halls (as per the category)	Yes	Yes	Yes	Yes	Yes
Exhibitors Passes	12 nos.	10 nos.	6 nos.	4 nos.	6 nos.
Conference Registrations	20 nos.	12 nos.	7 nos.	4 nos.	7 nos.
Advertisement in Conference Souvenir booklet/ Event Directory	Centre Spread OR Back Cover	Full Page (Behind front cover page)	Full Page	Half Page	Full Page
Logos on the Exhibition Layout (as per the category)	Yes	Yes	Yes	Yes	Yes
Logo on the Press release (if any)	Yes	Yes	No	No	
Online Branding	Yes	Yes	Yes	Yes	Yes

* Above mentioned conditions are subject to change.

* Service Tax @ 15% would be charged extra, as applicable.

Media Partnership

Avenues/Sponsor	Media Partners Barter Agreement
Discount on Purchasing Exhibition Stand	25%
Logo and Ads	Yes
Logo on the conference website	Yes
Conference Registrations	2 nos.
Advertisement in Conference Souvenir booklet/Event Directory	Half Page

Branding Categories

Avenues/ Branding	Lanyards Rs. 3,00,000 Nos.-2	Certificate Rs. 2,00,000 Nos.-2	Help Desk 100000 Nos.-1	First Aid Rs. 100,000 Nos.-1	Delegate Bag Sponsor Cost of Bags + Rs. 200,000	Event Directory Cost of Event Directory + Rs. 100,000
Discount on Purchasing	25%	25%	10%	10%	25%	25%
Exhibition Stand Logo and Ads	Logo on Lanyards	Logo on Certificates	Logo and branding at Help Desk	Logo and branding at First Aid Desk	Logo on Carry bags & 1 Page ad in Event Directory	Logo on Cover and 3 Page write up in Event Directory
Logo on the conference website	Yes	Yes	Yes	Yes	Yes	Yes

* Above mentioned conditions are subject to change.
* Service Tax @ 15% would be charged extra, as applicable.

Other Exclusive Partnerships

Avenues/Sponsor	Communication Partner Rs. 3,00,000 Nos.-1	Wi-Fi Internet Partner Rs. 3,00,000 Nos.-1	Banking Partner Rs. 2,00,000 Nos.-1	Travel Partner Rs. 3,00,000 Nos.-3
Exhibition Stand	3mx3m	3mx3m	3mx3m	3mx3m Travel Counter
Logo and Ads	Recognition as Comm. Partner in exhibition & conference area	Recognition as Wi-Fi Partner in Wi-Fi Access area/Zone	Recognition as Banking Partner in exhibition & conference area	Recognition as Travel Partner at Travel Assistance Desk
Logo on the conference website	Yes	Yes	Yes	Yes
Conference Registrations	3 nos.	3 nos.	2 nos.	3 nos.
Advertisement in Conference Souvenir booklet/Event Directory	Half Page	Half Page	Half Page	Half Page

* Above mentioned conditions are subject to change.
* Service Tax @ 15% would be charged extra, as applicable.

Branding Categories

Advertisement Categories for Event Directory

Advertisement Space	India Brochure
Front Cover Back	Rs. 50,000
Back Cover	Rs. 50,000
Back Cover Back	Rs. 40,000
Center Spread A-4 Size 1 Page	Rs. 35,000
Full Page - A-4 Size	Rs. 25,000
Half Page - A-4 Size	Rs. 15,000

Exhibition Opportunities

Space	3x3 Sq. Meter Octonorm Standard Stall
Exhibition Stall	Rs. 125,000 +ST

Exhibition Stand Inclusions for multiple of 3mx3m	
Exhibitor Passes	2 nos.
Delegate Passes	1 Nos.
Carpet	3m x 3m multiple
Table	1 no.
Chairs	2 nos.
Waste paper basket	1 no.
Plug Point (5 amp)	1 no.
Spot lights	3 nos

** Any extra requirements will be charged additionally





Organised By



2396, Sector D, Pocket 2, Vasant Kunj,
New Delhi 110070
T: +91-11-26641018
E: ICOMOS2017@icomosga2017.org
W: www.icomosindia.com

Conference Manager:



Suite No. 309-311, DLF City Court
MG Road, Gurgaon 122 004, Haryana
T: +91-124 46 17 700

Email for Sponsorship/Exhibition Queries:
ICOMOS2017@icomosga2017.org