

Branding & Sponsorship Opportunities

April 23-25, 2025

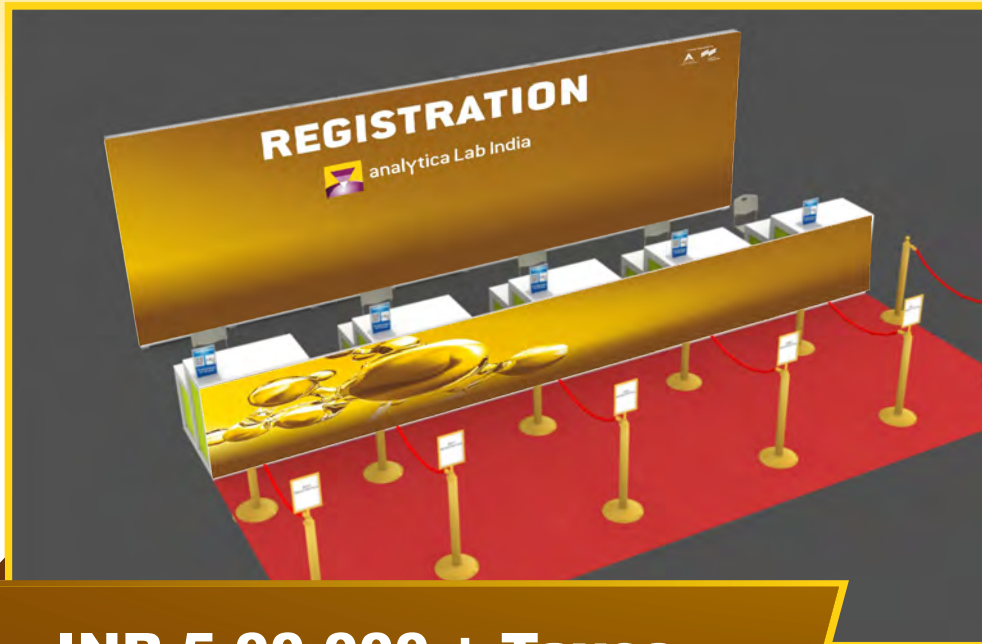
Jio World Convention Centre,
Mumbai



analytica Lab India

International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and Diagnostics

REGISTRATION PARTNER (Only One)



INR 5,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive company logo presence on on-site registration area branding
- Company logo to be featured on the event website as 'Registration Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Registration Partner' in all communications
- Company logo to be featured in the onsite registration area & on onsite brandings
- Banner on visitor registration confirmation message (digital)
- Logo presence on our visitor registration confirmation automated emailer.
- Testimonial from senior executive to be used on all social media platforms.

* All images are for illustrative purpose
All the deliverables are subject to organizer's discretion

LANYARD PARTNER (Only One)



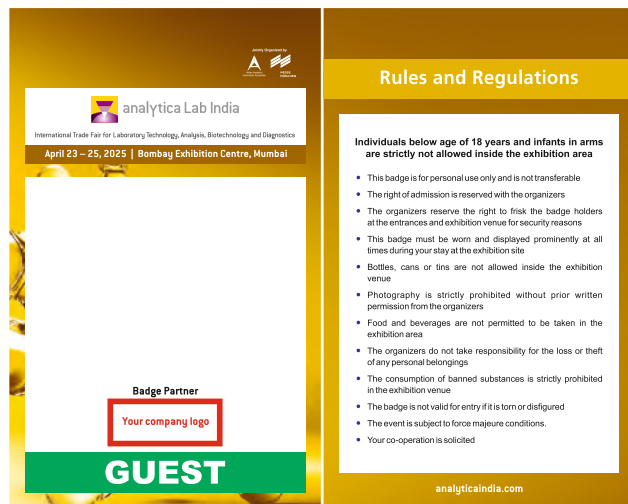
INR 5,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive logo presence on visitor lanyards along with analytica Lab India logo.
- Company logo to be featured on the event website as 'Lanyard Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Lanyard Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.

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BADGE PARTNER (Only One)



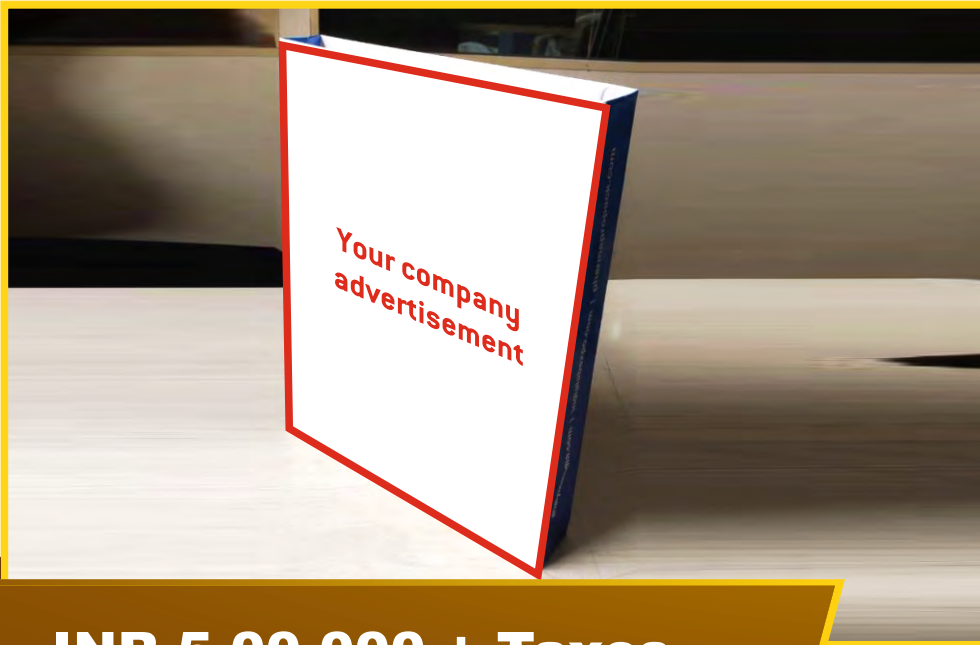
INR 5,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive logo presence on badges and e-badges along with analytica Lab India logo.
- Company logo to be featured on the event website as 'Badges Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Badges Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.

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VISITOR BAG PARTNER (Only One)



INR 5,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive company logo / company design presence on visitor bags (single side)
- Company logo to be featured on the event website as 'Bag Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Bag Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.
- Visitor bags will be stationed at the registration area and provided to attendees upon completing their registration.

CONFERENCE PARTNER (Only One)



INR 5,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive branding inside the conference area.
- Co-Branded slide will be added as a filler between sessions
- Exclusive presentation slot for the partner– 30min including Q&A
- 3x Emcee announcements with partner approved message during sessions
- Company logo to be featured on the event website as 'Conference Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Conference Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.

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BUYER-SELLER PARTNER (Only One)



INR 3,50,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive company logo to be displayed prominently as Buyer-Seller Forum partner in the Buyer-Seller Forum
- Company logo on the Stationery (Notepads / Pens)
- Company logo to be featured on the event website as 'Buyer-Seller Forum Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Buyer-Seller Forum Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.
- Exclusive meetings with five selected buyers of your choice, pre-fixed for your convenience.

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EXHIBITION GUIDE PARTNER (Only One)



INR 3,00,000 + Taxes

Partner's Visibility & Benefits:

- Exclusive logo in exhibition guide front page.
- One page advertisement in the exhibition guide
- Company logo to be featured on the event website as 'Exhibition Guide Partner Partner' linked to your company website.
- Social media promotions announcing the partnership on all platforms (LinkedIn, Facebook & Instagram)
- Logo presence on trade fair invitations (both print & digital)
- Logo presence on MMI Match - Digital (show catalogue)
- Company logo to be displayed as 'Exhibition Guide Partner' in all communications
- Company logo to be featured on onsite brandings - Thank You Partners Creative.

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DIGITAL SPONSORSHIP OPPORTUNITIES

MMI Match

Gain targeted visibility on the MMI Match website, a key platform used by exhibitors and visitors to schedule meetings and explore exhibitor information.

- **Vertical Digital Banner:** Prominently placed below the main exhibition banner on the MMI Match homepage, ensuring high visibility to all users.
- **Square Digital Banner:** Positioned on the right side of the homepage, providing consistent exposure as visitors explore exhibitors and set up meetings.

The screenshot displays the MMI Match website interface. At the top, it says "Business connections digitally." and "Your one stop business connections platform. Meet, network, learn and grow with MMI Connect." Below this is a large banner for "analytica Lab India" with the text "We Create Labs" and "April 23-25, 2025 Jio World Convention Centre, Mumbai". To the right of the banner are three buttons: "Explore EXHIBITORS", "Explore PRODUCTS", and "My MEETINGS". Below the banner is a section for "Your Company Advertisement" and a "Knowledge Stream" section with video thumbnails. Two red arrows point to specific ad spots: "Ad Banner 1 800x100" on the left and "Ad Banner 2 246x205" on the right. The right side also features a "Your Company Advertisement" box.

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DIGITAL SPONSORSHIP OPPORTUNITIES

Mobile App

Enhance your brand's reach with a digital banner on the event's mobile app. This prime placement ensures continuous visibility to all users as they navigate event schedules, exhibitor details, and more, keeping your brand top of mind.

- **Home Page Logo:** Hyperlinked logo at the bottom of the app's home page, directing users to your main advertisement with a single click.
- **Exhibitor List Page Ad:** Prominent placement of digital banner advertisement at the bottom of the exhibitor list page, ensuring visibility during user navigation.
- **Hall Layout Page Ad:** Digital banner advertisement strategically placed at the bottom of the respective hall layout page, guiding attendees directly to your stall.

The image displays three mobile app screens illustrating digital sponsorship opportunities:

- Home Page:** Shows the app's main interface with a search bar, navigation icons (Catalogue, Matchmaking, Events, Career, Presentations, Quick Links, Your Visit, Startups, All Electric Society Tour), and a bottom navigation bar. A "Hyperlinked ad banner" is positioned at the bottom, featuring a "DiglKey" logo and a "plasmatreat" logo.
- Hall Layout:** Shows a floor plan of a hall (C1) with various stalls. A red "Ad Banner" is placed at the bottom of the screen, labeled "Your Company Advertisement".
- Exhibitor Page:** Shows a list of exhibitors with details like company names (e.g., AKTINA CDS GmbH, Karl-Heinz Mauz GmbH EKULIT, IC-Direct GmbH, Jianghai Europe Electronic Components GmbH, MEAN WELL Europe N.V., N&H Technology GmbH) and star ratings. A red "Ad Banner" is placed at the bottom of the screen, labeled "Your Company Advertisement".

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ATL SPONSORSHIP OPPORTUNITIES

Newspaper Advertisement (Print)

Elevate your brand by featuring it alongside the official exhibition ad in the newspaper.

- **Exclusive Co-Branding:** Highlight your brand with 60% visibility in a shared advertisement alongside the exhibition organizer.
- **Prominent Placement:** Advertisements featured in leading newspapers trusted by the buyer's industry in Western India.
- **Wide Reach:** Connect with a large, targeted audience through the most-read and respected publications.
- **Strategic Exposure:** Leverage this high-impact marketing platform to establish strong brand credibility and visibility.



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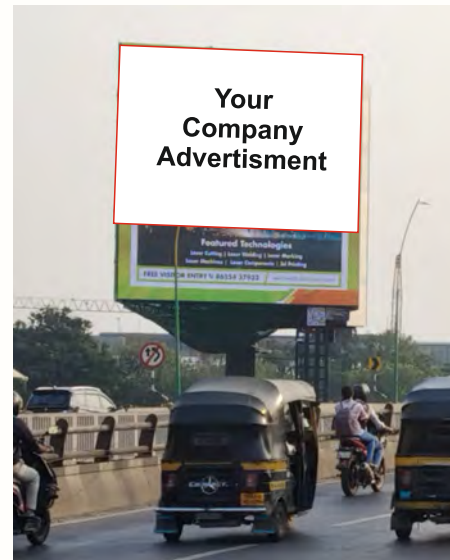
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ATL SPONSORSHIP OPPORTUNITIES

Outdoor Hoarding

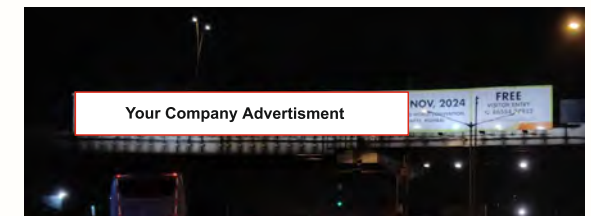
Gain exceptional visibility with an outdoor hoarding in a high-traffic area of Mumbai and Western India, featured alongside the exhibition organizer's ad.

- **Maximum Visibility:** Secure 80% space in a co-branded hoarding with the exhibition organizer.
- **Strategic Placement:** Displayed in high-traffic areas across Western India.
- **Targeted Audience:** Designed to attract key buyers and industry professionals.
- **High Impact:** Ensure prominent exposure with bold, eye-catching outdoor advertising.



Strategic Locations :

- Kalina Flyover going towards Bandra (MT)
- BKC Kalanagar WEH Bandra towards BKC & Sion Varachha Fly-over, towards Kapodra, above D.s.fashion
- Dahisar toll-naka
- Sahara Star Hotel towards BKC



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**ONSITE
BRANDING
OPPORTUNITIES**

ONSITE BRANDING OPPORTUNITIES

Driveway Pole Buntings

Boost brand visibility with pole bunting placed along the exhibition driveway, ensuring high-impact exposure as attendees arrive. A great way to make a strong first impression



**INR 3,00,000 + Taxes
per pole**

Drop Down from L1 Glass Wall at Pavilion 1 & 2

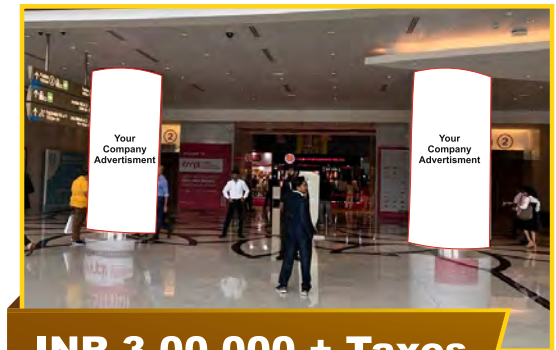
Position your brand prominently on L1 glass at the entrance of Pavilions 1 & 2. Positioned for immediate impact, this high-visibility spot ensures your brand is the first thing attendees see.



**INR 3,00,000 + Taxes
per bunting**

Circular Pillar in Concourse Pavilion 1 & 2

Showcase your brand on the high-traffic circular pillars in the concourse areas of Pavilions 1 & 2. This prime location guarantees continuous exposure as attendees move through the exhibition.

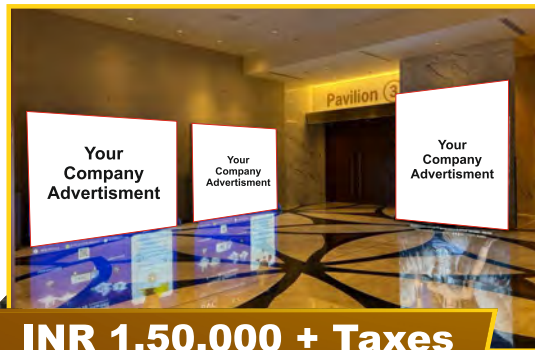


INR 3,00,000 + Taxes

ONSITE BRANDING OPPORTUNITIES

Left Wall Hoardings Pavilion 1 & 2

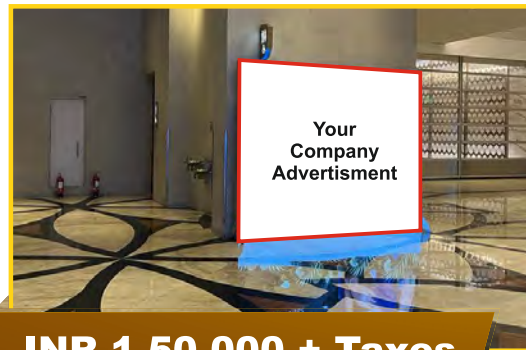
Position your brand prominently with a large-format hoarding on the left wall of Pavilions 1 & 2. Ideal for high visibility, this placement engages visitors with your message as they pass through busy sections of the event.



**INR 1,50,000 + Taxes
per hoarding**

Right Wall Hoardings Pavilion 1 & 2

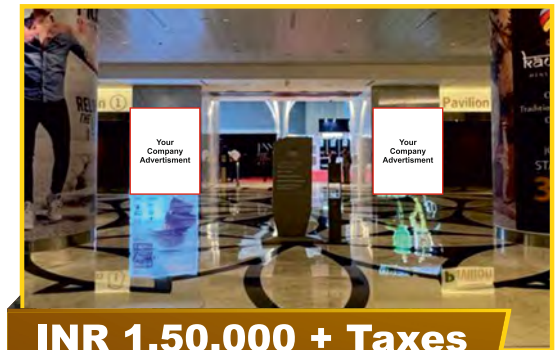
Position your brand prominently with a large-format hoarding on the right wall of Pavilions 1 & 2. Ideal for high visibility, this placement engages visitors with your message as they pass through busy sections of the event.



INR 1,50,000 + Taxes

Branding at Hall Entrance Pavilion 1 & 2

Make a powerful first impression with exclusive branding at the hall entrance. Located at a key entry point, this placement guarantees your brand is front and center as visitors arrive.

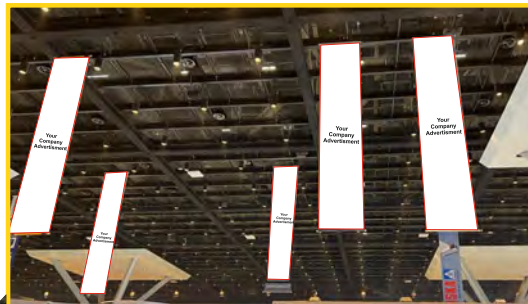


**INR 1,50,000 + Taxes
each**

ONSITE BRANDING OPPORTUNITIES

Inside Hall Branding (frame Structure Near Walls) Pavilion 1 & 2

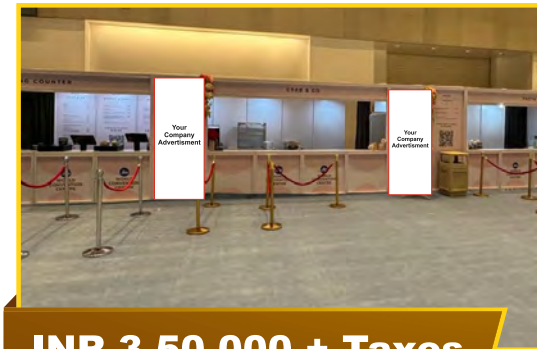
Gain maximum exposure with prominent wall frame branding inside Pavilions 1 and 2. This high-traffic placement keeps your brand front and center, ensuring consistent attendee attention.



**INR 1,50,000 + Taxes
for 2**

Cafeteria

Engage attendees in a relaxed setting with exclusive branding opportunities in the cafeteria. This high-traffic area offers sustained visibility as visitors gather to network and recharge, ensuring your brand remains top of mind.

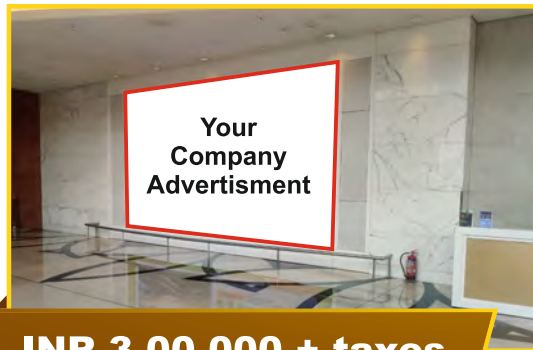


INR 3,50,000 + Taxes

DIGITAL ONSITE BRANDING OPPORTUNITIES

LED Wall

Capture immediate attention with branding on the LED wall at the venue entrance, showcasing your brand to attendees as they arrive.

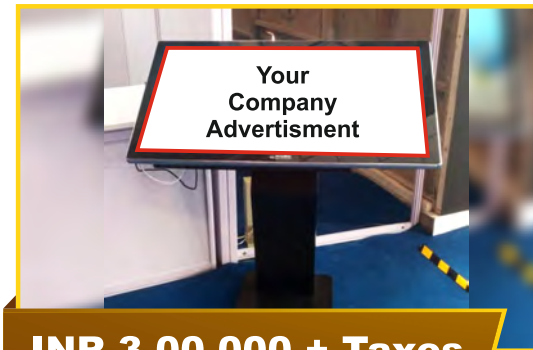


INR 3,00,000 + taxes

Info Kiosk

Maximize your brand's visibility with dynamic image or video ads displayed on digital info kiosks at strategic locations throughout the exhibition venue.

No. of kiosk : 5 qty



INR 3,00,000 + Taxes



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