



Document of Industry – Architects Interface

Terms and Conditions of Various Partnering Options (For Year 2015)

The dynamics of construction and interior product industry is fast changing these days. Hence, it is a mutual need that the Industry should get a platform / opportunities to communicate directly with the Architect about the new products and at the same time it is in the professional interest as well as in the interest of the clients that Architects get an opportunity to get updated on the new product lines and the technological inventions.

Therefore the Indian Institute of Architects (Northern Chapter: Delhi, J&K and HP) has certain models of programs to facilitate such interactions.

There are 9 of such options; the broad outlines of terms and conditions are listed hereunder:

Event Type	Support Honorarium to IIA NC
1. Sponsoring 1-2 day event along with material exhibition.	Rs. 5,00,000 + direct & reimbursable expenses
2. Sponsoring IIA NC Conference/Panel Discussion: Half Day Conference/Full Day conference	Rs. 2,50,000 + direct & reimbursable expenses
3. Sponsoring an IIA event: a. Such as IIA NC General body meeting, Felicitation ceremony, book launch.	Rs. 1,25,000 + direct & reimbursable expenses
b. IIA national level Council meeting etc	Rs. 75,000 + direct & reimbursable expenses
4. Product Launch / Architects Meet supported by IIA NC	Rs. 1,00,000 + direct & reimbursable expenses
5. Architects Family Meet with Musical Program	Rs. 1,25,000 + direct & reimbursable expenses
6. Sponsoring “Chai Coffee and Architecture”- a monthly round table interactive session of Architects	Rs. 30,000 + direct & reimbursable expenses
7. Dissemination of Product Information / Event information amongst Architect Members	As per given details
8. Banner Advertisement in Emails that are sent from Chapter to Member Architects from time to time.	Rs 10,000 per insertion per mailer
9. Advertisement in Official News Letter of IIA NC, “Vastu Smavad”.	As per given details
10. Advertisement in Official Website of IIA NC	Rs. 25,000 per slot for three months

The Tariff structures are valid till December 2015. Terms and Conditions Apply.

Contact: Jt. Hon. Secretary, The Indian Institute of Architects, Northern Chapter, 8-B, Shankar Market, Connaught Circus, New Delhi
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Details:

1. Major 1-2 day event along with Material Exhibition

- a. The Industry Partners with IIA NC to organize a major program of 2 days. In this the Industry Partner promoter sponsors a 2 day event, i.e. material exhibition, and one full day seminar (envisaged and organized by IIA NC) on some topic pertinent to professional interest.
- b. Support honorarium to IIA NC: Rs. 5,00,000 excl. of all direct / indirect expenses and taxes

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">• Arranging speakers for the conference.• Dissemination of information about event amongst members, through email, printed invites, telephone calls.• Audience of about 150-200 Architects• Promotion of the event via email campaigns• Promotion of the event through its monthly meets “Chai Coffee and Architecture”• Posting of Invites to Member Architects (the cards shall be made available by the company, and the postage / courier cost shall be reimbursable to IIA by the Company• 4 Presentation slots, to industry partner, of 10 min duration each during the seminar.• Distribution of publicity material in the delegate kits.• Right to display standies in the venue area.• Right to collect visiting cards of attendees and do one-to-one networking during the event.	<ul style="list-style-type: none">• To arrange and bear all expenses of the Seminar: venue expenses, 2 lunches, and 4 nos. high tea before / after the program etc., all levies, if any.• If required, Travel/ Boarding/ Lodging of 2 guest speakers from anywhere in India.• If required, Travel/ Boarding/ Lodging of 1 international guest.• Arranging backdrop• Kit to Delegates etc.• Banners, Standies, display, etc.• Gifts to delegates/Chapter officials/lucky draw etc.

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2. Sponsoring IIA NC Even: Half Day Conference/Full Day conference

- a. The Industry partners with IIA NC to organize a conference or panel discussion for ½ day or 1 day on some topic pertinent to professional interest.
- b. Support honorarium to IIA NC: Rs. 2,50,000 excl. of all direct / indirect expenses and taxes

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">• Arranging speakers for the conference/panel discussion.• Dissemination of information about event amongst members, through email, printed invites, telephone calls.• Audience of about 100-125 Architects• Promotion of the event via email campaigns• Promotion of the event through its monthly meets “Chai Coffee and Architecture”• Posting of Invites to Member Architects (the cards shall be made available by the company, and the postage / courier cost shall be reimbursable to IIA by the Company• 1 Presentation slots, to industry partner, of 15 min duration, followed by Q&A session.• Distribution of publicity material in the delegate kits.• Right to display standies in the venue area.• Right to collect visiting cards of attendees and do one-to-one networking during the event.	<ul style="list-style-type: none">• To arrange and bear all expenses of the Seminar: venue expenses, 1 lunch, and 2 high tea before & after program, etc., all levies, if any.• If required, Travel/ Boarding/ Lodging of 1-2 guest speakers from anywhere in India.• If required, Travel/ Boarding/ Lodging of 1 international guest.• Arranging backdrop• Kit to Delegates etc.• Banners, Standies, display, etc.• Gifts to delegates/Chapter officials/lucky draw etc.

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3. **Support to an IIA event: (3a)**

- a. The Industry partners with IIA NC to support an IIA event : These can be IIA NC General body meeting, Felicitation ceremony, book launch, etc. Normally an early evening program followed by High tea
- b. Support honorarium to IIA NC: **Rs. 1,25,000/-**

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">Dissemination of information about event amongst closed circle of members/official delegates, through email, printed invites, telephone calls.Audience of about 100-125 Architects, if applicablePromotion of the event via email campaignsPromotion of the event through its monthly meets “Chai Coffee and Architecture”Posting of Invites to Member Architects (the cards shall be made available by the company, and the postage / courier cost shall be reimbursable to IIA by the Company)1 Presentation slots, to industry partner, of 5-10 min durationDistribution of publicity material in the delegate kits.Right to display standies in the venue area.Right to collect visiting cards of attendees	<ul style="list-style-type: none">To arrange and bear all expenses of the event: venue expenses, 1 high tea before & after program, etc., all levies, if any.If required, Travel/ Boarding/ Lodging of 1-2 guest speakers from anywhere in India.Arranging backdropKit to Delegates etc.Banners, Standies, display, etc.

3b: **Sponsoring IIA National Council Meeting:**

- a. The Industry partners with IIA NC to support IIA National Council Meeting
- b. Support honorarium to IIA NC: **Rs. 75,000/-**

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">Coordination with IIA Head Office, for required arrangements for Council Meeting.1 Presentation slots, to industry partner, of 5-10 min durationDistribution of publicity material in the delegate kits.Right to display standies in the venue area.Right to collect visiting cards of attendees and do one-to-one networking during the event.	<ul style="list-style-type: none">To arrange and bear all expenses of the event: venue expenses, 1 Lunch and 1 high tea before & after program, etc., all levies, if any.Accommodation and local travel for 6 officialsArranging backdropKit/gifts to Delegates etc. (optional)Banners, Standies, display, etc.



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4. IIA Supports Product launch – Architects Meet

- a. The Industry partners to organizes a product launch / awareness campaign. Normally a late evening programme followed by Cocktails and dinner.
- b. Support Honorarium to IIA NC : **Rs. 1,00,000/-**

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">• Dissemination of information about event amongst members, through email, printed invites, telephone calls.• Audience of about 100-125 Architects• Promotion of the event via email campaigns• Promotion of the event through its monthly meets “Chai Coffee and Architecture”• Posting of Invites to Member Architects (the cards shall be made available by the company, and the postage / courier cost shall be reimbursable to IIA by the Company)• 1 Presentation slots, to industry partner, of 20-25 min duration, followed by Q&A session for approximately 30 minutes.• Distribution of publicity material in the delegate kits.• Right to display standies in the venue area.• Right to collect visiting cards of attendees and do one-to-one networking during the event.	<ul style="list-style-type: none">• To arrange and bear all expenses of the Seminar: venue expenses, Dinner and cocktail after program, etc., all levies, if any.• Arranging backdrop• Kit to Delegates etc.• Luck draw with two gifts, as decided.• Banners, Standies, display, etc.• Gifts to delegates/Chapter officials. Etc. (optional)

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5. Architect's Family Meet

- a. The Industry partners to organizes a family meet for Architects, with some musical event. Normally it is a late evening program followed by Cocktails and dinner. During the program, organizer takes time to introduce the company and product ranges.
- b. Support Honorarium to IIA NC : **Rs. 1,25,000/-**

Deliverables from IIA NC	Deliverables from Industry Partner
<ul style="list-style-type: none">• Dissemination of information about event amongst members, through email, printed invites, telephone calls.• Audience of about 200-250 person including 100-125 Architects and their family members.• Promotion of the event via email campaigns• Promotion of the event through its monthly meets "Chai Coffee and Architecture"• Posting of Invites to Member Architects (the cards shall be made available by the company, and the postage / courier cost shall be reimbursable to IIA by the Company• 1 Presentation slots, to industry partner, of 20-25 min duration, followed by Q&A session for approximately 30 minutes.• Distribution of publicity material in the delegate kits.• Right to display standies in the venue area.• Right to collect visiting cards of attendees and do one-to-one networking during the event.	<ul style="list-style-type: none">• To arrange and bear all expenses of the event: venue expenses, expenses of artists and his group, audio/visual, Dinner and cocktail after program, etc., all levies, if any.• Arranging backdrop• Kit to Delegates etc.• Luck draw with two gifts, as decided.• Banners, Standies, display, etc.• Gifts to delegates/Chapter officials. Etc. (optional)

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6. **Support to “Chai Coffee and Architecture” : Monthly meet**

- a. The Industry partners to supports “Chai Coffee and Architecture”
- b. Support Honorarium to IIA NC : Rs. 30,000/-
- c. Description of the Program : It is an early evening program, usually on the 3rd Friday of month, in which round table discussion takes place on the topic of professional interest. The format is kept informal, yet of intellectual/academic interest. It is followed High Tea for 35-50 person.
- d. Benefits to the Industry:
 - i. Focused Branding amongst the selected group of professionals through display of 2 nos. Standies and/or distribution of product leaflets, and distribution of notepads with logo.
 - ii. No presentation is permitted due to the focused format of the program.

7. **Dissemination of product / event information:**

- a. The Industry partners to only disseminate the information to the Members of the IIA NC about their product, or an event being organized independently by them.
- b. Methodology:
 - i. The sponsorer provides the soft copy for email campaign, printed mailers including their envelopes.
 - ii. The chapter sends the email / posts the printed material using its own resources to approximately 1200+ members.
 - iii. The Cost of posting (speed post/courier) is on reimbursable basis.
 - iv. The mailing list and contact detail of the members is not shared.
- c. Support Honorarium:
 - i. Rs. 50,000 for either of Email Or Printed Material.
 - ii. Rs. 75,000 for Email and Printed Material both

8. **Banner Advert in the IIANC emails**

- a. The Industry partners to carry banner advertisement in the informative mails from IIA NC to its members.
- b. Methodology : Industry partner provides a bottom banner of size 768x60 pixels, to be placed in the IIANC announcement emails, which is sent to 1200+ email ids.
- d. Support Honorarium:
 - iii. Rs. 10,000 for each email.



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9. Advertise in the Quarterly news letter Vastu Samvad

a. Circulation 2000 copies to Architects in the Northern Chapter, Schools of Architecture, Chapter / Centre offices all over India

b. Mechanical Data and Tariff

Size : 280 mm x 210 mm
Paper and printing : Art paper four colour Printing

Page No.		Location on Page	Size	Rate per edition
Page – 1	Front Cover	Bottom Right	45mm x 45mm	Rs. 40,000
Page – 2	Front Cover Inside	Bottom Strip	210mm x 30mm	Rs. 40,000
Page – 3, 5, 9		Bottom Right	45mm x 45mm	Rs. 25,000 each
Page – 11	Back Cover Inside	Bottom Strip	210mm x 30mm	Rs. 40,000
Page – 12	Back Cover	2/3 page	200mm x 160mm	Rs. 75,000

Note: The advertisements shall be accepted for a minimum commitment of one year i.e. 6 editions.
Preference shall however be given to Companies making a commitment for 2 years i.e. 12 editions

10. Advertize on the IIA NC website <http://web.iianc.org/>

Slots available : 2 Nos. 200x200 pixel image on the Side bar of the website that appears on all pages

Visitor Statistics

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	1,852	4,695	13,276	25,085	1.29 GB
Feb 2013	1,083	3,622	12,147	24,691	1.66 GB
Mar 2013	701	1,863	17,081	28,593	1.56 GB
Apr 2013	1,316	4,037	9,330	23,561	1.42 GB
May 2013	889	3,074	10,930	26,303	1.52 GB
Jun 2013	2,882	6,548	14,371	23,310	978.56 MB
Jul 2013	2,237	6,897	15,691	27,246	1.36 GB
Aug 2013	1,141	4,297	18,989	50,425	2.64 GB
Sep 2013	1,899	4,334	13,307	37,897	1.82 GB
Oct 2013	626	1,719	7,944	17,224	917.47 MB
Nov 2013	0	0	0	0	0
Dec 2013	0	0	0	0	0
Total	14,626	41,086	133,066	284,335	15.14 GB

Monthly Fee: Rs 25,000/- per slot for 3 months

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11. Miscellaneous Terms and Conditions:

- a. For the purpose of events, it shall be sole responsibility of industry partner to make all arrangements, such as, booking the venue, pay for advances, and to settle all the bills directly, etc.
- b. The cheque for the applicable association fee, payable in favour of the “The Indian Institute of Architects Northern Chapter”, should be delivered to the Chapter before any publicity can take place related to the event.
- c. The association fee is based on TDS @2%, any other applicable tax rate/levies/duties shall be payable separately by industry partner.
- d. Chapter will not share the contact details of the member architects. However, the industry partner is free to collect visiting cards and do one-to-one networking, to raise business queries, during the event.