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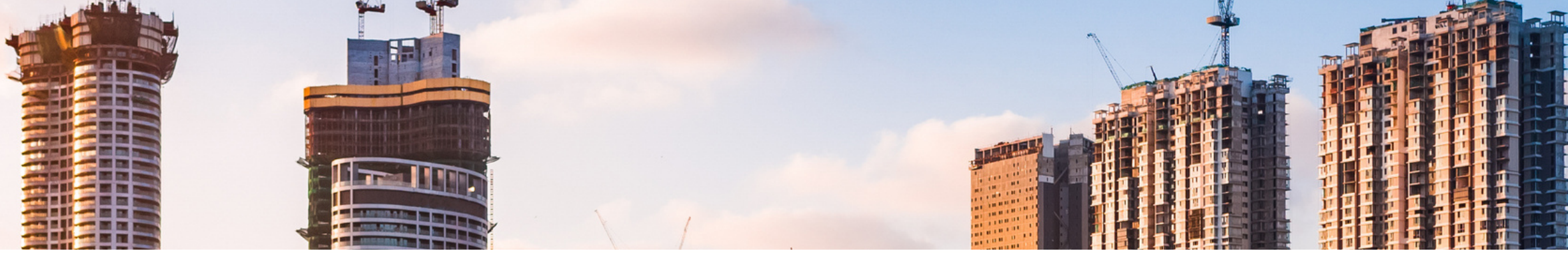
SFT.



Presenting the best properties from India through

Most Happening Property Expo in the USA

May 2022



Why Property shows in the US?

Property shows are a smart way for the builders to get in touch with the NRI community in the US. Builders can directly find their potential customers who are looking for properties.

01 Finding potential NRI customers

04 Less marketing cost

02 Large exposure of the projects impactfully

05 Direct interaction with the NRI buyers

03 One stop destination for effective marketing

06 Gaining the trust of buyers

Now is the Right Time- Here's Why!

THIS BEST TIME FOR THE BUILDERS TO SHOW-OFF THEIR PROPERTIES TO THE NRI'S



- Most NRIs visit India in the months of July and August
- Marketing in the months prior to that i.e., April, May, and June will help the business in brand establishment and enable the NRIs to do site visits once they come back to India.
- Due to the lockdown situation from the last year, NRIs had no chance to visit India or to invest.
- The uncertain situations made NRIs rethink their stay in foreign countries and made them realize the importance of having a home back at home
- The searches for the luxury home during the lockdown and also post lockdown shot up immensely
- As the pandemic restrictions are easing down they are looking to invest in good residential properties in India with all amenities that can even support WFH.

Why My Square Feet India?

Our seasoned team, with a rich expertise, of creating property investment destinations across the Globe, come together to do, what we do best, this time, In the USA.

Backed with over 25 years of Digital & Offline experience, not just in the Real estate , but also in the Banking, Insurance and Retail space, our professionals with a relevant Industry knowledge, are here to bring forth the much awaited event of the season.

The platforms or so called destinations that we have created in the past have always been dearly awaited by both Property Developers and Potential Buyers alike, to showcase and harness the best investment opportunities available.

Our 360 Degree marketing plan includes our unique success formula of not leaving any stone unturned, thus, bringing immense value to both the seller and the buyer. Come, lets create a seamless gateway for everyone interested in and involved in Property investment.





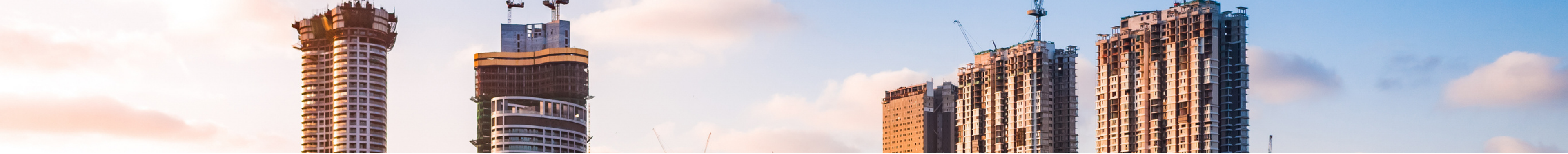
Dallas, TX



Irving Convention Center
14th & 15th May

Dallas- a modern metropolis hosts many fortune 500 companies in the city. It is a commercial and cultural hub with population belonging to a myriad of ethical and religious backgrounds.

IRVING CONVENTION CENTRE, TX								
	4	3	2	1	Gold Sponsor 2	Gold Sponsor 1	Entry Exit	Gold Sponsor 5
5								
6								Diamond Sponsor
7								
8								
	9	10	11	12	Gold Sponsor 3	Gold Sponsor 4		13



New Jersey



Crown Plaza Edison 21st & 22nd May

New Jersey is a major destination for immigrants. It is a state of multicultural population. It is also one of the wealthiest states of the US. Along with the iconic Statue of Liberty, it has a plethora of entertainment options, educational institutes, and tech companies.

CROWNE PLAZA EDISON, NJ								
	8	9	10	11	Gold Sponsor 1	Gold Sponsor 2	Gold Sponsor 3	
7								Gold Sponsor 4
6								Gold Sponsor 5
	5	4	3	2	1	Diamond Sponsor		Entry Exit



Santa Clara, CA



Santa Clara Convention Center
28th & 29th May

Santa Clara hosts headquarters of many tech companies . Being located in the heart of silicon valley it is a tech hub and also a home to many reputed educational institutes

SANTA CLARA CONVENTION CENTRE, CA									
		9	10	11	12	Gold Sponsor 3	Gold Sponsor 4		Gold Sponsor 5
8									13
7									Diamond Sponsor
6									
5									
		4	3	2	1	Gold Sponsor 2	Gold Sponsor 1	Entry Exit	



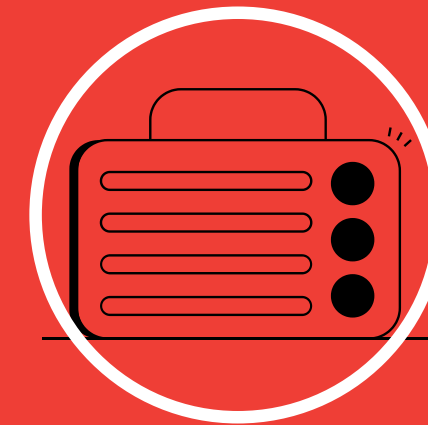
Promotional Activities

Marketing activities at various touchpoints with high Indian population



Online Marketing

- Targeted Emailers
- Regular SMS campaigns
- Tele calling to potential customers from our database



ATL&BTL Marketing

- Print Ads in popular magazines
- Radio Ads at high tune in hours
- Theater Ads during Indian movies



Outdoor Branding

- Branding at community centers
- Fylers distribution
- Posters advertisement
- Hoardings at prime locations

Stall Packages

Packages	Diamond	Gold	Regular
Stall	6x3 stall	3x3 stall	3x3 stall
Branding	Highlighted logo presence in all marketing collaterals	Bigger logo presence in all marketing collaterals	Logo presence in marketing collaterals
Marketing	Exclusive digital posts, Exclusive radio interviews, Theater ads	Exclusive digital posts, Radio interviews	—
Cost	INR 20 L + GST	INR 14 L + GST	INR 10 L + GST

Inclusions - Pipe and drape stall set up with table and 4 chairs , 1 power point , facia name on table, lunch on exhibition days.

Exclsuions - Travel & accommodation, Any Brading Materials to be displayed at the stall



Travel Package

Travel Package cost will be additional and will be provided according to the date of confirmation since the flight costs are dynamic.

Flights	Origin	Destination	Dates
International	India	Dallas,TX	12th May
Domestic	Dallas,TX	New Jersey	19th May
Domestic	New Jersey	Santa Clara,CA	26th May
International	Santa Clara,CA	India	30th/31st May

Hotel	City	Check in	Check Out
Wingate by Wyndham*	Dallas,TX	12th May	19th May
Crowne Plaza Edison*	New Jersey	19th May	26th May
Domain Hotel*	Santa Clara,CA	26th May	30th /31st May

Inclusions

- Economy Air tickets
- Accommodation on twin sharing with breakfast
- Hotels mentioned or any 3/4 star Hotels near by the venue
- Airport & venue transfers

Exclusions -

- Visa, insurance, lunch, dinner, other personal expenses



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We're here to help!

Contact Us