



To,

Mr. Rajiv Gupta,

UWDMA India

C/O Fenesta, Plot No. 52, Sec. 32, Gurgaon,

Haryana, India- 122003.

## **MEMORANDUM OF ASSOCIATION/UNDERSTANDING**

**Subject:** - Association and Branding options at EAGB EXPO as “Co-Sponsors”.

As discussed this is with reference to the “EAGB EXPO”-2011 which is scheduled in **Bangalore, 9<sup>th</sup> -11<sup>th</sup> December-11, Gayatri Vihar, Palace Grounds.**

EAGB EXPO proposes an alliance with **UWDMA India** on the following terms:

**EverythingAboutGreenBuildings proposes to provide with the following:**

### **Pre-Show Branding & Publicity**

- **UWDMA India** becomes the “Co-Sponsor” of the EAGB Expo 2011.
- **UWDMA India** logo on EAGB 2011 official website as “Co- sponsor”.
- **UWDMA India** Logo in monthly **E-newsletter**.
- Full color **UWDMA India** logo in all the **Web Advertisements**.
- Full color **UWDMA India** logo in **Media Advertisements**.
- Full color **UWDMA India** logo on all the pamphlets, posters, backdrops, Sponsors Wall, Standees, Guiding maps, etc. being printed for visibility of the exposition.
- Mention in Press releases



## Onsite Publicity

- **12 sq. Mts. space** to give a demo or showcase your services to all the attendees.
- Full color **UWDMA India** Logo as well as 100 Words Association profile in the Exhibitor's Directory.
- Invitation to the Secretary for Conference on "**Green Building-Technologies & Methodologies**" in EAGB Expo as a "**Speaker**".

## Post-Show Publicity

- **UWDMA India** Logo in 'Thank You' E-mailers to the database.
- Recognition as "**Co- Sponsor**" of the EAGB Expo 2011 in the Post show press release in EAGB Magazine.

## IN LIEU OF:

- LOGO of **UWDMA India** to promote EAGB EXPO-11.
- LOGO of **EAGB** in your official Website.
- E-mailers to the entire member are of the association along with **EAGB Expo-11 LOGO**.
- Sharing of members Database with EAGB to send "E-mail Invitation" to visit & Exhibit the EAGB EXPO-11.
- **EAGB EXPO** advertisement in all your Internal Publication/Journal/website for branding/awareness of EAGB EXPO-11.
- We would like to have maximum participation of Association members as an Exhibitor.
- We will provide special rates for the **UWDMA India's** Members.

On Behalf of EverythingAboutGreenBuildings

Arun Saxena

National Sales Manager

On Behalf of UWDMA India

Name -

Designation

(Sign & Association Seal)