



State Bank of India
With you - all the way

**Pure Banking.
Nothing else.**

Presents

PROPERTY KINGDOM - 2012

Building Trust...

VADODARA

9 – 10 – June 2012, Parsi Agiyari Ground, Opp. Hotel Surya Palace, Sayajigunj, Vadodara



VADODARA'S BIGGEST PROPERTY EXHIBITION & TRADE FAIR

An Excellent Platform for Property Developers, Renovators, Property Design Professionals, Architects, Investors, Individuals, Landscape Designers, High Net worth Individuals etc.. to exchange endless possibilities... in the field of Property Development.



PROPERTY KINGDOM - 2012

INSPIRING GROWTH & DEVELOPMENT...

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.



PROPERTY KINGDOM - 2012

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.



PROPERTY KINGDOM - 2012

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, 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 INFRASTRUCTURE IN 63 MAJOR CITIES IN INDIA.





PROPERTY KINGDOM - 2012

VADODARA'S BIGGEST PROPERTY EXHIBITION & TRADE FAIR

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

- More than **100 projects** directly or indirectly related to the Real Estate industry from across Vadodara.
- More than **15,000 targeted visitors**, mainly High Networth Individuals looking for investment in Real Estate & young professionals planning to purchase their first home.
- 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.



HOME BUILDERS & RENOVATORS VADODARA



GREEN BUILDING VADODARA



DESIGN TRENDS VADODARA



CONSTRUCT VADODARA



PROPERTY MANAGEMENT VADODARA



PROPERTY KINGDOM - 2012

EXHIBITOR'S PROFILE

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 - 2012

**WILL BRING ALL ASPECTS OF
PROPERTY AND REAL ESTATE TOGETHER**



PROPERTY KINGDOM - 2012

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 – 2012

- › 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.



WHY SHOULD YOU EXHIBIT



PROPERTY KINGDOM - 2012

VISITOR'S PROFILE

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





PROPERTY KINGDOM - 2012

PUBLICITY & PROMOTION

PROPERTY KINGDOM - 2012 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
- › Direct mailers
- › Telemarketing
- › Catalogues
- › Brochures & flyers
- › 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**.



PROPERTY KINGDOM - 2012

LAYOUT / FLOOR PLAN

Design & Facilities

Common Facilities

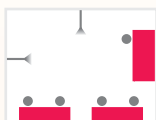
01. Laminated Sheet Stall
02. Stall Carpet
03. Facia Name
04. Spot Lights
05. Drinking Water
06. Two Times Tea/Coffee
07. One Dustbin
08. Power Supply
09. Lunch for two person per stall

3x3 Meter stall



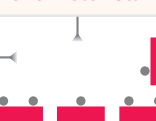
01. Two Tables.
02. Four Chairs.

4x4 Meter stall



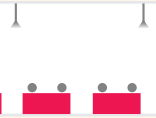
01. Three Tables.
02. Five Chairs.

5x3 Meter stall



01. Four Tables.
02. Six Chairs.

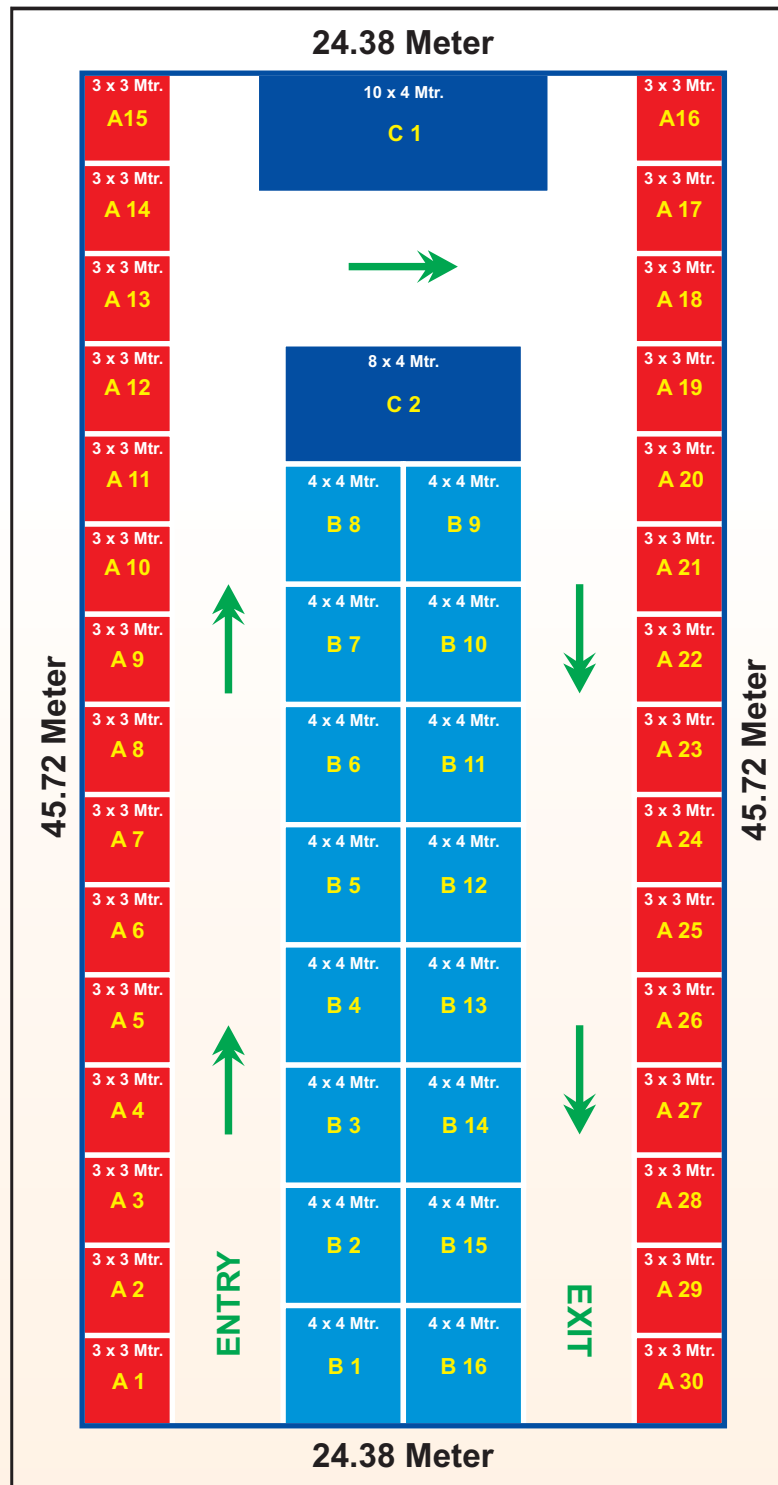
7x3 Meter stall



01. Six Tables.
02. Ten Chairs.

NOTE :

Assistance in providing LCD T.V, Projectors, Laptops, Screens, P.A System, Host & Hostess



NOTE :

Participation Fees
Per Square Meter Rate = Rs. 15,000 with seminar hall facilities.
Per Square Meter Rate = Rs. 10,000 without seminar hall facilities.

NOTE :

1. The Government service tax applicable would be 12.30 % on the rate.
2. 20 % premium for two sides open and 30 % premium on three sides open stall.

PROPERTY KINGDOM - 2012

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 lac potential visitors of Vadodara Only.
- Personalized invitation to more than 50,000 distinguished Buyers from various corners of Vadodara.
- 40 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 lac potential visitors of Vadodara Only.
- Personalized invitation to more than 50,000 distinguished Buyers from various corners of Vadodara.
- 32 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 BOOKING CONTACT:

Centralized Booking Office

Mobile: +91 - 98985 06531, 98985 06526

E-Mail: info@pathwayexpo.in,
reach@pathwayexpo.in
help@pathway.net.in

Event Manager:

Mr. Bhaskar Choudhary

Mobile: +91 - 98985 06531, 99980 64499

E-Mail: bhaskar@pathway.net.in

Sales Team:

Mr. Swapnil Kulkarni 098985 06527

Mr. Narayan Iyer 098985 06532

Mr. Arjun Sharma 085111 67197

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 - 4023 2324

Branch Office:

1-2-3, First Floor, Indraprasth Avenue,
Near Harsil Motor Showroom,
Nizampura Main Road, Vadodara - 390002.

Phone: +91 - 0265 - 3933 999, 3933 900-09

