

PATHWAY EXHIBITIONS & CONVENTIONS Presents  
**PROPERTY KINGDOM - 2010**  
Building Trust...



October 02 – 03, 2010

Tropicana, The Gateway Hotel, Nr. Akota Gardens, Vadodara.



*Building Trust...*

## Vadodara's Biggest Property Exhibition & Trade Fair

An Excellent Platform for Property Developers, Renovators, Dealers & Individuals  
to exchange endless possibilities...

(A Pathway Group Initiative)



## **PATHWAY** GROUP Inspiring Growth & Development...

**Pathway Group** is a multifaceted conglomerate of various organizations with diversified interest in educational & developmental areas, providing strategic customized quality solutions at every stages of life, to the masses related to continuous sustained growth at the global platform, through focused research and development in various fields.

**Pathway Group** believes that every human being has high potentials and is capable of great achievements. Keeping this aspect in mind complete focus and team efforts are made to better channelize the available potentialities. Thus, delivering high fidelity services & solutions, through time tested institutionalized processes since 2001.

## **PATHWAY** EXHIBITIONS & CONVENTIONS Inspiring Opportunities ...

**Pathway Exhibitions & Conventions** serves as a bridge to connect various service providers with prospective individuals. Through its various exhibitions it strives to provide the platform to various service providers and individuals to come together and exchange information and advice so that right decisions can be taken related to making investments in properties & assets.

Our network of offices and associates extends across the Indian Sub-continent. With a superior focused market-oriented event than any other organizer, nobody delivers more potential clients & business contacts than Pathway Exhibitions & Conventions.

[www.pathwayexpo.in](http://www.pathwayexpo.in)  
[www.pathway.net.in](http://www.pathway.net.in)

## Vision

“ We will inspire the promotion of competencies for various organization's products and services, across the globe in domestic and international markets. ”

## Mission

“ To create a platform for promotion of various organization's products, services and other diversified interests through organizing exhibitions, conventions, seminars, conferences, road shows, trade fairs etc. with the support of suitable media in respective markets. ”

## Objectives

- › To impact on society and empower individuals as well as organizations by fueling them for consistent growth.
- › To make our clients successful in their quest for excellence.
- › To deliver our commitments in time, thus maintaining loyalty & trust.
- › To execute out tasks flawlessly without compromising on quality.
- › To seek innovations and ideas that can impact growth.

## Values

- › We value Integrity, Honesty, Openness, Transparency, Personal Excellence, Constructive Self Criticism, Continual Self-Improvement, Diverse Expertise and Mutual Respect.
- › We are committed to our clients & business associates and have a passion for excellence. We take on gigantic challenges and pride ourselves on completing them on time with no compromise on quality.
- › We hold ourselves accountable to our clients, business associates, and employees by honoring our commitments, providing results and striving for the highest pinnacle.



## REAL ESTATE – INDIA'S FASTEST GROWING SEGMENT



The Real Estate Scenario in India has gone through major upheavals in the last decade. Since the Real Estate sector affects other industries and the economy, therefore these changes have definitely contributed to the growth and development of the country. Considered to be the fastest growing sectors in India, Real Estate development has in turn led to the substantial growth of employment opportunities across the nation, with the metropolitan cities being majorly affected. Returns from this sector have been analyzed to be around 14% on a yearly basis, which continue to increase in the coming years.

### SIZEABLE DEVELOPMENTS TAKING PLACE ACROSS THE NATION LIKE:

- Increased investment in townships
- Housing and built-up infrastructure
- Construction development projects
- Recreational facilities
- City and regional level infrastructure



**In the past five years the Central government has made a provision for a whopping Rs 1 lakh crore to bolster**



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# VADODARA'S BIGGEST PROPERTY EXHIBITION & TRADE FAIR

## VADODARA'S BIGGEST PROPERTY EXHIBITION & TRADE FAIR

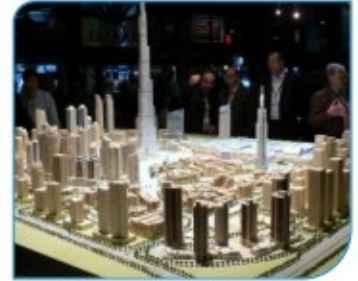
*An Excellent Platform for Property Developers, Renovators, Dealers & Individuals to exchange endless possibilities...*

- ▶ More than 50 projects directly or indirectly related to the Real Estate industry from across Vadodara.
- ▶ More than 15,000 targeted visitors, mainly High Networth Individuals & young professionals planning investment in Real Estate.
- ▶ Grand Promotion of event across Vadodara City through Print, Web & Electronic Media.
- ▶ Well designed exhibition stalls.
- ▶ Excellent opportunity to deal one on one for successfully concluding real estate deals and contacts made for the future.



## EXHIBITOR'S PROFILE

- › Home & Commercial Property Builders
- › Luxury Resort Developers
- › Renovators
- › Contractors
- › Architects
- › Interior Designers
- › Building Design Engineers
- › Construction Engineers
- › Consulting Engineers
- › Building Owners
- › Property Management Professionals
- › Corporate Real Estate Executives
- › Facility Managers
- › Construction & Leasing Professionals
- › Distributors and Wholesalers of Building Materials
- › Retailers/Dealers
- › Executives Responsible for Development, Marketing, Leasing, Financing, and Construction
- › Financial Institutions
- Thousands of Building Owners, Property Managers, Facility Managers that would not normally attend a Property Exhibition.
- › Developers of Commercial / Industrial / Real Estate
- › Visitors, Buyers & Sellers of Construction and Building Materials from across Gujarat
- › Active Members of Industry and professionals
- › Property Publications
- › Property Web Portals



## PROPERTY KINGDOM - 2010

WILL BRING ALL ASPECTS OF PROPERTY AND REAL ESTATE TOGETHER.



## WHY SHOULD YOU EXHIBIT

- Face to face selling
- Interaction with people
- Meeting pre qualified prospects

You will have the opportunity to meet and interact on one-on-one basis, giving you a clear understanding of your prospective client's requirements, their potentials and interests and accordingly you will be able to guide and inform them about your current and upcoming projects. You can directly address to their queries and answer their doubts, you don't have to wait for feedback from their side. This exhibition will enhance your business prospects and help you promote your projects on a big scale.

## ADVANTAGE PROPERTY KINGDOM – 2010

- Extremely Powerful Platform to reach to your Target Audience
- All Real Estate Industry Segment comes together under one Roof.
- Thousands of Visitors expected across all spectrum of Real Estate – Opportunity to meet Thousands of Key Buyers.
- Raise Your Profile.
- Explore New Opportunities.
- Launch New Green Products.
- A Collaborative Communication Process to live Audience.
- On the Spot Booking, sure way to tap Potential Clients.
- Fastest Market Penetration.
- Exhibition Space to showcase your Product & Services.
- Opportunity to brand your Project through Posters, Banners and Advertising by Sponsoring Events.
- Promote products and services for both the new construction and renovation markets in residential and non-residential buildings.
- Meet new customers and acquaint them with your full product lines or services.
- Renew personal contact with existing or former clients.





## VISITOR'S PROFILE

- RESIDENTIAL PROPERTY SEEKERS
- DEVELOPMENT AUTHORITIES/CORPORATIONS
- ARCHITECTS
- PROPERTY PLANNERS
- END USERS
- HIGH NET WORTH INDIVIDUALS
- INSTITUTIONAL INVESTORS
- INVESTMENT AUTHORITIES
- PROMOTION AGENCIES
- PROJECT MANAGERS & DIRECTORS
- PROPERTY ADVISERS/APPRAISERS
- PROPERTY INVESTORS
- AGENTS & BROKERS
- LEGAL FIRMS ( REAL ESTATE ISSUES)
- REAL ESTATE CONSULTANTS
- REAL ESTATE PORTFOLIO MANAGERS
- REAL ESTATE SOLUTION PROVIDERS
- REAL ESTATE VENTURE CAPITALISTS



# PUBLICITY & PROMOTION

PROPERTY KINGDOM will use an extensive promotional strategy to attract the right kind of customers & buyers. An excellent media mix to give maximum results.

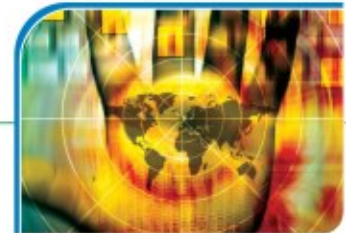
## OUTDOOR PUBLICITY

- ▶ Bus shelters
- ▶ Public Utilities
- ▶ Over Road Sign-ages
- ▶ Hoardings, Banners and Kiosks



## ELECTRONIC MEDIA

- ▶ Television Coverage
- ▶ Radio Announcement
- ▶ Cable Ads



## PRINT MEDIA

- ▶ Magazines
- ▶ Trade journals
- ▶ Newspaper ads



## OTHER MEDIA

- ▶ Personalized invitations
- ▶ Catalogues
- ▶ Direct mailers
- ▶ Brochures & flyers
- ▶ Telemarketing
- ▶ SMS Campaigns



## WEB PROMOTIONS

- ▶ E-mail shots
- ▶ Online promotion through various real estate portals

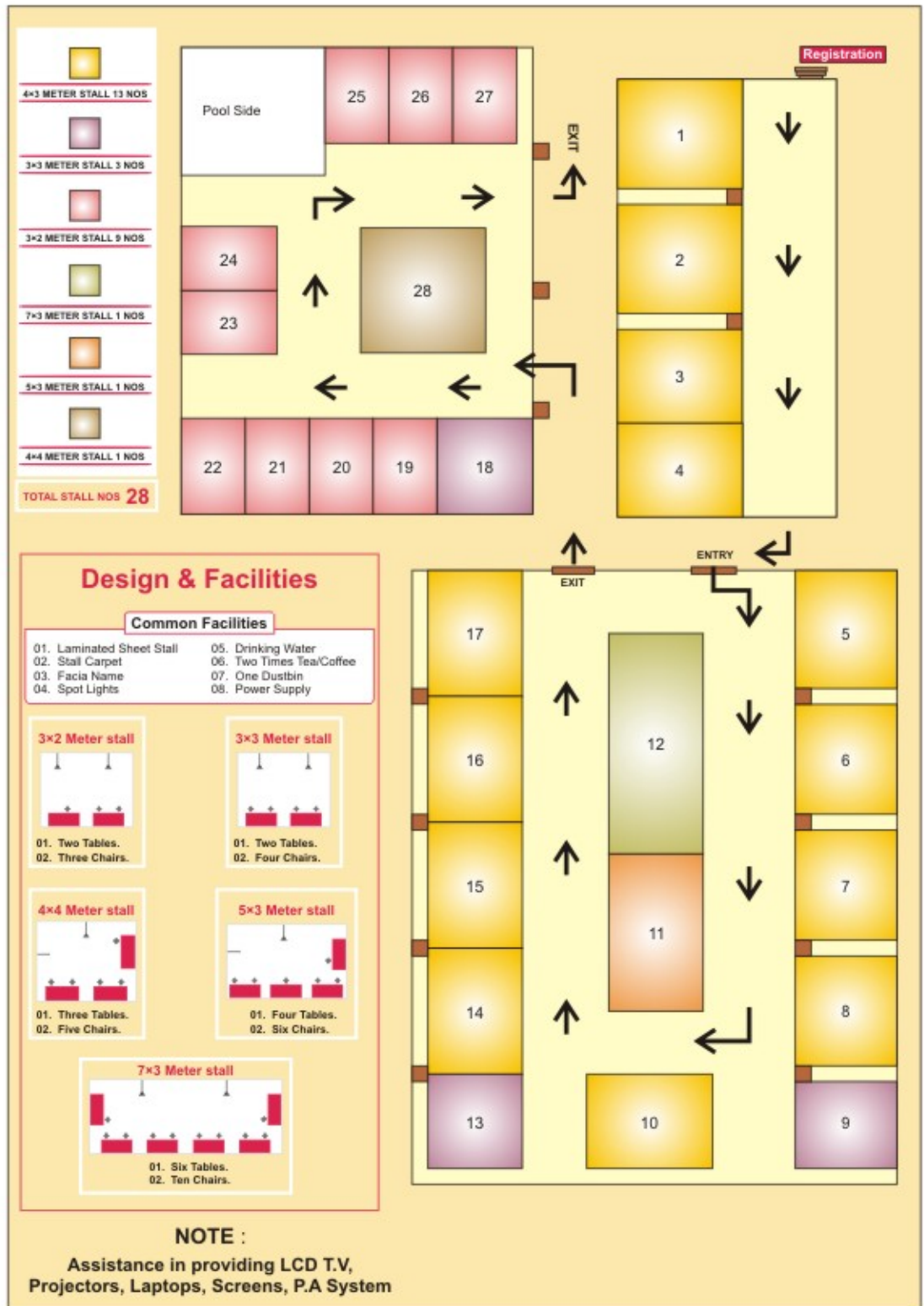


## Publicity & Promotion

activities are supported by our specialized

**PR Team & Press releases.**





**NOTE :**

**Participation Fees**

Per Square Meter Rate = Rs. 9,000

**NOTE :**

1. The Government service tax applicable would be 10.30 % on the rate.
2. 20 % premium for two sides open and 30 % premium on three sides open stall.

# SPONSORSHIP OPPORTUNITIES

DEVELOP, PROMOTE, ESTABLISH & MAINTAIN YOUR BRAND WITH US.

## LEAD SPONSOR

### ADVANTAGES

- › The Event will be Presented by Lead Sponsors Only.
- › Display of Logo of Lead Sponsors will be in all Promotional materials like:
  - Print Advertisements in Leading Regional & National Newspaper.
  - Electronics Advertisements in Radio Channel, Cable T.V.
  - Outdoor Advertising – Hoardings, Banners at all prime locations in & around Vadodara.
  - Posters display in all Public Sector & Private Sector Companies.
  - Multiplex & Mall Advertisements.
  - Leaflet / Handout Distributions at all targeted crowd area.
- › Promotions of Events with marketing executive by canopy stalls.
- › E-Mailers will be sent to 7 lacs potential visitors of Vadodara Only.
- › Personalized invitation to more than 50,000 distinguished Buyers from various corners of Vadodara.
- › 21 Sq. Mtr. well structured & Design stall in Property Show.

### LEAD SPONSORSHIP CHARGES

TOTAL ADVANTAGES COST = RS. 20,00,000/-

PARTICIPATION OFFER PRICE = RS. 10,00,000/-

## ASSOCIATE SPONSOR

### ADVANTAGES

- › The Event will be Supported by two Associate Sponsors Only.
- › Display of Logo Associate Sponsors will be in all Promotional materials like:
  - Print Advertisements in Leading Regional & National Newspaper.
  - Electronics Advertisements in Radio Channel, Cable T.V.
  - Outdoor Advertising – Hoardings, Banners at all prime locations in & around Vadodara.
  - Posters display in all Public Sector & Private Sector Companies
  - Multiplex & Mall Advertisements.
  - Leaflet / Handout Distributions at all targeted crowd area.
- › Promotions of Events with marketing executive by canopy stalls.
- › E-Mailers will be sent to 7 lacs potential visitors of Vadodara Only.
- › Personalized invitation to more than 50,000 distinguished Buyers from various corners of Vadodara.
- › 15 Sq. Mtr. well structured & Design stall in Property Show.

### ASSOCIATE SPONSORSHIP CHARGES

TOTAL ADVANTAGES COST = RS. 15,00,000/-

PARTICIPATION OFFER PRICE = RS. 7,50,000 /-



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## **PATHWAY** EXHIBITIONS & CONVENTIONS

*Inspiring Opportunities...*

### FOR SPACE BOOKINGS CONTACT:



#### Centralized Booking Office

**Mobile:** +91 - 955 880 9811, 989 850 6526

**E-Mail:** [info@pathwayexpo.in](mailto:info@pathwayexpo.in),  
[reach@pathwayexpo.in](mailto:reach@pathwayexpo.in)  
[help@pathway.net.in](mailto:help@pathway.net.in)

#### Event Manager:

Mr. Shashi S. Jha

**Mobile:** +91 - 955 880 9811, 989 850 6532

**E-Mail:** [marketing@pathway.net.in](mailto:marketing@pathway.net.in)

#### Corporate Office:

21, 22, 23, 2nd Floor,  
Sukhshine Complex,  
8 Sunrise Park, Opp. Himalaya Mall,  
Off. Drive-In Road, Bodakdev,  
Ahmedabad - 380054,  
Gujarat, INDIA.

**Phone:** +91 - 79 - 40232323

**Fax:** +91 - 79 - 30177440

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