

SPONSORSHIP MANUAL



39,133+
Visitors



600
Exhibitors



24
Participating countries



1800+
B2B meetings



6
Conferences



72
High profile speakers

*Above figures include numbers of
electronica India, productronica India,
IPCA Expo and MatDispens India 2023.

Sponsors 2023

Supported by



सत्यमेव जयते

Ministry of Electronics and Information Technology
Government of India

Partner association



IPCA Expo
Co- organized by



Badge partner



Lanyard partner



Visitor bag partner



Registration partner



Gold partner



Kyoritsu



Associate partner



Why should you sponsor?



Brand visibility - As a sponsor, you gain attention from large audiences at the event. The bigger the event, the more press and social media mentions you get before, during, and after the event.



Efficient lead generation - Most people will recognize sponsors from the marketing material and begin trusting your brand. This will generate more interest in your business. Thus, sponsorships serve as an icebreaker that encourages customers to approach your brand more easily.



Reinforce your brand - Sponsoring a major event is a hefty investment. Guests realize this and hence, conclude that you're a successful and growing brand.



Reconnect with customers & suppliers - Your existing customers at our event can find you easily from the sponsorship branding, thus reinforcing the idea that they've made a good choice to work with you.



Higher returns on investment - Sponsorship allows you to leave the event with a list of strong leads that you can convert into business after the event. This offers long-term value for your sponsorship investment.



Better consumer perception - Customers form positive opinions when your business is associated with a high-profile event. In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience.



Improved content strategy - Event sponsorships provide fresh material to expand your content strategy. User-generated content has a greater impact on customers, so make it easy for people to tag your business on social media by sponsoring our event.

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.



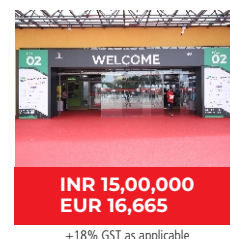
Silicon partner

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 Silicon 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.



Diamond partner

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

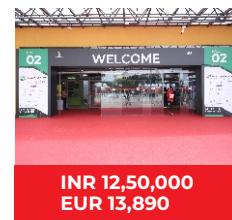
Badge partner (1 no.)

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 Diamond Partner on the hall entrance gate banners.
- Full page ad in visitor guide (online and physical copy).



INR 12,50,000
EUR 13,890

+18% GST as applicable

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

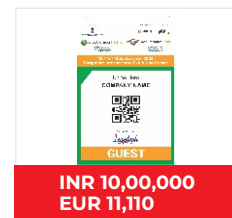
+18% GST as applicable

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

+18% GST 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 lanyard.
- Logo on all applicable on-site branding.
- Full page ad in visitor guide (online and physical copy).



INR 10,00,000
EUR 11,110

+18% GST 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

+18% GST as applicable

Buyer-seller forum partner

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

+18% GST 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 5600

+18% GST as applicable

VIP lounge partner

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 3340

+18% GST as applicable

Cafeteria partner

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 3340

+18% GST as applicable

Associate partner

Innovation forum partner

Innovation forum session

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 3340

+18% GST as applicable

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).
- 1 eDM on electronica India and productronica India database.
- Announcement of partnership through social media.

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 5,00,000
EUR 5560

+18% GST as applicable

Pre-trade fair

- 1 emailer on electronica India and productronica India database.

During trade fair

- 30 min presentation opportunity at the forum.
- Digital backdrop.
- Showcase area setup including audio visual/tech setup.
- Joint invitation to the company's target customers prior to the show. Company is free to invite their target customers/ special guests to the show for their presentation.
- Marketing of the presentation slot to exhibitors and visitors prior to the show and during the show.
- Audience seating capacity: 30 pax (MMI will market the presentation by the company to exhibitors and visitors).



INR 2,50,000
EUR 2780

+18% GST as applicable

Roadshow partner

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 3340

+18% GST as applicable

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 5560

+18% GST as applicable

Show catalogue partner

- Prominent logo visibility will be displayed at the 'show catalogue' website page 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).

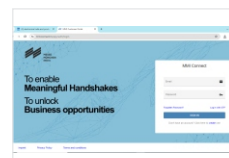


INR 3,00,000
EUR 3340

+18% GST as applicable

MMI match partner

- 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 3340

+18% GST as applicable

Conference partnership matrix



**Platinum
(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.

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).
- Speaking opportunity at the inauguration of the conference.

INR 5,00,000 | EUR 5560



**Gold
(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 3340



**Silver
(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 2230



**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 600

Lunch partner

Notepad partner

Pen partner

Water bottle partner

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



INR 3,00,000
EUR 3340

+18% GST as applicable

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 3340

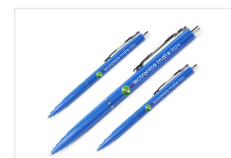
+18% GST as applicable

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 3340

+18% GST as applicable

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 3340

+18% GST as applicable



Terms & condition of sponsorship:

- Kindly book the sponsorship on or before 31st March 2024.
- In case of multiple applicants in the same category, sponsorships are negotiated on a first come, first served principal.
- All rates are indicated in Euros & Rupees and are exclusive of GST.
- The sponsorships are available only to the exhibitors of electronica India, productronica India, IPCA Expo, MatDispens India & SEMICON India 2024.

Cancellation policy

Sponsorship should be confirmed by email that your company agrees to pay the amount in full. All cancellations must be done in writing and are subjected to the following –

- 120 days or more prior to the event: Reimbursement of 80% of total sponsorship
- 119-60 days prior to the event: Reimbursement of 30% of total sponsorship
- 60 days or less prior to meeting: No reimbursement

Organizer information

Messe Muenchen India Pvt. Ltd.
Unit No. 762/862, 6th Floor,
Solitaire Corporate Park Building No. 7, 167,
Guru Hargovindji Marg, Andheri (East), Mumbai – 400 093

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