

SPONSORSHIP MANUAL



September 17-18-19, 2025
Accelerating Innovation

50,000+
Visitors

80+
Speakers

2,500+
B2B Meetings

30+
Participating
countries

800+
Exhibitors

7+
Conferences on
emerging
segments

expected numbers of 2025



productronica India 2025

17 - 18 - 19 September 2025
Bangalore International Exhibition Centre
(BIEC), Bengaluru

Co-located trade fairs

 **electronica India 2025**

 **LASER WORLD
OF PHOTONICS
INDIA**



The image features a white background with decorative circuit board patterns in the corners. The top-left and bottom-left corners have light gray borders, while the top-right and bottom-right corners have dark blue borders. The circuit patterns are orange and yellow, with some patterns extending into the white area. The main text is in a large, bold, orange sans-serif font.

Signature Brand Partnership

Principal partner (1 no.)

Pre-trade fair

- Partner logo to be featured in all online, print, newspaper and onsite promotions as 'Powered by' e.g., electronica India and productronica India powered by XYZ.
- Logo visibility on the event website with hyperlinks.
- 2 emailers to electronica India and productronica India database.
- Logo visibility on all event emailers.
- Logo inclusion in 1 newspaper ad in relevant cities (edition at the discretion of the organizers).
- Logo inclusion in print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.
- Testimonial of the CEO/MD to be shared through social media platforms.
- Logo inclusion in the backdrop of all the roadshows.
- Partner CEO to be present during the inaugural/ ribbon cutting ceremony of electronica India and productronica India.

During trade fair

- Booth space – 24 sqm (location to be decided in discussion with organizers).
- Logo visibility as 'Powered by' on the hall entrance gates.
- 1 min video on the LED screen played in loop with other sponsors.
- Full page ad in visitor guide (online and physical copy).
- 20 min presentation slot including Q&A at Innovation Forum.
- 1 exclusive branding onsite.

INR 24,00,000
EUR 26,670

Plus service tax as applicable

Gold partner (2 nos.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- 2 emailers on electronica India and productronica India database.
- Logo visibility on all event emailers.
- Logo inclusion in print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.
- Testimonial of the CEO/MD to be shared through social media platforms.

During trade fair

- Booth space – 18 sqm.
- Logo visibility as Gold Partner on the hall entrance gate banners.
- 1 min video on the LED screen played in loop with other sponsors.
- Full page ad in visitor guide (online and physical copy).
- 20 min presentation slot at Innovation Forum.

INR 15,00,000
EUR 16,670

Plus service tax as applicable

Silver partner (3 nos.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- 2 emailers on electronica India and productronica India database.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.
- Testimonial of the CEO/MD to be shared through social media platforms.

During trade fair

- Booth space – 12 sqm.
- Logo visibility as Silver Partner on the hall entrance gate banners.
- Full page ad in visitor guide (online and physical copy).

INR 7,00,000
EUR 7,780

Plus service tax as applicable

Associate partner (5 nos.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo visibility in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement of partnership through social media.

During trade fair

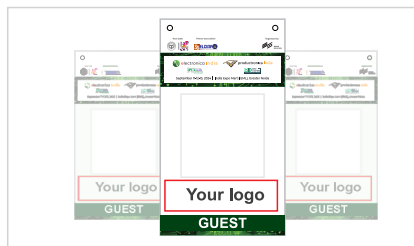
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 3,00,000
EUR 3,340

Plus service tax as applicable

Focused Brand Partner

Badge partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.
- electronica India and productronica India visitor badge partner banner on electronica badge email.

During trade fair

- Exclusive logo visibility on all visitor badges as Badge Partner.
- Full page ad in visitor guide (online and physical copy).
- Logo on all applicable on-site branding.

INR 10,00,000
EUR 11,110

Plus service tax as applicable

Lanyard partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive logo visibility on all visitor lanyards.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy)..

INR 10,00,000
EUR 11,110

Plus service tax as applicable

Visitor bag partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive logo visibility on all visitor bags.
- Full page ad in visitor guide (online and physical copy).
- Logo on all applicable on-site branding.

INR 10,00,000
EUR 11,110

Plus service tax as applicable

Visitor guide partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Prominent logo visibility on the front cover page in the visitor guide (physical and digital copy).
- Logo on all applicable on-site branding.
- Full page ad on the back cover of visitor guide (online and physical copy).

INR 5,00,000
EUR 5,560

Plus service tax as applicable

Buyer-seller forum partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive branding at the Buyer-Seller lounge area.
- Logo on tent cards.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).
- One-to-one meeting with buyers.

INR 10,00,000
EUR 11,110

Plus service tax as applicable

Innovation Forum partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers
- Logo inclusion in all print advertisements (partner media publications)
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite)
- 1eDM on electronica India and productronica India database
- Announcement on partnership through social media platforms.

During trade fair

- Prominent logo visibility at the Innovation Forum
- 30 min presentation opportunity at the forum
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy)
- 2 exclusive brandings at Innovation Forum.

INR 2,50,000
EUR 2,780

Plus service tax as applicable

Startup zone partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers
- Logo inclusion in all print advertisements (partner media publications)
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite)
- 1eDM on electronica India and productronica India database
- Announcement of partnership through social media invite).
- Announcement on partnership through social media platforms.

During trade fair

- Prominent logo visibility at the Startup Zone
- 30 min presentation opportunity at the forum
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy)
- 2 exclusive brandings at Innovation Forum

INR 5,00,000
EUR 5,560

Plus service tax as applicable

The tech innovators podcast partner (1 no.)



Pre-Roll Mentions:

- A 30-second mention at the beginning of the episode, where the host reads the sponsor's message.

Mid-Roll Mentions:

- A 30-second mention during the middle of the episode.

Social Media Mentions:

- Announcement on partnership through social media platforms.

Website Listing:

- Logo or link to the sponsor's website on the podcast's website or episode show notes.

INR 5,00,000
EUR 5,560

Plus service tax as applicable

VIP lounge partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive branding at the VIP lounge area.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 3,00,000
EUR 3,340

Plus service tax as applicable

Cafeteria partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Prominent logo visibility will be displayed at the cafeteria.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy)

INR 3,00,000
EUR 3,340

Plus service tax as applicable

Roadshow partner (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility in relevant roadshow's backdrop.
- 1 eDM on electronica India and productronica India database.
- 10 min presentation slot at the participated roadshow.
- Table space at the participated roadshow.
- Logo visibility in the promotional activities of the participated roadshow.
- Announcement on partnership through social media platforms.

During trade fair

- Full page ad in visitor guide (online and physical copy).
- Logo on all applicable on-site branding.

INR 3,00,000
EUR 3,340

Plus service tax as applicable

T-shirt partner



During trade fair

- Prominent logo placement on the front side & back side of the T-shirt and will be distributed onsite to visitors.

INR 20,00,000
EUR 22,222

For 2,000 Visitor T-Shirts

Plus service tax as applicable

Onsite Branding Opportunities

Brand Awareness Booster- Outdoor Partner

Visitor registration partner (online & onsite) (1 no.)



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Logo to be featured on event website and linked to the company website.
- Logo visibility on confirmation page on registration portal and email.
- Logo inclusion in all print advertisements (partner media publications).
- Logo inclusion in exhibition invitations (VIP card, exhibitor invite, visitor invite).
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive logo visibility of partner's branding at the registration counter.
- Logo on all applicable on-site branding.
- Logo printed on visitor survey forms online/physical.
- Full page ad in visitor guide (online and physical copy).

INR 10,00,000
EUR 11,110

Plus service tax as applicable

Opposite to registration area



Material: GCO Fabric with MS Frame

Size: 20ft(w) x 8ft(h)

Quantity: 1 set

INR 2,50,000
EUR 2,780

Plus service tax as applicable

Golf - cart branding



Material: Vinyl Fabric

Size: 2.5ft(w) x 1.5ft(h)
6.6ft(w) x 1.5ft(h)

Quantity: 6

*The prices mentioned below are for each quantity.

INR 6,00,000
EUR 6,670

Plus service tax as applicable

Pathway branding

Limited to 2 per company



Material: GCO Fabric with MS Frame

Size: 21ft(w) x 12ft(h)

Quantity: 16

*The prices mentioned below are for each quantity.

INR 2,00,000
EUR 2,230

Plus service tax as applicable

Hall 4 & 5 connecting

Limited to 2 per company



Material: GCO Fabric with MS Frame

Size: 21ft(w)x12ft(h)

Quantity: 4

*The prices mentioned below are for each quantity.

INR 1,00,000
EUR 1,110

Plus service tax as applicable



Limited to 2 per company

Walkway standees branding (Inside Venue)

Material: GCO Fabric with metal frame

Size: 3ft(w) x 8ft(h)

Quantity: 3 sets

*The prices mentioned below are for each quantity.

INR 60,000
EUR 680

Plus service tax as applicable



Pathway standee branding

Material: GCO Fabric with MS Frame

Size: 4 ft(w) x 8 ft(h)

Quantity: 16

*The prices mentioned below are for each quantity.

INR 40,000
EUR 450

Plus service tax as applicable



Cube branding

Limited to 50 companies.
Advertisement on any one side of the cube.

*The prices mentioned below are for each quantity.

INR 80,000
EUR 900

Plus service tax as applicable

Brand Booster

Shuttle bus partner



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo inclusion in all print advertisements (partner media publications).
- Flyers to be distributed in the running shuttle.
- Announcement on partnership through social media platforms.

During trade fair

- Prominent logo visibility will be displayed on the shuttle buses.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 5,00,000
EUR 5,560

Plus service tax as applicable

Video screen partner



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

INR 5,00,000
EUR 5,560

Plus service tax as applicable

MMI match partner



Visibility and benefits

- Prominent logo visibility in the MMI Match portal with hyperlinks
- Announcement on partnership through social media platforms
- Logo on all applicable on-site branding
- Full page ad in visitor guide (online and physical copy)

INR 3,00,000
EUR 3,340

Plus service tax as applicable

Conference Sponsorship Matrix

Platinum partner (1 no.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Announcement on partnership through social media platforms.
- Shell space at the show (9 sqm) + electricity.
- 2 emailers on electronica India and productronica India database
- Logo visibility on all event emailers
- Logo inclusion in all print advertisements (partner media publications)
- Logo inclusion in exhibition invitations (VIP invite, exhibitor invite, visitor invite)

During trade fair

- Logo visibility in the banners of the conference area and lunch area.
- Logo visibility on the conference backdrop.
- 1 min video at the conference breakout session.
- Insertion of the brochure/flyer in the visitor kit (if any).
- Speaking opportunity at the inauguration of the conference.
- Logo on lunch coupons
- Logo on all applicable on-site branding
- Full page ad in visitor guide (online and physical copy)

INR 7,00,000
EUR 7,780

Plus service tax as applicable

Gold partner (2 nos.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Announcement on partnership through social media platforms.
- 1 emailer on electronica India and productronica India database.

During trade fair

- Logo visibility in the banners of the conference area.
- Logo visibility on the conference backdrop.
- 1 min video at the conference breakout session.
- Insertion of the brochure/flyer in the visitor kit (if any).
- Keynote address during the relevant conference session

INR 3,00,000
EUR 3,340

Plus service tax as applicable

Silver partner (2 nos.)

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Announcement on partnership through social media platforms.
- 1 emailer on electronica India and productronica India database.

During trade fair

- Logo visibility in the banners of the conference area.
- Logo visibility on the conference backdrop.
- Panelist in relevant conference.

INR 2,00,000
EUR 2,230

Plus service tax as applicable

Supporting partner

Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Announcement on partnership through social media platforms.

During trade fair

- Logo visibility in the banners of the conference area.
- Logo visibility on the conference backdrop.

INR 50,000
EUR 560

Plus service tax as applicable

Water bottle partner



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Announcement on partnership through social media platforms.

During trade fair

- Sponsor company logo on water bottles used at the conference area during show days.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 3,00,000
EUR 3,340

Notepad partner



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Announcement on partnership through social media platforms.

During trade fair

- Exclusive sponsor logo on notepads.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 3,00,000
EUR 3,340

Pen partner



Pre-trade fair

- Logo visibility on the event website with hyperlinks.
- Logo visibility on all event emailers.
- Announcement on partnership through social media platforms.

During trade fair

- Sponsor company logo on pen with electronica India logo.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

INR 3,00,000
EUR 3,340

Sponsors 2024

Host state



Principal partner



State partner



Registration partner



Badge partner



Associate partner



B2B partner



Industry partners



Association partner



Supporting associations



Key visitors



and many more...

Terms & condition of sponsorship:

- Kindly book the sponsorship on or before 31st May 2025.
- 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 or GST.
- The Sponsorship is applicable only to the exhibitors of electronica India and productronica India.

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 cancellation policy notified to electronica India 2025 –
 - 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

Messe Muenchen India Pvt. Ltd.
Unit No. 1271, Solitaire Corporate Park, 7th Floor,
Building No.12, 167, Guru Hargovindji Marg,
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Scan to exhibit

