

# *citi* HRiS Presents

## North East - BPO Career Fair

### PROMOTIONAL PLAN:

- Print- Local publication
- Cable- Local Broadcast
- Posters in Local colleges / Leaflet Distribution
- SMS Blasts to target candidate across the city
- E mailers to as many candidates that are relevant
- Online promotion in citihris.com, citihr.co, citihr.in and 23 other job sites

### THE PROCEDURE :

- Candidates will be registered at the job fair by accepting a copy of their resumes. (This database is NOT shared with the participants)
- Once registered, candidates are free to approach any/all the participants present.
- Participants are to be present on **ALL Days and Location** of the event with relevant branding & other material as required along with their recruitment teams to ensure candidates are interviewed.



## LEVEL OF PARTICIPATION

- TITLE SPONSOR (1 Company)
- ASSOCIATE SPONSOR (Max 2 company , 1 of each following category – ITES Domestic / International)

### Title Sponsor

**INR - 22000**

The Lead Sponsor of the event will be given preference over all other sponsors & participants in terms of branding & location at the venue.

The event will be presented as follows:

**citi HRiS & 'Title Sponsor' presents the North East - BPO Career Fair**

Prominent branding in Local print ads & all BTL/ Banners as "citi HRiS & Title Sponsor presents **North East BPO Opportunity Fair**"

Logo & Skill-sets\* in select print ads, online landing page, E mailers, Pamphlets

The Lead Sponsor will be authorized to place their leaflets at the registration counter during the event (leaflets to be printed by client, content should not contain commercial information or to promoter sale of any products/courses)

Lead Sponsor can display 2 standees at mutually agreed locations during the event (standees to be made by client or by citi HRiS at the cost of the client)

### Associate Sponsor (ITES – International / Domestic)

**INR - 18000**

**AFTER placement of the Title & Lead Sponsor(s) of the event, The Associate Sponsor will be given preference over all other Participants in terms of branding & location at the venue**

Prominent branding in select Banners as "Associate Sponsor" in Logo E mailers & Pamphlets

Associate Sponsor can display 1 standee at mutually agreed locations during the event (standees to be made by client or by citi HRiS at the cost of the client)



## TERMS & CONDITIONS

- Payment for participation is 100% in advance to be made in favor of 'citi HR.'
- Logos of participating companies in the print ads will appear only after realization of the payment. The event is a citi HRiS event. Soliciting candidates at the venue in any manner and putting up banners that project the event in any other manner than a citi HRiS event is not allowed.
- All promotion material bought in by Sponsors or Participants strictly need to pertain to recruitment related or company related information. Promotion/Display of products, services or courses is strictly prohibited as this is not a commercial exhibition.
- The participating company will be responsible for any disfiguration of the allotted space and will have to pay for any damages to furniture, property and any other item provided at its allotted space, by the venue owners and/ or citi HRiS.
- The crowd management will be done by citi HRiS to ensure that at any time too many people do not swamp one company/ stall.
- Pasting of banners, posters at the venue walls is strictly not allowed. Participants will need to arrange for their own branding within their stalls.
- Distribution of any material at the venue to the job seekers will be in consultation with citi HRiS
- All services are subject to a "Fair use policy"
- Please do not leave back any valuables. We are not liable for any theft/ damage or loss of property.
- Participants & Sponsor are to arrange for their own branding & also need to arrange for branding & other material to be taken back at the closure of the event.
- General security will be provided, however companies are responsible for their valuables.
- citi HRiS does not give any guarantee on number of walk ins or number of selects per company
- The organizers reserve the right to cancel the event at any point of time owing to unavoidable or unforeseen circumstances, security threats or natural calamities.
- Other than the basic, additional chairs and tables will be available at nominal cost.
- No Accommodation, Transportation facility will be extended.
- Charges includes – Morning Snacks, Lunch and Evening Snacks during the **EVENT ONLY**

To be printed on official letter head



## **Participation Confirmation letter**

Date :

To,

**Subject :Confirmation for participation in the North East - BPO Career Fair**

Dear Sir,

With reference to your proposal for participation in the **North East - BPO Career Fair** on **November 2011**, **We** agree to the terms of participation and confirm our participation as a Title Sponsor / Associate with \_\_\_ no. of stall. The payment is enclosed for the same in form a Pay order / cheque for Rs. \_\_\_\_\_ in favor of "**citi HR.**".

The name of the company in the communication should be displayed as: \_\_\_\_\_

The logo would be sent in Adobe Page Maker format for printing.

We plan to hire people with \_\_\_\_\_ experience range and in the areas \_\_\_\_\_.

Kindly acknowledge our request and confirm our participation.

Thanking You

Yours Sincerely

For \_\_\_\_\_

Authorized Signatory.  
(Name & Signature with Stamp of the company)