



# NAVI MUMBAI REAL ESTATE EXPO 2018

October  
2018

26<sup>th</sup>

27<sup>th</sup>

28<sup>th</sup>

At Inorbit Mall, Vashi Navi Mumbai



The MAKKERZ  
-we talk for you-

# ABOUT NMRE 2018



NMRE- Navi Mumbai Real Estate Expo is a strong industry platform which brings together prominent Real- Estate developers of Mumbai & Navi Mumbai to work towards the development & Housing needs of Mumbai & Navi Mumbai. It Voices its opinion on various issues with decision making authorities at all level of the Government, thus spearheading its role as a Real Estate Apex body.

We at NMRE strive to provide the best services at all the times to all our members and society at large. We are dedicated ensuring the growth of the Real Estate & Housing sector, that would ultimately enrich lives of Indian citizens and enable them to contribute to the development of India as a whole.

This Gala Event is organized by THE MAKKERZ, to bring all buyers and sellers of property under one roof. It's a gallery of the best properties under development gathered in one place and NMRE is now going to further expand the entire real estate horizons.

Buying a home can be tricky but not at NMRE where buyers can approach and deal with the developers of their choice. The developers for their part, have the opportunity to roll out the red carpet with dedicated space at the expo, Expect to see some innovative and artful designed stalls and sales area. For developers this is the chance to win over customers and chase sales leads.

# INDIA'S BIGGEST HOME BUYING FESTIVAL



NAVI MUMBAI  
REAL ESTATE EXPO 2018

MEET APPROX 30000  
SERIOUS HOME BUYERS

REACH 25000+  
FAMILIES WITH BEST  
ROI

BRAND YOUR COMPANY WITH Navi  
Mumbai Real estate Expo & be a part  
of country's biggest home festival



The MAKKERZ  
not like for steady

# OPPORTUNITIES

NMRE- Navi Mumbai Real estate Expo is set to be the pinnacle of real estate shopping, scheduled on the cusp of the festive season. With all Mumbai's property developers gathered under one roof, there are homes and deals to fit every preference, every budget! Apart from experiencing these properties first hand, we are also offering some incredible deals for both, buyers & sellers!

Sell 1,00,000 buyers

Online Expo 15 days  
before the show

Lead driven Expo

Get verified customers  
leads, before and after  
event

Detailed data base of  
visitors for future  
reference

360 degree media plan  
for Expo marketing

Numerous Branding  
opportunities, including  
exhibition space,  
Entertainment zone,  
Cafeteria, visitor's  
badges

Lucky draw with Rs 85lac  
grand Prize Sponsored  
by NMRE

Alliances opportunities  
with investors and HNIs

Hybrid floor plan to  
maximize your visibility

# DIGITAL STRATEGY

Navi Mumbai Real estate Expo's online platform will bring together the participating and developers in this year's edition of the property expo & consumers interested in buying homes. This platform will provide transparent and hassle free home buying experience for the customers and offer the best deals in the market from participating developers & also the finance partners. The Online campaign will e concentrated marketing effort, targeting national as well as international consumers aimed at giving an additional push to the real industry in Mumbai. With the use of latest technology solutions for real estate, this platform will enable access of interested leads directly to developers in real time. Through the sales & marketing automation platform, we will directly push leads from online & even offline sources to the relevant participating developer.

## Industries:

IT, Automobiles, Finance,  
Banking, Media, Airlines,  
Sports, Chemicals, Pharma,  
Healthcare & Etc

## Buyer Type

End users as well  
as Investors

Age:  
25+

## Gender

Male & Female

## Family Income

6 Lakh Onwards

## Location:

Mumbai, Navi Mumbai,  
Suburbs & Tier 2 cities in  
Maharashtra

# Why should Home buyer Visit?

NMRE has established itself as the most reliable platform for home buyers. There are choices all across the board, from all regions of Mumbai and Navi Mumbai and together with that comes the power to make the choice, which is why NMRE 2018 Presents to you a collection of some of the best deals you could ever imagine! We are making sure that by the time you leave the Expo, You are into a Happier Zone.

Limited time period offers which save money

All housing project displayed under one roof

Properties for all taxes- Luxury to affordable, Commercial to residential

Great properties, Great finance options!

One stop shop for home buyers

On ground activities, Gifts & offers

New Launches

# 360-Degree Promotional Campaign



## Print

- Intensive media campaign spread across the best selling newspaper and journals for the best visibility.

## Television

- Guaranteed TV Coverage of the event, broadcasting the message Navi Mumbai Real estate Expo.

## Online Exhibition

- A 15 days online exhibition prior to the on ground exhibition spreading to the buyers across India & International

## Outdoor

- Ensuring maximum outdoor visibility of Navi Mumbai Real estate Expo banners by placing advertisements on bill boards at high- density population centers and busy road intersections

## PR

- A dedicated PR Agency to execute an all-round PR strategy complete coverage of the event by the leading media outlets, with an audience of millions across the sub continent.

## Radio

- Radio spots ads live feed from the expo RJ Mentions exhibitors terminals.

## Social Media

- Leveraging social media to create awareness and drive participation on facebook and twitter. Additionally , it will also provide prospective attendees with an interactive preview of products offer the expo

## Call Centre

- A dedicated call centre to assist visitors to buy properties at Navi Mumbai Real estate Expo

## Email/SMS

- Targeted mails and sms for buyers announcing never before and never again offer.

## Activations

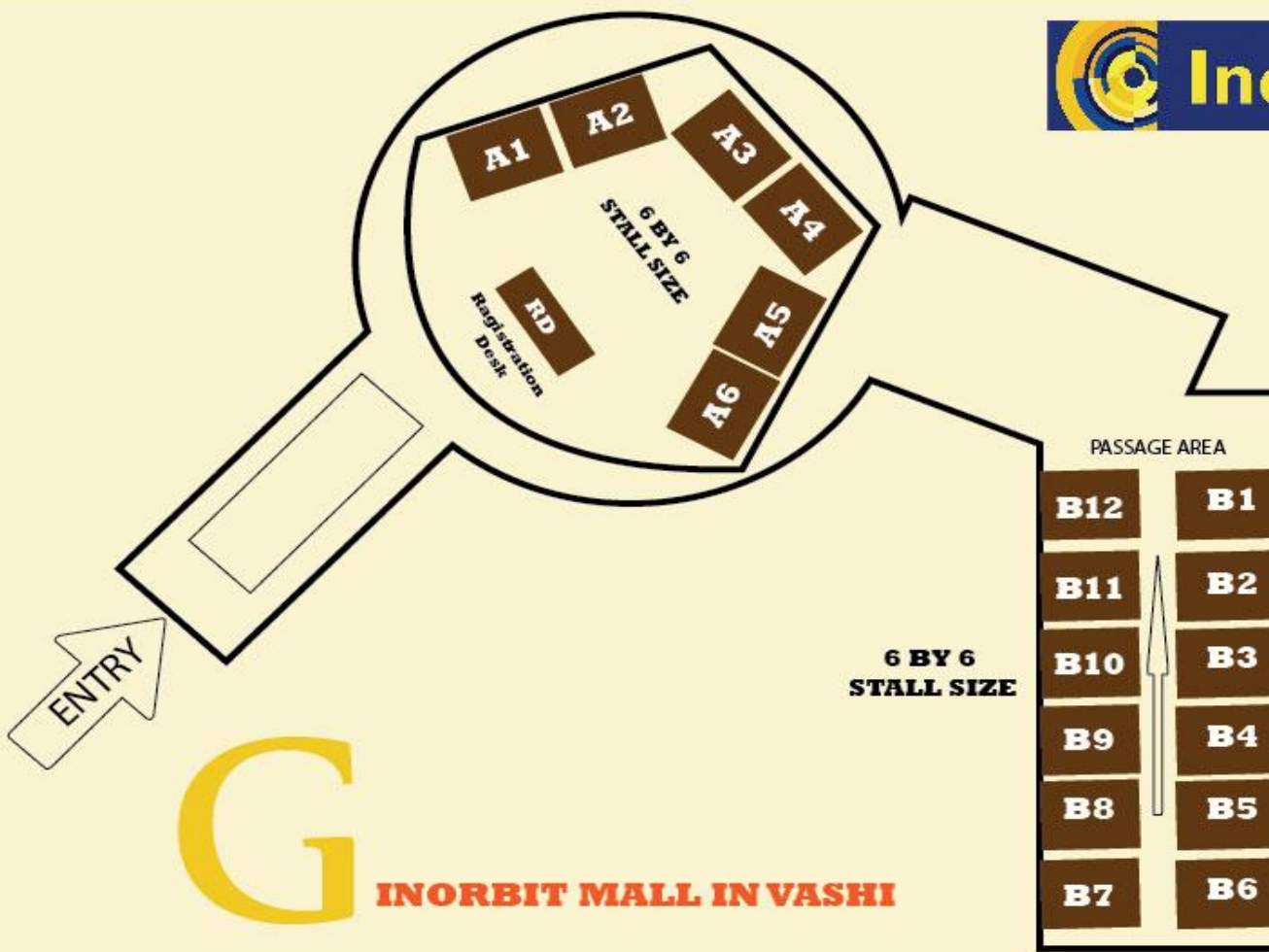
- Tie up and branding for the following:
  - Multiplex Activation
  - Corporate Activation
  - Society Activation
  - Big Bazaar

# 360-Degree Promotional Campaign





# LAYOUT



# Terms & Conditions



## 1. Rights:

The Organizers reserve rights in connection with the exhibition.

## 2. Terms with Reference:

In the rules and regulations the term exhibitor shall include all employees, staff and agents of any company. Partnership firm or individual to whom spaces have been allocated for the purpose of participating. The term exhibition shall mean the exhibition known as the 1<sup>st</sup> edition - 26<sup>th</sup> to 28<sup>th</sup> October 2018 at Inorbit Mall, Vashi, Navi Mumbai.

## 3. Allotment:

a) Stalls will be allotted by a draw on 5<sup>th</sup> August 2018 post which stalls will be open on first cum first serve basis.

b) Allotment of stalls will be made at the sole discretion of the organizers.

c) The stalls allocated will be solely used by the participants for the display of goods noted in their application forms. Subletting of stalls or displaying goods not covered by the original application will not be allowed .

## 4. Stall Alteration:

a) An alteration to the size of or position of exhibitors stand will be permitted only with prior written approval.

b) The organizers reserves the right to modify the layout of the stalls, sites and gangways.

c) The Organizers reserves the rights to require exhibitors to make such alteration to their stalls and the setting of their exhibits as they reasonably feel necessary to maintain an acceptable standard of presentation or avoid interference with the display of others exhibitors.

# Terms & Conditions



- d) Conversion of all allocated site to free design is not permitted.
- e) While reasonable fixing may be made to the walls of the structure, any attempt involving the reinstallation of the original structure will be at the expense of the exhibitors or his agent.
- f) The stall may not overhang the allocated area nor are any obstruction permitted on gangways, firepoints, extinguishers or emergency exits.
- g) Designer should avoid designs, which block other exhibitors stalls.

## 5. Stall Interiors:

While the exhibitors are free to decorate their stall to the best of their ability for projecting the right image for their products and company they should not make any permanent fixtures to the walls, angles and floors through use of nails, paintings or any other such activities. Stalls should not be open from both the sides.

## 6. Stall Heights:

The height of displays, exhibits, fixtures shall not exceed 3.9 meters of bare space stall. The organizers reserve the right to remove all such display at the cost of the exhibitor. If the height exceeds the given limit. In case an exhibitor refuses to comply to the organizers demand in respect of such displays, the organizers reserves the right to close such exhibitors stalls for the entire exhibition without any refund or compensation to such exhibitor.

## 7. Terms of Payments:

100% of the amount will be payable at the time of booking of the stalls drawn in favor of "THE MAKKERZ".

Notes: Cheques dishonored shall automatically render the booking as cancelled and the amount paid will be forfeited.

## 8. Cancellation:

In the event of cancellation by a participant, the booking amount paid by the participant will not be refunded in any circumstances.

# Terms & Conditions

## 9. Insurance:

- a) Insurance of the exhibits and property stall will be the responsibility of the individual exhibitor.
- b) The organizers shall not be responsible in any way for personal injury to the exhibitors or his staff, agents, invitees or licensees howsoever caused.

## 10. Consequent loss:

In case of the show being suspended in whole or in part due to causes not in organizers control the organizers do not accept any consequent liability in any such eventuality.

## 11. Default on payments:

The organizers reserve the rights to cancel any reservation of space in the individual exhibitor not having paid the dues of rental charges as stipulated.

## 12. Space not occupied:

- a) Every exhibitor shall occupy the full stand area booked by him/her.
- b) Should an exhibitor fail to take up stand allotted to him/her, the organizers reserve the right to deal with the unoccupied stall as they think fit.

## 13. No- subletting:

The exhibitor may not assign, sublet or grant licenses with regard to the whole or any part of the allocated stalls, cards, advertisements or printed matter of people or firms who are not bonafide exhibitors, will not be exhibited or distributed from any stall except then an exhibitor may distribute cards, advertisements or printed matter in respect of companies or firms which are subsidiaries of the exhibitor or the exhibitor's ultimate holding company.

# Terms & Conditions

## **14. Failure of service:**

The organizer will use their best endeavors to ensure supply of services of the official contractors, but as the supply of such services are not within the control of contractors, neither they nor the organizer shall incur any liability to the exhibitor for any loss or damage. If any should such service shall wholly or partially fail or cease to be available, Nor shall the exhibitor be entitled to any allowance in respect of rental due or paid under the contract.

## **15. Electrical Installation:**

All onsite electrical installation must be carried out by the officially appointed electrical contractor before the connection to the main supply.

## **16. Event call-off:**

If the event has to be cancelled for any reason whatsoever, the amount already paid by the participants shall be refunded after deducting the expenses already incurred / advance payments made by the organizers on a pro-rata basis.

## **17. The exhibitor shall not solicit any business in the common bay area:**

18. Participants are not allowed to make any loudspeaker announcements, except on the public address system of the organizers i.e. from the reception desk and only if permitted by the organizer

## **19: Jurisdiction:**

Any dispute between the organizer and exhibitors is subject to the jurisdiction of the courts of Mumbai only.

**20. I/We accept all rules and regulations mentioned in The Makkerz-Assurance and hereby agree to abide by the code of conduct.**

# THANK YOU!



NAVI MUMBAI  
REAL ESTATE EXPO 2018



The MAKKERZ

and the fun starts