



## EDEX MID YEAR EXPO

6th,7th & 8th September at

# BMICH

## SPONSORSHIP PROPOSAL 2024

VALUE		PLATINUM	GOLD
SPONSORSHIP VALUE		LKR 2,100,000	LKR 1,650,000
EVENT DATES	Colombo	6th,7th & 8th September at BMICH Colombo	
SPACE & VENUE	BMICH - Colombo	36 squar meter (6x6 meters)	18 squar meter (6x3 meters)
SOCIAL MEDIA	Facebook	Exclusive cross promotions on Facebook for 6 days	Exclusive cross Promotions on Facebook for 3 days
	Facebook	Weekly updates (20 posts) with logos (from Mid July 2024) and daily updates from the last week prior to the event	Weekly updates (10 posts) with logos (from January 2024) and daily updates from the last week prior to the event
	You Tube	03 minutes video clip	02 minutes video clip
	Instagram	Weekly updates with logos (from Mid July 2024)	Weekly updates with logos (from Mid July 2024)
MEDIA	Newspapers	Logo under "Platinum Sponsor"	Logo under "Gold Sponsor"
	PR Article - Exclusive	Exclusive PR article (limited to 300 words) with a photograph (02 rounds)	Exclusive PR article (limited to 300 words) with a photograph
	PR Article - EDEX Related Events	Collaborative publicity	Collaborative publicity
	Newspaper supplement (*subject to conditions)	PR article photograph under "Platinum Sponsors"	PR article photograph "Gold Sponsors"
MOBILE APP	EDEX	Logo will be displayed on a running carousel teaser	Logo will be displayed on a running carousel teaser
WEBSITE <a href="http://edex.lk/">http://edex.lk/</a>	Recognition in the home page - under relevant sponsorship category	<input checked="" type="checkbox"/>	
	Inner pages - PR articles	<input checked="" type="checkbox"/>	

WEBSITE http://edex.lk/	Inner pages - PR photograph	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inner pages - Company profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inner pages - link to sponsor web sites	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
POSTER CAMPAIGN	Posters - coverage over 250 schools	Colombo suburbs	
BANNERS	Banners - at over 30 bus stands	Key bus lines in Colombo & suburbs	
	Banners - at over 60 railway stations	Key railway stations	
PENNANTS	Pennants - 60 (11*2) at entry points to Colombo	Peliyagoda, Kaduwela, Battaramulla, Dehiwala, Moratuwa, Nugegoda	
LEAFLETS	Leaflets - 20,000 with logo belt	5,000 - direct mail and balance at tuition centers	
	Leaflets - with logo belt at Fort railway station and Central bus stand	Prior week Friday evening and Saturday morning	
HORDINGS	Entrance backdrop with logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Hording with Sponsor logos - at event location	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Hording with Sponsor logos - at 06 prime locations in Colombo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DIGITAL SCREENS	Digital screens in prime locations in Colombo - EDEX advertisements with Sponsor logos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Mobile digital screen at event location - introductory videos with sponsor logos	2 minutes video/ trailers	1 minutes videos/ trailers

## MID YEAR

EXHIBITION MATERIAL	Exhibitor Catalogue - recognition under relevant category	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Floor plan with Sponsor logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ONSITE PROMOTIONS & ADVERTISING	Pennants *	25 pennants	15 pennants
	A Boards*	10 "A" boards	05 "A" boards
	Ushers for unrestricted distribution of promotional materials	05 ushers	02 ushers
PRE - EVENT MEDIA BRIEFING	Recognition in the backdrop with logos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Reserved chair at the head table	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Two minutes introductory video presentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INAUGURATION CEREMONY	Invitations to the ceremony	10 Invitees	04 Invitees
	Invitation for Lighting the oil lamp	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
VISITOR INSIGHTS	Insights gathered through interviews, questionnaires	Free access	Free access
	Access to Visitor Database	Free access	Free access

Note: Display of logo sizes in all promotional material will vary according to the category of Sponsorship.

Onsite promotional activities are subject to clearance of BMICH and security authorities

Artworks for the social media posts to be provided by the respective sponsors

Pennants and A boards can be arranged only in BMICH premises

Eligibility to participate depends on the sponsorship confirmation at that time

**EDEX** Expo

**EDEX** Job Fair

**EDEX** Entrepreneur

**EDEX** Careers

**EDEX** MID YEAR Expo

**EDEX** Nenapahana

**EDEX** Sithuwam

**EDEX** Think Green

EDEX Secretariat,  
RCU Skills Centre, Royal College Union, Rajakeeya Mawatha, Colombo 07, Sri Lanka.

Tel : +94 11 552 1497 / +94 11 309 1086  
E-mail : sales@edex.lk | Web : www.edex.lk

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SINCE 2004