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# Ascent executes the Vendor Development Programme in Gwalior

by EVENTFAQS Bureau | Corporate/Brand Marketing | March 13, 2014

Ascent Brand Communications recently executed the Vendor Development Programme on March 1 in Gwalior. The event was initiated by Industrial Infrastructure Development Corporation (IIDC) in association with MP Chamber of Commerce & Industry to develop vendors for industries situated in Gwalior.

Ascent won the multi-agency pitch thanks to its past work profile. The agency was in charge of production which included temporary infrastructure, accommodating seating capacity for 700 delegates, stage, backdrop, decoration, venue branding, sound, lights, welcome gates, flags, registration kiosk, etc. The agency had to manage 90 stalls for vendors exhibiting their products and services in a convention hall of 25,000 sq.ft.

The event's inauguration was done by Yashodhara Raje Sciendia (Minister of Commerce, Industry and Employment) including the presence of other dignitaries. These ministers visited all the exhibitors individually and appreciated their efforts and participation. There were different sessions from industry representatives on different topics for encouraging vendors from across India to come forward to provide services/products. Various education seminars with presentations saw the participation of both entrepreneurs and students from technical and management colleges.

Commenting on the challenges faced, Shailendra Singh Chauhan, CEO, Ascent Brand Communications, said: "The major challenge in this project was to execute the entire setup in a short span of time struggling with heavy rains during the days of production work. Still leaving all odds behind Ascent delivered a successful event with its highly efficient and experienced team. It was really an amazing experience handling such a prestigious government event."

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