

September 17-18-19, 2025

Bangalore International Exhibition Centre (BIEC), Bengaluru

# SPONSORSHIP MANUAL

**50,000+**

Visitors

**2,500+**

B2B Meetings

**800+**

Exhibitors

**7+**

Conferences on  
emerging  
segments

**80+**

Speakers

**30+**

Participating  
countries

expected numbers of 2025

co-located trade fairs



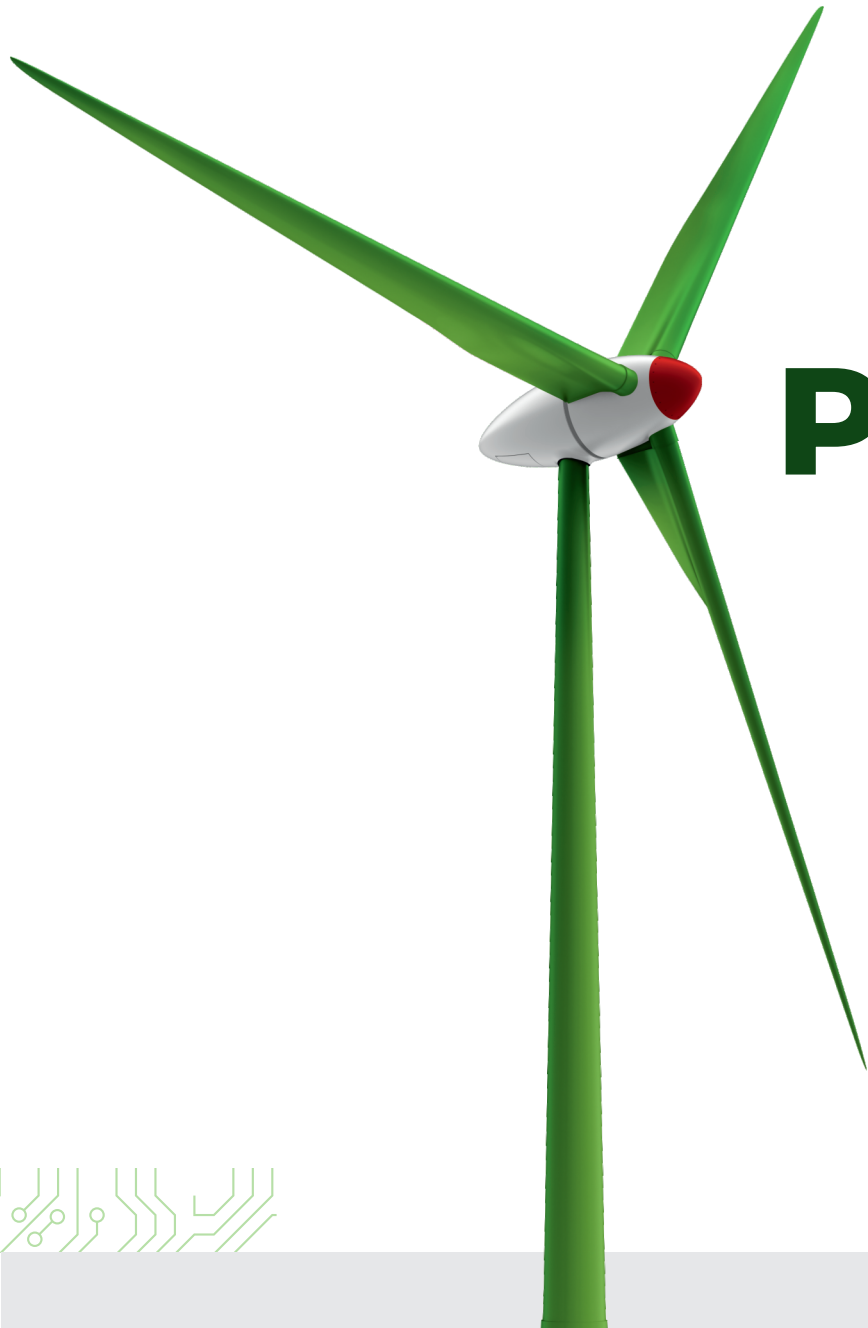
**productronica India** 2025



**LASER WORLD  
OF PHOTONICS  
INDIA**







# **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

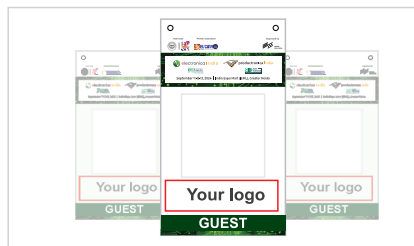
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).

**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)
- TeDM 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.

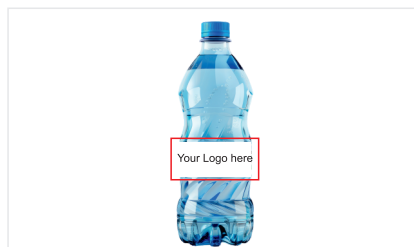
### During trade fair

- 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**

Plus service tax as applicable

## 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**

Plus service tax as applicable

## 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**

Plus service tax as applicable



# 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 31<sup>st</sup> 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,  
Andheri – Ghatkopar Link Road,  
Andheri (East), Mumbai – 400 093

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Scan to exhibit

