



AERO INDIA 2009
INTERNATIONAL SEMINAR

On the occasion of Aero India 2009

BUILD YOUR PRESENCE ONLINE

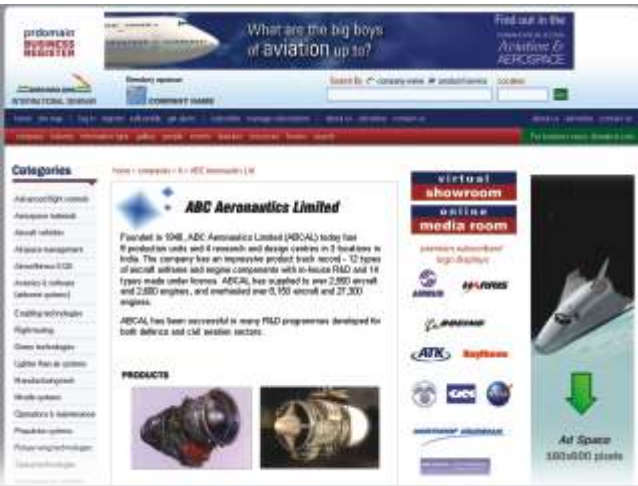
Official media partners

domain-b.com
we mean business

prdomain
**BUSINESS
REGISTER**

**Online Media Room
Virtual Showroom
Online Directory**

ONLINE DIRECTORY



What you get:

- A profile of your company and its products
- Inclusion of thumbnail photos of your products
- Link to your corporate / product website
- Links to your content on the Online Media Room and your Virtual Showroom (if you subscribe to these services)
- Your information will become available through searches and through three types of listing:
 - Alphabetical
 - Product category-wise
 - Country-wise
- Links from the Aero India 2009 International Seminar website and from the aerospace and defence-related pages of domain-b.com.

Wider audience

The Aerospace & Defence Directory on prdomain's BUSINESS REGISTER gives you online presence between January and March 2009 that should result in additional enquiries and help you better leverage your investments in the Aero India 2009 events.

The online directory, accessible from the official website of the Aero India 2009 International Seminar, as well as from www.domain-b.com and www.prdomain.com, will make it easy for users to find the information they need – because it can be queried and searched. It will make your information available to a much wider audience than would have access to a print directory, and they will access the information over a longer period of time before and after the events. In other words, you will get substantial value addition.

ONLINE MEDIA ROOM



The media room will provide these interactive facilities:

- For subscribing organisations: to upload content, display event timetables, schedule meetings and interviews, send alerts, and maintain an online planner.
- For media persons: to submit comments and queries, request meetings/interviews and confirmations, get requested information, receive alerts, and maintain an online planner.

Also includes: e-conferencing, email and RSS alerts, and text messaging (SMS) service.

Reach out

The online Media Room on www.prdomain.com provides special online space for your organisation – for your press releases, speeches, presentations and other material.

Your latest press releases and other content will be displayed in lists on the Media Room home page, and on product-category index pages, and your content will be displayed in a highly user-friendly and pleasant design. You can upload your content directly to the website anytime and from anywhere through our easy-to-use content management system.

The prdomain service already has several thousand journalists and analysts registered with it, and more are signing up every day.

Links from the aerospace and defence pages of www.domain-b.com will bring tens of thousands of other visitors to the online media room every day.

VIRTUAL SHOWROOM



The Virtual Showroom facilities:

- For subscribing organisations: to upload content, display event timetables, schedule meetings and interviews, and send alerts.
- For potential customers, partners, government officials: to submit enquiries, arrange meetings/interviews and confirmations, and receive desired information, and receive alerts.

Includes: planner, e-conferencing, email and RSS alerts, and text messaging (SMS) service.

Parallel showcase

The Virtual Showroom on domain-b.com is like a parallel exhibition in cyber-space for your company.

It will help participants in the Aero India events leverage their physical presence at the events and gain greater mileage from their investments offline. And for those who do not have a significant presence at the events, the Virtual Showroom provides an opportunity to showcase their products and services to potential customers and business partners at a low cost.

Use this facility to enhance your branding online with the aid of videos, photo galleries and presentations. Reach out to nearly 2 million domain-b.com and prdomain.com, visitors, mostly business executives, professionals, analysts, personnel from aerospace and defence establishments, and media persons.

ADVERTISEMENTS ON DOMAIN-B AND PRDOMAIN

Branding opportunity

domain-b.com, the official media partner for the Aero India 2009 International Seminar, will provide extensive news and video coverage of the events at Aero India 2009.

Visitors to the official website of the Aero India International Seminar will be directed to this extensive coverage and so will tens of thousands of others who routinely visit domain-b.com every day.

domain-b.com, India's first and biggest online business magazine, has the most comprehensive coverage of aerospace and defence news out of India. The site attracts a premium, discerning readership consisting of business executives, professionals, entrepreneurs, government officials, defence personnel and B-school students.

domain-b.com offers a large volume of information, pleasant design and easy navigation. The magazine, which has over 55,000 pages, covers over 1,800 companies. Every month we get some 1.8 million visitors, who register over 12 million page views. Visit us at www.domain-b.com



Advertising options

- Sponsorship of the Aviation & Aerospace Special Section
- Sponsorship of the Online Media Room
- Sponsorship of the video coverage
- Sponsorship of the online Aerospace & Defence Directory
- Various banner and other branding options

See rate card

Contact us at: marketing@domain-b.com

The Information Company Private Limited (TIC), which was incorporated in March 1999, has three divisions:

- **Communication solutions (online and print)**

The client list includes some of the biggest and most reputed companies in India, including the Tata Group and the Aditya Birla Group. The division has completed projects in various locations in India (including Mumbai, Bangalore, Chennai, Hyderabad, New Delhi and Pune) and in the US, UK, China, South Africa, Thailand and Indonesia.

- **TIC Media**

TIC Media has over 80,000 pages online, with access available free.

- www.domain-b.com – India's premier online business magazine, includes the most extensive coverage of the aerospace, aviation and defence industries. This website gets a high level of traffic and has an audience comprising of business executives, professionals, entrepreneurs, business and engineering students, and government and defence officials, over 70 per cent from India and most of the rest from the US and Europe.

domain-b.com has, in the past provided special coverage for over a dozen conferences and exhibitions, including Aero India 2007. Its role in these events has been widely appreciated by the organisers and participants.

- www.prdomain.com – India's premier website for original corporate content, including press releases and other information released by companies. This site, the biggest of its kind in India, attracts an audience of media people, professionals, and analysts and investors.

- **Software solutions & products**

This division provides software services to its corporate clients.

The division has also developed software products in the knowledge management and content management areas, including one for which it has applied for an international patent.

prdomain
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