

### SPONSORSHIP BENEFITS:

| BENEFITS   | Presenting Sponsor          | Gold Sponsor | Silver Sponsor | Session Sponsor           | Lunch Sponsor      |
|--|-----------------------------|--------------|----------------|---------------------------|--------------------|
| o Speaker opportunity in desired/ relevant session (15 mins)   | ✓                           | ✓            | X              | X                         | X                  |
| o Prominent visibility of Sponsor Title of Company Logo in all venue branding at the India Coal Conference 2011  | ✓                           | ✓            | ✓              | Session Podium Branding   | ✓                  |
| o Prominent visibility of Company Logo in all pre event communication of the India Coal Conference 2011<br>o On conference micro-site with a link to company website<br>o Conference brochure<br>o Conference e-mailer | ✓                           | ✓            | ✓              | ✓                         | ✓                  |
| o Color advertisement in Infrastructure Today magazine   | Full Page TAG Advertisement | Full Page    | X              | X                         | X                  |
| o Inclusion of corporate brochure in the delegate kit.   | ✓                           | ✓            | ✓              | X                         | X                  |
| o Acknowledgment at the conference Inauguration & Closing Ceremony and all post conference communication   | ✓                           | ✓            | ✓              | ✓                         | ✓                  |
| o Display of a roll-up stand at the conference venue   | ✓                           | ✓            | X              | Only in Sponsored Session | Only In Lunch Area |
| o Display of company brochures at Designated table space   | ✓                           | ✓            | ✓              | ✓                         | ✓                  |
| o An exclusive 'Reserved' front row round table  | ✓                           | X            | X              | X                         | X                  |
| o Company Logo to be displayed on all conference speaker and delegate badges   | ✓                           | ✓            | ✓              | ✓                         | ✓                  |
| o Branding opportunity at lunch area   | X                           | X            | X              | X                         | ✓                  |
| o Opportunity to screen corporate film at breaks and other opportune times   | 120 sec                     | 90 sec       | X              | X                         | X                  |
| o Free delegate invites to the conference  | 10                          | 6            | 4              | 4                         | 4                  |

### SPONSORSHIP CATEGORIES

| SPONSORSHIP CATEGORIES                 | AMOUNT    |          |
|--|-----------|----------|
| Presenting Sponsor                     | ₹ 15 Lacs | \$ 37500 |
| Gold Sponsor                           | ₹ 10 Lacs | \$ 25000 |
| Silver Sponsor                         | ₹ 5 Lacs  | \$ 12500 |
| Session Sponsor (ONLY ONE PER SESSION) | ₹ 5 Lacs  | \$ 12500 |
| Lunch Sponsor                          | ₹ 5 Lacs  | \$ 12500 |

### SPONSORSHIP CONTACTS

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