



**INNOVATION**  
WITH **LIGHT**

Sponsorship &  
Marketing Services

**NOVEMBER 07–09, 2024**

**JIO WORLD CONVENTION CENTRE, MUMBAI**

India's Platform for Laser and Optical Technologies –  
Components, Systems and Applications

[world-of-photonics-india.com](http://world-of-photonics-india.com)

12<sup>th</sup> edition

**LASER** World of **PHOTONICS** INDIA 

## About LASER World of PHOTONICS INDIA

LASER World of PHOTONICS INDIA is India's only dedicated and leading trade fair and conference for the laser and photonics industry. It is the established annual gathering where the local players meet the international photonics community. Every year it showcases innovative products as well as their industrial solutions and applications, which reflect actual developments in the industry around the world. It is here where India's photonics industry sets the course for tomorrow's business success.

### Why partner with us?

- ▶ **Maximize your participation:** By investing at LASER World of PHOTONICS INDIA 2024, engage in a whole new range of marketing tools effective before, during and after the event.
- ▶ **Set yourself apart from competitors:** Between now and November 2024 your competitors will do their best to monopolize customer attention. Do not stand behind and make sure that customers are aware of your presence.
- ▶ **Brand promotions:** Whether you have a new product to launch or a brand to unveil, this sponsorship manual will enable you to stand out in a crowd, drive visitors to your booth and increase visibility in the industry.

Glimpse from the past edition



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# Platinum Partner\*

\* limited to 1 company

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and first in hierarchy of all logos
- ▶ Partner logo to be title as "Powered by:" for the trade fair in all promotional campaign (Online / Print / Onsite etc)

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy
- ▶ Two exclusive social media posts.

## Print

- ▶ Logo on trade fair invitation. Logo placed as per hierarchy
- ▶ Logo in applicable print media (for e.g. – B2B magazine/ newsletter (if any) etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on applicable onsite branding
- ▶ 1 exclusive branding onsite in prominent location
- ▶ 2 min. company video to be played on screen onsite.

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Your company logo here:  
INR 10,00,000 /  
EUR 11,765  
+applicable taxes.



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# Gold Partner\*

\* limited to 2 companies

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and preference in hierarchy of all logos

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy
- ▶ One exclusive social media post

## Print

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy
- ▶ Logo in all applicable print media (for e.g. – B2B magazine/ newsletter etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on applicable onsite branding
- ▶ 1 min. company video to be played on screen onsite

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Your company logo here:  
INR 7,50,000 /  
EUR 8,825  
+applicable taxes.



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# Silver Partner

\* limited to 3 companies

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and preference in hierarchy of all logos

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy
- ▶ Logo in all applicable print media (for e.g. – B2B magazine/ newsletter etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on applicable onsite branding

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Your company logo  
here:  
INR 5,00,000 /  
EUR 5,885  
+applicable taxes.



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# Visitor Shuttle Partner\*

\* limited to 1 company

**Mileage** - exclusive branding & superior visibility in our visitor shuttles

## Key Deliverables

- ▶ Exclusive logo on all shuttle bus (4 sides)
- ▶ Collaterals to be distributed in running shuttles

## Online

- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

Your company logo here:  
INR 5,00,000 /  
EUR 5,885  
+applicable taxes.



Image is for representation purpose only

# Visitor Registration Partner\*

\* limited to 1 company

**Mileage** - be the first one to leave an impact at the registration counter which every visitor passes through

## Key Deliverables

- ▶ Exclusive logo on registration branding

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured online on Visitors Registration portal
- ▶ Company Logo featured in one emailer to be send to our visitor database. Logo to be placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

LASER World of PHOTONICS INDIA 

Your company logo  
here:  
INR 5,00,000 /  
EUR 5,885  
+applicable taxes.



Image is for representation purpose only

# Badge Partner\*

\* limited to 1 company

**Mileage** - get your brand on the visitor badges

## Key Deliverables

- ▶ Exclusive logo on the visitor badges

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

LASER World of PHOTONICS INDIA 

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EUR 5,885  
+applicable taxes.

For Laser and Optical Technologies -  
Instruments, Systems and Applications

LASER World of PHOTONICS INDIA 

DECEMBER 7-9, 2022, BOMBAY EXHIBITION CENTRE, MUMBAI



Badge partner

Your logo

**VISITOR**

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# Lanyard Partner\*

\* limited to 1 company

**Mileage** - get your brand on exhibitor, visitor, speaker, delegate and media lanyard

## Key Deliverables

- ▶ Exclusive logo on lanyard

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo in emailers / whats app campaign to our visitor database. Logo placed as per hierarchy
- ▶ Social media campaign

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

LASER World of PHOTONICS INDIA 

Your company logo here:  
INR 5,00,000 /  
EUR 5,885  
+applicable taxes.

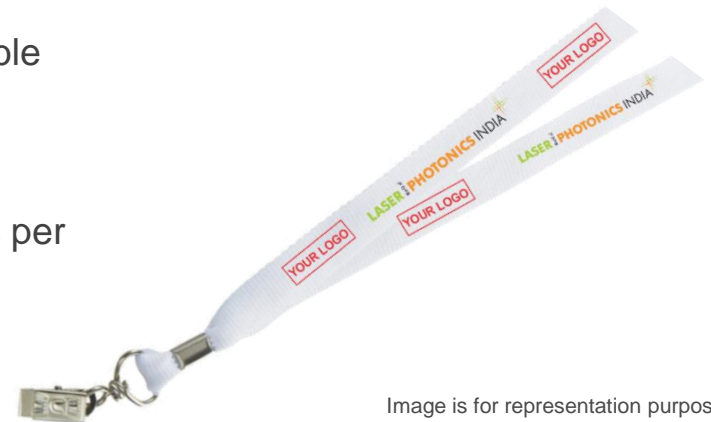


Image is for representation purpose only

# Visitor Bag Partner\*

\* limited to 1 company

**Mileage** - exclusive branding on the carry bags distributed at the registration counter (approx.: 4,000 nos)

## Key Deliverables

- ▶ Exclusive logo on bag on one side distributed to every visitor

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company Logo featured in emailer to be send to our visitor database. Logo placed as per hierarchy
- ▶ Logo in applicable Social media post as per hierarchy.

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

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Your company logo here:  
INR 5,00,000 /  
EUR 5,885  
+ applicable taxes.



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# Buyer Seller Forum Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key deliverables

- ▶ Exclusive branding in the Buyer Seller Forum area
- ▶ Logo featured in registration counter at Buyer seller forum entrance

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy
- ▶ Logo in all applicable print media (for e.g. – B2B magazine/ newsletter etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

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Your company logo  
here:  
INR 5,00,000 /  
EUR 5,885  
+applicable taxes.



Image is for representation purpose only

# VIP Lounge Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key deliverables

- ▶ Exclusive branding in the VIP Lounge area
- ▶ Logo on VIP Invite send to Special guest / Invitees
- ▶ Logo featured in registration counter of VIP Lounge

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy
- ▶ Logo in all applicable print media (for e.g. – B2B magazine/ newsletter etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

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Your company logo here:  
INR 3,50,000 /  
EUR 4,120  
+ applicable taxes.



Image is for representation purpose only

# MMI Match Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key deliverables

- ▶ Exclusive logo on MMI Match page on online portal

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy
- ▶ Logo in all applicable print media (for e.g. – B2B magazine/ newsletter etc). Logo placed as per hierarchy

## Onsite

- ▶ Logo on all relevant branding on-site as per hierarchy with other partners.

Your company logo here:  
INR 3,00,000 /  
EUR 3,530  
+applicable taxes.

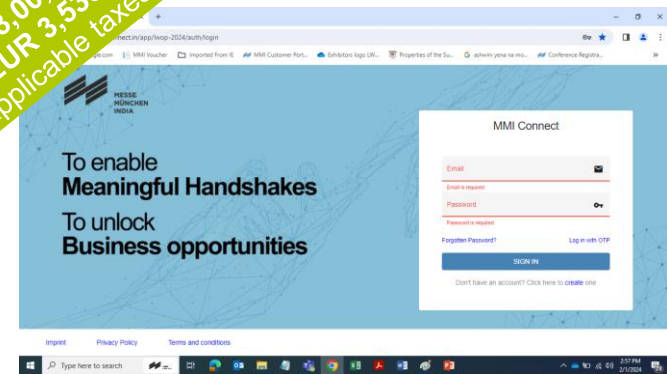


Image is for representation purpose only

# Knowledge Forum Partner\*

\* limited to 3 company per city

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**Mileage** - high visibility in our unique business meet program

## Key deliverables

- ▶ Company Logo to be featured on forum banner alongwith other partners
- ▶ 15 minutes presentation slot to promote application of lasers as per the forum theme.
- ▶ One table space for the company to display their brochure / samples during the event.

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo in emailers / whats app campaign to our visitor database
- ▶ Logo on knowledge forum invitation
- ▶ Logo on social media campaign and other promotional activities carried for the knowledge forum

Your company logo here:  
INR 3,00,000 /  
EUR 3,530  
(Cost per city)  
+applicable taxes.



# Visitor Guide Partner\*

\* limited to 1 company

**Mileage** - a pocket guide with hall layouts and complete exhibitor listing.  
A must-have for both exhibitors and visitors.

## Key Deliverables

- ▶ Logo on cover page of visitor guide
- ▶ Back cover advertisement in visitor guide mentioning hall no. & booth no

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company Logo featured in one emailer to be send to our visitor database

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

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Your company logo here:  
INR 3,50,000 /  
EUR 4,120  
+ applicable taxes.



Connecting Global Competence

Supported by

Platinum Partner: TRUMPF

Gold Partner: SLTL

Silver and Largest Partner: IPLO

Silver Partner: MESA

Buyer-Seller Forum Partner: SIL+

Visitor Bag Partner: COHERENT

Supporting Associations: bta, IAPL, CP, IAPL, IAPL

Media Partner: physicsworld

Co-located with: electronics India, India Electronics, India Electronics

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W: [world-of-photonics-india.com](http://world-of-photonics-india.com)

**BOOKINGS NOW OPEN FOR 2019**  
OCTOBER, 17-19  
BEC, MUMBAI

**LASER PHOTONICS INDIA**  
SEPTEMBER 26-28, 2018, BIEC, BENGALURU  
[world-of-photonics-india.com](http://world-of-photonics-india.com)  
**Hall 2**

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# Video Screen Partner\*

\* limited to 1 company

**Mileage** - exclusive branding & superior visibility

## Key Deliverables

- ▶ Exclusive branding on onsite video screen panels
- ▶ 2 minutes audio visual clip to be played on screen in regular intervals

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

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Your company logo here:  
INR 4,00,000 /  
EUR 4,710  
+applicable taxes.



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# Cafeteria Partner\*

\* limited to 1 company

**Mileage** - exclusive branding & superior visibility

## Key Deliverables

- ▶ Exclusive branding in cafeteria area

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company logo to be featured in applicable emailers, social media and other promotional campaign to our visitor database. Logo placed as per hierarchy

## Print

- ▶ Logo on trade fair invitation

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

LASER World of PHOTONICS INDIA 

Your company logo  
here:  
INR 4,00,000 /  
EUR 4,710  
+applicable taxes.

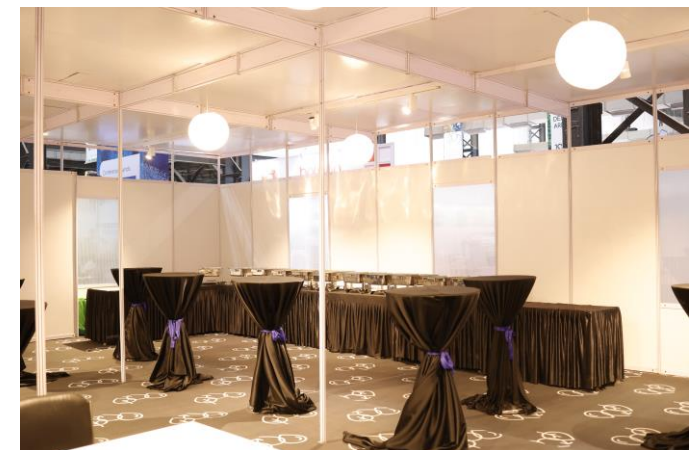


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# Ball Pen Partner\*

\* limited to 1 company

**Mileage** - ensure your brand is remembered and visible even after the show mileage

## Key Deliverables

- ▶ Exclusive company logo on the official Trade Fair Pen available in the Registration Area, at the Buyer Seller Forum, and the VIP Lounge (approx.: 4,000 nos)

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company Logo featured in one emailer to be send to our visitor database. Logo placed as per hierarchy
- ▶ Social media campaign

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy



Image is for representation purpose only

# H2O Partner\*

\* limited to 1 company

**Mileage** - ensure your brand is remembered and visible even after the show mileage

## Key Deliverables

- ▶ Exclusive logo on water bottle label
- ▶ Bottle being placed in strategic location. For .e.g – Registration area, Buyer seller forum area, VIP Lounge, Media lounge etc.

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Company Logo featured in one emailer to be send to our visitor database. Logo placed as per hierarchy
- ▶ Company logo to be featured in relevant promotional campaign

## Print

- ▶ Logo on trade fair invitation / Show guide and other applicable promotional activities

## Onsite

- ▶ Logo on trade fair invitation/show guide etc. Logo placed as per hierarchy

Your company logo  
here:  
INR 3,00,000 /  
EUR 3,530  
+applicable taxes.



Image is for representation purpose only

# How to book your Sponsorship Package

We will be happy to support you in making more of your participation in LASER World of PHOTONICS INDIA 2024.

► Contact us for more information and sponsorship booking:



## INTERNATIONAL

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Exhibition Manager

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Email: [katrin.hirl@messe-muenchen.de](mailto:katrin.hirl@messe-muenchen.de)



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