

**PICUP Fintech Conference & Awards**  
**23<sup>rd</sup> July 2024**  
**Venue - FICCI, Federation House, New Delhi**  
<https://ficci.in/picupfintech/>

**SPONSORSHIP CATEGORIES & BENEFITS**

Category Benefits#	Conference Partner	Technology Partner	FinTech Partner	Innovation Partner	Platinum Partner	Gold Partner	Conference Kit Partner	Delegate Badge Partner	Silver Partner
<b>Slots</b>	Exclusive Slot	Exclusive Slot	Exclusive Slot	Exclusive Slot	2 Slots	3 Slots	Exclusive Slot	Exclusive Slot	Multiple Slots
<b>Sponsorship Amount (in INR)</b>	15 lakhs	12 lakhs	10 lakhs	10 lakhs	8 lakhs	6 lakhs	5 lakhs	5 lakhs	4 lakhs
<b>Complementary Delegate Passes</b>	15	12	10	10	8	6	5	5	4
<b>Branding on Conference Backdrop (Main Hall)</b>	Main backdrop	Main backdrop	Main backdrop	Main backdrop	Main backdrop	Main backdrop	X	X	Main backdrop
<b>Branding at the venue (Outside the Main Hall)</b>	√	√	√	√	√	√	√	√	√
<b>Corporate Standees at the Venue (Outside the Main-hall)</b>	2 Standees	1 Standee	1 Standee	1 Standee	X	X	X	X	X
<b>Exhibition Kiosk at Venue</b>	2	1	1	1	X	X	X	X	X
<b>Advertisement in Conference Booklet</b>	Inside Front Cover	1 Full Page	1 Full Page	1 Full Page	1 Full Page	X	X	X	X

Category	Conference Partner	Technology Partner	FinTech Partner	Innovation Partner	Platinum Partner	Gold Partner	Conference Kit Partner	Delegate Badge Partner	Silver Partner
<b>Benefits#</b>									
<b>Insertion of Corporate Literature in the Conference Documentation Kit</b>	√	√	√	√	√	√	√	X	X
<b>Acknowledgment in the Newspaper Advertisement in leading Economic daily (If any)</b>	√	√	√	√	√	√	X	X	X
<b>Company Logo on Conference Booklet</b>	√	√	√	√	√	√	√	√	√
<b>Screening of Corporate Film in the Main Conference Hall during Tea/ Coffee Breaks</b>	90 Seconds	60 Seconds	60 Seconds	60 Seconds	X	X	X	X	X
<b>Branding on Conference Website</b>	Company logo & profile (250 words)	Company logo & profile (250 words)	Company logo & profile (250 words)	Company logo & profile (250 words)	Company logo & profile (250 words)	Company logo	Company logo	Company logo	Company logo
<b>Logo Acknowledgment in the e- flyer</b>	√	√	√	√	√	√	X	X	X
<b>Logo Acknowledgement in thank you mail post conference</b>	√	√	√	√	√	√	X	X	X

## **FINTECH AWARDS SPONSOR (INR 15 Lakh) (Exclusive)**

**Passes** - 15 complementary conference passes.

### **Logo branding at the venue**

- ❖ Logo branding on the main backdrop in the conference hall
- ❖ Logo branding at significant points at the venue

### **Logo branding in print publications**

- ❖ Logo branding in the newspaper advertisement (if Any)
- ❖ Logo branding in the conference booklet

### **Logo branding on the conference website**

### **Corporate Standees/ Screening**

- ❖ Placement of two corporate standee outside the main conference hall
- ❖ Screening of corporate film in the main hall during tea/ coffee breaks