



eyeball events

12th Edition



BUDGET HOME™

Your budget... Your home



Chennai's favorite Home Expo
is back again!

27, 28, 29 June, 2014

Chennai Trade Centre
Nandambakkam

BUDGET HOME

THE JOURNEY

Over the years, Eyeball Events has been organising property exhibitions that have been much talked about in the real estate industry in South India, especially Tamilnadu, as it manages to attract thousands of genuine potential buyers of real estate products and its services.

Budget Homes being the flagship show, has been a platform

where participating builders are guaranteed results each year. Budget Homes exhibition was launched in the year 2009, at Valluvarkottam, Chennai, which reached out to potential customers with a massive marketing campaign, that resulted in record – breaking footfalls & sales turnover.

The accomplishment of the first edition has resulted in successful completion of 10 editions of Budget Homes exhibitions across Tamilnadu in places like Chennai, Coimbatore, Trichy, Pondicherry and Kanchipuram. Till 2012, Budget Homes has had over 1 lakh footfalls, participation of over 215 exhibitors, 1750 spot bookings and creating a potential business of 1250 crores.





OUR JOURNEY FROM 2009 to 2013




1750 SPOT BOOKINGS | over 100,000 foot falls
1250 crores of business to builders | over 250 exhibitors

TESTIMONIALS

 Good show, good response, good food, good location, well organized. We would like to plan more shows with you in the future.
 -Mr. S.Venkatasubramanian, Director , KGEYES

 I congratulate Mr. Shakhivel & his team for organizing such a wonderful property exhibition. The media placements have been well executed to get the desired response from the market. There is also a good demand for budget homes and this event has become key annual event in showcasing such properties on single platform.
 - Mr. Chitty Babu, Chairman & CEO, Akshaya.

"I would also take this opportunity to thank you for making budget homes event a grand success for us. So far we had 25 bookings from the home fair. Hope we will be touching at least another 10 from the event. All this is because of the strategy's used in bringing in clients. " - S.Nataraj Sr. Manager (Sales & Marketing) AMARPRAKASH


 We would just like to say a big thank you to you and all your team

for such an efficient and prompt service. The walk-ins at our stall were crossed 550. We're working on many prospects and expecting to close business with them soon.
 - K.C. Rao General Manager - Sales & Marketing, RAKINDO DEVELOPERS PVT LTD

 Thank you for your support during the event. Indeed the event was a great success in terms of footfalls achieved during 3 days. We have received a good number of enquiries to our property from the show and are hopeful of closing at least 15-20 sales out of this show. Overall the show was a great success.
 - Mr.Pemmaiah, Head – Marketing , Bangalore, Alliance Group

 The event was a great success and we have received good response. Eyeball media team pulled a good crowd to the venue through extensive media coverage and other promotional activities. Our special thanks to your team for wholly supporting us all through the event and we were delighted with your customer service.
 - S. Subha, Marketing Manager, VGN Developers Pvt Ltd

 " Eyeball has started their International events on an impressive note. It was a well organised event by them.It was a great pleasure for us to be associated as Gold Sponsor for this event. We appreciate all the efforts taken by the Eyeball team in organising this event." From, Mr. Ramanan.S, Head – Marketing & Sales, Radianc Realty Developers (South India Budget Home)

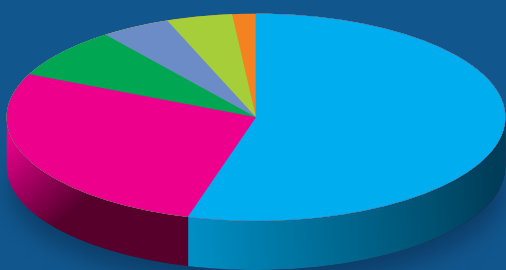
 Vanakkam. At the outset we thank you and your team for organizing the event Budget Home 2010 very well. Your team helped us cheerfully and willingly and that made our life comfortable in Chennai Trade Centre. Enough publicity was given for the exhibition which resulted in a large number of foot falls. We also had very good response. Our sincere thanks.
 - Colonel (Retd) A Sridharan, VSM Managing Director, Covai Property Centre (I) Pvt Ltd

BUDGET HOME 2014

Budget Homes 2014 will be the biggest platform created for builders of Tamilnadu to showcase their latest and most sought after projects. There will be prominent presence of Chennai properties along with other key players from Trichy, Coimbatore and Madurai attracting thousands of footfalls.

A world class opportunity awaits the real estate developers to come together, network and invest in various individual and institutional investors who appreciate quality and have the affordability to invest in projects that deserve the best kind of buyers.

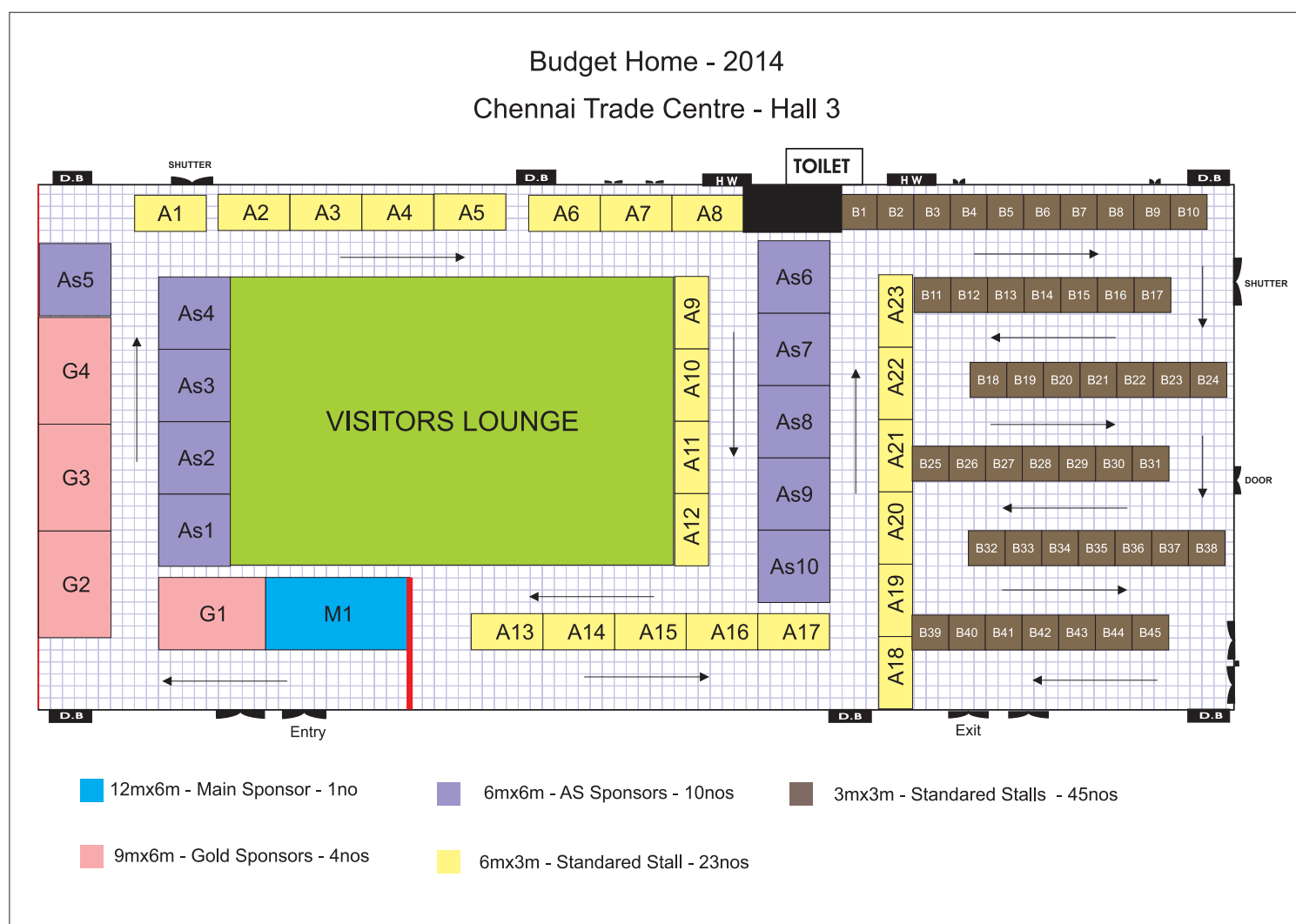
MEDIA PLAN



- Print Media
- Television
- Outdoor Media
- PR
- Radio
- SMS / E-mail

This exhibition will be extensively promoted with strategic BTL activity, hi decibel media exposure and we will be employing the PR machinery to arrive at the desired result of thousands of footfalls & good eyeballs for your brand and projects!

Note : Eyeball reserves the right to alter its marketing strategy & media plan at its own discretion



MAIN SPONSOR

₹15 LAKHS

Exclusive of Service Taxes as applicable.

Space Offered: 12M X 6M = 72 SQ.M – 1NO (Your logo will be used as a 'Main Sponsor' in our advertisement campaign)

Logo presence in press ads in leading English & Tamil dailies across The Hindu & Dailythanthi

TV advertisements : logo presence in the TVC of Budget Home 2014

RADIO : Brand Mention in the radio campaign of Budget Home 2014

PR Coverage using the Budget Home 2014 in leading press dailies & electronic media.

Outdoor Branding – Prominent logo presence in the pole kiosks in residential areas

Venue Branding – Venue entrance arch, venue entrance & reception area etc.

GOLD SPONSOR

₹10 LAKHS

Exclusive of Service Taxes as applicable.

Space Offered: 9M X 6M = 54SQ.M – 4 NOS (Your logo will be used as a 'Gold sponsor' in our advertisement campaign)

Logo presence in press ads in leading English & Tamil dailies across The Hindu & Dailythanthi

TV advertisements : logo presence in the TVC of Budget Home 2014

PR Coverage using the Budget Home 2014 in leading press dailies & electronic media.

Outdoor Branding – Prominent logo presence in the pole kiosks in residential areas

Venue Branding – Venue entrance arch, venue entrance & reception area etc.

ASSOCIATE SPONSOR

₹7 LAKHS

Exclusive of Service Taxes as applicable.

Space Offered: 6M X 6M = 36 SQ.M – 10nos (Your logo will be used as a 'Associate sponsor' in our advertisement campaign)

Logo presence in press ads in leading English & Tamil dailies across The Hindu & Dailythanthi

Outdoor Branding – Prominent logo presence in the pole kiosks in residential areas

Venue Branding – Venue entrance arch, venue entrance & reception area etc.

STANDARD STALLS

6m x 3m - ₹ 2 lakhs

3m x 3m - ₹ 1 lakh

Note : Eyeball reserves the right to alter the sponsor deliverables at its own discretion

Exclusive of Service Taxes as applicable.

EYEBALL EVENTS

EyeBall Events is a division of EyeBall Group and a leading event management company in Tamilnadu. We will work with you to deliver your events anywhere around the world, offering the highest standards, attention to detail and a flexible and consultative approach providing as little or as much help as you need to support you fully for your important event. We cater to various levels of society and our concepts have become benchmarks in the events domain; milestones that make us consistently strive to better our best.

We have been a seasoned player in the event management arena, fully understanding the nuances of this industry; hence able to conceive, conceptualize and organize conferences, seminars, events and exhibitions for a number of clients across industries. Be it in Real Estate - Budget Homes (Editions: 2009, 2010, 2011, 2012), Luxury Homes (Editions: 2011), Chennai Realty Property Show (Edition: 2013), South India Property Show (Edition: 2013), Wedding Planning - The Grand Wedding Show (Editions: 2011), Luxury Lifestyle - CEO Lifestyle (Editions: 2009, 2010, 2012) or Special Events - Sangeeth Yathra (Editions: 2012, 2013) and KidsOnly Carnival (Editions: 2013), most of our initiatives have been a runaway success year after year.



eyeball events

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