25,000+ m²
Exhibition Space

343
Exhibitors from 19 countries

India Semiconductor Conclave
Launch

1,500+
B2B Meetings

20,942
Visitors from 35+ countries

*Facts & figures – electronica India, productronica India, IPCA Expo and MatDispens 2022
SPONSORS 2022

Platinum & Lanyard partner

NMTRONICS

Visitor Bag Partner

MORNSUN

Gold partner

Kyoritsu

Badge Partner

Leaptech

Registration partner

Mouser Electronics

Associate partner

Epson

State partners

Host state partner

Uttar Pradesh

Andhra Pradesh

West Bengal

Chhattisgarh

Chhattisgarh

Ministry of Electronics & Information Technology
Government of India

Department of IT & Electronics
Government of Uttar Pradesh

Department of Information Technology & Electronics
Government of West Bengal

Government of Chhattisgarh

Chhattisgarh State Industrial Development Corporation Ltd.
WHY SHOULD YOU SPONSOR?

**Brand visibility** - As a sponsor, you gain attention from large audiences at the event. The bigger the event, the more press and social media mentions you get before, during, and after the event.

**Efficient lead generation** - Most people will recognize sponsors from the marketing material and begin trusting your brand. This will generate more interest in your business. Thus, sponsorships serve as an icebreaker that encourages customers to approach your brand more easily.

**Reinforce your brand** - Sponsoring a major event is a hefty investment. Guests realize this and hence, conclude that you’re a successful and growing brand.

**Reconnect with customers & suppliers** - Your existing customers at our event can find you easily from the sponsorship branding, thus reinforcing the idea that they’ve made a good choice to work with you.

**Higher returns on investment** - Sponsorship allows you to leave the event with a list of strong leads that you can convert into business after the event. This offers long-term value for your sponsorship investment.

**Better consumer perception** - Customers form positive opinions when your business is associated with a high–profile event. In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience.

**Improved content strategy** - Event sponsorships provide fresh material to expand your content strategy. User-generated content has a greater impact on customers, so make it easy for people to tag your business on social media by sponsoring our event.
**SILICON PARTNER**
(1 NO.)

**Partners visibility and benefits:**
- Partner logo used as “powered by” for electronica India and productronica India at all collaterals – online, print (including newspaper), and onsite.
- Partner CEO to be present during the inaugural/ribbon cutting ceremony of electronica India and productronica India
- 15 min presentation slot in the Innovation technology forum
- 2 min video on the LED screen played in loop with other sponsors
- 1 exclusive branding onsite at a prime location
- 2 pole buntings/flags onsite
- 2 EDMs to ep database
- 2 social media posts

**EUR 11,900  ₹ 10,00,000**
Plus service tax as applicable

**GOLD PARTNERS**
(3 NO.)

**Partners visibility and benefits:**
- Partner logo used as “powered by” for electronica India and productronica India at all collaterals – online, print (including newspaper), and onsite.
- Partner CEO to be present during the inaugural/ribbon cutting ceremony of electronica India and productronica India
- 15 min presentation slot in the Innovation technology forum
- 2 min video on the LED screen played in loop with other sponsors
- 1 exclusive branding onsite at a prime location
- 1 pole buntings/flags onsite
- 1 EDMs to ep database
- 1 social media posts

**EUR 8,950  ₹ 7,50,000**
Plus service tax as applicable

**REGISTRATION PARTNER**
(1 NO.)

**Partners visibility and benefits:**
- Exclusive logo on registration branding
- Logo on e-mailers
- Logo to be featured on event website and linked to the company website
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding

**EUR 5,600  ₹ 5,00,000**
Plus service tax as applicable

**BADGE PARTNER**
(1 NO.)

**Partners visibility and benefits:**
- Exclusive logo on badge
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding
- Exclusive banner on electronic badge e-mail

**EUR 5,600  ₹ 5,00,000**
Plus service tax as applicable
**Partner visibility and benefits:**
- Exclusive logo on lanyard
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding

**EUR 5,600**
**₹ 5,00,000**
Plus service tax as applicable

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**Partner visibility and benefits:**
- Exclusive logo on bags
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding

**EUR 5,600**
**₹ 5,00,000**
Plus service tax as applicable

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**Partner visibility and benefits:**
- Exclusive branding at the Buyer-Seller lounge area
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on tent cards
- Logo on all applicable on-site branding
- Logo on all LCD/Video screening
- Buyer list
- Exclusive meetings with buyers

**EUR 5,600**
**₹ 5,00,000**
Plus service tax as applicable

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**Partner visibility and benefits:**
- Sponsor company logo pen with electronica logo
- Sponsor company name mentioned on electronica website
- Logo and profile in digital show catalog
- Logo on trade fair invitation

**EUR 5,600**
**₹ 5,00,000**
Plus service tax as applicable
Partner s visibility and benefits:

- Prominent logo in visitor guide
- Advertisement strip in visitor guide
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding

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Partner s visibility and benefits:

- Exclusive branding on the panel
- Two minutes audio visual clip to be played
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding

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Partner s visibility and benefits:

- Exclusive logo on shuttle
- Collaterals to be distributed in running shuttles
- Logo to be featured on event website and linked to the company website
- Logo on e-mailer
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding
**COMPANY FLYER PARTNER (1 NO.)**

- Opportunity to include 2 x A4 company corporate material such as leaflets, brochures, leaflets in bag, subject to approval by organising committee.
- Logo and profile in digital show catalog
- Logo on trade fair invitation
- Logo on all applicable on-site branding
- Sponsor company name mentioned on electronica website

**ASSOCIATE SPONSOR (1 NO.)**

- Logo support on all marketing collateral & onsite (shared with other sponsors)

**NEWSLETTER PARTNERS (3 NO.)**

- Exclusive branding on monthly e-newsletter (five editions) banner on monthly e-newsletter
  - Banner size: 600 x 150
  - EUR 1,500
  - Plus service tax as applicable

- Banner size: 80 x 240
  - EUR 9,00
  - Plus service tax as applicable
CONFERENCE SPONSORSHIP MATRIX

PLATINUM

₹ 5 Lakhs
EUR - 6000

- Shell space at the show (9sqm) + electricity
- Presence at the inaugural ceremony of the trade show
- Speaking opportunity
- Logo on conference backdrop
- Onsite branding
- Social media promotion
- Exclusive mailers
- Insertion of the brochure/flyer in the visitor kit (if any)
- Video (2 mins) at the conference breakout session

No. of partners 1

GOLD

₹ 3 Lakhs
EUR - 3600

- Speaking opportunity
- Logo on conference backdrop
- Onsite branding
- Social media promotion
- Exclusive mailers
- Insertion of the brochure/flyer in the visitor kit (if any)
- Video (2 mins) at the conference breakout session

No. of partners 3

SILVER

₹ 2 Lakhs
EUR - 2400

- Logo on conference backdrop
- Onsite branding
- Social media promotion
- Exclusive mailers

No. of partners 5

SUPPORTING PARTNER

₹ 50 K
EUR - 600

- Logo on conference backdrop
- Onsite branding
- Social media promotion

No. of partners 10

* All amount is accepted in INR + taxes as applicable
TERMS & CONDITION OF SPONSORSHIP:

- Kindly book the sponsorship on or before 31st May 2023.
- In case of multiple applicants in the same category, sponsorships are negotiated on a first come, first served principle.
- All rates are indicated in Euros & rupees and are exclusive of any applicable VAT.
- The Sponsorship is applicable only to the exhibitors of electronica productronica India, IPCA expo & MatDispens 2023.

CANCELLATION POLICY

- Sponsorship should be confirmed by email, your company agrees to pay the amount in full. All cancellations must be done in writing and are subjected to the following policy –
- Cancellations notified to electronica India 2023: - 120 days or more prior to meeting: Reimbursement of 80% of total sponsorship
- 119-60 days prior to meeting: Reimbursement of 30% of total sponsorship
- 60 days or less prior to meeting: No reimbursement

Organizer information

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