



### Event Highlights

- ❖ Exposure to over 5000 people under one roof.
- ❖ Sales of over \$1 mil in last convention.
- ❖ Hosted by AKKA and Nrupathunga Kannada Koota (Atlanta).
- ❖ High income participants from Atlanta and nearby states such as Tennessee, North and South Carolina, Alabama, Louisiana.
- ❖ Forums catering to various interests, such as Continuing Medical Education, Business, Youth, Literature, Spirituality.
- ❖ Invitees include top tier Government Leaders, administrators, artists and businessmen.
- ❖ A Huge exhibition area reserved by Exhibitors.
- ❖ Exhibitions open to registrants and the public.
- ❖ Marketed extensively all over the entire US and Karnataka state in India.



7<sup>th</sup> AKKA World Kannada Conference  
Georgia International Convention Center  
(GICC)

Vendor Committee Email:  
[akkawkc2012vendor@googlegroups.com](mailto:akkawkc2012vendor@googlegroups.com)

Vendor Committee Phone:  
678-615-8793

Conveners  
Dr. Ramaswamy – 404-668-5441  
Srivijaya Srinivasa – 770-296-5987

[www.akkaonline.org/2012](http://www.akkaonline.org/2012)



Association of Kannada Kootas of America (AKKA)  
*in association with*  
Nrupathunga Kannada Koota (NKK), Atlanta GA  
*present*

## 7<sup>th</sup> AKKA World Kannada Conference

A BIRD'S EYE VIEW OF KARNATAKA'S RICH HERITAGE,  
LANGUAGE, ART AND CULTURE.

**Where: GICC**  
**(Georgia International Convention Center)**  
2000 Convention Center Concourse,  
College Park, GA 30337

**When: Aug 31 – Sep 2, 2012**

## AKKA

Established in February 1998, AKKA is a non-profit, Educational, Linguistic and Cultural Organization with the goal of promotion and preservation of Kannada language and culture in North America. AKKA's constituent units include; Board of Trustees and Board of Directors from all the regions of U.S.A. and Canada.

## NKK

Established in 1973, NKK is a non-profit organization in Atlanta with the intention of providing a common meeting ground to share the joy of festivals and occasions that binds people from Karnataka. NKK, along with organizing fun events for folks to get together also prides in community service by making donations to causes or working for Habitat for Humanity and supporting kids' education.

## Karnataka, Bangalore (Bengaluru)

Nestled in the southern region of India, amidst green trees, scented flowers and holy rivers, stands the land of Karnataka, known for its silk, sandalwood, and ivory carvings. Bengaluru, Karnataka's capital city, also known as the *Silicon Valley of India* is a powerful economic and cultural hub and second fastest growing major metropolis in India. Home to well-recognized colleges and research institutions, Bengaluru also houses public sector heavy industries, software companies, telecommunications, and defense organizations.

## Why Advertise With US?

Close to 5000 people are expected to participate in the World Kannada Conference (WKC) 2012.

This is your opportunity to promote your product to an affluent, highly educated and well-connected group.

## Demographics

Household Income	
Under \$50k	4%
\$50k-\$100k	30%
\$100-\$200k	46%
Over \$200k	20%

Total sales across all vendors expected to be more than \$1mil.

Showcase your products and company to eminent guests of the event that include, but not limited to Doctors, Engineers, Educators, Researchers, Professors, Software Professionals, Business Owners and Executives of Multi-national companies.



## Booth Details

Booth Type	Size	Before 7.15.12	After 7.15.12
Jewelry	10X20	\$4000	\$4400
Apparels	10X20	\$3500	\$3850
Beads, Fashion Jewelry, and Arts & Crafts	10X20	\$3000	\$3300
Corporations, Government Organizations, and Real Estate Developers	10X20	\$3000	\$3300
Audio, Video, and Electronics	10X10	\$1500	\$1650
Other Vendor Booths (Professionals, Businesses, Etc.)	10X10	\$1200	\$1320
Bookstores	10X10	\$1000	\$1100
Non-profit organizations and Charities	10X10	\$500	\$500

Primetime Vendor Booths \$500 extra. (\*)

Check Vendor Booths form for setup, rules and regulations.

## Advertisement

SOUVENIR		
Ad Type	B/W	Color
Full Page(7.5"x10")	\$1000	\$2000
Half Page(7.5"x4.5")	\$600	\$1200
Qtr Page(7.5"x4.5")	\$400	\$800
Back Cover		\$4000
Inside Front/Back page		\$3000
PROGRAM EVENT BOOKLET		
Full Page(7.5"x10")		\$750
Half Page(7.5"x4.5")		\$500
Back Cover		\$1500
Inside Front/Back page		\$1000
WEBSITE		
	\$1000	
BANNERS		
Small		\$1000
Large		\$1500
TV Screen (Static Ads for 30secs during breaks)		\$200 /250* for Primetime



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