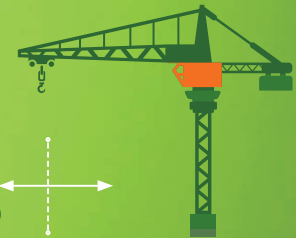




BRANDING & SPONSORSHIP OPPORTUNITIES



International Trade Fair for Construction Machinery,
Building Material Machines, Mining Machines
and Construction Vehicles.

www.bcindia.com



bauma CONEXPO INDIA

11 Dec. - 14 Dec. 2024

India Expo Centre, Greater Noida / Delhi NCR

bauma CONEXPO INDIA



**601 Exhibitors
from 26 Countries**

**1,35,000 sqm
Exhibition Space**

**41,108 Visitors
from 83 Countries**

WHY SPONSOR? Top 8 reasons

01 Enable future business transactions (80%)



02 Build new business relationships (76%)



03 Find exclusively curated audience from the CE industry



04 Solidify existing business relationships (66%)



08



Get access to our digital footprint pre-, at-, and post-event

07



Stand out in the crowd and present yourself as a power player in the Indian CE industry

06



Showcase your brand strength in the construction industry

05



Company, product & image presentation/ promotion (65%)

EVENT PARTNER

PRE-SHOW

- Company logo to be displayed prominently as “Event Partner” on all communications.
- Logo placement with high visibility and first in the hierarchy of all logos.
- Onsite and printed logo presence on visitor invitations.
- Logo featured on our website to be linked to your company website.
- Dedicated emailer to our visitor database featuring your company logo.
- Social media promotion pre-show featuring your logo.
- Logo presence at roadshows and on bCI social media channels as part of a special promotion.
- Logo presence in exhibitor brochure, visitor brochure, newsletter, and flyer.
- Special coverage featuring CEO interviews on all media channels.
- Special products highlighted in the show preview.

DURING SHOW

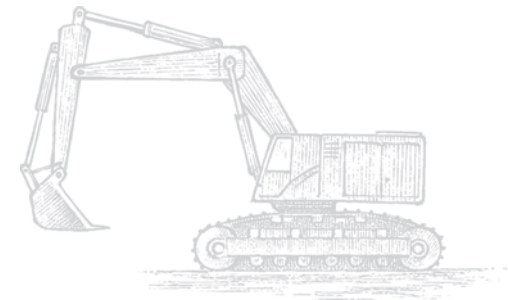
- Company logo to be displayed as “Event Partner” on all communications.
- Logo placement with high visibility and first in the hierarchy of all logos.
- Onsite and printed logo presence on entry arches.
- 2 exclusive hoardings on walkways towards halls (20’X10’).
- 2 wall cladding panels at the registration area.
- 1 wall cladding panel at the outdoor restaurant.
- 2 banners at aisle ends and the entry & exit gates of the hall.
- 2-minute corporate video to be played at the venue.
- 4 exclusive inside-hall aisle buntings (6’X4’).
- Directional signages between aisles.
- 2 outdoor exhibition area cladding on the main road.
- Speaking spot at the conference.
- Reserved seat in the Buyer-Seller area.
- Access to the VIP lounge.
- Social media promotion during the show.
- Reserved slot of 1 hour in the demo area on each day.
- Dedicated emailer to our visitor database with your company logo.
- Logo to be featured on our website and linked to your company website.
- Logo on trade fair invitation and newspaper advertisement (online).

- A full-page color advertisement in the catalog.
- Company literature in the VIP & Buyer-Seller lounge.
- Company literature and giveaway at the registration area.
- Self-standee in the indoor food court / press / media centre.
- VIP parking.
- Logo to be featured on the bCI website and linked to your company website.

POST-SHOW

- Company logo to be displayed prominently as “Event Partner” on all communications.
- Logo placement with high visibility and first in the hierarchy of all logos.
- Logo featured on our website to be linked to your company website.
- Dedicated emailer to our visitor database featuring your company logo.
- Social media promotion post-show featuring your logo.

EUR 57000



PLATINUM PARTNER

- Company logo to be displayed as "Platinum Partner" on all communications.
- Logo placement with high visibility and first in the hierarchy of all logos.

Onsite & Print

- Logo presence on entry arches, backdrops, visitor invitations, visitor guide, hoardings and demo area.
- 2 exclusive hoardings on walkways towards halls (20' X10').
- 2-minute corporate video to be played at the venue.
- 4 exclusive inside-hall aisle bunting (6'X4').
- Reserved slot of 1 hour in the demo area on each day.
- A full-page color advertisement in the catalog.
- Company literature in the VIP & Buyer-Seller lounge.
- Logo on trade fair invitation and newspaper advertisement.

Online

- Logo to be featured on our website and linked to your company website.
- Dedicated emailer to our visitor database with your company logo.
- Social media promotion.

Pre-Show

- Logo presence at the roadshows.
- Special promotion through bCI social media channels.

EUR 27500

GOLD PARTNER

- Company logo to be displayed as "Gold Partner" on all communications.
- Logo placement with high visibility and second in the hierarchy of all logos.

Onsite & Print

- Logo presence on entry arches, backdrops, visitor invitations, visitor guide, hoardings and demo area.
- 1 exclusive hoarding on walkways towards halls (20' X10').
- 1-minute corporate video to be played at the venue.
- 2 exclusive inside-hall aisle bunting (6'X4').
- Reserved slot of 1 hour in the demo area on each day.
- A full-page color advertisement in the catalog.

Online

- Logo to be featured on our website and linked to your company website.
- Dedicated emailer to our visitor database with your company logo.
- Social media promotion.

EUR 22500

SILVER PARTNERS (3 NOS)

- Company logo to be displayed as "Silver Partner" on all communications.
- Logo placement with high visibility and third in the hierarchy of all logos.

Onsite & Print

- Logo presence on entry arches, backdrops, visitor invitations, visitor guide, hoardings and demo area.
- 1-minute corporate video to be played at the venue.
- 4 exclusive inside-hall aisle bunting (6'X4').
- A full-page color advertisement in the catalog.

Online

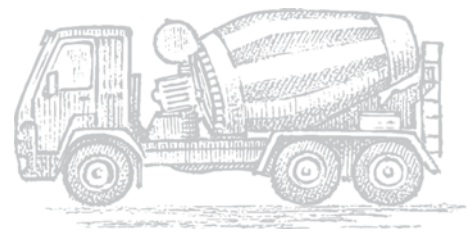
- Logo to be featured on our website and linked to your company website.
- Dedicated emailer to our visitor database with your company logo.
- Social media promotion.

EUR 11500

ASSOCIATE PARTNERS (12 NOS)

- Company logo to be displayed as "Associate Partner".
- Logo presence on visitor invitation, exhibition catalog, and demo area.
- Logo inclusion in all electronic data mailing to our robust industry database.
- 1 exclusive hoarding on walkways towards halls (20'X10').
- Social media promotion.

EUR 8500



FOCUS BRAND PARTNER

VIP LOUNGE PARTNER EXCLUSIVE

- Company logo to be displayed as "VIP Lounge Partner" on promotional communications like visitor invitations and exhibition catalog.
- Exclusive branding at the entry façade of the VIP lounge.
- Poster branding inside the VIP lounge on 4 panels.
- Branding on tent cards on every table inside the VIP lounge.
- Company literature to be displayed at the reception of the VIP lounge.
- Space in the VIP lounge will be made available on priority basis on all four event days.
- Logo inclusion in all electronic data mailing to our robust industry database.
- 1 exclusive hoarding on walkways towards halls (20' X10').
- Special promotion through bCI social media channels.

EUR 11500

BUYER-SELLER FORUM PARTNERS (3 NOS)

- Company logo to be displayed prominently as "Buyer-Seller Forum Partner" in the Buyer-Seller Forum Area.
- Prominent logo branding on backdrop, buyer registration forms, and emailers, for Buyer-Seller promotion.
- Logo to be featured on our website and linked to your company website.
- 1 hoarding inside the Buyer-Seller Forum area (10' X 6').
- 2-minute corporate video to be played during breaks inside the forum area.
- 2 exclusive buntings inside the forum area (6'X4").
- A full-page color advertisement in the catalog.
- Co-branding on social media promotion of Buyer-Seller program.
- One dedicated table held throughout the Buyer-Seller Forum.

EUR 5700

DEMO AREA: PRINCIPAL PARTNER (EXCLUSIVE)

- Company logo to be displayed prominently as "Principal Partner" in the demo area.
- Prominent logo branding on backdrop, emailers, and social media for demo area promotion.
- Logo to be featured on our website and linked to your company website.
- 2-minute video to be played during every break for 4 days.
- 2 exclusive hoarding on the periphery of the demo area (10' X 61).
- Regular mention by the Emcee in the demo area (during breaks only).
- A full-page color advertisement in the catalog.
- 4 exclusive branding flags on the periphery of the demo area.
- Reserved 1-hour slot in demo area on each day.

EUR 13500

DEMO AREA: PARTNERS (2 NOS)

- Company logo to be displayed prominently as "Principal Partner" in the demo area.
- Prominent logo branding on backdrop, emailers, and social media for demo area promotion.
- Logo to be featured on our website and linked to your company website.
- 2-minute video to be played during every break for 4 days.
- 2 exclusive hoarding on the periphery of the demo area (10'X6').
- Regular mention by the Emcee in the demo area (during breaks only).
- A full-page color advertisement in the catalog.
- 4 exclusive branding flags on the periphery of the demo area.
- Reserved 1-hour slot in demo area on each day.

EUR 8500

DEMO AREA: ASSOCIATE PARTNERS (3 NOS)

- Company logo to be displayed as "Associate Partner" in the demo area.
- Logo branding on backdrop & emailers for demo area promotion.
- Regular mention by the Emcee in the demo area (during breaks only).
- Co-branding on 4 social media posts for demo area promotion.
- Reserved 1-hour slot in demo area on each day.

EUR 3500

TECHNOLOGY PARTNERS

- Company logo to be displayed as "Technology Partner" on all promotional communications like visitor invitations, exhibition catalogue, onsite branding, etc.
- Logo inclusion in all electronic data mailing to our robust industry database.
- 1 exclusive hoarding on walkways towards halls (20' X10').
- Special promotion through bCI social media channels.
- 1-minute corporate video to be played at the venue.
- 1 presentation slot at Innovation Exchange.
- Pre-fixed B2B meetings.

EUR 8500

ROADSHOW PARTNERS

- Company logo to be displayed as "Roadshow Partner" on roadshow backdrop, exhibition catalogue, website.
- Presentation opportunity during the roadshow (10-minute slot) / 5-minute video.
- Company brochure to be distributed during the roadshow. (To be provided by the partner).
- Co-branding on bCI social media promotion and emailers for the roadshow.
- Logo inclusion in all electronic data mailing to our robust industry database.
- 1 exclusive hoarding on walkways towards halls (20'X10').

EUR 4500

CONFERENCE PARTNERS

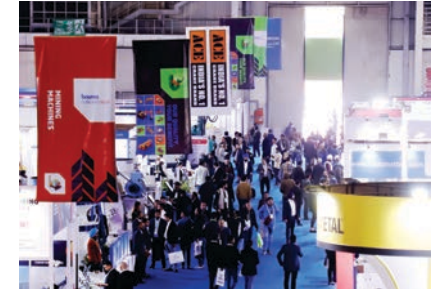
- 'Golden handshake' initiative - Customised roundtables / Workshops.
- Logo branding on onsite creatives.
- Logo branding on offline & online campaigns.
- Thought leadership opportunities in agenda.
- B2B speed-dating initiatives.

EUR 22500



BRAND AWARENESS BOOSTER

INDOOR PARTNERS



HOARDING AT REGISTRATION AREA

Limited to 10 companies.

Location:

1. CFB Registration area
 2. Gate 5 Registration area
- Promoting your company advertisement.

EUR 2300

CFB BUNTINGS

Limited to 15 companies.

Location:

- CFB Registration area.

EUR 2300

ENTRY & EXIT GATES OF HALLS

Limited to 10 companies.

Location:

- Logo on the entrance
and exit gates.

EUR 1500

HALL AISLE BUNTING

Limited to 50 companies.

Location:

- Hanging branding
inside the halls.
(Hall 9-15)

EUR 1200

*All images are for illustrative purpose



HOARDING IN THE OUTDOOR RESTAURANT

Limited to 10 companies.

Location:
Outside restaurant
area.

EUR 1200



COMPANY STANDEES

Limited to 10 companies.

Location:
In the food court / press
lounge and VIP lounge.

EUR 850



CUBE BRANDING

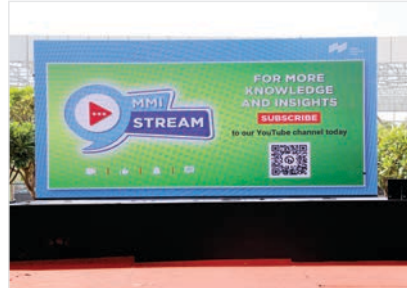
Limited to 50 companies.

**Advertisement on any
one side of the cube.**

EUR 850

BRAND AWARENESS BOOSTER

OUTDOOR PARTNERS



FORMWORK INSTALLATION

Limited to 2 companies.

EUR 17000
(with material)

EUR 28000
(without material)

INSTALLATION WITH LED SCREEN

Limited to 15 companies.

Logo branding
10 times per day.

EUR 5700

Subject to
availability

(OUTDOOR LED WALLS)

Limited to 10 companies.

1-minute video 8 times
per day.

EUR 3500

GOLF CART BRANDING

Limited to 15 companies.

(each Golf Cart)

EUR 2300

*All images are for illustrative purpose



OUTDOOR AREA HOARDING

Limited to 60 companies.

Location:

Promote your company through advertisement on prominent barricade cladding at the venue parameter, visible from the entrance of the main road.

EUR 1200



SITE PLAN WITH PARTICIPATION LIST

Limited to 5 companies.

Location:

At the entrance of the halls (indoor and outdoor).

EUR 1200



DIRECTIONAL FLOOR SIGNAGES

Limited to 10 companies.

Location:

Between the aisles of outdoor area showing the directions of booths.

EUR 1200



VISITOR PARKING GATES ENTRY & EXIT

Limited to 5 companies.

Location:

Parking area.

EUR 850

BRAND AWARENESS BOOSTER

OUTDOOR PARTNERS



WALL BRANDING

Gate 1 Entry

No. of branding - 5
Wall (1-2-3-4-5)

Breakout Zone Mart

No. of branding - 2
Wall (30-31)

Breakout Zone Mart

No. of branding - 1
Wall (32)

EUR 4500



WALL BRANDING

Zone 1 Backside

No. of branding - 1
Wall (10)

Zone 1 Backside Wall

No. of branding - 3
Wall (11-12-13)

Breakout Zone Mart

No. of branding - 2
Wall (14-15)

Breakout Zone Mart

No. of branding - 2
Wall (16-17)

EUR 3500



WALL BRANDING

Breakout Zone 9

No. of branding - 2
Wall (18-19)

Breakout Zone 2 Hall 9

No. of branding - 2
Wall (20-21)

Zone 2 Hall 14 & 15

No. of branding - 4
Wall (22-23-24-25)

Breakout Zone Mart

No. of branding - 4
Wall (26-27-28-29)

EUR 3500

Get unrivalled brand exposure & Gain a decisive edge over your competition.

- Maximise your brand's visibility with a cost-effective solution.
- Be at the forefront on the best platform of the industry.
- Get your brand featured prominently across collaterals, way before the tradeshow.
- Present your company as the industry leader and innovator.
- Create enhanced awareness of your brand, product & service.



EXCLUSIVE BRAND PARTNERS



VISITOR LANYARDS:

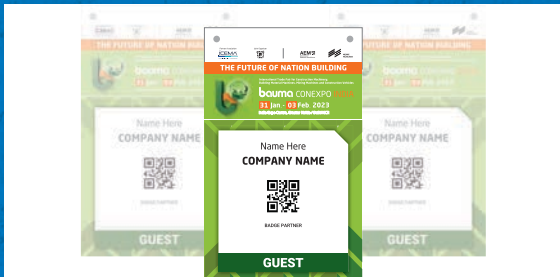
EXCLUSIVE Logo on the visitor, speaker, delegate, and media lanyard.

Online: Logo to be featured on the event website and linked to the company website.

Dedicated emailer to our visitor database with your company logo. Social media promotion.

Print: Logo and profile in show catalog, and logo on trade fair invitation.

EUR 17000



VISITOR BADGES:

EXCLUSIVE Logo on the visitor badges.

Online: Company logo to be featured on event website and linked to the company website.

Dedicated emailer to our visitor database with your company logo. Social media promotion.

Print: Logo and profile in show catalog, and logo on trade fair invitation.

EUR 17000



LOGO PRESENCE ON BACKDROP OF ONSITE REGISTRATION:

Limited to 4 companies.

Logo on registration back panel and facade of the registration area

EUR 11500

*All images are for illustrative purpose



VISITOR CARRY BAGS:

Exclusive logo on bags distributed to every visitor.

Online: Company logo to be featured on event website and linked to the company website.

Dedicated emailer to our visitor database with your company logo. Social media promotion.

Print: Logo and profile in show catalog, and logo on trade fair invitation.

EUR 14500



VISITOR INVITATION CARDS

Limited to 15 companies. This indispensable invitation is distributed to all the visitors.

Have your advertisement posted on the back of the invitation card and reach every single visitor.

EUR 1200



LOGO PRESENCE ON PRE-REGISTRATION WEBSITE AND CONFIRMATION EMAILS

Company Logo on the bCI pre-registration website.

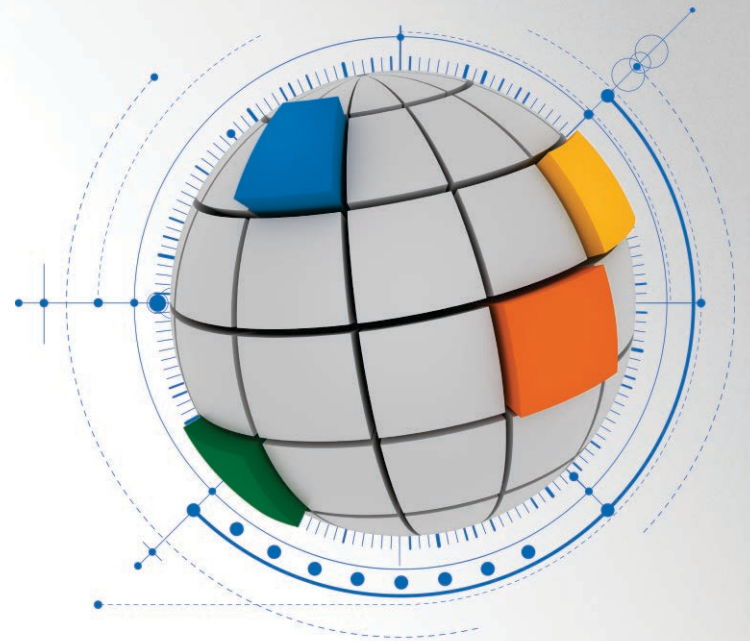
All visitors who pre-register will see your company logo.

EUR 22500



bauma NETWORK

THE WORLD'S LEADING BRAND
IN THE CONSTRUCTION MACHINERY
AND MINING INDUSTRY



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