

from the organisers of



NATIONAL SOURCING FAIR
ON GIFTS, STATIONERY, PENS, OFFICE PRODUCTS,
GADGETS, HOUSEWARES, KITCHENWARE, HANDICRAFTS

GIFT NERY 2018

an **INTRODUCTIONS** event

28TH TO 30TH SEPTEMBER 2018
HITEX EXHIBITION CENTRE, HYDERABAD

**CORPORATE GIFTS... PROMOTIONAL GIFTS... PERSONAL & FESTIVAL GIFTS...
OFFICE & SCHOOL STATIONERY... HOUSEWARES... KITCHEN WARES...
GADGETS... & HOME DECOR...**



EXHIBIT PROFILE :

Corporate & Promotional Gifts, School, Office Stationery, Office Furniture & Automation Products, Arts & Crafts, Gadgets & Gizmos

VISITOR PROFILE :

Bulk Buyers, Traders, Wholesalers, Corporate & MNC Visitors, Purchase Managers, Direct Users, Buying Groups, Associations.

CORPORATE IN IT'S REAL SENSE...

GIFTIONERY₂₀₁₈
from the organisers of IndiaBig7



Approximately 18,000 to 22,000 Visitors / Buyers are expected from all over South India consisting of Retailers, Wholesalers, Buying Groups, Manufacturers, Representatives, Direct Users, Associations, Press etc. Special Seminars featuring information on market developments, trends, product innovations, marketing, etc are also proposed to be held during the fair. Various Manufacturing & Trade Associations on related products are supporting the event, making it the most important trade event of the year in Hyderabad

Keeping in view the scale of the event, a massive media campaign has been planned in the leading newspaper's throughout the country to attract potential visitors. In short this event will become the single most important, most comprehensive and professional sourcing option in the region in year 2018.

IN SHORT THIS EVENT WILL BE THE MOST IMPORTANT, MOST COMPREHENSIVE AND MOST PROFESSIONAL SOURCING OPTION IN INDIA IN THE YEAR 2018, AS IT WILL PROVIDE THE LATEST INSIGHT ON WRITING INSTRUMENTS, GIFTS, HOUSEWARES, STATIONERY & OFFICE REQUISITES ALL UNDER ONE ROOF.

GIFTIONERY²⁰¹⁸
from the organisers of IndiaBig7



VISITOR PROMOTION CAMPAIGN & SUPPORT SERVICES

MASSIVE ADVERTISING CAMPAIGN: The exhibition will be promoted by a high impact newspaper campaign in the region to guarantee full-scale publicity of the mega event.

DIRECT MAIL: Over 75,000 invitations with exhibitor & product information will be mailed to well identified target buyers from all over India & overseas.

INTERNET MEDIA: Website / Email will be used extensively to promote the event nationally & internationally

INTENSIVE FOLLOW-UP: Follow-up will be done personally by E-mail & telephone to buyers to confirm the arrival of invitations and encourage them to visit the event.

COMPLIMENTARY INVITATIONS: Complimentary special passes & invitations will be provided to the exhibitors in limited quantities for distribution to individual clients and prospects

GIFTIONERY Magazine which will be circulated around 1 lac copies to the database buyers complimentary. This will have interviews of companies, content, event data, advertisements



Launch : August 2017
Frequency : Twice a year

GIFTIONERY²⁰¹⁸

INTRODUCTION TRADE SHOWS PVT. LTD.

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