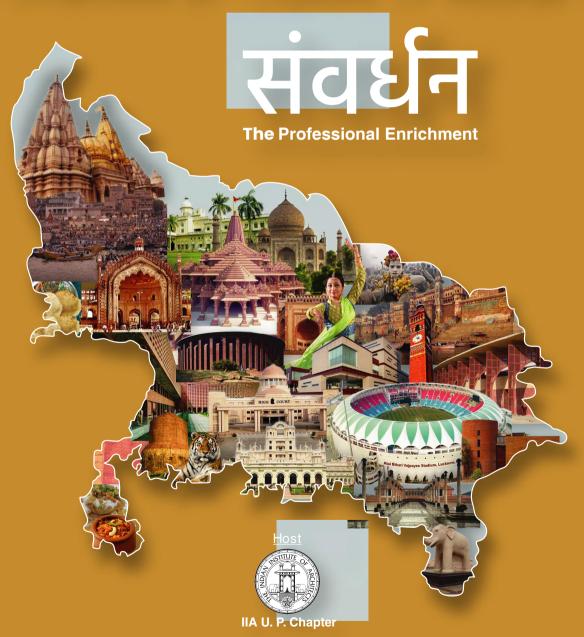


Welcome to Ultam Pradesh!





















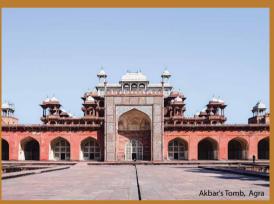


WELCOME TO UTTAM PRADESH!

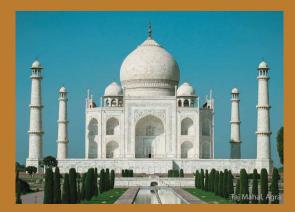
Uttar Pradesh, with over 241 million inhabitants, boasts a rich tapestry of history, culture, and diversity. This northern state is a captivating blend of ancient heritage and modern progress. Home to the majestic Taj Mahal, a UNESCO World Heritage site, Uttar Pradesh is steeped in architectural grandeur. Its spiritual significance exemplified by Varanasi along the sacred Ganges River. With vibrant festivals, delectable cuisine, and a mosaic of traditions. Uttar Pradesh invites enthusiasts to explore its many wonders. From the bustling streets of Lucknow to the spiritual calm of Ayodhya, this state offers an unforgettable and enriching Indian experience and hence, the state of Uttar Pradesh is often called Uttam Pradesh! Along with several historical. natural. and destinations. including Agra, Aligarh. Avodhva. Kushinagar, Mathura, Prayagraj, Varanasi and Vrindavan, Uttar Pradesh is also home to three World Heritage Sites! Here are the highlights on the State -

- India's 3rd largest economy, growing at 11.39% CAGR
- Fifth-largest state of India, in terms of land area
- Eyeing to become a one trillion-dollar economy by 2030
- 8% contribution to national GDP
- India's most populous state
- 56% of state's 241 million population in working age group
- One of India's leading producers of food grain
- Major milk producing state in the country
- Boast of 67 universities, 5,842 colleges, 370 polytechnics and 3,268 ITIs/ ITCs
- Home to the Taj Mahal, one of the Seven Wonders of the World
- Hosts world's largest religious gathering- Kumbh Mela at Prayagraj
- Birth-land of Lord Rama, Lord Krishna, Gautama Buddha, and eight Jain teerthankars - Mahavira, Aadinath, Arnath, Kunthunath, Neminath, Parsvanath, Shantinath and Shrevansnath
- Home to legendary authors like Kabir, Tulsidas, Surdas, Premchand, Bhrigu, Maharshi Krishna Dvaipayana (Vyasa)
- Birth place of Sufi saints and mystics like Amir Khushro, Nizamuddin Auliya and Salim Chisti
- Home to eight prime ministers of India
- Chikankari embroidery and Banarasi silk are the most famous handicrafts of the state







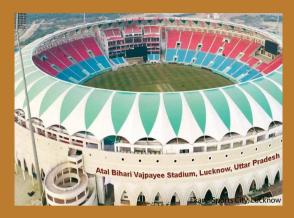


मुस्कराइए, आप लखनऊ में हैं!

Lucknow, the capital of Uttar Pradesh, was once controlled by the Delhi Sultanate, then the Mughal Empire and with turn of events, the power was transferred to the Nawabs of Awadh and then came the British Rule. As a result, this historic city boasts a cultural tapestry, woven from the threads of Mughal, Awadhi and Colonial influences. This rich historical past and royal splendour has made Lucknow, a melting pot of art, culture, cuisine and architecture. Today, this bustling city with a population of almost four million, preserves its essence of grandeur and offers a great kaleidoscopic experience.

Lucknow bestowed with numerous eye-catching monuments, both during the Nawab's regime and the British rule. The imposing Bara Imambara, the Chotta Imambara, Rumi Darwaza, Kaiserbagh Palace - are the examples of the Mughal/Awadhi design, that was prevalent then in the city. The La Martiniere College exemplifies the Baroque influence and the Colonial style brought in monuments like - Char Bagh Railway Station, King George Medical University, Residency complex and others. Interestingly, the Husainabad Clock, tallest clock tower in India (221ft.), is said to be a replica of the Big Ben in London! The blend of the earlier architecture of the Nawabs and the Britishers interweaves smoothly with contemporary architecture of the day with the urban vocabulary, interpreting the traditional elements in a modern

From a vibrant culinary scene and exquisite historical monuments, coupled with the 'Ganga-Jamuni Tehzeeb', the rich culture and vestiges of colonial charm, the City of Nawabs and Kebabs, as it is popularly called, no doubt provides pleasant glimpses of an aspiring young modern-day India. That's the reason, someone has rightly observed that "Lucknow is not a city, it is an emotion"...









THEME

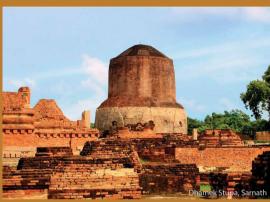
Of all the developing countries in the world, India is perhaps the one, which has experienced more dynamic changes in the process of urbanisation. The speed of urbanisation poses unprecedented managerial and policy challenges, including sustainable development, carbon-free growth, energy efficiency, green house effects, etc. Now is the time, therefore, when all the stakeholders need to deliberate on all these issues and options.

With this backdrop, the Indian Institute of Architects (IIA) is pleased to organise its three-day National Convention 2024 at the historic city of Lucknow, with a central theme of संवर्धन (samvardhan). Samvardhan is a Sanskrit word, and some of its meanings are - augmentation, enhancement, development, growth, promotion, magnification, enrichment, and so on. In line with this theme, IIA NatCon 2024 will be a forum for debate and deliberation on ways and means to augment and enhance resources for a balanced and uninterrupted pace of development.

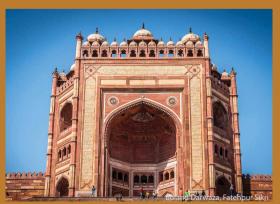
IIA NatCon 2024 aims to analyse and evaluate the challenges and seek solutions for rapid growth in Indian building and infrastructure sectors. IIA NatCon 2024 will be a forum for interaction and deliberation on issues and options related to urban transformation, not only in Uttar Pradesh but in the country as a whole. IIA NatCon 2024 is committed to drawing the Agenda for Action for the entire construction sector- residential, commercial or infrastructure projects.

IIA is expecting the participation of close to **2,500 delegates** (1,500 from different parts of the country, 500 from different parts of Uttar Pradesh and 500 student delegates from different architectural colleges) to discuss their ways and means for translating ideas into action!









ATTRACTIONS

Conference

As part of the NatCon, the IIA-UP Chapter has planned to organize a concurrent conference to facilitate knowledge-sharing. This conference will have the presence and participation of some of the nationally and internationally acclaimed architects. Thus, this conference will provide a great opportunity to interact and network with the speakers and delegates arriving from different parts of the country.

Product Exhibition

There will be a large product exhibition to showcase innovative products and technologies, and leading product manufacturers from within and outside the country are invited to participate and display their latest offerings. This exhibition will provide an insight into the ever-evolving world of architectural products to the practising architects from different parts of the country.

Quality Improvement Programmes

IIA is also organizing three Quality Improvement Programmes as concurrent events, and teachers from different parts of the country will participate in these programs to improve their skill sets for training the architects of tomorrow.

Student Workshops

The senior students from different architectural colleges, besides participating in conferences and exhibitions, will be enrolled to attend various workshops being organized as a part of the event. These workshops will provide them with exciting exposure to different architecture-related aspects.

Skill Development Programmes

IIA is also organizing skill development programmes related to specific trades like plumbing, lighting, carpentry, masonry, etc, in line with the Skill India initiative launched by the Hon'ble Prime Minister.

Live Craft Demonstration

Live demonstrations on some crafts, like Chikankari, silk weaving, etc., are also organized by skilled artisans.

Heritage Walk

IIA UPC has also planned an interesting Heritage Walk to give the participants an insight into the architectural legacy of some of the heritage properties of Lucknow.

Gala Night

It will be a night to celebrate, rejoice, and network with fellow professionals who have arrived from different parts of the country and Uttar Pradesh.









PARTICIPATION

There are multiple options for participation at IIA NatCon and every option provides adequate and rewarding opportunity for brand-recall, product promotion, knowledge-sharing, networking, forging alliances and so on

Sponsorship Opportunities

IIA NatCon provides great branding opportunity as well as product visibility amongst the architects, through certain high profile sponsorship opportunities. Sponsorship options, tariffs and privileges are published in the following pages in this brochure. These sponsorship slots offer large number of benefits including allotment of complimentary stall at vantage location, logo presence in newspaper ads, FM radio promotion, presence on social media posts, commercial presentation opportunity, onsite branding etc, subject to the applicability of respective sponsorship slot.

Exhibition Participation

A large product exhibition will be organized on all three days of the event in an air-conditioned hangar structure. Various sized stalls will be available for participants. Some of stalls are reserved for sponsors and it will be made available on a first-come-first-served basis. Exhibition Participation Charges are Rs 12,000 per sq mtr exclusive of GST, as applicable. The charges are inclusive of air-conditioning, carpeting, round-the-clock security, housekeeping and general lighting.

Delegate Registration

IIA NatCon will facilitates knowledge-sharing and meaningful interaction with eminent speakers as well as fellow professionals, from across the country. Hence, participation as delegate will bring 'value for money' and also facilitate meaningful interaction and networking opportunities.









DISPLAY PROFILE

Acoustic Systems, Adhesives, Sealants, Air Conditioners, Air Coolers, Aquariums, Architectural Hardware, Artefacts, Bathroom Fittings, Bathroom Furniture, Bathtubs, Beds, Mattresses, Blinds, Doors, Windows, Cables, Switches, Carpets, Rugs, CCTV Systems, Chimneys, Construction Chemicals, Drainage Solutions, Electrical Equipment, Electronic Surveillance Systems, Elevators, Entertainment Electronics, Exhaust Systems, False Ceilings, Fire Systems. Flooring Fighting Materials. Fountains. Furnishing Material, Furniture, Fixtures, Garden Equipment, Glass. Mirrors, Grills & Gates, Handicraft Items, HVAC Systems, Insulation Materials, Kitchen Equipment, Kitchen Sinks, Laminates & Veneers, Light Fixtures, Modular Kitchens, Natural Stones, Office Automation Products, Office Furniture, Outdoor Furniture, Paintings & Picture Frames, Paints, Coatings, Paver Blocks, Pest Control Systems, Pipes & Joints, Plywood, Panel Boards, Pumping Systems, Rainwater Harvesting Systems, Roofing, Cladding Materials, Sanitaryware, Sauna Systems, Shower Enclosures, Signages, Solar Energy Systems, Solid Surfaces, Swimming Pools, Tableware, Tiles, Vinyl/ PVC Floorings, Wallpapers, Water proofing Chemicals, Water Heating Systems, Water Storage Systems, Water Treatment Systems, Wooden Floorings and many more...



Architects, Interior Designers, Real Estate Developers, MEP Professionals, Fire Safety Professionals, Surveillance & Security Professionals, Green Building Professionals, HVAC Professionals, Hoteliers, Landscape Designers, Utility Managers, Hospitality Consultants, Academicians, Product Specifiers, Turn-key Contractors, Kitchen Designers, Urban Planners, Lighting Designers, Suppliers, Franchisees, Dealers & Distributors, High Networth Individuals and so on.





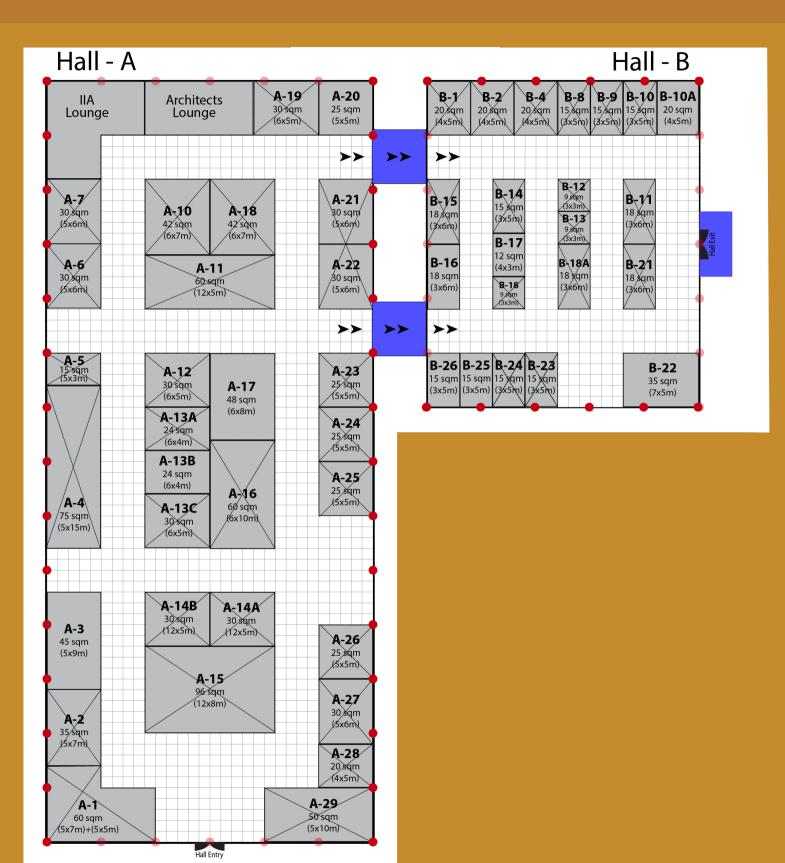




VENUE KEY PLAN

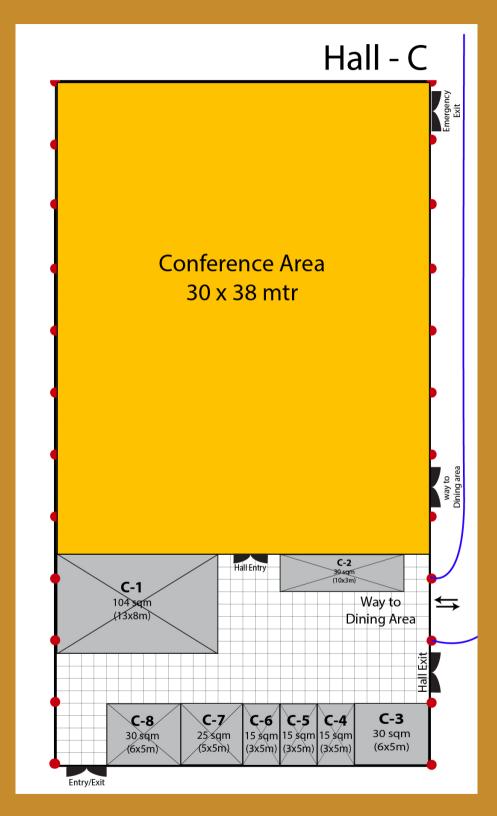


EXHIBITION FLOOR PLAN



- Exhibtion participation charges: Rs.12,000 per sq. mtr. exclusive of GST
- Stall sizes mentioned are outer dimensions
- Stalls will be offered on 'first-come-first-served' basis
- Organizers are authorized to make changes in the Exhibition Floor Plan, as and when required.

EXHIBITION FLOOR PLAN



Notes:

- Exhibtion participation charges : Rs.12,000 per sq. mtr. exclusive of GST
- Stall sizes mentioned are outer dimensions
- Stalls will be offered on 'first-come-first-served' basis
- Organizers are authorized to make changes in the Exhibition Floor Plan, as and when required.

SPONSORSHIP OPTIONS

Lead Sponsor - Rs. 40,00,000

- Complimentary stall ad measuring 100 sq mtrs
- Complimentary registration for 16 delegates
- Opportunity for short presentation at Outreach programme
- Commercial Presentation slot of 20 mins at Conference
- Opportunity nominate a panellist during one panel discussion
- Logo presence in newspaper ads and advertorial
- Logo presence on marketing collaterals
- Mention in FM Radio promotion
- Logo presence on event website
- Logo presence on social media posts
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Product promotion video on show's social media handles
- Logo presence on Email campaigns carried out for the show
- Dedicated email campaign for company promotion 3 times
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 4 pages ad in Conference Souvenir

Associate Sponsors – Rs. 30,00,000

- Complimentary stall ad measuring 80 sq mtrs
- Complimentary registration for 12 delegates
- Commercial Presentation slot of 15 mins at Conference
- Opportunity nominate a panellist during one panel discussion
- Logo presence in newspaper ads and advertorial
- Logo presence on marketing collaterals
- Mention in FM Radio promotion
- Logo presence on event website
- Logo presence on social media posts
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Product promotion video on show's social media
- Logo presence on Email campaigns carried out for the show
- Dedicated email campaign for company promotion 2 times
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 3 pages ad in Conference Souvenir

Co-Sponsors – Rs. 25,00,000

- Complimentary stall ad measuring 75 sq mtrs
- Complimentary registration for 10 delegates
- Commercial Presentation slot of 10 mins at Conference
- Logo presence in newspaper ads and advertorial
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on social media posts
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Product promotion video on show's social media
- Logo presence on Email campaigns carried out for the show
- Dedicated email campaign for company promotion 1 times
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 2 pages ad in Conference Souvenir

Diamond Sponsors - Rs. 20,00,000

- Complimentary stall ad measuring 70 sq mtrs
- Complimentary registration for 8 delegates
- Commercial Presentation slot of 10 mins at Conference
- Logo presence in newspaper ads and advertorial
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Product promotion video on show's social media
- Logo presence on Email campaigns carried out for the show
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 2 pages ad in Conference Souvenir

Platinum Sponsors – Rs. 15,00,000

- Complimentary stall ad measuring 60 sq mtrs
- Complimentary registration for 6 delegates
- Logo presence in newspaper ads and advertorial
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Product promotion video on show's social media
- Logo presence on Email campaigns carried out for the show
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 1 page ad in Conference Souvenir

Gold Sponsors - Rs. 12,00,000

- Complimentary stall ad measuring 50 sq mtrs
- Complimentary registration for 5 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media
- Logo presence on Email campaigns carried out for the show
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 1 page ad in Conference Souvenir

Dinner Sponsors - Rs. 10,00,000

- Complimentary stall ad measuring 40 sq mtrs
- Complimentary registration for 4 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Static product promotion post on show's social media.
- Sponsorship Acknowledgment at dinner venue
- Logo on dinner invitation card
- Logo presence on Email campaigns carried out for the show
- Logo presence on Welcome Delegates banner

SPONSORSHIP OPTIONS

Silver Sponsors - Rs. 9,00,000

- Complimentary stall ad measuring 36 sq mtrs
- Complimentary registration for 4 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner
- Complimentary 1 page ad in Conference Souvenir

Lunch Sponsors – Rs. 7,50,000

- Complimentary stall ad measuring 27 sq mtrs
- Complimentary registration for 3 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgment at lunch venue
- Logo on lunch invitation card
- Logo presence on Welcome Delegates banner

IIA Premier League Sponsor – Rs. 7,50,000

- Complimentary stall ad measuring 24 sq mtrs
- Complimentary registration for 3 delegates at the Conference
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgment on T-Shirt of players
- Opportunity of Co-branding in the team's name

Post-Event Trip Sponsor – Rs. 7,50,000

- Complimentary stall ad measuring 24 sq mtrs
- Complimentary registration for 3 delegates at the Conference
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgment on vehicles carrying guests
- Charges towards 4 different trips to be held after the show
- Opportunity to depute 2 team members in each trip to accompany guests

Registration Sponsor-Rs. 5,50,000

- Complimentary stall ad measuring 21 sq mtrs
- Complimentary registration for 2 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgment at Registration area
- Logo presence on entry badges
- Logo presence on Welcome Delegates banner

Knowledge Sponsor – Rs. 5,00,000

- Complimentary stall ad measuring 21 sq mtrs
- Complimentary registration for 2 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

Kit Bag Sponsor – Rs. 4,50,000

- Complimentary stall ad measuring 18 sq mtrs
- Complimentary registration for 2 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Logo presence on Delegate Kit bags
- Logo presence on Welcome Delegates banner

Heritage Walk Sponsor – Rs. 3,50,000

- Complimentary stall ad measuring 15 sq mtrs
- Complimentary registration for 2 delegates
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Logo presence at the start & end point of the walk
- Logo presence on Welcome Delegates banner

Student Workshop Sponsors - Rs. 3,00,000

- Complimentary stall ad measuring 15 sq mtrs
- Complimentary registration for 1 delegate
- Commercial Presentation slot of 10 mins at one workshop
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgment at sponsored workshop venue
- Logo presence on Welcome Delegates banner

Session Sponsors - Rs. 2,00,000

- Complimentary stall ad measuring 9 sq mtrs
- Complimentary registration for 1 delegate
- Logo presence on marketing collaterals
- Logo presence on event website
- Logo presence on sponsor announcement social media posts
- Logo presence on Email campaigns carried out for the show
- Sponsorship Acknowledgement at respective session
- Logo presence on Welcome Delegates banner

Notes:

ATTRACTIONS @ LUCKNOW

- Rumi Darwaza
- Bada Imambara
- Chhota Imambara
- The Residency
- La Martiniere College
- Chhattar Manzil
- Jama Masjid
- Dilkhusha Kothi
- Char Baagh
- Lucknow High Court
- Dr Babasaheb Ambedkar Park









EXCURSION OPTIONS

Apart from the exhibition, conference and other activities, IIA-UPC has also planned post-event excursion trips for the participating architects to various locations like —

- Agra
- Ayodhya
- Dudhwa National Park
- Varanasi

Details are being worked-out and will be shared soon.

Office Bearers of IIA (National Advisory Committee)

















Council Members of IIA





















IIA NatCon 2024 Conveners











Office Bearers of IIA-UP Chapter













IIA-UP Chapter Executive Committee*

























Event Curation Committee*



















Art Installation Committee











Catering Committee











Conference Committee



















Construction Workers Training Committee









Cultural Committee









Event Curation & Exhibition Committee























Govt. Department Coordination Committee













Heritage Walk Committee







Hospitality Committee



























Inaugration & Valedictory Committee



















Inter State Coordination Committee



















Media & Publicity Committee











Momento Certificate & Gifts Committee









Registration & Welcome Kit Committee















Soveniour & Publication Committee















Students Competition & Workshop Committee

























Transport Committee





















Venue Management Committee





















ORGANISERS



The Indian Institute of Architects (IIA) is the national body of architects in the country. Established in 1917, the institute today has more than 25,000 members. It plays a significant role in promoting the profession of architecture by organizing and uniting the Architects of India to promote aesthetic, scientific and practical efficiency of the profession both in practice and education. IIA is represented on various national and international committees connected with architecture, art and the building industry and is also actively associated with International Union of Architects (UIA), The Architects Regional Council Asia (ARCASIA) and South Asian Association for Regional Co-operation of Architects (SAARCH).



Akar InfoMedia Private Limited (AIM) is essentially a B2B media and convention & trade-fair platform, established in 2006 and operating out of Ahmedabad. AIM is organising a travelling event - IIID Design Confluence & Showcase (IDCS), jointly with country's premier body of interior designers & architects - Indian Institute of Interior Designers (IIID). AIM is also publishing a monthly magazine INSITE, with an undivided attention on architecture, interiors, arts, crafts, heritage, culture, design and lifestyle.

CONTACTS

Ar. Sandeep Kumar Saraswat

Chairman - IIA U.P Chapter

C-14, Harshita Complex, Indira Nagar, Faizabad Road, Lucknow 226 016

Phone: +91 92356 90191, Email: sksaraswat.lko@gmail.com

Mr. Kamal Khokhani

Managing Director - Akar InfoMedia Pvt. Ltd. (AIM)

89, Pankaj Society, Near Anjali BRTS Bus Stop, Paldi, Ahmedabad 380007

Phone: +91 98250 51007, **Email**: kamal@aimcorp.in

FOR SPONSORSHIP, PLEASE CONTACT

Ar. Avinash Ghai +91 94150 24149

Ar. Aviral Agarwal +91 97931 26000

Mr. Kamal Khokhani +91 98250 51007





SUPPORTED BY









































