



**Vast is the ocean of sacred words, which enlightens  
the Universe with divine vision**

(Rigveda, 1.3.12)



# 32<sup>nd</sup> International Publishers Congress

New Delhi, Feb 10-14, 2018

**For more enquiry please contact :**

**The Federation of Indian Publishers**



The Federation House, 18/1C, Institutional Area  
Aruna Asaf Ali Marg (Near JNU)  
New Delhi 110067, (INDIA)  
Phones: +91 11 2696 4847, 40634656, 2685 2263  
Email: [fippresident@gmail.com](mailto:fippresident@gmail.com)  
Website : [www.fiponline.org](http://www.fiponline.org)

SPONSORSHIP BROCHURE

at TAJ DIPLOMATIC ENCLAVE , NEW DELHI

Hosted by



**The Federation of Indian Publishers**  
[www.fiponline.org](http://www.fiponline.org)





The International Publishers Association (IPA) is the world's largest federation of national, regional and specialist publishers' associations. Its membership comprises 70 organisations from 60 countries in Africa, Asia, Australasia, Europe and the Americas.

Through its members, IPA represents thousands of individual publishers around the world who service markets containing more than 5.6 billion people. Based in Geneva, Switzerland, IPA represents the interests of the publishing industry in international fora and wherever publishers' interests are at stake.

IPA was founded in 1896 in Paris by the leading publishers at the time. Its initial aim was to ensure that countries throughout the world showed respect for copyright, and properly implemented the (then) new international copyright treaty, the 'Berne Convention for the protection of literary and artistic works'. And today, the promotion and defence of copyright is still one of IPA's main objectives.

Since its foundation, IPA also promotes and defends freedom to publish, a fundamental aspect of the human right to freedom of expression. Likewise, IPA stands for the promotion of literacy and reading, and has always been a meeting place for publishers to network, exchange views and conduct business.

IPA is an accredited non governmental organisation (NGO) enjoying consultative relations with the United Nations.



The Federation of Indian Publishers (FIP) is the representative body of publishers in English, Hindi and other Indian Languages. With members drawn from all over India, FIP represents more than 80 percent of the Publishing Industry. All the leading publishers are its direct members and other publishers are represented through various local associations.

**The main objectives of the Federation are:**

- To promote professionalism in the publishing industry.
- To promote harmonious author publisher relationships.
- To promote free flow of literature among countries.
- To promote networking among the publishers.
- To uphold the freedom to write and publish.
- To uphold copyright for authors & publishers in order to encourage creativity.
- To make India a book reading society.

# Why India?

The Indian book market is the sixth largest in the world and the second largest for English language books\*. In an era where digital disruption permeates all businesses globally and calls for swift recalibration and innovation, India presents a unique opportunity to the world. It is the top market for mobile data usage where the use of technology is increasing exponentially every day. A combination of India's rich experience in large scale publishing as well as the widespread use of technology makes it a huge potential beta market for innovation in the publishing and printing industry.

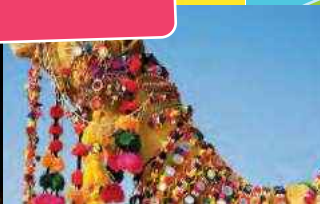
A melting pot of cuisines, lifestyles and culture, India also provides an opportunity to the delegates to experience its rich and vibrant amalgam of history and modernism. This closely resonates with the fast changing global publishing landscape. It is a unique blend of futuristic opportunities and stands on the foundation of sincere dedication towards learning, reading and education. We look forward to making this event a potent combination of intellectual stimulation as well as an immersive experience which will surely invigorate your visual, auditory and aesthetic faculties

*\*\* The Nielson India Book Market Report*

## About DELHI - The Host City

Delhi has a history that goes back thousands of years. It is also one of the most modern cities with a robust infrastructure and facilities. In February, Delhi enjoys a pleasant weather, varying between 22 - 25°C.

Delhi offers a variety of hotels to suit the budget and liking of the delegates, and a rich variety of cuisines and restaurants. It is also about 200 km away from Agra, the home of the Taj Mahal, one of the architectural wonders of the world, and from Jaipur, the royal Pink City. Transportation for inter and intra city travel is conveniently available.



# The Venue



The Taj Resorts and Palaces are recognized for their unique flavor of hospitality and world class refinement. The venue of the Congress, the luxurious Taj Diplomatic Enclave, New Delhi, is centrally located and well connected to the Indira Gandhi International Airport as well as the Metro Stations.

Taj Diplomatic Enclave provides all the model facilities required for international conferences, which include a central hall, the Durbar Hall, having a seating capacity of 1200 guests, and the facility for interpretation in different languages. Various other conference rooms are also available for parallel sessions and workshops.

Address:

## **TAJ DIPLOMATIC ENCLAVE**

2, Sardar Patel Marg, Diplomatic Enclave,  
New Delhi, Delhi 110021

# Conference

## Program Sessions

**11 – 13 February, 2018**

### **Shaping the Future: Innovation meets Experience**

We welcome the opportunity to host the IPA Congress 2018 as a platform to present, question, debate, analyze and finally emerge with a new set of perspectives, ideas and takeaways that will help us reimagine the publishing landscape.

- ✓ **Shaping the Future of IP in Publishing**
- ✓ **Copyright**
- ✓ **The threat of self-censorship in Publishing**
- ✓ **Do Awards and recognitions help?**
- ✓ **Book Markets in India**
- ✓ **Online Literature**
- ✓ **Strengthening Local Education Publishing Capacity in Developing Countries**
- ✓ **STM Publishing**
- ✓ **Creating the Readers of the Future**
- ✓ **Problems and opportunities of Globalization**
- ✓ **Parallel Session:**
  - Collective Rights Management
  - Social Responsibility of Publishers

## Mark the Dates

✓  
**February 10, 2018**

Informal Dinner  
hosted by FIP for all  
delegates and guests

✓  
**February 11 – 13, 2018**

IPA Congress Working  
Sessions with a **Gala  
Dinner on 11 February**  
accompanied by a lively  
cultural evening

✓  
**February 14, 2018**

Excursion to Agra  
(Cost included in  
registration charges)



# Sponsorship Opportunities

## PLATINUM SPONSORSHIP

Amount Rs 1 Cr

### *Deliverables:*

- Company Logo on the home page of website
- Logo on the backdrop in the all the halls as platinum sponsor
- Logo on all signage's showing as Platinum Sponsor
- Complimentary branding outside both the conference halls (standee)
- Special mention on the direction signage's
- Acknowledgement in the final brochure
- Announcements mentioning the sponsors during the evening program
- 5 minutes company presentation to be displayed on the main conference screen during the breaks
- Company Profile insert in Kit bag (material by the company)
- Name and logo of the sponsor on all promotional materials.
- Display of company logo on the KIOSK at venue
- 30 Registration Badges for Congress
- 30 Invitation passes for Inaugural/ Networking and Gala Dinner

## DIAMOND SPONSORSHIP

Amount Rs 75 Lakhs

### *Deliverables:*

- Company Logo on the home page of website
- Logo on the backdrop in all the conference hall as Diamond sponsor
- Logo on all signage's showing as Diamond Sponsor
- Name and logo of the sponsor on all promotional materials.
- Acknowledgement in the final brochure
- Special mention on the direction signage's
- Announcements mentioning the sponsors during the evening program
- 4 minutes company presentation to be displayed on the main conference screen during the breaks
- Complimentary branding outside both the conference halls (Standee)
- Company Profile insert in Kit bag (material by the company)
- 25 Registration Badges for Congress
- 25 Invitation passes for Inaugural/ Networking and Gala Dinner

# Sponsorship Opportunities

## GOLD SPONSORSHIP

Amount Rs 50 Lakhs

### *Deliverables:*

- Company Logo on the home page of website
- Name and logo of the sponsor on all promotional materials.
- Logo on the backdrop in the main conference hall as Gold sponsor
- Logo on all signage's showing as Gold Sponsor
- 3 minutes company presentation to be displayed on the main conference screen during the breaks
- Name & Logo of the sponsor on all promotional materials
- Acknowledgement in the final brochure
- Company Profile insert in Kit bag (material by the company)
- 20 Registration Badges for Congress
- 20 Invitation passes for Inaugural/ Networking and Gala Dinner

## SILVER SPONSORSHIP

Amount Rs 35 Lakhs

### *Deliverables:*

- Company Logo on the Home page of Website
- Logo on the backdrop in the main conference hall as Silver sponsor
- Name and Logo on all promotional materials
- Acknowledgement in the final brochure
- 2 minutes company presentation to be displayed on the main conference screen during the breaks
- Company Profile insert in Kit bag (material by the company)
- 15 Registration Badges for Congress
- 15 Invitation Cards for Inaugural/ Networking and Gala Dinner

# Sponsorship Opportunities

## BRONZE SPONSORSHIP

Amount Rs 25 Lakhs

### *Deliverables:*

- Company Logo on the Home page of Website
- Name and logo of the sponsor on all promotional materials.
- Acknowledgement in the final brochure
- Complimentary logo on the home page of website
- Company Profile insert in Kit bag (material by the company)
- 12 Registration Badges for Congress
- 12 Invitation Cards for Inaugural/ Networking and Gala Dinner

## SPONSORSHIP OF LUNCHEs (3 no)

Amount Rs 20 Lakhs (Each)

### *Deliverables:*

- Company Logo on the home page of website
- Special mention on the direction signage's
- Acknowledgement in the final brochure
- Company name announcement with logo display in main conference screen during the breaks
- Tent cards on the table with company logo (printing of cards by sponsors)
- Company Profile insert in Kit bag (material by the company)
- 10 Registration Badges for Congress
- 10 Lunch passes

# Sponsorship Opportunities

## SPONSORSHIP OF DINNERS (4 no)

Amount Rs 30 Lakhs (Each)

### *Deliverables:*

- Company Logo on the home page of website
- Permission to put branding at the dinner area
- Acknowledgement in the final brochure
- Company name announcement with logo display in main conference screen during the breaks
- Tent cards on the table with company logo (printing of cards by sponsors)
- Announcements mentioning the sponsors during the evening program
- Will be allowed to put Rollup standees at the dinner area
- Company Profile insert in Kit bag (material by the company)
- Name of the Company on Reception Committee Dinner cards.
- 15 Registration Badges for Congress
- 20 Dinner passes

## KIT BAG SPONSORSHIP

Amount Rs 10 Lakhs

### *(Exclusive)*

### *Deliverables:*

- Company logo on the Website
- Company's Logo on the Kit bags
- Company logo to be displayed on the screen during the breaks
- Will be allowed to put 4 Rollup standees at Kit Distribution Area
- Company Profile insert in Kit bag (material by the company)
- 4 Registration Badges for Congress

# Sponsorship Opportunities

## AUDIO VISUAL SPONSORSHIP

Amount Rs 10 Lakhs

*(Exclusive)*

### *Deliverables:*

- Company logo on the Website
- Company's Logo on the Kit bags
- Company logo to be displayed on the screen during the breaks
- Will be allowed to put 4 Rollup standees at Kit Distribution Area
- Company Profile insert in Kit bag (material by the company)
- 4 Registration Badges for Congress

## PRINTING SOUVENIRS (1000 copies)

Amount Rs 5 Lakhs

*(Exclusive)*

### *Deliverables:*

- Company logo in the Website
- 2 Registration Badges for Congress
- Advertisement in Souvenir

## REGISTRATION SPONSORSHIP

Amount Rs 5 Lakhs

*(Exclusive)*

### *Deliverables:*

- Company Logo will be displayed on the fascia of Registration Counters
- Panels behind the counters for the product / logo display.
- Will be allowed to put 2 roll up standees at Registration Area
- 2 Registration Badges for Conference

# Sponsorship Opportunities

## SPONSORSHIP USB 64GB (of Congress Proceedings)

Amount Rs 3 Lakhs

*(Exclusive)*

### *Deliverables:*

- Company logo in the Website and in USB
- 1 Registration Badge for Congress

## SPONSORSHIP Day Trip to Agra by Bus

Amount Rs 3 Lakhs

*(Exclusive)*

### *Deliverables:*

- Can do branding stickers inside and outside of coaches.
- Company Logo on the Website
- 1 Registration Badge for Congress

## SPECIAL MEMENTOES FOR SPEAKERS

Amount Rs 2 Lakhs

### *Deliverables:*

- Permission to put sponsor's Logo on the gift

## SPONSORSHIP POCKET PROGRAM BOOK

Amount Rs 1 Lakh

### *Deliverables:*

- OC will print the program guide
- Adequate space will be provided to put sponsor's advertisement

## SPONSORSHIP NOTE PAD & PEN (700 No's)

Amount Rs 1 Lakh

### *Deliverables:*

- Company Logo on the Pad & Pen