

ADDENDUM NO 1
(Appointment of Media & Design Agency for Maritime India Summit, 2016)

1. FORM FP – 2A under Financial proposal shall be read as follows :
FORM FP-2A (Revised)

Estimated printing cost for standard printing of the listed marketing collaterals

Table 2: Indicative list of production cost of marketing collaterals for Maritime Investor Summit (MIS) 2016			
S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR
1.	Advantage India – the curtain raiser film to be showcased in the road shows and Main Event (approx. 5 mins) +	1	
	Shorter video clips to be showcased during the event (approx.2 mins)	1	
2.	Pre-Event Teasers (Pre-event brochure) <u>2 pages : Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover)</u> <u>Inside pages 170 GSM</u>	5,000	
3.	Final event brochure upto 6 pages Quality of paper : <u>Magno Matt or Equivalent/270gsm (Laminated Cover)</u> <u>Inside pages 170 GSM</u>	5,000	
4.	Sector and sub-sector specific brochures/flyers- investment profile(s) of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector participation, etc.) <u>8 pages</u> <u>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover)</u> <u>Inside pages 170 GSM</u>	5,000	
5.	Exhibition Layout	1	
6.	Exhibition Catalogue (approx.. 150 pages of A5 size) <u>Quality of Paper: 170 GSM with lamination</u>	3,000	
7.	Advantage India Maritime Handbook for Investors –highlighting investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies); (A4) <u>20 pages</u> <u>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover)</u> <u>Inside pages 170 GSM</u>	3,000	
8.	Shelf of Projects (Investment Opportunities in India) (A4)	5,000	

Table 2: Indicative list of production cost of marketing collaterals for Maritime Investor Summit (MIS) 2016

S.N.	Name of Marketing Collateral	Quantity of production***	Production Cost in INR
	<i>100 pages</i> <i>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover)</i> <i>Inside pages 170 GSM</i>		
9.	Display material (standees, stage backdrop), delegation kit for various domestic and international investor meets	<ul style="list-style-type: none"> ▪ 30 standees ▪ 10 stage backdrops ▪ 2,000 delegation kits 	▪
10.	Invitation cards with colour coding <i>Quality of paper:</i> <i>Invitation: 300/270 GSM,</i> <i>Envelop: 175/130 GMS</i>	2,500	
11.	Parking Stickers	500	
12.	Delegate kit along with bags docket etc.	3,000	
13.	Two/three fold program booklet <i>Quality of Paper: 250 GSM</i>	5,000	
14.	Gate Side Wings	2	
15.	Hoardings/ outdoor creative <i>Digital Print in Flex (10'x10')</i>	21	
16.	Standees/ venue creative <i>Digital Print in Flex (10'x4')</i>	20 Venue specific	
17.	Signages/ Hanging Signages <i>Print on Cloth inside Venue (6'x3')</i>	<ul style="list-style-type: none"> ▪ Approx. 35 Venue specific 	
18.	Stage backdrop	<ul style="list-style-type: none"> ▪ 1 Inaugural (40'x16') ▪ 1 Valedictory (40'x16') ▪ 5 Seminar Halls (10'x12 ft) ▪ 1 CEO Conclave (10'x12') ▪ 2 for state sessions (10'x12') ▪ 1 for partner country pavilion (10' x12') ▪ 1 Cultural program (20' x 12') 	
19.	Any other bi-fold/ tri-fold brochures for the seminars, conferences or special events organized during the Summit <i>Quality of paper : Paper- Magno Matt or Equivalent/270gsm (Laminated Cover)</i> <i>Inside pages 170 GSM</i>	1,500	
Total Cost (In Words)			

- Payment for Design Work shall be on Monthly Retainer Fee basis

*** Indicative numbers. Payment for printing shall be based on the actual number of prints. Payment for any change in quality or no. of pages shall be paid on pro-rate basis. Authority may or may not engage the Selected Agency to carry out the print related work for any or all the materials.

The above materials will be in four colour

2. Clause 2.4 PR activities under Scope of media & Design Partner's services shall be read as follows:

- a. Organize press conferences, preparation of press releases, press reports, press kit and coordination with print and electronic media during the domestic and international road shows and other promotional events related to MIS
- b. Press coverage each of the road shows in 2 national and local editions of newspapers, coverage in 2 business news channels (English)
- c. Media briefing on the summit
- d. Press Conferences/Meets; Interviews/Features/Press Releases – to strategically and proactively develop the theme/concept for press meets and work out news releases, articles and other promotional initiatives targeting local, national & international media
- e. Organizing the pre and post publicity for various state events / roadshows
- f. Coordinating features and advertorials in leading national and business Publications
- g. Disseminate and release news articles and columns on behalf of the Government
- h. Associate eminent journalists for writing features/articles on the state
- i. Organizing interviews from time to time, giving positive sound bites making stories and case studies in media
- j. Digital PR: Develop a customized online PR strategy that would work in tandem with the traditional PR activity, creative buzz for the event, offline activities, tap into blogosphere discussion relevant to investment, enhance visibility
- k. Make all arrangements necessary for the media coverage of any event when dignitaries from Ministry or any other dignitaries, on their visits to major cities or any other part of the country or outside the country as and when asked to do so by the Client.
- l. Domestic Road shows at major cities (approx. 6) and International Roadshows (approx. 5) across the world will be undertaken
- m. Coordinate design, preparation, printing and setting up of panels, display boards, signages, backdrops etc

3. Clause 2.1 (d) under Developing promotional (media, branding, PR) strategy shall be read as follows:

- d. Handle other social media platforms- Twitter and LinkedIn

4. Scope of Work : Scope of work will be for Maritime India Summit (MIS), 2016, therefore, 'Sagarmala Project' mentioned under the clause 2.0 (scope of work) of section - 2 shall stand deleted.

5. Name of RFP shall be read as "Appointment of Media & Design Agency for maritime India Summit, 2016"
