

FROM CEO DESK

THE MASTERMIND





At the very first instant, I would like to extend my sincere gratitude to the people of Lucknow for welcoming Son & Shine with open arms.

With majority of exhibitions concentrating on wedding and lifestyle, I felt a monotony coming to the events in city, as a result Son & Shine was born!!!

I thought to bring a platform where the femme brigade along with their better halves can freak out on a shopping spree while kids can play and learn both together; with ample of creative activities conducted by professionals. In today's hectic life people look forward for some happy family moments and Son & Shine strives it's best to create them.

Since our first edition, we have gained the attention of the common mass and the niche clientele both, as kids are the common factor. This factor helped us through every season in witnessing a huge footfall.

From the business point of view, I aim to establish an ideal platform where the vendor can meet the actual potential buyer and create new opportunities for future.

As Son & Shine Season 5 is coming up on 13th October this year, our best preparations are underway. I am sure with love of my Lord and support of my family, friends, relatives, exhibitors, sponsors and above all my Lucknowites, I am sure that we shall emerge stronger every year!!!

Surabhi Gupta

CEO - Son & Shine

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We're good at what we do because we are passionate about it.



OVERVIEW

THE BIG SHOUT-OUT

Son & Shine is a Unique Fashion and Luxury Lifestyle Exhibition.

It's the Biggest Shopping Extravaganza for Mothers and their Little Ones; focusing on both together. Son & Shine is the first of its kind in Lucknow.

Son & Shine is organized annually, featuring a trail of India Fame Designers and Brands from Delhi, Mumbai, Kolkata, Agra, Chandigarh, Kanpur and Jaipur etc. Incorporated with a **VISION to provide the most rewarding platform of business opportunity**, Son & Shine aims to showcase them all under one roof; be it Apparels, Toys, Furniture, Accessories, Stationery, Home Décor & Furnishings, Party Supplies, Jewellery, Sports gear, Footwear, Confectionery, Electronics, Bakery, Diwali Accessories and Handbags too. Son and Shine has now become the most sought after exhibition and the most awaited event of Lucknow.

Our MISSION is to ensure a relaxed shopping experience for moms and maximum enjoyment for Kids and Teens; we have introduced the concept of a dedicated Fun Zone. We especially design this area for kids and Teen where they can learn, play and be creative with a series of activities, workshops and theme based games conducted by professionals. They are not only fun filled but also provide an enriching learning experience for all.

Our previous seasons of Son and Shine witnessed a remarkable increasing footfall of 7000+ people.

After four successful years and definitely improvising with every season, we are now a leading and an established brand in the sector, with an elite clientele and common mass both looking forward to connect with us.

Son & Shine is headed by—Surabhi Gupta, an Educationist by Profession but an entrepreneur by choice. She has carved a niche in Exhibition industry by creating this hub Son and Shine that caters to fashionable moms and their kids; making shopping an amazing experience, which people can cherish for long.

Transforming the lifestyle through a Unique Platform



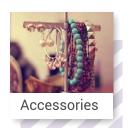
CATEGORIES

THE PLETHORA OF CHOICES

































FOOTFALL OF POTENTIAL BUYER

THE FOOTFALL TRAIL

Son and Shine offers a unique platform for Instant High Value Sale, Revenue Generation and brand awareness amongst the most niche clientele for future.

With Huge Media Plans, Son and Shine is the best Launch Pad for the promotion of start -ups and new business establishments.

9,000 + Expected Footfall - 2018

7,000 Footfall - 2017

5,000 Footfall-2015

4,000 +Footfall-2014

2,500





THE CUTTING EDGE

Our Exhibition shall be well promoted with Posters, Personal Invitations, SMS, across all Major institutions, Clubs, Schools and commercial outlets.

- Instant sale within 2 days generating good revenue.
- ❷ High-End Clientele build –up for future.
- Product display before 10,000 potential buyers.
- Brand Awareness among the most niche clientele.
- Direct Interaction with vendors dealing in similar capacities.
- Significant platform to launch your new & fresh product line or Service.
- Advertisement of your brand through various media plans like Newspaper Ads, Hoardings & Billboards, Radio Campaign, Facebook Posts, Whatsapp Promos and other social media platforms.



PREVIOUS EXHIBITORS

THE LOYALIST





































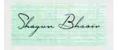




















































































EXHIBITOR GUIDELINES

E MINDFUL PROTOCOL

- ▼ The Stall Set Up would include Exhibitor's Name on the Fascia.
- Each stall would be provided with 2 chairs, 1Table, 2 Spotlights, 1 Dustbin and 1 Power Plug Point.
- Any extra item required shall cost additional.
- Packed Lunch boxes shall be provided for two persons only.
- ▼ Tea/ Coffee and refreshments shall be provided in the morning and evening.

Stall Booking

- O Bookings shall be confirmed only after the full payment is done.
- Full Payment for the stall has to be done by 5th September 2018.
- Any payment shall not be refunded for cancellation of booking. Only 50% of the stall value will be carried forward for the next exhibition and balance forfeited.

Guidelines

- Registration Form has to be filled on arrival.
- Your stall has to be ready, fully decorated by 9:30AM sharp.
- Kindly ensure that all the products are in accordance with standard i.e. Clean & Ironed.
- Kindly ensure that the display is attractive.
- Kindly maintain proper decorum at the premises.

Extra Items

 In case if you need any extra items for your stall, Please inform us your requirements prior at the earliest in order to avoid any confusion later. An Extra Item Sheet would be mailed to you on prior information.

Promotion

 A.Kindly provide your Logo in CDR format and high resolution pics within stipulated time failing which brand promotion will be delayed or not possible.



STALL TARIFF

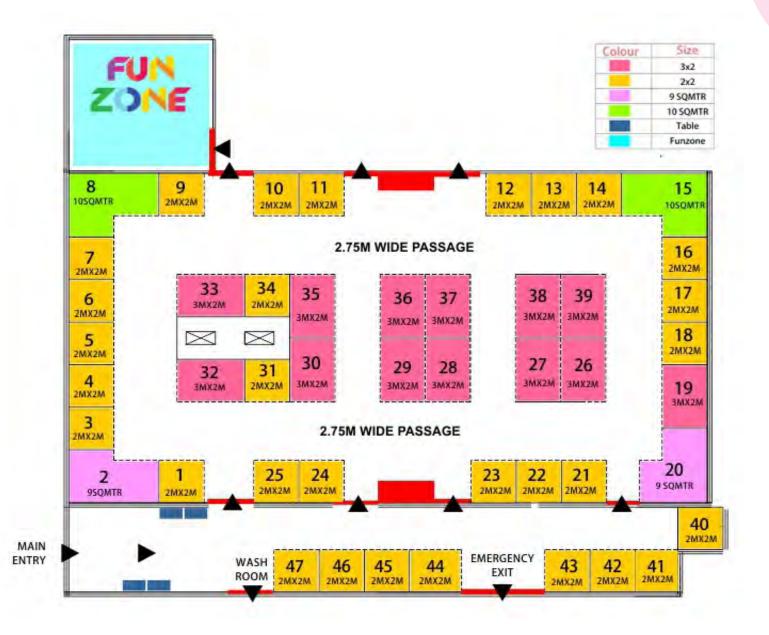
THE GAMEPLAN

Stall Location	Stall Size	Feature	Tariff (INR)
Outside the Hall	2 x 2	One Side Open	35,000/
Outside the Hall	2 x 2	Two Sides Open	40,000/
Inside the Hall	2 x 2	One Side Open	45,000/
Inside the Hall	2 x 2	Two Sides Open	50,000/
Inside the Hall	3 x 2	One Side Open	55,000/
Inside the Hall	3 x 2	Two Sides Open	60,000/
Premium Stalls			65,000/
Outside the Hall	Table		15,000/



EXHIBITION LAYOUT PLAN

THE FLOOR PLAN





PAST EXHIBITORS-2017

THE FLASHBACK (Season-4)





PAST EXHIBITOR-2015

THE FLASHBACK (Season-3)





PAST EXHIBITOR-2014

THE FLASHBACK (Season-2)





PAST EXHIBITOR-2013

THE FLASHBACK (Season-1)





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THE CROWNING GLORY

Providing an opportunity for prominent business projection, pitch and branding.



SPONSORSHIP CATEGORIES

THE ROYAL LEAGUE

Stall Location	Amount (INR)	Number	Title
Platinum Sponsor	5 Lakhs	One	Presented By
Diamond Sponsor	4 Lakhs	Two	Powered By
Gold Sponsor	3 Lakhs	Three	In Association With
Silver Sponsor	2 Lakhs	Four	Sponsored By
Bronze Sponsor	1 Lakhs	Five	Co-Sponsored By

BENEFITS FOR SPONSORS

THE BIG PERKS



- The Sponsor can promote his brand among 10,000 potential buyers.
- ▼ The Anchor shall announce the Sponsors name at regular intervals.
- Brand awareness among niche and prime clientele directly.
- Stall or table shall be given at 50% cost quoted to sell their product or service.
- The sponsor can avail a free photograph at the Photobooth.
- The sponsor can avail the benefit of Venue Branding at the Entrance.
- The sponsor will receive a special badge for identification
- The Sponsor will have its Brand Promotion across all media- Newspapers, Radio Campaign, Billboards and Social Media
- Promotional Collaterals of Sponsors shall be given to each visitor in a carry bag
- The sponsor can avail 2 free Funzone passes.

PAST SPONSORS

THE GROWNING GLORY

Season-1 (2013)



Committed to quality living























- 1. Swastik Infrastructures
- 2. Amity International School
- 3. Goel Heights
- 4. Crescent Mall & Heights
- 5. Diet Mantra
- 6. Nauti Nati

- 7. Play World
- 8. Pankaj Bhadouria Culinary Academy
- 9. Lucknow Times
- 10. Radio Mirchi
- 11. Kids Craft
- 12. Synergy Advertising

Season-2 (2014)

















Media **Lucknow Times**

Radio 98.3 FM RADIO MIRCH



Entertainment

- Amity International School
- 2. Kanchhal Group
- 3. Badri Saraf Jewellers
- 4. Crescent Luxury Apartments
- 5. Unicharms
- 6. Mom & Me Mahindra Retail

- 7. Kotak Mahindra Bank
- 8. XD Cinemas
- 9. Lucknow Times
- 10. Radio Mirchi
- 11. Balloon Land
- 12. Grolier

PAST SPONSORS

THE CROWNING GLORY

Season-3 (2015)

































- 1. Paarth InfraBuild
- 2. Amity International School
- 3. IndusInd bank
- 4. Imagine Group
- 5. UPNEDA
- 6. Reliance Jewels
- 7. Babyoye

- 8. ABC Hazratganj
- 9. RIS Group
- 10. Little Bunny
- 11. Kangaroo Kids
- 12. Keystone Studio
- 13. Synergy Advertising
- 14. Value plus

Season-4 (2017)











- 1. MARG Software Solution
- 2. Nainsara
- 3. Shruti Mullick

- 4. Nitin Sahni Photography
- 5. Sigma Trade Wings

We're serious for business



OUR PARTNERS

PARTNERS IN CRIME

PHOTOGRAPHY PARTNERS

- Sandeep Singh (2013)
- Royal Films (2014)
- HDRI (2015)
- Nitin Sahni (2017)



- Pankaj Bhadouria Academy (2013)
- Aryans (2014)
- Little Bunny (2015)
- Buttercup Bunglow (2017)

WARDROBE

Nainsara by Nidhi Bajaj

PARTNER



- Kids Craft by SuvidhaAmarnani(2013)
- Balloon Land by
- Anshika Agarwal(2014)

 Shruti Mallik(2015)
- Shruti Mallik(2017)



- Synergy Advertisers (2013)
- Synergy Advertisers (2014)
- Synergy Advertisers (2015)
- STW Sigma TradeWings(2017)



- Playworld(2013)
- XD Cinemas(2014)
- Toddler Fun(2015)
- Landmark(2017)



IMB by Isha



The Bonsai Paradise



DIET Mantra



KAIGEN Alkaline Water



Times of India



Radio Mirchi 98.3

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We spread the word using capable platforms

MEDIA PLANS

THE PROPOGANDA STRATEGY





(Lucknow Times; The Times of India)(Total of 6 Ads)*

- 1 Intro Ad
- 1 Ad of Pre Event
- 1 Ad on 11th October
- 1 Ad on 12th October
- 1 Ad on Day Of Event
- 1 Ad of Post Event



15 Hoardings all across the city (10 days prior to the event)*

- Dainik Jagran Circle
- Wave Mall Flyover
- Polytechnic circle
- Faizabad Road
- Mahanagar Circle
- Nishatganj Flyover
- Kapoorthala circle
- Fun Mall flyover
- Park Road
- Ambedkar Park Circle
- Patrakar Puram Circle
- Ashok Marg Hazratgani Road
- Phoenix Mall
- Cinepolis Mall
- Saharaganj Mall



5 Days Campaign

Total 5 days promotional campaign of 25 Seconds (5 Slots per Day) along with a teaser daily during a prominent show and live Radio Coverage on the day of event.*

Social Media & Others:

- Bulk Messages will be sent
- Pamphlets will be distributed in all major schools and apartments.
- Posters will be put up at prominent commercial outlets like cafes etc.
- Social networking sites like Facebook, Whatapp, Linkden, Instagram will also be used.
- Personal Invites in Prominent Clubs and Associations

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We've done good with a cause of support.





A Blind Girl

Year 2017

Shreya Rastogi a blind Girl from Gaziabad made jewellery by herself and sold at our exhibition through beautiful stall with her mother.



Victim of Acid Attack

Year 2015

A victim of acid attack a bold survivor sold paper jewellery and earns her livelihood.







La-Martinere School

Year 2014

The students of La-Martinere Girls sold handcrafted items displaying their skills.



Akanksha NGO

Year 2013

Kids of Akanksha NGO inaugurated the first Season of Son and Shine



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We have performed well and have won laurels and success too.

THE SUCCESS STORIES

YEAR 2017

Inauguration by Dr Rita Bahuguna Joshi,
 Minister for Women and Child welfare.

YEAR 2015

 Inauguration by Chief Secretary Mr. Navneet Sehgal and his wife Mrs. Vandana Sehgal.

YEAR 2014

 Inauguration by Hon. Mrs Dimple Yadav, (MP – Kannauj).

YEAR 2013

Inauguration by Children of NGO Akanksha.







WORKSHOPS IN PAST SEASONS

THE WORKSHOPS



Healthy Tiffins Ms Pankaj Bhadouria

Special workshop on Healthy Tiffins by MasterChef INDIA - Ms Pankaj Bhadouria

Workshop on Obesity By Ms Namita Jain

Special workshop on Obesity among Kids by well known Dietician from MUMBAI - Ms Namita Jain





Makeovers

By Isha Shukla

A Special workshop on make overs was conducted by Isha Shukla using special techniques like airbrush & water proof makeuptools.



GUEST OF HONOURS

THE CONTRIBUTORS



Shweta Singh SEASON-4 (2017)



Manjula Goswami SEASON-2 (2014)



Vandana Sehgal SEASON-3 (2015)



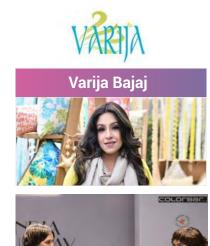
Prof. Abhishek Mishra SEASON-1 (2013)







THE DESIGNER HOOLALOO





















THE DESIGNER HOOLALOO





















TESTIMONIALS

THE WOW FEELING



Varija Bajaj

(Exhibitor- Ladies Apparel) BRAND: Lakme Fashion Week Designer

It's extremely exciting to see how evolved Son and Shine Exhibition is, because when we come from Delhi, we think Lucknow is far more conservative, but after my visit I think Delhi needs to catch up with Lucknow Fashion now!"



Surabhi Agarwal

(Exhibitor- Home Furnishings)
Brand: STRAWBERYZ

Well! It was an awesome experience at Son and Shine!"



Neha Sachdeva

(Exhibitor- Kids Apparels)

Brand: MIAKKI KIDS

It's great! Son and Shine is doing very well. The Clients are too humble. The response is really good. I am very satisfied."



(Exhibitor- Jewllery)
Brand: JULE by Surbhika

Son and Shine is very affordable. There's nothing which somebody would think twice to buy."



Shubhangi Shukla

(Visitor)

Yeh! This is really nice, something good, interesting stalls, different products. Everytime Son and Shine comes up with really cool themes, new products and new stalls."



CORE TEAM

THE WORK FORCE























FUNZONE GLIMPSES























THE WHO'S WHO PRESENCE



































THE BIG SHOWCASE

NEWSPAPER ADS & HOARDINGS



els und accessories, home décor and roducts. ribhi Gupa, who's refor bringing this this tiform to the city. "We a warm response nowites in our previns, which boosted our d gave us enough enent. Now, we're back hird season of Son & vater to the site fact.

While the moust heavy themselves with the shopping, the kids can enjoy at the Paut Zune, which will have plenty of a ce tivities for kids of all agestivates to the companies of the companies of the companies of the companies of the said floating digas. For the kinestile learners, there would be a bubble dance with stories and ritunes, besides games like HIT the Rayau.











SHINE AND SCHMOOZE



he third season of the Son & Shine fashion and lifestyle exhibition saw an impressive turnout of buyers. Inaugurated by Navneet and Vaniana Sehgal on last Wednesday, the two-lay event saw the who's who of the city walk in to browse and shop from a selection of lifestyle fashion and kids prod-





SOCIAL MEDIA PROMOS

THE SOCIAL PITCH





























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Satisfaction

Platform given by Son & Shine in the Years 2013, 2014, 2015 & 2017 has been the most rewarding experience for massive brand awareness amongst vendors and the potential buyers.





THE SHOPPING MANIA













TERMS & CONDITIONS THE IF'S & BUT'S

- The organizer does not accept any responsibility for damage or loss of any property on any stand or anywhere else throughout the event or in the course of his delivery or removal therefrom, from any cause whatsoever.
- The organizer does not accept any responsibility for any damages or costs incurred as a result of cancellations of the exhibition. Participants are advised to arrange their own insurance.
- You will indemnify us against all claims, proceedings, expenses, or liability whatsoever arising as a result of any breach of the terms contained in these conditions or implied by law. The exhibitor will remove all display and other material at the closing of the exhibition as directed by the organizer leaving the space in a clean and tidy condition. The exhibitor will forthwith on demand pay to the organizer such costs as may be incurred to repair or replacement of the stall, the exhibitor's property or the property of third parties.
- The exhibitor will not assign, transfer the benefit of this agreement or permit any other person or organization to use the stall with or in lieu of the exhibitor without prior written consent of the organizer.
- The organizer reserves the right to refuse permission to display any or all items which infringe moral or legal obligations, or the right of a third party.
- The exhibitor will not remove, dismantle or cease to display from or man the stand at any time before the closing of the exhibition.
- Stall cancellations must be submitted in writing. Cancellations received less than 4 full weeks prior to the event will be liable to full payment.
- The exhibitor will make payment in full without deduction within the terms agreed in writing. When payment is due before the exhibition, the organizer reserves the right to refuse the right of admission to the exhibition.
- Subject to Lucknow Jurisdiction.

