

Connecting Global Competence



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

12th 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



Image is for representation purpose only

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.

LASER World of **PHOTONICS** INDIA

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



Image is for representation purpose only

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

LASER World of **PHOTONICS** INDIA

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



Image is for representation purpose only

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

LASER PHOTONICS INDIA

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



Image is for representation purpose only

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

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 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

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

For Laser and Optical Technologies -
Components, Systems and Applications

LASER World of **PHOTONICS** INDIA

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



Badge partner

Your logo

VISITOR

Image is for representation purpose only

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 / whatsapp 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.

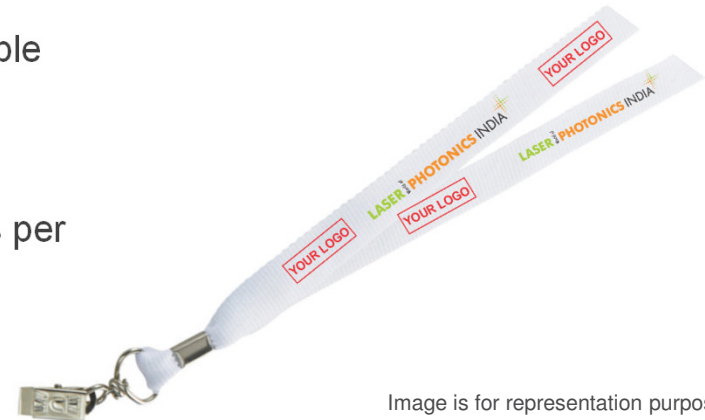


Image is for representation purpose only

Visitor Bag Partner*

* limited to 1 company

LASER World of PHOTONICS INDIA

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

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

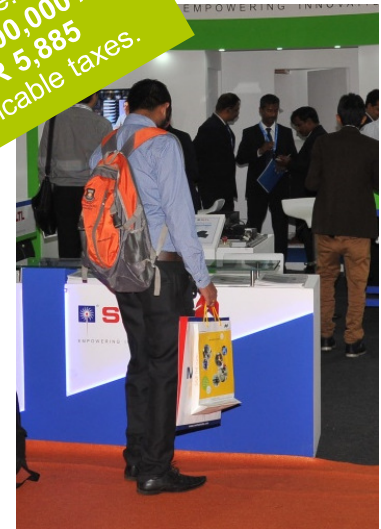


Image is for representation purpose only

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

LASER World of **PHOTONICS INDIA**

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.

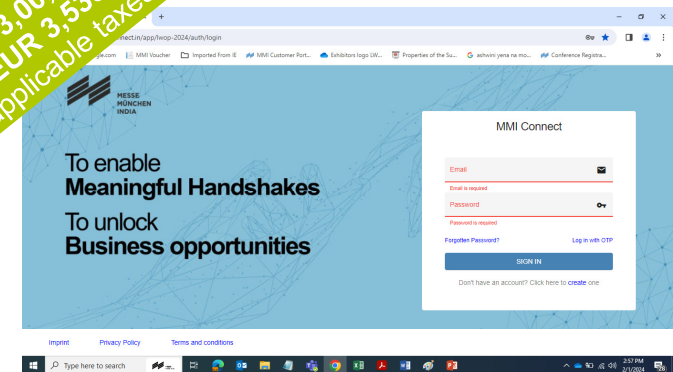


Image is for representation purpose only

Knowledge Forum Partner*

* limited to 3 company per city

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

LASER World of **PHOTONICS** INDIA

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

LASER World of **PHOTONICS** INDIA

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



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

LASER PHOTONICS INDIA

SEPTEMBER 26-28, 2018, BIEC, BENGALURU

worldofphotonics-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.



Image is for representation purpose only

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.



Image is for representation purpose only



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



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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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