



Kerala Lifestyle Expo
Welcome to the World of Luxury



- FIRST IN KERALA** ■
- LARGEST IN COLLECTION** ■
- FIRST EXPERIENCE AT** ■
- CULTURAL CAPITAL**


This will be an amazing event with premium brands! not an exhibition by collection.

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December 2016

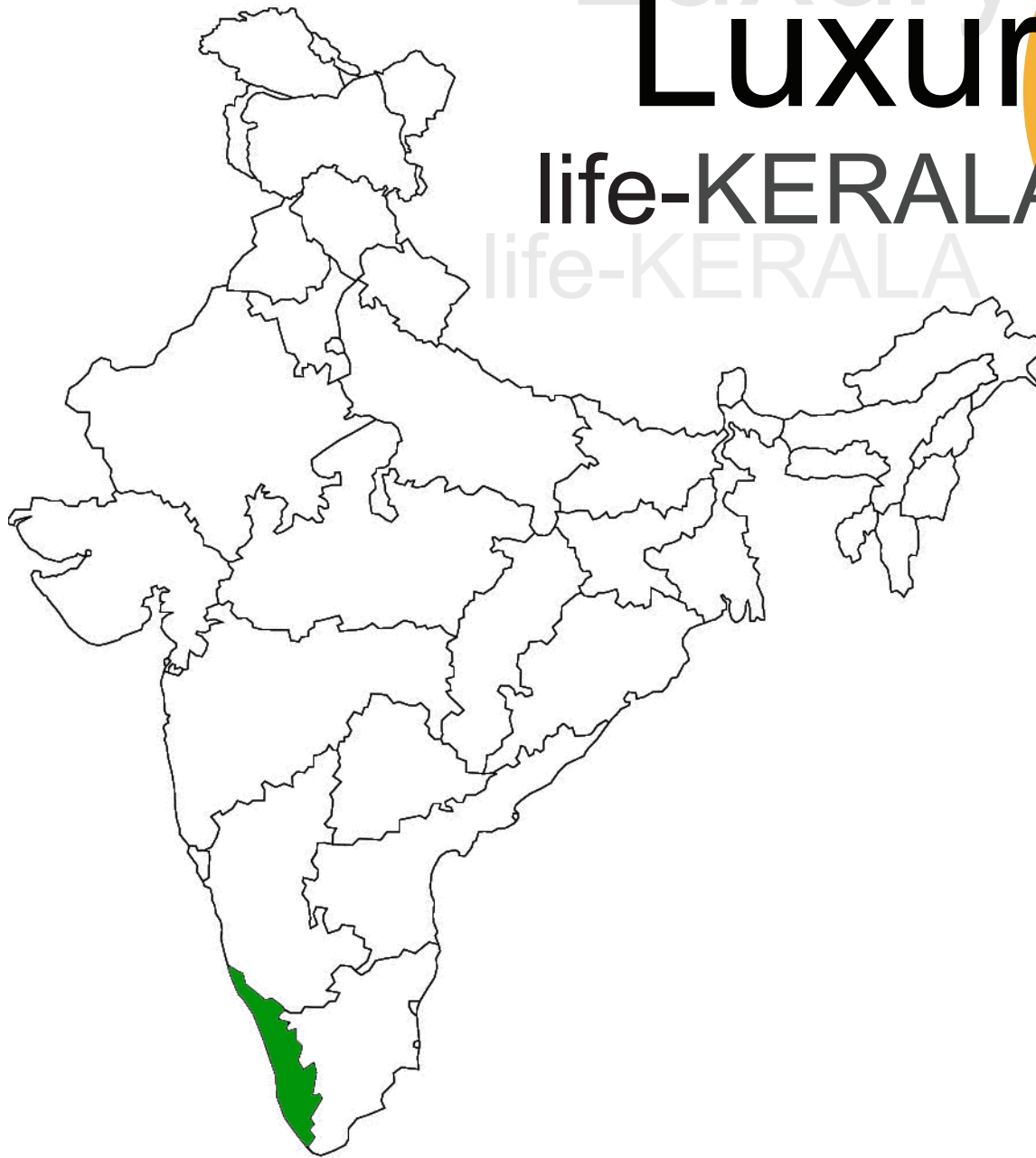
Sobha City Mall

11am to 11pm



Introduction

- CEVEX events would like to announce the very first Kerala Lifestyle Expo (KLE), scheduled for December 2016 in Sobha City Mall Thrissur
 - KLE aims to bring premium luxury brands in Cars, bikes, interior decor, couture, jewellery, accessories, watches, fragrances, appliances, Arts and collectibles, Luxury banking, travel, medical tourism, hospitality and more under one roof.
 - The expo intends to target a cross-section of HNIs, film fraternity, luxury enthusiasts, connoisseurs, auto and bike enthusiasts, luxury aficionados and other high purchasing power individuals.
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Luxury Luxury life-KERALA life-KERALA



- Kerala is on the threshold of a luxury revolution. The steadily improving reputation of India as a global lifestyle hub, has facilitated the entry of premium global brands in India, including Kerala.
- The ever increasing number of Keralites in the billionaires' list of the world, shows the huge success Malayalees are having and thereby the enormous potential that Kerala as a lifestyle and luxury market offers. The Forbes Indian Billionaires' list has 8 names from Kerala.
- This has given birth to a new breed of affluent consumers in Kerala who wish to spend and indulge in luxury like never before. Increased awareness and knowledge of premium brands and products have resulted in a steadily increasing market demand for this segment which the supply has not been able to reach



Venue

- Sobha City Mall is the 2nd biggest mall in Kerala located in the uber posh region of Thrissur.
- Easily accessible, on the sides of the NH -
- Beautiful waterfront area with slight breeze provides a great ambience for display
- Has a total footfall of 8000 to 10,000 per day and 20,000 to 25,000 during weekends



Why you should be a part of this

- Extremely high purchasing power of audience.
- Presence of VIP guests – HNIs (High Net worth Individuals), NRI businessmen, VIPs, Film Fraternity, technology enthusiasts, Politicians, luxury aficionados.
- Event is scheduled during the Christmas-NewYear season which will result in increased participation
- Expected event footfall is above 35000 per day
- Elaborate Media coverage - print, digital, visual, OOH (Out of Home), radio and Press Meet*
- Extravagant events planned as part of the expo - Wine tasting, DJ and Live band, exclusive photo-ops with celebrities and VIPs.
- A separate after-party for sponsors and VIP guests of the expo (Major high profiles living people in Thrissur town) (Time for business networking)*



CEVEX as an EXPO-EXPERT

- Wide experience in conceptualising and executing EXPOs in the past
- Hugely successful expos include - Hot Wheelz 2015 and 2016, Real Realtors' Expo 2015, 10th Anniversary celebrations of Infopark, Shop'n Save - 2012, 2013, 2014
- All expos have been widely covered in media
- Recently conducted HotWheelz expo which resulted in sales of over 2.5crores to the participating brands.



Media Plan

- Press meet with a celebrity*
- Media- Magazine Ads, News paper ads*
- Radio Ads, TV, Online Promotions
- Hoarding in prime location of city



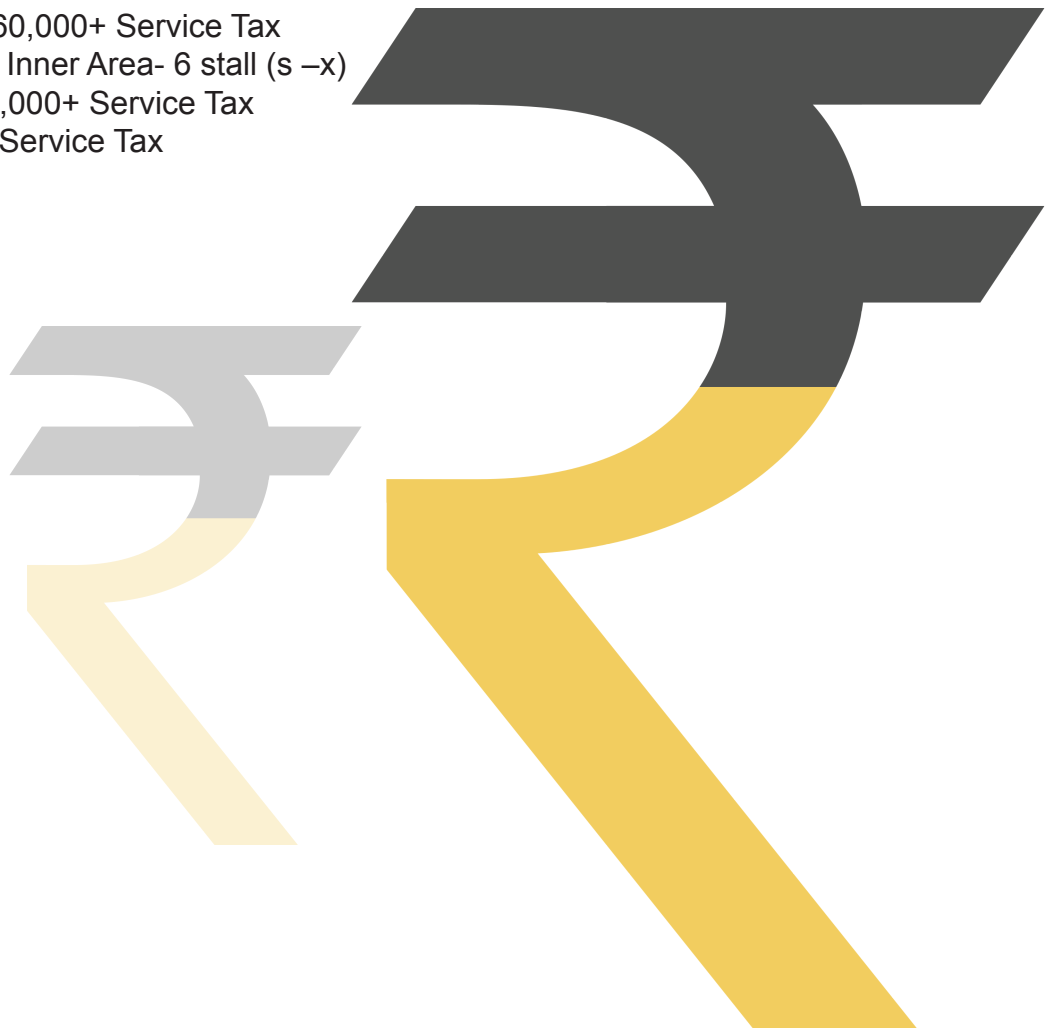
Entertainment

- Live Band/ Fashion Show
- Interactive Games & Fun during the expo



RATE CARD FOR 3 DAYS

- Mall Main Front Entrance- 9 stall- (: a- i)
 - a-b-c-d-e- 80,000+ Service Tax
 - f-g-h-i- 60,000+ Service Tax
- Mall Ground Floor Main Atrium- 3 stall (j –l)
 - J)- Associate Sponsor- 3Lakh+ Service Tax
 - K)- Title Sponsor- 6Lakh+ Service Tax
 - L)- Co- Sponsor 2lakhs+ Service Tax
- Mall Lake Side- 6 stall (m –r)
 - n –1Lakhs + Service Tax
 - m-o-p-q-r- 60,000+ Service Tax
- Ground floor Inner Area- 6 stall (s –x)
 - s-t-u-v-w- 70,000+ Service Tax
 - x-1,25,000+ Service Tax





Title Sponsor – Investment: 6Lakhs + Service tax

- Title of the event will be in the name of the sponsor.
- Title sponsor will be carried in all newspaper advertisement, PR activities, press meet, Radio spots etc.
- Promos and ads in the most attractive hangouts.
- Best and the main stall space will be provided.
- Product Launch can be celebrated in a provided platform with following facilities, like Red Carpet*, Female Anchor*, Q manager*, Backdrop*, Basic Lights & Sound
- Complete Data Base Sharing
- Part of Inaugural & closing ceremony
- A separate after-party for sponsors and VIP guests of the expo (Major high profiles living people in Thrissur town) (Time for business networking)*

Associate Sponsor - Investment: 3Lakhs + Service tax

- Positioning in the 2nd place in all means of branding & promotions of the event
- Associated sponsor will be carried in all newspaper advertisement, PR activities, Radio spots etc.
- Best and the 2nd main stall space will be provided.
- Part of Inaugural & closing ceremony
- A separate after-party for sponsors and VIP guests of the expo (Major high profiles living people in Thrissur town) (Time for business networking)*

Co- Sponsor - Investment: 2Lakhs + Service tax

- Positioning in the 3rd place in all means of branding & promotions of the event
- Co- sponsor will be carried in all newspaper advertisement, PR activities, Radio spots etc.
- Best and the 3rd main stall space will be provided.
- A separate after-party for sponsors and VIP guests of the expo (Major high profiles living people in Thrissur town) (Time for business networking)*

FAQ

What is the specialty of this expo?

KLE is a perfect platform, bringing together premium lifestyle brands and an affluent audience with high purchasing power, to the one of the most popular venues in Kerala. It's a perfect setting for the audience to indulge and spoil themselves in luxury while the participating brands get unmatched visibility.

Can we sell our products during expo?

You can get bookings from the audience for your services/products, but no, you cannot directly sell at the expo.

What kind of visibility will we be getting?

Your brand will be well covered in media – print, digital, OOH, Radio and social media.

Will we get assistance in making our stalls?

You bet, the CEVEX events team will be on call 24X7 to provide you all assistance for the smooth running of your stall/kiosk.

What additional attractions do we have during the expo?

We plan to have live band/fashion show, interactive games & fun, celebrity appearance, Photo shoot and more.



thank
you!