



# Summit on **Brand Promotion & Protection**



July 23, 2014; Hotel Shangri-La, New Delhi

In today's environment, powerful brands are the foundation in building the image of a strong nation. Although India is one of the fastest growing economies, it still has a long way to go in creating strong brands. In spite of India's strong and growing consumer population, the rise of domestic brands has been nominal at best, resulting in outflow of money in the form of royalty. Therefore, development of strong domestic brands is a national priority. In sectors like Information Technology and Pharmaceuticals Indian brands have demonstrated capabilities to match brands of international standing. There are also examples of home grown brands in other sectors which are competing with international brands using world class Brand Management skills.

Brand Management not only includes brand building but also protecting brands. Brand protection professionals are facing challenges on numerous fronts including challenges from online and social media. Therefore, dealing in matters relating to brand protection / security, supply chain integrity, investigating brand infringements and combating smuggling / counterfeiting from global hot-spots, have become critical. Crucial matters like smuggling and counterfeiting have to be dealt with strongly for protecting brand integrity and success in businesses.

With this background, **ASSOCHAM is organizing this Summit to promote Brand India** in order to foster increased legal trade and formation of strategic alliances for building strong Indian Brands.

BRAND  
PROMOTION



## OBJECTIVES

- To promote Brands in terms of global outreach and recognition
- To discuss changing marketing trends and evolving consumer behaviors vis-à-vis brands
- Leveraging the opportunities of social media along with traditional media for brand promotion while maintaining control over brands
- Leveraging the latest brand protection technologies
- Understanding the latest brand protection trends, legislation and Intellectual Property issues related to brands

**BRAND**



## FOCUS AREAS

### Brand Promotion

- Strategies for Brand Promotion including mergers & acquisitions, joint ventures, et al among others
- Case-Studies of Successful Indian Brands
- Use of Traditional and Social Media
- Build brands for unorganized sector especially to protect traditional Indian Art and Craft

### Brand Protection

- Use of Technology for Brand Protection
- Monitoring, combating and litigation cases against smuggling, counterfeiting and piracy

### Partnerships

- Cohesion between company and media agency
- Strategic Alliances with specialized brand protection agencies

## SPEAKER'S PROFILE

- Global Branding Experts/Gurus
- Corporate Heads/Marketing Heads of major Indian/ Multinational companies
- Senior Government representatives
- Representatives of Market Research Firms
- Vice Chancellor/Heads of reputed Management Institutes
- Media Representatives
- Anti smuggling and counterfeiting experts
- Intellectual Property Specialists/ Lawyers
- Brand Protection Agency Representatives



## PARTICIPANT'S PROFILE

- Government Agencies
- Representatives from Bilateral agencies, Embassies and High Commissions
- Decision Makers in public and private sector
- Marketing/Business Development Managers
- Entrepreneurs
- Traditional Media including print and electronic media
- Social/Online Media
- Brand Security Solutions Providers
- Legal Firms
- Market Research Agencies
- Media Students, Journalists & Management Students
- Consultants



# Sponsorship Opportunities

## Gold Sponsor INR 5,00,000/-

- a) Status of 'Gold Sponsor'
- b) Sponsor logo to appear in all promotional materials
- c) Opportunity to Chair a session and make a 15 minutes presentation at any plenary session
- d) Ten complimentary delegate passes
- e) Special seating arrangement at the conference venue
- f) Partner's logo on the Website
- g) Company Name and logo will be acknowledged in backdrop and Thank You Panel.

## Silver Sponsor INR 3,00,000/-

- a) Status of 'Silver Sponsor'
- b) Sponsor logo to appear in all promotional materials
- c) Opportunity to make a 15 minutes presentation at any plenary session
- d) Eight complimentary delegate passes
- e) Sponsor's logo on the Website
- f) Company Name and logo will be acknowledged in backdrop & thank you panel

## Lunch Sponsor INR 2,00,000/-

- a) A separate lunch sponsor panel in the lunch venue
- b) Sponsor logo to appear in promotional materials
- c) Three complimentary delegate passes for the summit
- d) Company Name and logo will be acknowledged in backdrop and Thank You Panel

## Delegate Kit Sponsor INR 1,25,000/-

- a) Printed logo on the cover of the delegate kit
- b) Sponsor logo to appear in all promotional materials such as panel board at venue, delegate kit, mailers
- c) Three complimentary delegate passes

## Sponsor INR 1,00,000/-

- a) Sponsor's name and logo in the Conference Sponsor panels, thank you sponsors panel
- b) Two complimentary delegate passes

### DELEGATE FEES

Rs 7,500/- per person

### EARLY BIRD DISCOUNT

Rs 6,000/- per person  
if registered before June 15, 2014

**Special Discount of 10% if 3 or more delegates are registered from the same organization**

*Kindly note that early bird discount and special discount can also be clubbed together if participants satisfy both the conditions mentioned above*

## CONTACT US

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