

**BusinessNJ**  
Connecting People & Businesses

**ZEETV HD**

**BIGGEST & BEST  
SOUTH ASIAN  
BUSINESS EXPO**

# INDIA FAIR

**April 11 & 12, 2020**

**12:00 - 8:00 PM**

**NJ Convention & Expo Center  
97 Sunfeild Ave, Edison, NJ 08837**

**REACH THE  
FASTEST GROWING,  
MOST AFFLUENT  
ETHNIC GROUP IN US**

**EXCELLENT  
OPPORTUNITY  
TO SHOWCASE  
YOUR PRODUCTS**

**INCREASE COMPANY'S  
SALE AND PROFITS**

**BRAND  
AWARENESS**

## SPECIAL ATTRACTIONS

**BOLLYWOOD CELEBRITY | LIVE PERFORMANCES | KIDS RIDES  
HANDICRAFTS | COSTUME JEWELRY | FASHION DESIGNERS  
GIFT ITEMS | INDIAN CUISINE**

**ART | CULTURE AND HERITAGE | ENTERTAINMENT  
DANCE | BHANGRA | DHOL | MASTI**

**To Book a Booth/Sponsorship**

**indiafairnj@gmail.com (609) 937-2806 www.indiafair.com**



# ABOUT INDIA FAIR

INDIA FAIR is happening on April 11 & 12th 2020 at New Jersey Convention and Expo Center, Raritan Center in Edison, NJ. Since its launch, India Fair was recognized as one of the biggest South Asian events in USA that provides great opportunities for businesses to promote their products to a large South Asian audience.

The purpose of the event is to bring together the community, various businesses under one roof, promote diversity, business networking and showcase Indian Art, Culture, Fashion and local talent. The Participation in the show will provide many opportunities to our Sponsors and Exhibitors to broaden the potential client base to market new projects and build relationships with potential customers.

Sponsorship of India Fair is AN INVALUABLE OPPORTUNITY TO INCREASE YOUR BRAND AWARENESS.

It is a significant way to maximize exposure of your brand and create competitor differentiation in the South Asian Market. Whether you are looking to showcase your business to South Asians, interact with visitors through an onstage opportunity, promote specific offers through interactive marketing or gather data through a raffle; India Fair can offer the perfect proposal to meet your needs and help bring the right exposure your business needs.

India Fair has been fortunate to have support from our sponsors in the past from Corporate & Media Sponsors like Zee TV who has been the proud title sponsor over the years. Other grand sponsors included Incredible India, Air India, Verizon, New York Life, TDBank, Indus American Bank, Mass Mutual, Lycamobile, Wells Fargo, Farmer's Insurance, Allvoi, Cruise one, Deep Food, Aloha Mind, All State, Sistar Mortgage, Smuckers, Spectra EMR, Brain O Brain, Saavn, News India, AajTak, TV Asia, Desi Talk, Indian Express and many more. India fair highlights will also include Bollywood celebrity appearance, exciting dance performances, Fashion show, live singing, DJ, honorable dignitaries including our elected officials to show their support and make it a memorable event.

**MULTI-FACET  
OPPORTUNITIES  
FOR BOOTH,  
BANNER,  
ADVERTISEMENTS,  
BROCHURE**

**BUILD A PROSPECT  
DATABASE &  
HAVE FACE TO FACE  
INTERACTION WITH  
THOUSANDS OF  
ATTENDEES.**

**UNLIMITED  
PROMOTION ON  
PRINT MEDIA,  
ONLINE, PRESS,  
RADIO AND  
EMAILERS.**





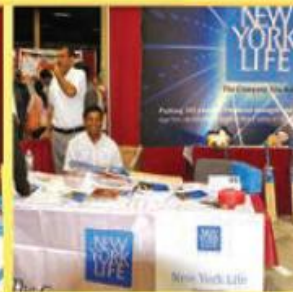
# INDIA FAIR



## GLIMPSE OF PAST EVENTS











# PAST CELEBRITIES





# India Fair Sponsorship

provides a unique opportunity  
to target the most affluent  
South Asian Indian Community



Indian community is the fastest growing ethnic groups in the United States - a growth rate of 53% the highest for any Asian American Community.



Edison city in New Jersey enjoys 18% Indian Americans - the highest percentage in the United States.



Indians are the richest immigrant ethnic group with highest per capita income and highest purchasing power has become a force to reckon with 3.22 million strong in US.



Average Indian household makes around \$90,000 which is much more than National average.



Participation in this Fair would give you opportunity to target the ethnic market and to generate profitable and superior returns for your investments.





# SPONSORSHIP PACKAGE

INDIA FAIR is committed to promote and showcase Indian heritage and culture in USA. It has a dedicated Team of experienced and dedicated professionals who enjoy more than 12 years of professionalism in organizing the events. The purposes of these events are to bring together the community, various businesses under one roof, promote diversity, business networking and so on. At the event you will have tremendous opportunities to present your company. You will have a special booth at the event, direct interaction with people, special promotion at fair, banners at stage and other places, logo on flyer, poster, press release and other websites including India Fair, recognition on the stage and much more to make your company presence more pronounced among the community.

**INFINITE VISIBILITY  
AMONG SOUTH ASIANS  
PARTICULARLY INDIANS**

**DELIVER  
PERSONALIZED  
MESSAGED TO  
TARGETED  
INDIVIDUALS.**

**REACH MILLIONS  
OF TARGET PEOPLE  
AND GIVE OUT  
YOUR MESSAGE.**

**EXTENSIVE  
SALES  
POTENTIAL**

**GRAND SPONSOR \$20,000.00**

- Honor by Invited Celebrity by Plaque
- Acknowledgment on all online promotion, Print Marketing, PR promotions, websites and press releases.
- Company's banner on site at India Fair and on screen during Grand Gala Reception Dinner with Bollywood Celebrity. Corporate Ad on screen at Gala Dinner
- Recognition as a Grand Sponsor at the Cocktail Gala Reception Dinner with chief guest, community leaders, prominent personalities, press and all the other sponsors and attendees.
- Company's standees at the India Fair entrance, near the stage and other places.
- Prime placement exhibit booth 20X10 (2 tables, 4 chairs), electricity available for internet connectivity at the booth. TV and Press Interviews during the event.
- Exclusive VIP decorative table for 10 guest in Grand Gala Cocktail Reception Dinner.
- Video commercial spot on the screen at the fair
- Web Banner on India Fair website linked to your website. Logos on all print and online media
- Speaking opportunities both at the fair and at the dinner with company senior representative.
- Open to any other promotion.



## **PLATINUM SPONSOR \$15000.00**

- Special Booth at the Fair near the entrance (10x20)
- Banners at the entrance and other locations
- Logos in all printed advertising material of India Fair
- Web Banner at India Fair website linked to your website
- Recognition on the stage by the Bollywood artist
- Exposure in all the event publicity communications
- Any other promotion - open to discussion
- Video commercial spot on the screen at the fair
- Standees near the stage and main entrance
- Promotion with your logo on listing at various website.
- Speaking opportunities at the stage

## **GOLD SPONSOR \$10000.00**

- Booth at the Fair (10x20)
- Banner at the entrance and at the booth
- Web banner at India Fair website linked to your website
- Video commercial spots on the screen at the fair
- Logo in the flyers, posters and other print advertising material
- Logo on the website
- Standees near the stage
- Promotion with your Logo on listing at various website.

## **SILVER SPONSOR \$5000.00**

- Booth at the Fair 10x10
- Banner at site
- Logo on local print, media, flyers and posters
- Video commercial spot on the screen at the fair

## **BRONZE SPONSOR \$3500.00**

- 10x10 booth at the prime location
- Logo on flyers, posters, and other printed promotional material
- Video commercial spot on the screen at the fair.



## India Fair

Two days of Indian art and culture showcase New Jersey's diverse heritage

By STAFF WRITER

Indian art, culture, fashion and local talent were on display at the India Fair held over a period of two days in New Jersey, March 31 and April 1. Shopping, kids rides, Indian cuisine, gift items, jewelry, handicrafts, and lot of give-aways, kept thousands of people coming to the New Jersey Convention & Expo Center in Raritan Center, Edison, N.J., organizers said in a press release.

Considered one of the biggest South Asian festivals on the East Coast, the India Fair aims to bring the community and various businesses under one roof, promote local talent, diversity, art, culture, and New Jersey's heritage, organizers say.

Bollywood star Mahima Chaudhary and singer Iyotika Tangri, the Zee TV Cine Award winner for Best Female Singer, were the highlight of the two days, performing live.

More than 1,000 local artists from the tri-state area showed their talents and were judged in a competition coordinated by India Fair organizer Arun Anand.

The dance competition included several categories - minor, junior and senior - in which leading schools in New Jersey participated. Sonalee's Dance Studio won the 1st place in Junior and Senior category in the competition.

The cultural show was dominated by music performances, radio and television artists and personalities. Indian Cuisine - vegetarian and non-vegetarian - was also a major attraction at the fair.

Fashion shows were presented by Dolly Kaur's Style Boutique, and Alankar Boutique. Popular items that sold well included the "kurtis" (short kurtas), silk sarees, scarves, stoles, handicrafts, bags, jewelry, bangles, and diamond jewelry, according to organizers. Many banks, insurance companies, mortgage companies, artworks by painters, long distance calling companies, were among the vendors.

Major sponsors of India Fair 2018 were ZEE TV HD, BCB Bank, New York Life, Farmers Insurance, Parikh Worldwide Media, TD Bank, Investors Bank, Mass Mutual, Academy Dental, TV Asia, Lycra Mobile, and many more.

The Fair was organized by Business NJ LLC, and the event was managed by Royal Events and Entertainment.



Bollywood star Mahima Chaudhary, greets the thousands of visitors to the India Fair which was held at the New Jersey Convention & Expo Center in Edison, N.J. March 31 and April 1.



Two fashion shows were held at the India Fair held in Edison, New Jersey March 31 and April 1.



More than 1,000 local artists took part in the India Fair March 31 and April 1. A dance competition featured teams from leading schools in New Jersey.



Numerous vendors, ranging from banks to jewelry and clothing stalls, showed their products at the India Fair held in Edison, N.J. March 31 and April 1.





## Bappi Lahiri, Sonu Sood, Headline India Fair in Edison

April 24, 2015

## CITY VIEWS

**CITY VIEWS**  
**Bappi Lahiri, Sonu Sood, Headline India Fair in Edison**  
 April 24, 2015

Over 600 performers from the tristate participated in the two-day cultural

By BHARGAVI KUTRABONI

**M**usic lovers were treated to some golden numbers as well as new songs by "Disco King" Bappa Lahiri at a performance during the Zee India Fair here April 18. The audience was seen clapping and dancing to all-time favorite songs like "Bad Bad Bhai" ("Disco Dance"), "Dare Bina Chuti Kahani Ho" ("Sadhe"), "Tamma Tamara Logo" ("Thaneeda") and "Oh Isai" ("The Dirty Picture").

Presented by Zee TV and organized by Business Nil, the two-day fair held at the New Jersey Convention and Expo Centre here, brought together many businesses under one roof to promote India's culture, craft and creative arts.

Bollywood actor Sunny Deol mingled with attendees, as he patiently posed for photographs.



Altogether, Bollywood actor Amitabh Bachchan performs in the song "Bachchan" from "Dhappu New Year," with chorists from Atlanta Performing Arts at the India Fair at the Arts, Jersey Convention and Expo Center in Edison, New Jersey, April 18. Right, Bollywood playback singer and composer Alka Yagnik, right, with India Fair organizers Anand Arora, center, and Rajesh Arora, left. Yagnik performs with Shreya Ghoshal, April 15, Edison, right. Shreya Ghoshal, left, with her band.



Over 600 performers from the tristate area participated in the two-day cultural program.

"Indiascale" from "Happy New Year," with students of Astoria Performing Arts.

Several dance schools from the tristate area participated in the Dazzling Dance Competition in junior and senior categories. Nirmita School of Dance and Dances IANAA received the best overall performance award in the junior and senior categories, respectively. Mahin Maister and Manjari Parikh received the award for best performance in senior classical dance, while Siran Singh received the award for best performance in junior classical dance.

Over 600 performers from the tri-state area participated in the two-day cultural program that was coordinated by Arun Anand and Soniya Khanna.

Local radio personalities and singers also entertained the audience. Music was provided by DJ Lucky. A fashion show by Pulla from Chicago, showcasing beads and casual wear was an added attraction.

Stalls selling regional cuisines, traditional Indian clothes like kurtis, sarees, scarfs, stoles, handicrafts, bags, jewelry, bangles, diamond jewelry, and one gram gold jewelry were popular among attendees. Many banks, insurance companies, mortgage companies, and long distance calling companies, also had their presence.

Sood and Kahiri also attended a dinner hosted in their honor April 18 at The Pond restaurant in Scotch Plains, New Jersey.



## Nonprofit Seeking Represent Indians Across the Globe Launched

BY A STAFF WRITER

Teil publiziert und  
verarbeitet. Die  
... von

and for his generous services as an internist, H.R. Shah, chairman and CEO of TV Asia, and Pooja Gola, vice president of the Perfume Center of America and Karak and Pooja Gola Foundation with main focus on children's education, women's empowerment and medical

Dr. Bhanu N. Vidwanath was honored posthumously for his dedicated services to the community as a cardiologist, his distant vision via "Vision of Aala" and his ongoing dedication for generations via TV. His son Dr. Vidwanath accepted the award.

Highlights included a fashion show with model and actress Irital Pandya as the show stopper, dance and a live performance by Rajni Lahiri and Rishi Khan.

A souvenir book, *India's Flora* by Flora Parekh and Sarbajit Karandikar with the help of the entire Nanyang team, was also released.



Thampi Lakshmi performs at the state festival of the IATA Federation, a nonprofit established to assist across the globe, at the Hindu Temple Auditorium in Houston, April 17.

Ajay K. Lodha, vice president of the American Association of Physicians of Indian Origin

(AAPT), for his dedicated leadership and contribution via several organizations like AAPT and RANA

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**DESI TALK**

FORM

**India Fair**  
Two days of Indian art and culture  
showcase New Jersey's diverse heritage

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# INDIA FAIR SPONSORS





# INDIA FAIR

## Media Plan

Newspaper	Coverage	Periodicity	Ad Talk	No of Ads.
Desi Talk	Tri-State	Weekly	Colored/Full page	3
Indian Express	Tri-State	Weekly	Colored/Full page	2
India in New York	Tri-State	Weekly	Colored/Full page	2
News India Times	All US	Weekly	BW/Full page	2
India Abroad	Tri-State	Weekly	Half page	2
RADIO				
EBC RADIO	Tri-State	5 Spots Per Day Including Two Prime Spots	3 Weeks or 105 Spots With One Live Interview	
Radio Mirchi	New Jersey	5 Spots Per Day Including Two Prime Spots	3 Weeks or 105 Spots With One Live Interview	
Easy 96	New Jersey	Unlimited	Unlimited	
Radio Asia	NJ	5-6 SPOTS	5-6 SPOTS	

## TV Coverage

Zee TV	UNLIMITED PROMOTION
AVS	UNLIMITED PROMOTION
TV ASIA	UNLIMITED PROMOTION

## Online activites

Posting of event information on all prominent south asian web sites. Adding the event on all contacts facebook pages and other social media web locations. Emler through campaigner.com, sulekha and business nj personal invitation to all friends and the press to cover the event. Any other activities as we may beem fit to promote the event.

## Field Activities

Printing of flyers	All Location	10,000 Copies
Emailers	All Location Business NJ, Sulekha, Desi Club	Couple of Time
LED Screen AD Promotion	Event Venue	Multiple Times Both Days

Contact: (609) 937-2806/609 937 2800 | Email: indiafairnj@gmail.com

Website: www.indiafair.org



**DANCE**

**HANDICRAFTS**

**KIDS RIDES**

**COSTUME  
JEWELRY**

**BOLLYWOOD  
CELEBRITY**

**BHANGRA**

**LIVE  
PERFORMANCES**

**DHOL**

**CULTURE AND HERITAGE**

**INDIAN CUISINE**

**FASHION  
DESIGNERS**

**MASTI**

**GIFT ITEMS**

**ENTERTAINMENT**

**ART**

Ample opportunities for  
Commerce and Business



# SPONSORSHIP FORM FOR INDIA FAIR

Company Name:

Contact Person:

Address:

State

Zip Code

Phone

Email:

SPONSORSHIP

**GRAND SPONSOR \$ 20,000.00**

**PLATINUM \$ 15,000.00**

**GOLD \$ 10,000.00**

**SILVER \$ 5,000.00**

**BRONZE \$ 3500.00**

The check in favor of **BUSINESS NJ LLC**

**Organized by:**

Business NJ LLC

Connecting people and Businesses

PO Box 732, Princeton Jct. NJ 08550

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Princeton Jct. NJ 08550

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