

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

51st NATIONAL MANAGEMENT CONVENTION

India's Ascent
Navigating Global Uncertainty

11 - 12 September, 2024, New Delhi

AIMA's flagship event - is a mega two-day programme that addresses a topical theme of national importance every year. The Convention focuses on current events; and is addressed by eminent speakers, including Ministers, CEOs and Thought Leaders from different spheres of life, who share their views with participants through interactive sessions.

AIMA's 51st National Management Convention is being organised on 11 - 12 September 2024 at Hotel Taj Palace, New Delhi. The Convention attracts delegates from Industry, Government, Media and Academia from across the country, and is addressed by renowned national and international speakers.

Special Interactive Digital Souvenir

To mark the occasion, AIMA is bringing out a special interactive digital souvenir. The Souvenir will be responsive, with embedded videos & links. It will be shared real time with delegates, members and posted on AIMA website and social media platforms – which have a combined reach of over 5 lacs!

Benefits at a Glance

- Responsive ads with embedded videos and links
- Shared with 5000+ delegates and 38000 members
- Reach of over 5 lac via AIMA website and social media channels
- Longer shelf life including option to download
- Interactive and responsive

Platinum Sponsors

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#WeAlsoMakeTomorrow

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SPECIAL ADVERTISING RATES

Position	Base Rate	Website URL and Contact Us hyperlinked	Website URL, Contact Us hyperlinked and Video embedded
Inside Front Cover*	₹ 90,000/-	complimentary	complimentary
Page 1 (first right hand side)*	₹ 85,000/-	complimentary	complimentary
Page 6 left hand (next to contents)*	₹ 85,000/-	complimentary	complimentary
Page 2 left hand (next to flyleaf)*	₹ 85,000/-	complimentary	complimentary
Chairperson's Message (Premium placement per page)	₹ 75,000/-	complimentary	complimentary
Left Hand side Next to Convention Note *	₹ 60,000/-	complimentary	complimentary
Left hand side Next to Speaker's Profile	₹ 60,000/-	complimentary	complimentary
Left hand side Next to Event Calendar *	₹ 60,000/-	complimentary	complimentary
Year Showcase (2 pages)	₹ 30,000/- per page	complimentary	complimentary
Back Cover (+ one full page free) *	₹ 50,000/-	₹ 55,000/-	₹ 60,000/-
Double spread	₹ 50,000/-	₹ 55,000/-	₹ 60,000/-
Full page (next to article)	₹ 35,000/-	₹ 40,000/-	₹ 45,000/-
Full Page	₹ 30,000/-	₹ 35,000/-	₹ 40,000/-
Advertorial (only brand promotional content)	₹ 30,000/-per page	₹ 35,000/-	₹ 40,000/-

*On first come first serve basis as these are single positions
Plus 18% GST

To see the sample of ebook souvenir and advertisement placement, please

[CLICK HERE](#)

ADVERTISING GUIDELINES

Advertisements

Size

- Full page** cut size is W210 X H297mm
- Bleed size is W216 X H303mm (including 3mm bleed)
- All live text should be 8mm inside from cutting
- Non-bleed size is W195 X H282mm

- Double spread** cut size is W420 X H297mm
- Bleed size is W426 X H303mm (including 3mm bleed)
- All live text should be 8mm inside from cutting
- Non-bleed size is W405 X H282mm

- Format – ONLY high resolution pdf files will be accepted (minimum 300 dpi)
- Hyperlinking will be done of Website URL and 'Contact Us' only if included in package
- Portion / content on ad to be linked has to be specified by the advertiser, with corresponding urls provided

Videos

- Video of advertiser can be integrated in the ad if included in package or subscribed to
- Duration of video should not exceed 7 minutes
- Only a link to the video will be accepted. There is no provision to host third party videos
- Advertisers have to clearly specify which portion of the ad will carry the embedded video

- Videos can only be commercials or product promotional in nature. Video messages, AVs, presentations, personal opinions etc will not be carried.
- AIMA reserves the right to refuse embedding the video if it doesn't meet the above guidelines

Advertorials

- Advertorial content can only be product/brand promotional in nature. Features, articles, personal opinions, case studies etc will not be carried
- Price of advertorial is per page
- Maximum word count per page:
 - 650 words (with no images)
 - 500 words (with 1 image/infographic)
 - 400 words (with 2 images/infographic)
- Font size of pages are fixed and will not be reduced to accommodate content
- Advertisers will have to provide accurate and proofed content along with images. AIMA will reproduce the content as received and will not be liable for any errors or mistakes in given material, neither for quality of images provided
- All advertorial pages will be marked as 'ADVERTORIAL' on top right hand corner
- AIMA reserves the right to refuse publishing the advertorial if it doesn't meet the above guidelines

Note: Any creative work done by AIMA will have to be paid directly to the vendor on actual

For more details, please contact

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