

Estd. 1983

For Members, By Members

UP Distillers's Association

SEMINAR PROSPECTUS

December 15, 2017

Hotel Crown Plaza Today, Okhla Phase- I, New Delhi

**Mark your
calendar &
Register your
participation**

Theme

- 1. Upgradation of Distilleries : Quality & Efficiencies.**
- 2. Effluent Treatment : Challenges & remedies in implementing new guidelines of CPCB & NGT.**
- 3. Water Resources Management : Recycling & Reuse of process water.**

Did you know

1. Of around 300 Distilleries in India, nearly 20% are situated in the State of UP itself.
2. Of the total 250 crores litres Alcohol produced in the Country, nearly 80 crore litres is produced in UP itself, making the highest Molasses Based Alcohol producing State in India based on actual capacities.
3. UP state is one of the highest Excise revenue sources from Distilleries on a PAN India basis.
4. Most of the Distilleries in UP are Molasses based & they undertake Regular modernization of their plants as it plays a vital role for improvement of quality and efficiencies.
5. Most of UP Distilleries are situated on Ganga River Basin where there are multiple challenges. The Central / State Government authorities keeping their prime focus in this zone, the Distilleries are frontrunner and proactive to implement guidelines with even a greater responsibility.

BACKGROUND

Distillery & Liquor industry is in a significant transformation and expansion phase. The Government bodies like Pollutions Boards & Ministry of Agriculture have been laying down various Guidelines. The practical implementing constraints faced by the industry have been taken up by the Distillery Associations, giving way to incorporation of certain amendments recently.

This Seminar shall focus on these vital guidelines with its Challenge & Remedies. The symposium shall also address on other industry issues on Ethanol, & Effluent treatment, Statutory reforms in GST etc.

State of Uttar Pradesh being a major Distillery hub besides a key thrust area of Government on Ganga River Basin, the industry needs to proactively adapt & create further facilities for expansion on above measures.

OBJECTIVE

In order to address these fresh vital matters, UP Distillers Association is conducting their Seminar:

1. To have presentations from Technical Experts & Technology Providers from PAN India on Upgradation of Distilleries with focus on Quality & efficiency.
2. Upgradation of Distilleries: Quality & Efficiencies.
3. Effluent Treatment: Challenges & Remedies in implementing new guidelines of CPCB & NGT.
4. Water Resources Management: Recycling & Reuse of process water.
5. Production of Bio-ethanol from various resources including Molasses, cellulosic & lingo cellulosic material.
6. Grain Distillation: Upcoming potential in U.P.
7. GST: It implications on Distillery & Liquor industry.

WHO SHOULD PARTICIPATE

Technical Experts & Technology Providers showcasing their new technologies

Companies & Commercial establishments engaged in providing Service to Distillery & Sugar Industry.

Distilleries themselves to have comprehensive insights on this unique common platform

Policy makers, regulatory authorities, Central & State Government officers.

Engineers, Chemists, Technologists, Scientists & Consulting works in Distilleries & Sugar Industry.

OUTLINE OF THE SEMINAR

UP Distillers Association an apex body of Distillery Industry in the State Uttar Pradesh which has over 60 Distilleries.

The prime objective of the Association is to render services as an interface between its Members & State Government authorities on all matters pertaining to Distillery – Sugar industry from time to time. UPDA is a non-government, not-for-profit Association dedicated to playing a proactive role in gathering information - statistics useful for its Member Distilleries.

2017-18 is a year of special significance for UPDA as it completes 35 years of building network for Distillery industry. Given the importance, we have decided to make this event memorable by infusing fresh ideas/topics to be addressed under august presence of over 125 participants & industry promoters. This event will facilitate one of the most senior Member of the industry with Lifetime Achievement Award & shall be attended by entire industry.

The Association has been organising various successful Seminars in past with an integrated approach to focus in all current industry issues through this platform.

Past Seminars:

<u>Month/Year</u>	<u>City</u>	<u>Attendance</u>	<u>Speakers & Exhibitors</u>
June-2014	Lucknow	85	09
Feb-2015	Noida	100	14
Aug-2015	Delhi	115	16
Jan-2016	Greater Noida	130	18
Sep-2016	Noida	135	29
April-2017	Noida	135	29

SEMINAR USP

The UPDA Seminar will be held on **Friday, 15 Dec 2017**. Following on our past successful events, the UPDA Technical Seminar will combine informative and engaging Speakers with the opportunity for industry colleagues to network and discuss important issues.

The UPDA Technical Seminar will provide your organisation with great exposure, specifically:

A unique one stop platform for Technology & Solution providers in presence of Distillery Industry stalwarts, Government Dignitaries and Industry at large.....Opening a world of Opportunities !

Hon'ble Dr. Harsh Vardhan Ji, Minister of Environment has been invited to preside over as 'Chief Guest'

Honouring Dr. Lalit Khaitan, renowned industry veteran, with Lifetime Achievement Award.

Huge & dedicated Exhibition Area. High Tea will be served in this area to have footfall of all participants.

An excellent opportunity to maintain a high profile invaluable target markets

Networking both formally and informally

BECOME A SPONSOR FOR

Exposure and Brand Awareness

Promote your company and expertise to 150 professionals, formulators, and decision makers from Distillery, Sugar & Alcohol Industry who are attending to gain in-depth information into formulation innovations and find the best solutions for their products. Ensure your brand and product information are at the forefront of each delegate's mind.

Lead Generation

Discuss and network with potential target customers face-to-face over the course of the event and receive their full details (title, name, job title, company name, address, email, telephone number) after the event.

Thought Leadership

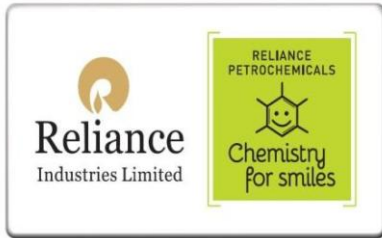
Tell your story! Show that you are a leader in the field and take advantage of the opportunity to demonstrate your valuable work and expertise to a highly targeted audience.

Gain competitive advantage

Showcase your expertise to senior decision makers and potential buyers who are there to learn from the best.

THANKYOU TO OUR APRIL 2017 SPONSORS

Title Sponsor



Diamond Sponsor



Gold Sponsor



Silver Sponsor



Kit Sponsor



Lunch Sponsor



High Tea Sponsor



Logo Support



Media Partner



Member & Event Partners



SPONSORSHIP PACKAGES

TITLE SPONSOR (Showcase your Company) Rs. 375000

1. Privileged as Joint 'Seminar Collaborator' with UPDA. Prominent centre display on Back drop.
2. Prominent Company branding on all printed & e-mailed material provided for the Seminar Industries :
 - a. E Flyers sent to over 1000 named contacts.
 - b. Signage in the venue.
 - c. Company Literature in Delegate Kit
3. Acknowledge as Sponsor in all media activities
4. Acknowledge as sponsors in opening comments & closing remarks.
5. Introductory 5 Minute slot in Kick-off/Inaugural Session
6. Speaker Slot 25 Minutes in first & most prime session.
7. VIP Sitting in front row for 2 representatives of Sponsoring organization.
8. Complimentary Exhibit Booth (Double 4 mtr x 2 Mtr) at prominent Exhibition area giving Opportunity to display exhibition material
9. Access to event photography.
10. Free Passes for 5 Delegates. 20% Discount on additional passes.
11. Post event promotion, will provide full delegate list with contact details.

PLATINUM SPONSOR (Build Brand Awareness) Rs.275000

1. Prominent Company branding on all printed & e-mailed material provided for the Seminar Industries :
 - a. E Flyers sent to over 1000 named contacts..
 - b. Signage in the venue.
 - c. Company Literature in Delegate Kit
2. Acknowledge as Sponsor in all media activities
3. Acknowledge as sponsors in opening comments & closing remarks
4. Speaker Slot 25 Minutes in first & most prime session.
5. VIP Sitting in front row for 1 representative of Sponsoring organization.
6. Complimentary Exhibit Booth (Double 2 mtr x 2 Mtr) at prominent Exhibition area giving Opportunity to display exhibition material
7. Opportunity to distribute an-table branded material (i.e. pass & note passes) and/ or corporate literature
8. Free Passes for 4 Delegates. 15% Discount on additional passes
9. Post event promotion, will provide full delegate list with contact details.

GOLD SPONSOR (Intimate Presence) Rs. 200000

1. Prominent Company branding on all printed & e-mailed material provided for the Seminar Industries :
 - a. E Flyers sent to over 1000 named contacts..
 - b. Signage in the venue.
 - c. Company Literature in Delegate Kit
2. LED Display/ ppt Presentation at Pre-Function area
3. Acknowledge as Sponsor in all media activities
4. Speaker Slot 25 Minutes (First Speaker) in post lunch/ activation session.
5. Complimentary Exhibit Booth (Double 2 mtr x 2 Mtr) at prominent Exhibition area giving Opportunity to display exhibition material
6. Free Passes for 3 Delegates. 10% Discount on additional passes

SILVER SPONSOR (Networking) **Rs. 150000**

1. Prominent Company branding on all printed & e-mailed material provided for the Seminar Industries :
 - a. E Flyers sent to over 1000 named contacts..
 - b. Signage in the venue.
 - c. Company Literature in Delegate Kit
2. Distribution of 'Tie Set' or Equivalent with Sponsor's name/ Logo
3. Acknowledge as Sponsor in all media activities
4. Speaker Slot 25 Minutes in post lunch/ activation session.
5. Free Passes for 2 Delegates.

LUNCH SPONSOR **Rs. 75000**

1. Exclusive Sponsor's Display at Lunch Venue.
2. Sponsors Name & Logo in Programme Sheet & Lunch Coupons.
3. Free Passes for 2 Delegates.

HIGH TEA SPONSOR **Rs. 50000**

1. Exclusive Sponsor's Display at Tea Venue.
2. Sponsors Name & Logo in Programme Sheet.
3. Distribution of 'COFFEE MUG' with Sponsor Name & Logo.
4. Free Pass for 1 Delegate.

KIT SPONSOR **Rs. 60000**

1. Exclusive & prominent Display of Company Name & Logo on the Premium quality Delegate Kit Bag.
2. Free Delegate Passes for 2 Delegates.

MEMENTO / WATCH SPONSOR **Rs. 60000**

1. Exclusive & prominent Display of Company Name & Logo in each of Premium quality Memento / Watch.
2. Free Delegate Passes for 2 Delegates.

MEDIA PARTNER **Rs. 50000**

1. Corporate Literature / brochure to be included in Delegate Kit.
2. Company Name & Logo featured in Backdrops & all material including website
3. Free Delegate Passes for 2 Delegates.

AUDIO VISUAL SPONSOR

Rs. 40000

1. Exclusive Sponsors Name & Logo on Display Board Podium.
2. Highlighting of Sponsors Name & Logo on Backdrop.
3. Free Delegate Pass for 1 Delegate.

EXHIBIT BOOTH

Rs. 40000

1. Exhibition Booth 2x2 Meters with Company name.
2. Free Delegate Pass for 1 Delegate.

MEMBER EVENT PARTNERS

Rs. 60000

(Exclusive for UPDA Members Only)

1. Highlighting of Member Distillery's name & logo in backdrop.
2. Member Distillery's Name & Logo on the Kit Bag.
3. LED Display
4. Distillery's Product/ Brand brochure in Kit Bag.
5. Exclusive "Thank you" Memento.
6. Free Pass for 1 Delegate.

LOGO SUPPORT

Rs. 25000

1. Display of Company 'LOGO' in backdrop.
2. Free Delegate Pass for 1 Delegate.

PARTICIPATION SLOTS

- | | |
|-------------------------------|-----------|
| 1. Speaker Fee | Rs. 45000 |
| 2. Delegate Fee : Members | Rs. 4500 |
| 3. Delegate Fee : Non-Members | Rs. 5500 |

*Special tailored options available for 'PRIME SLOTS' besides host of standard privileges.
A discount of Rs.500 per delegate will be given for three & above delegates registering from one organization*

***Come & be a Part of
this
Unique Opportunity !***

Acceptance Form

UPDA 7th Technical Seminar

Sponsorship costs (Inclusive of Taxes)

Name _____

Organisation _____

Designation _____

Address _____

State _____ Pin code _____ Mobile _____

Tel _____ Fax _____

Email _____

Level Of Sponsorship (please tick)

Title Sponsor Rs.375000

Gold Sponsor Rs.200000

Lunch Sponsor Rs.75000

Kit Sponsor Rs.60000

Media Sponsor Rs.50000

Exhibit Stall Rs.40000

Speaker Rs.45000

Delegate Fee : Members Rs.4500

Platinum Sponsor Rs.275000

Silver Sponsor Rs.150000

High Tea Sponsor Rs.50000

Memento Sponsor Rs.60000

Audio Visual Sponsor Rs.40000

Member Event Partners Rs.60000

Logo Support Rs.25000

Delegate Fee : Non-Members Rs.5500

Payment Details

Cheque: Payable to : **U.P. Distillers Association**

ONLINE TRANSFER FACILITY ALSO AVAILABLE

Post to: PHD House, Chamber 401, 4/2, Siri Institutional Area,

August Kranti Marg, New Delhi - 110 016

Please use company name as transfer description and email remittance advice to indiaupda@gmail.com

Terms & Conditions

I/WE AGREE TO THE BELOW CONDITIONS

SIGNATURE _____ Date _____

Terms & Conditions of Sponsorship

The organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor is informed at least one month before the changes.

In the case of cancellation, notification in writing should be sent to the organisers.

In the event withdrawal or cancellation of sponsorship, please be advised that unless that particular area of sponsorship is resold, the organisers reserve the right to retain payment received.

In the event that materials, logos, information or artwork required by the Seminar Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed.

I/We understand that the sponsorship packages are allocated as outlined and the decision of the organisers will be final.

Please return this form to:

UPDA PHD House, Chamber 401, 4/2, Siri Institutional Area,

August Kranti Marg, New Delhi - 110 016

Phone:+91 11 4054 0002, Telefax: +91 11 2685 3169

Email: indiaupda@gmail.com, Website : updaindia.com