



14th Edition

ELEC RAMA
we are all about **electricity**

18-22 JANUARY 2020

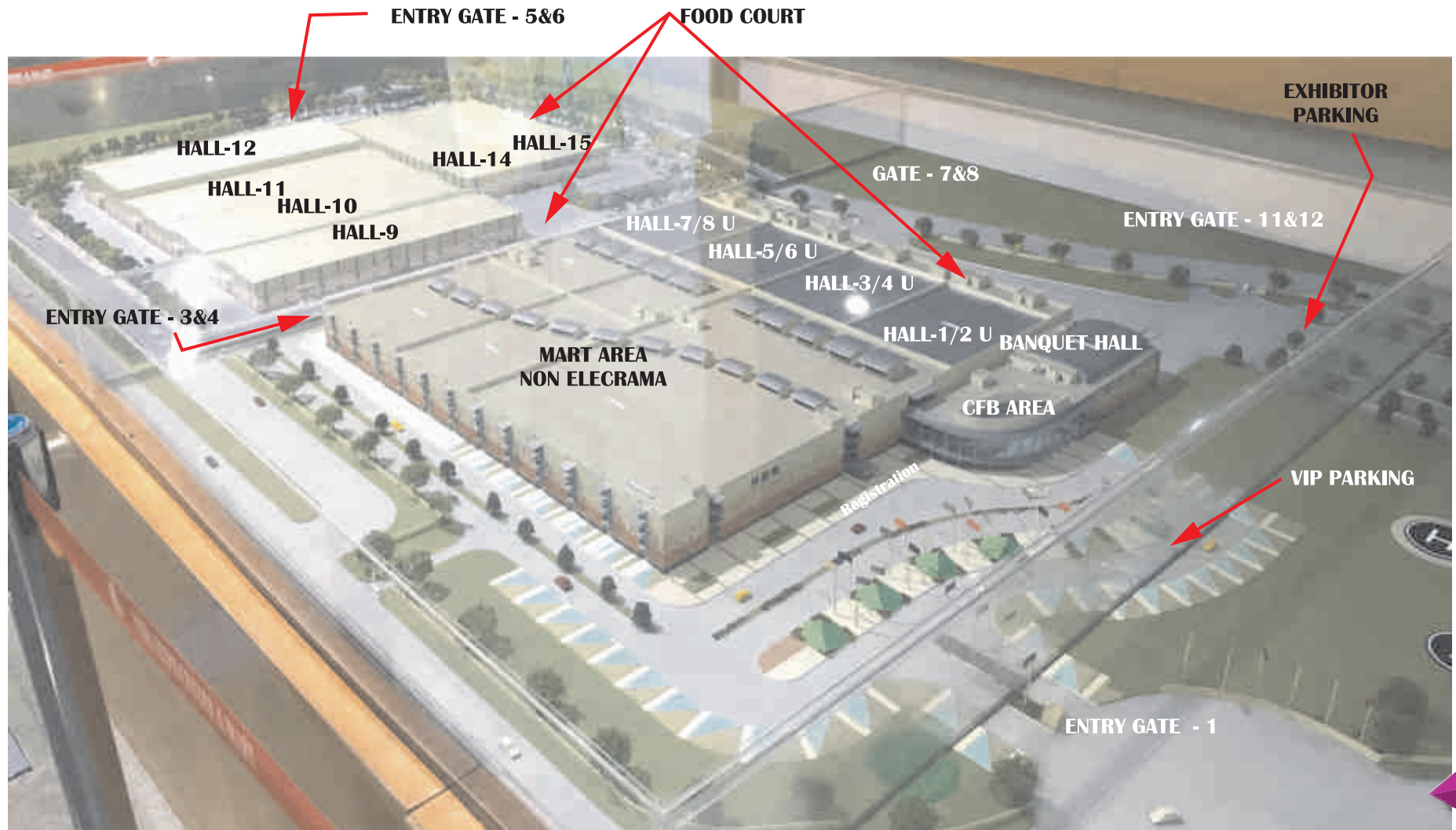
INDIA EXPO MART, GREATER NOIDA, NCR INDIA

ELEC RAMA 2020
ONSITE BRANDING OPPORTUNITIES



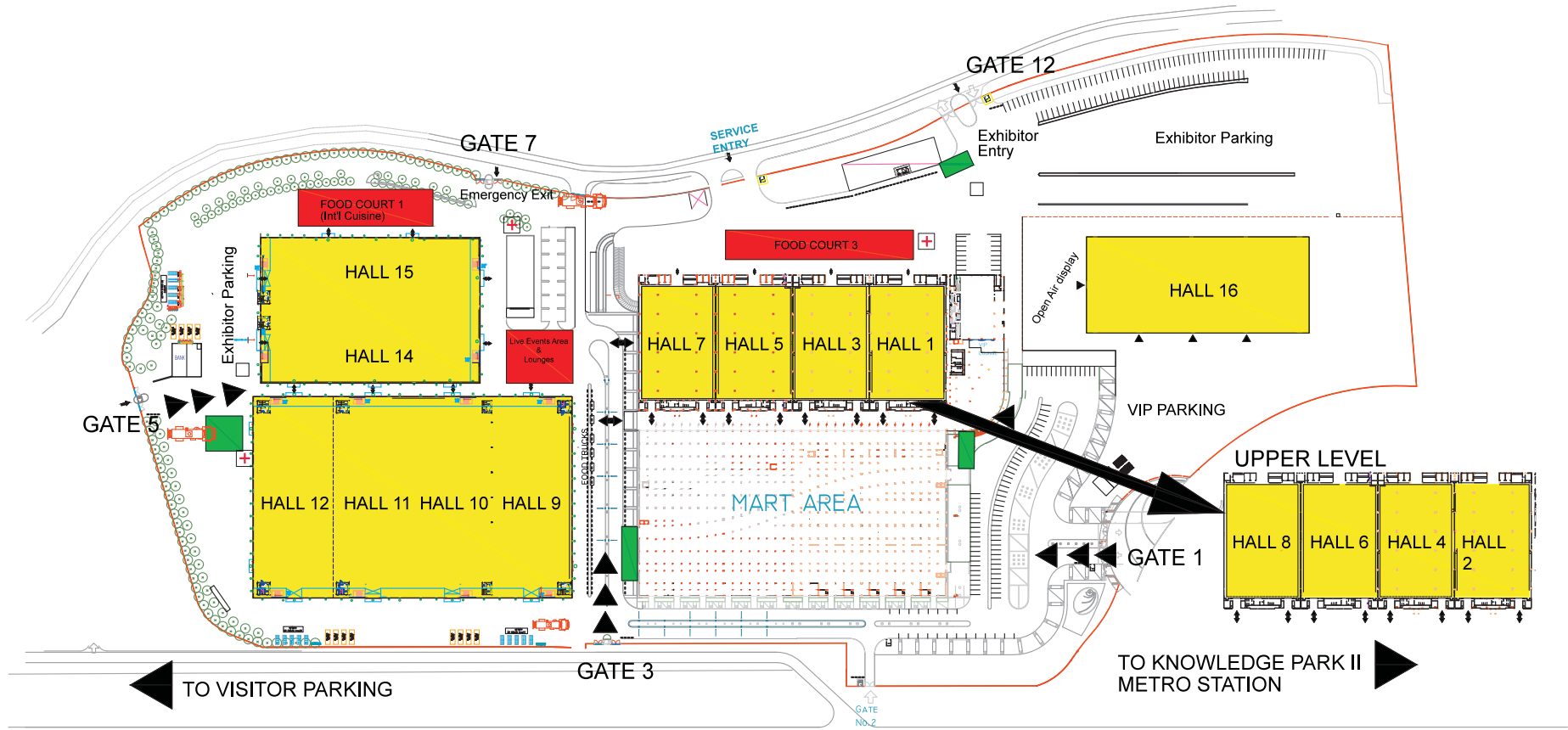
BRANDING OPPORTUNITIES

AERIAL VIEW



BRANDING OPPORTUNITIES

SITE PLAN



- REGISTRATION
- FIRE SERVICE
- + MEDICAL SERVICE

BRANDING OPPORTUNITIES

IMPORTANT NOTE

Other Terms:

- **The branding options** can be booked online or you may contact Mr. Murli Krishna (murlikrishna@ieema.org)
- For B2B opportunities you may contact the following -
- **RBSM opportunities** - please contact Mr. Sudeep Sarkar (sudeep.sarkar@ieema.org)
- **DBSM opportunities** - please contact Mr. Seetharaman (k.seetharaman@ieema.org)
- **CEO summit** - please contact Ms. Tarjani Patel (tarjani.patel@ieema.org)
- **Exhibitor directory advertisements** - may be booked online or please contact Ms. Priya Soman (priya.soman@ieema.org)
- Exhibitors get **upto** 50% discount on tariff
- Discount of 10% applicable on total billing value of INR 10 lakh & above on single billing (20 lakh for non-exhibitors)
- Exhibitors to log in through their user ID and password. Non-exhibitors to create their user ID and password
- Images are for illustrative purpose only & final design may vary slightly
- Organisers may add/delete/modify any branding option if needed at their sole discretion
- All bookings will attract GST as applicable
- Payment schedule for the branding options is as follows:

Payment Schedule	Booking Amount	Final Payment
Booking from 01 - 10 - 2019 onwards	50%	50% by 05 - 12 - 2019

GST, if applicable, is payable with each installment.

BRANDING OPPORTUNITIES

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BRANDING OPPORTUNITIES

LED BRANDING



ADVERTISE ON
ELEC RAMA TV

BE VISIBLE TO OVER **300,000 INDUSTRY FOCUSED FOOTFALLS**
WITH A DEDICATED VIDEO CHANNEL THAT WILL BE PLAYING
ON **15 LED SCREENS** ACROSS ELEC RAMA VENUE

BRANDING OPPORTUNITIES

LED BRANDING

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
REGULAR	INR 3,00,000	USD 4286	EXHIBITOR - IEEMA MEMBER REGULAR	INR 1,50,000	EXHIBITOR - NON MEMBER REGULAR	INR 1,65,000	USD 2357



**Image is for illustration only*

Elecrama TV advertising slots

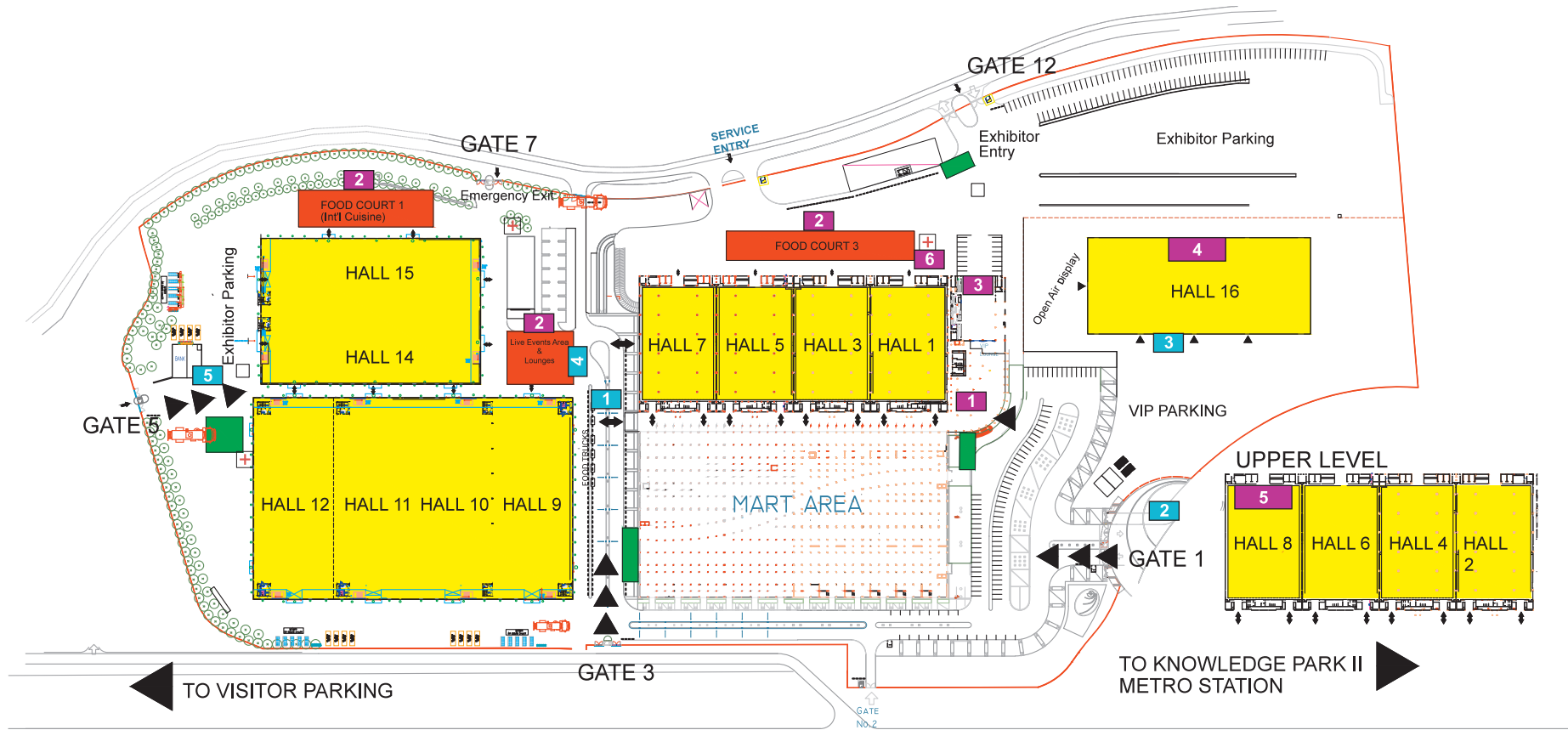
One slot equal to 40 views of 20 seconds each displayed 8 times per day for all 5 days of the exhibition i.e. total air time of 800 seconds

Ads/Video content shall be played on all screens at one time

UNITS- 78 / AVAILABLE - 38

BRANDING OPPORTUNITIES

SITE LAYOUT - LED BRANDING



INDOOR	1. CFB Area	2. 3 Food Court & Internal Food Court	3. VIP Lounge	4. Hall-16	
	5. RBSM & DBSM Hall & Lunch Lounge	6. WUS Lounge (1st Floor)			
OUTDOOR	1. Aero Bridge	2. Gate-1	3. Hall-16	4. Central Court	5. Gate-5/6

- REGISTRATION
- FIRE SERVICE
- + MEDICAL SERVICE

BRANDING OPPORTUNITIES

LANYARD AND BADGE BRANDING (SOLE OPPORTUNITY)

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	30,00,000	42857	REGULAR	15,00,000	REGULAR	16,50,000	23571



Exclusive opportunity to make your brand visible on the lanyards and badges to be given to all visitors, exhibitors, VIPs & delegates.

**Image is for illustration only final design may vary*

UNITS - 1 / AVAILABLE - 1

BRANDING OPPORTUNITIES

BRANDING OPTIONS FROM GATE - 1



BRANDING OPPORTUNITIES

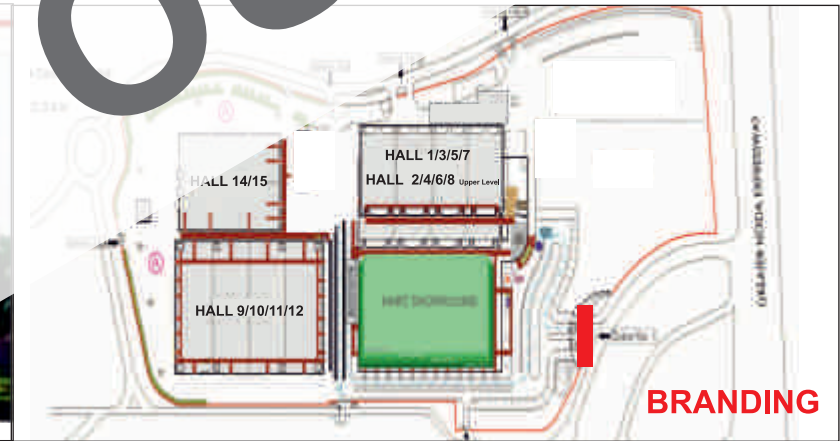
VIEW FROM GATE - 1



BRANDING OPPORTUNITIES

HOARDING AT GATE - 1 ENTRANCE

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR MEMBER	INR	USD
◆ PREMIUM	4,00,000	5714	PREMIUM	2,00,000	PREMIUM	2,20,000	3142



UNITS - 3 / SOLD OUT

PREMIUM branding 3 nos. - 16 ft (W) X 20 ft (H)

For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

HOARDING ON EXPO MART FRONT WALL FROM GATE - 1

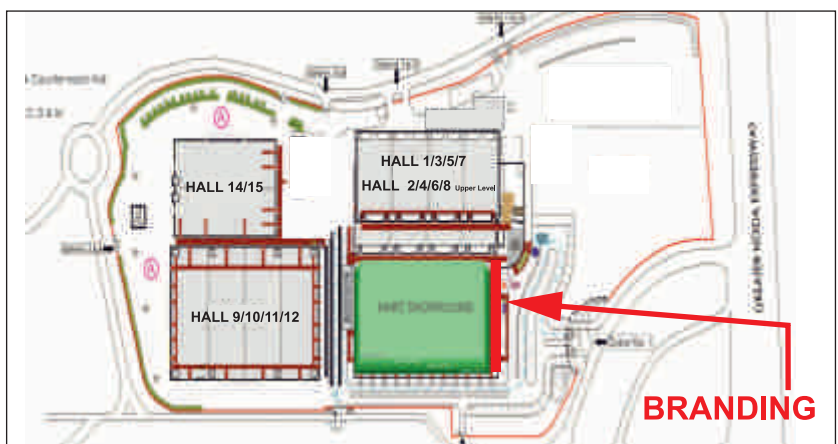
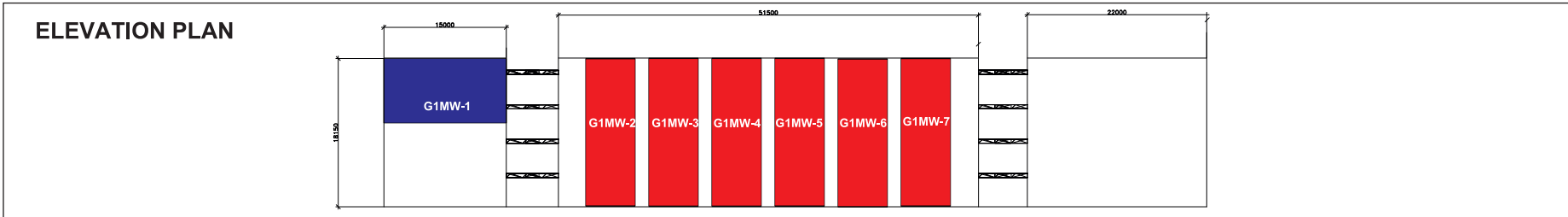
NON EXHIBITOR TARIFF

	INR	USD
PREMIUM	8,00,000	11429
REGULAR	7,00,000	10000

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM (H)	4,00,000	PREMIUM	4,40,000	6286
REGULAR (V)	3,50,000	REGULAR	3,85,000	5500

*Horizontal - (H), Vertical - (V)



UNITS- 7 / AVAILABLE - 1
 PREMIUM Horizontal Hoarding 1 no *Approximate Size: 1250 sq. ft.
 REGULAR Vertical Hoarding 6 nos *Approximate Size: 1200 sq. ft.
 For booking and actual status please visit
<https://exhibitor.elecrama.com>

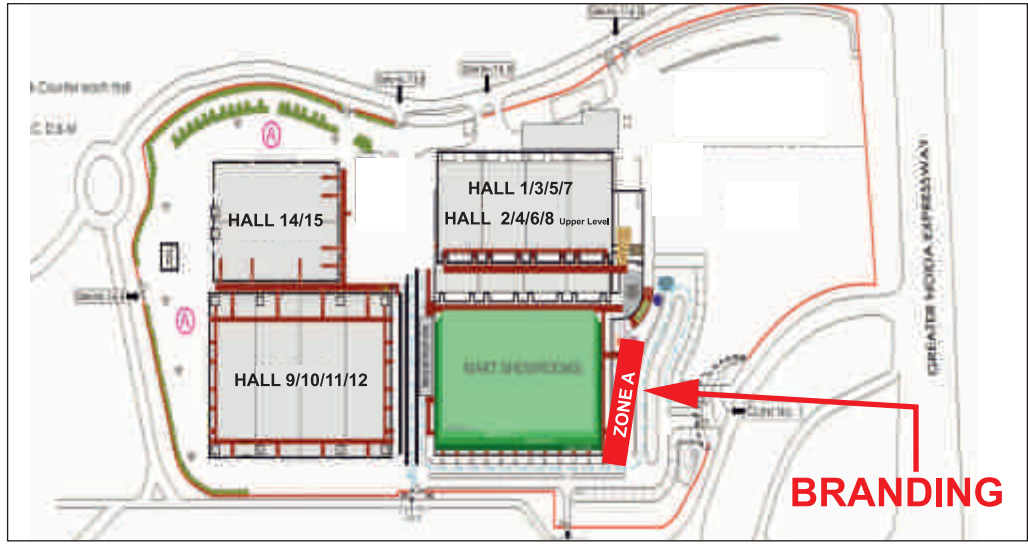
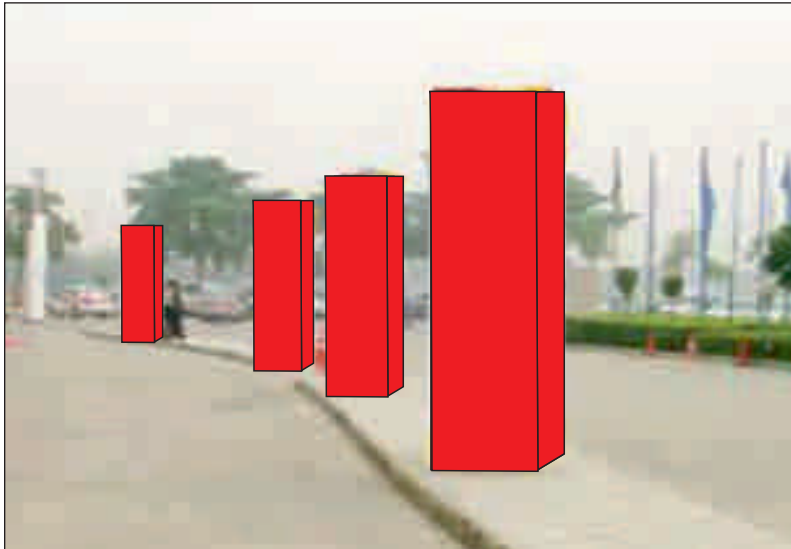


BRANDING OPPORTUNITIES

CUBES BRANDING - PATHWAY FROM GATE - 1 LEADING TO CFB AREA & HALL - 1

NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	2,00,000	2857

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	1,00,000	REGULAR	1,10,000	1571



LOCATION - DIVERTER FROM GATE NO.1
UNITS-10 / AVAILABLE - 5

REGULAR branding (on four sides) - 4 ft (W) X 8 ft (H)

For booking and actual status please visit <https://exhibitor.elecrama.com>

ZONE-A

BRANDING OPPORTUNITIES

CFB - CENTRAL FASCIA MAIN BUNTING GLASS WALL

NON EXHIBITOR TARIFF

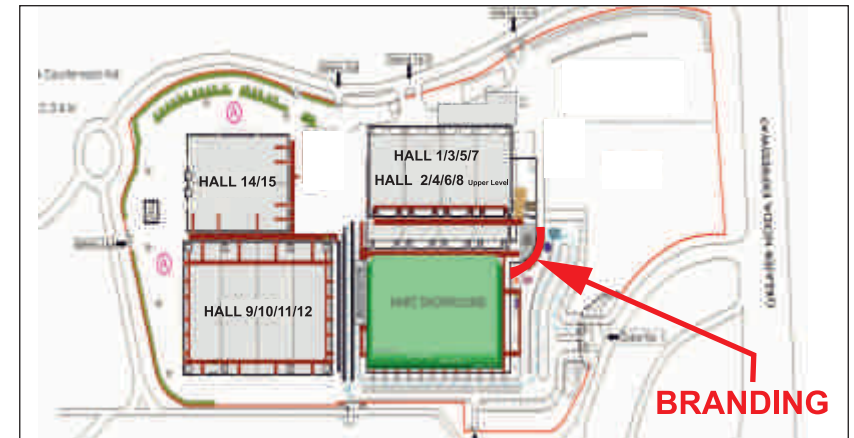
	INR	USD
PREMIUM	5,00,000	7143
REGULAR	4,00,000	5714

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM (H)	2,50,000	PREMIUM	2,75,000	3929
REGULAR (V)	2,00,000	REGULAR	2,20,000	3143

ELEVATION PLAN

CFBG-3	CFBG-4	CFBG-5	CFBG-6	CFBG-7	CFBG-8	CFBG-9	CFBG-10	CFBG-11	CFBG-12	CFBG-13	CFBG-14	CFBG-15
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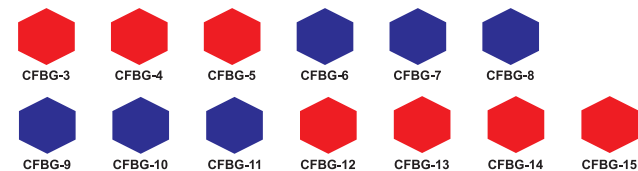
UNITS- 13 / AVAILABLE - 9

PREMIUM branding 6 nos.

REGULAR branding 7 nos.

*Approximate Size: 368 sq. ft.

For booking and actual status please visit
<https://exhibitor.elecrama.com>

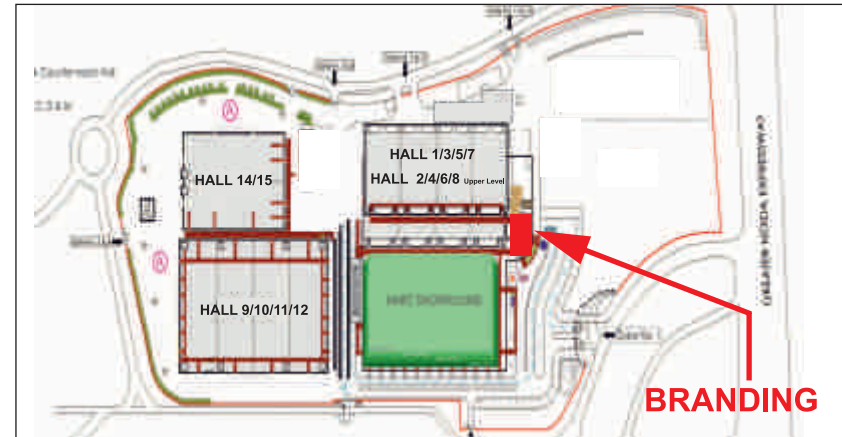


BRANDING OPPORTUNITIES

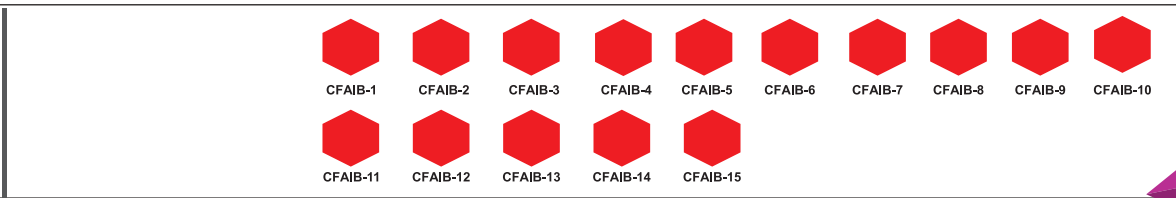
CENTRAL FOYER AREA INDOOR BUNTING

NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	1,20,000	1714

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	60,000	REGULAR	66,000	943



UNITS- 15 / AVAILABLE - 11
 REGULAR bunting size - 4 ft (w) x 14 ft (h)
 For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

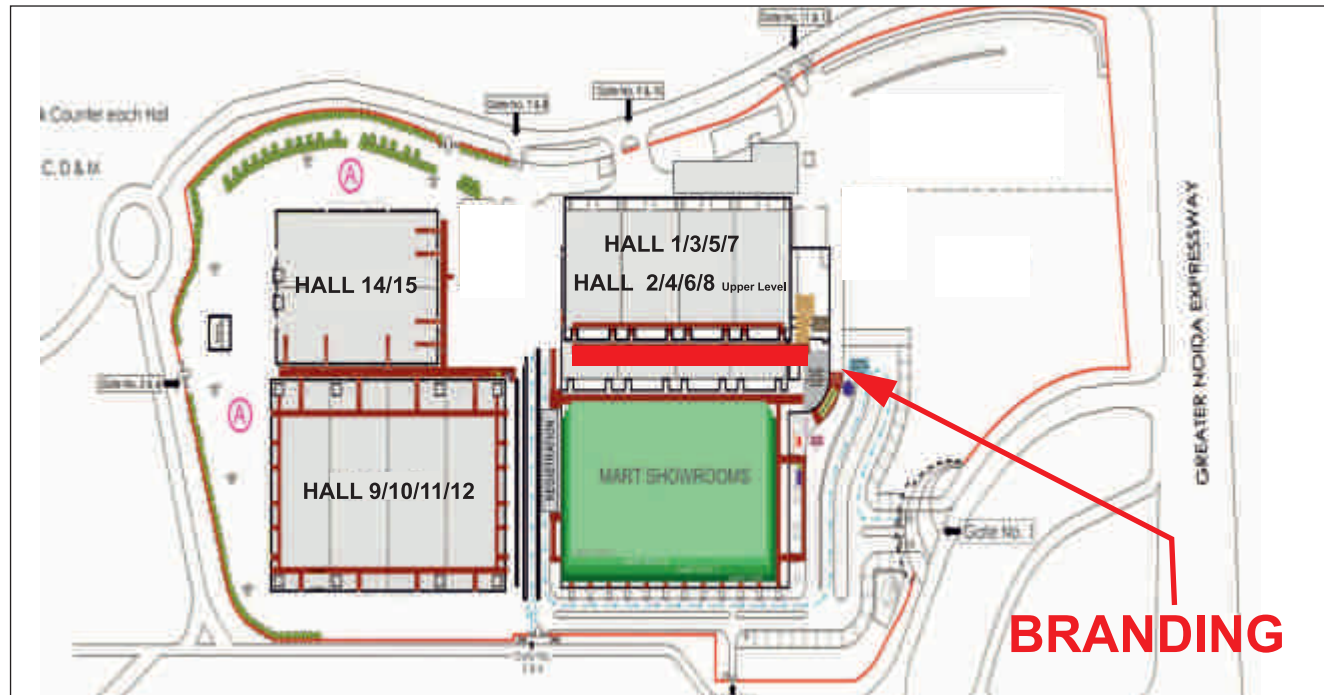
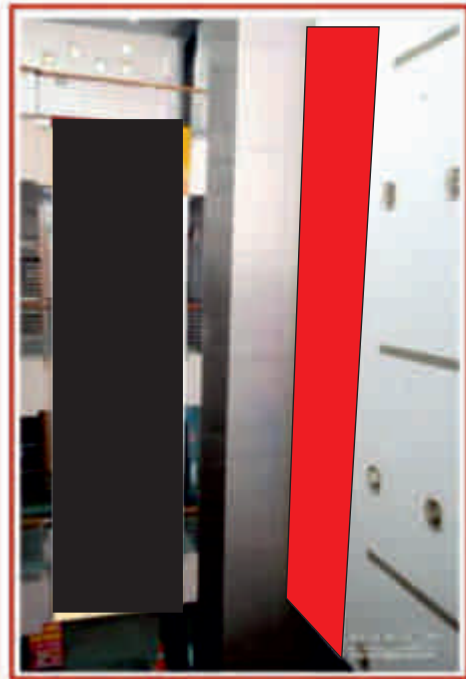
VERTICAL LARGE BUNTING IN FOYER AREA NEXT TO HALL - 1,3,5,7 ENTRANCES

NON EXHIBITOR TARIFF

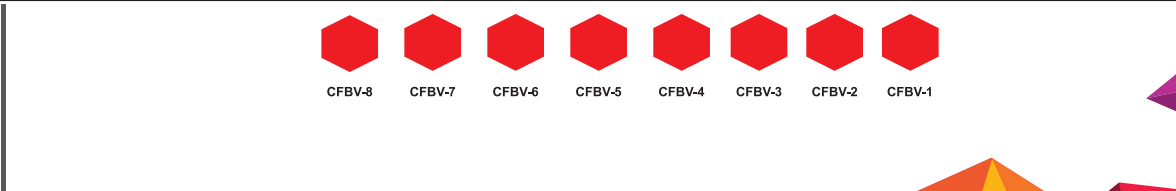
	INR	USD
REGULAR	1,00,000	1429

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR (V)	50,000	REGULAR	55,000	786



UNITS- 8 / AVAILABLE - 5
 REGULAR bunting branding 8 nos.
 *Approximate Size: 750 sq. ft.
 For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

BRANDING OPTIONS FROM GATE - 3 & 4



BRANDING OPPORTUNITIES

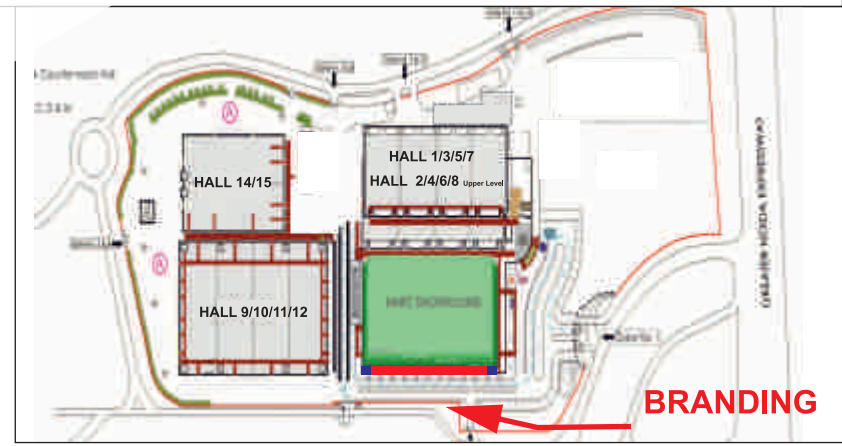
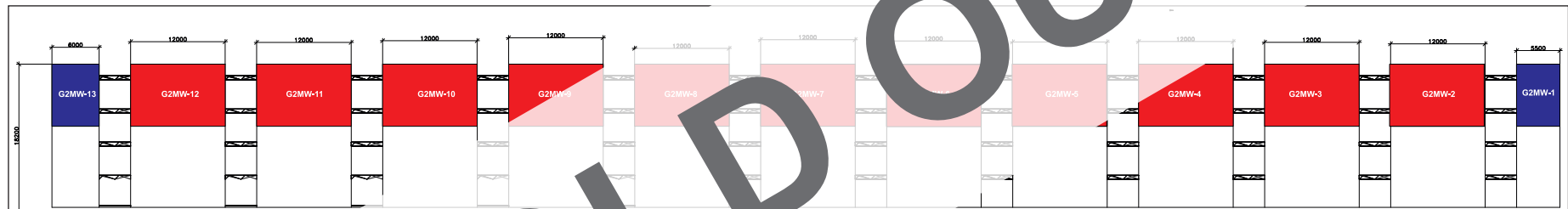
VIEW FROM GATE - 3 & 4



BRANDING OPPORTUNITIES

HOARDING ON MART AREA WALL ALONG VIP PARKING ROAD, STARTING FROM GATE-2 TO GATE-3&4

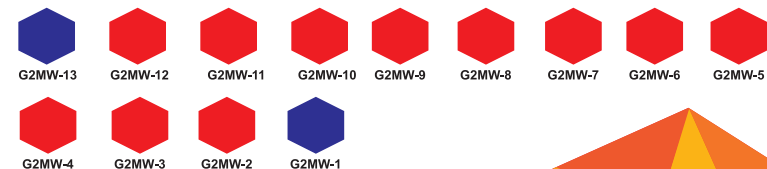
NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
◆ SUPER PREMIUM	4,00,000	5714	◆ SUPER PREMIUM	2,00,000	◆ SUPER PREMIUM	2,20,000	3142
◆ PREMIUM	2,50,000	3571	◆ PREMIUM	1,25,000	◆ PREMIUM	1,37,500	1964
◆ REGULAR	1,50,000	2143	◆ REGULAR	75,000	◆ REGULAR	82,500	1179



UNITS- 13 / SOLD OUT

Super PREMIUM branding 1 no.
 PREMIUM branding 1 no.
 REGULAR branding 11 nos.

*Approximate Size: 600 sq. ft.
 *Approximate Size: 600 sq. ft.
 *Approximate Size: 750 sq. ft.

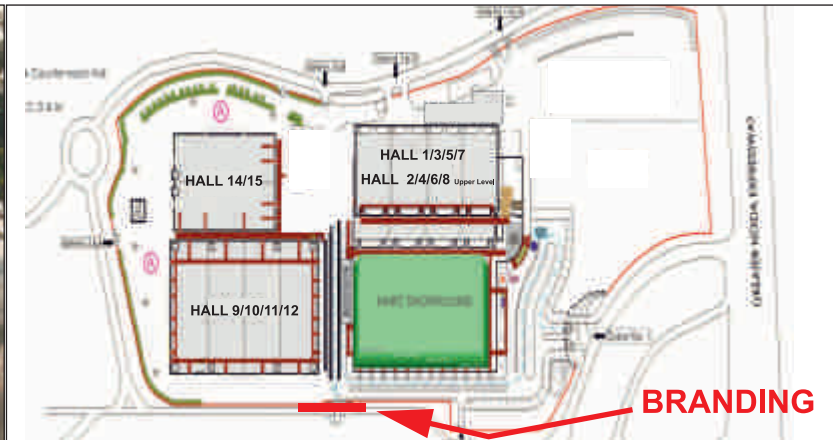


BRANDING OPPORTUNITIES

HOARDING AT THE ENTRANCE OF GATE - 3 & 4

NON EXHIBITOR TARIFF		
	INR	USD
◆ PREMIUM	2,00,000	2857

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM (H)	1,00,000	PREMIUM	1,10,000	1571



UNITS- 2 / AVAILABLE - 1
 PREMIUM branding 2 nos.
 *Approximate Size: 300 sq. ft.
 For booking and actual status please visit
<https://exhibitor.elecrama.com>

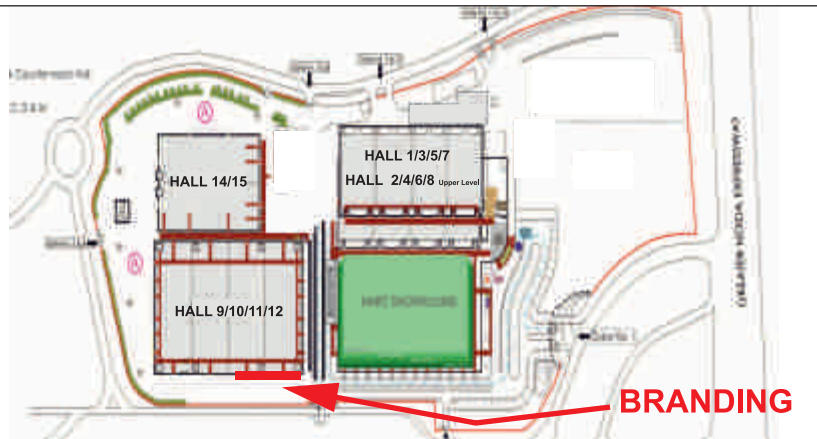
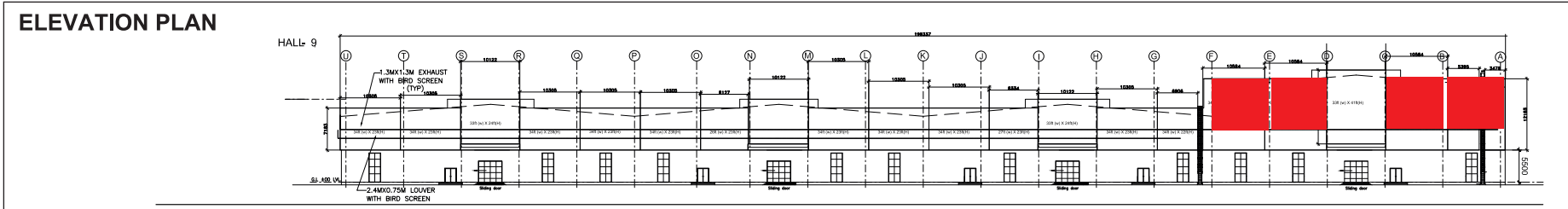


BRANDING OPPORTUNITIES

HOARDING ON HALL - 9 BACK WALL FACING ENTRY GATE - 3 & 4

NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	3,00,000	4286

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	1,50,000	REGULAR	1,65,000	2357



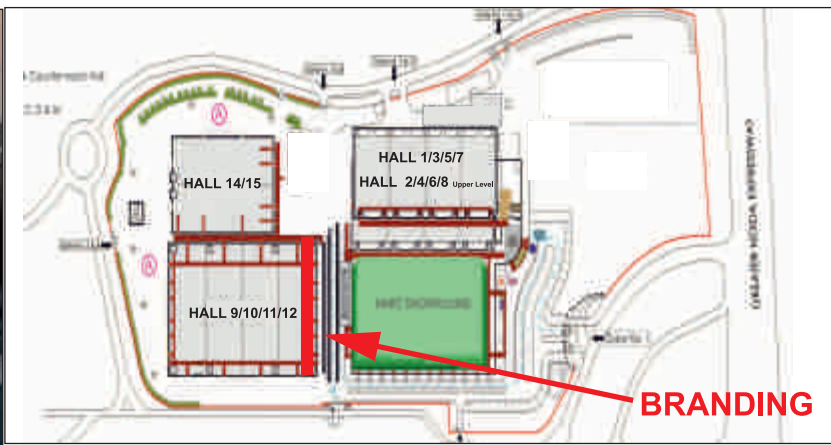
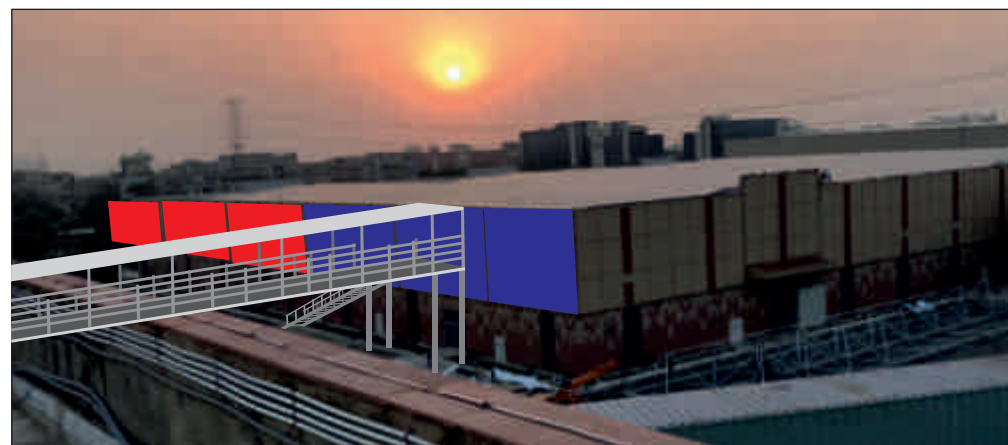
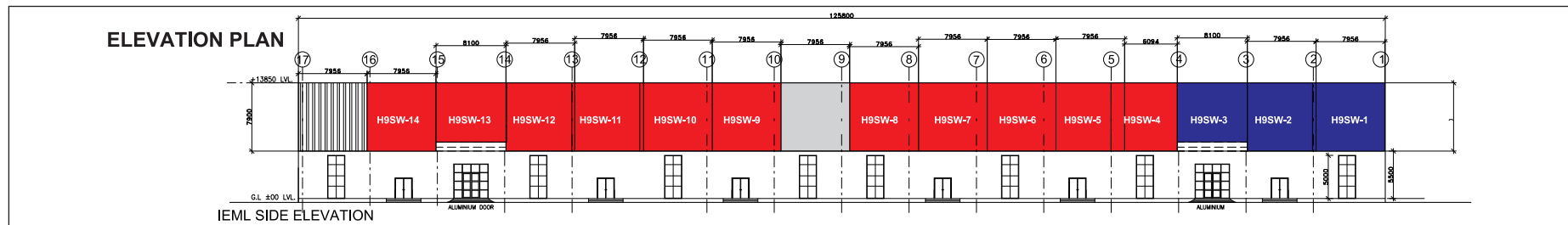
UNITS- 4 / AVAILABLE - 2
 REGULAR branding 2 nos.
 *Approximate Size: 900 sq. ft.
 For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

HOARDING ON HALL - 9 SIDE WALL FACING REGISTRATION AREA FROM GATE - 3 & 4

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
■ PREMIUM ■ REGULAR	5,00,000	7143	PREMIUM (H)	2,50,000	PREMIUM	2,75,000	3929
	4,00,000	5714	REGULAR (V)	2,00,000	REGULAR	2,20,000	3143



UNITS- 14 / AVAILABLE - 7

PREMIUM branding 3 nos. Size: 30 ft (w) x 30 ft (h)

REGULAR branding 11 nos. Size: 30 ft (w) x 30 ft (h)

For booking and actual status please visit <https://exhibitor.elecrama.com>

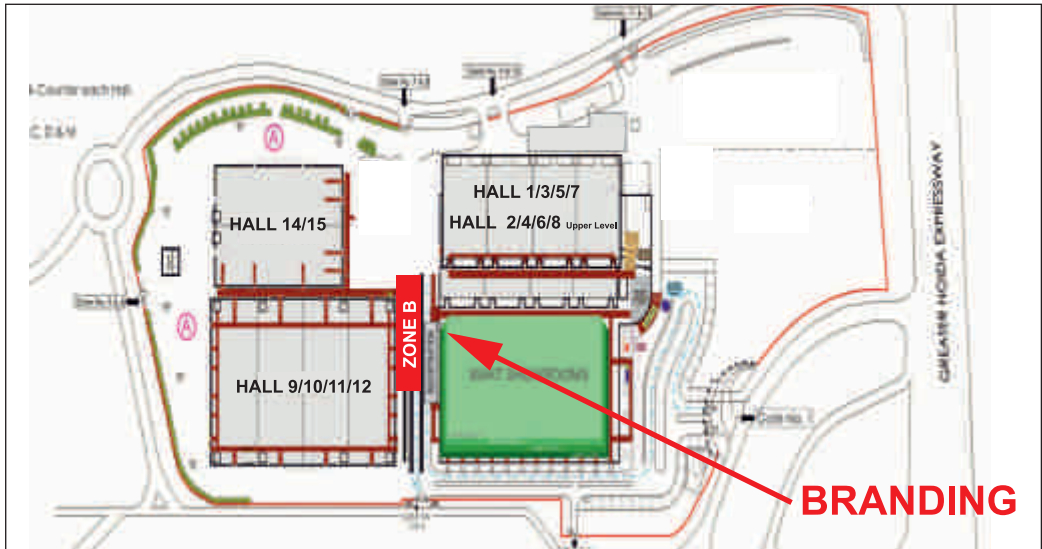
■ H9SW-14	■ H9SW-13	■ H9SW-12	■ H9SW-11	■ H9SW-10	■ H9SW-9	■ H9SW-8	■ H9SW-7
■ H9SW-6	■ H9SW-5	■ H9SW-4	■ H9SW-3	■ H9SW-2	■ H9SW-1		

BRANDING OPPORTUNITIES

CUBES BRANDING - PATHWAY FROM GATE - 3 & 4 LEADING TO COMMON AREA

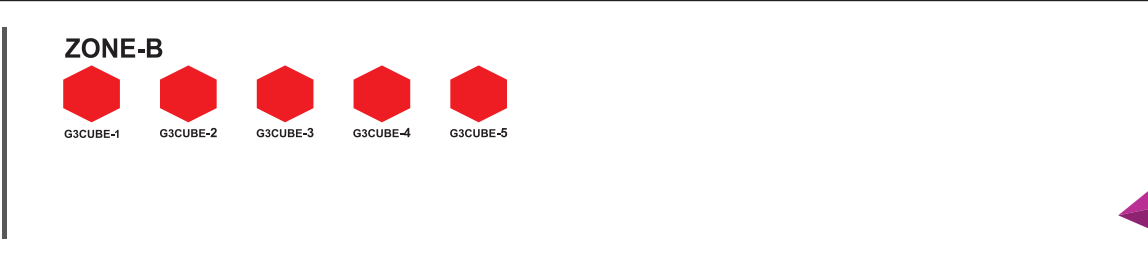
NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	2,00,000	2857

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR (V)	1,00,000	REGULAR	1,10,000	1571



UNITS - 5 CUBES / AVAILABLE - 1
 REGULAR branding (on four sides on each Cube)
 4 ft (W) X8 ft (H)

For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

HOARDING ON MART AREA BACK WALL FACING COMMON AREA GATE - 3 & 4

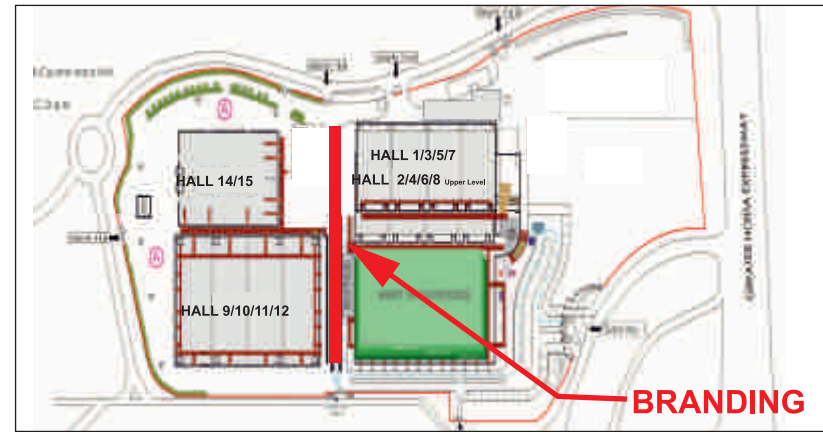
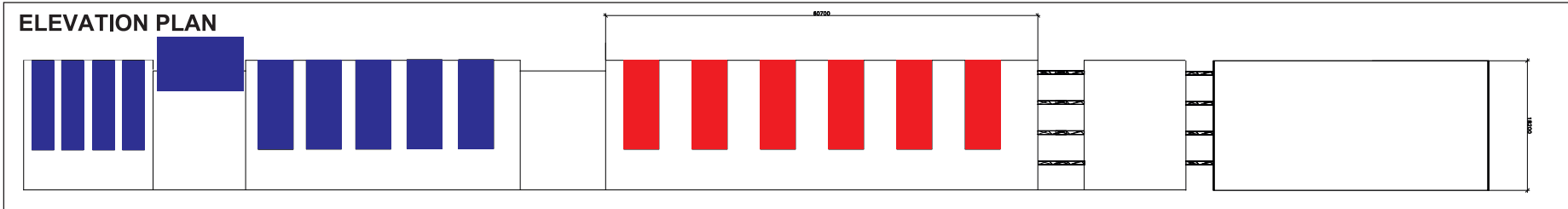
NON EXHIBITOR TARIFF

	INR	USD
● PREMIUM (V)	5,00,000	7143
● PREMIUM (H)	6,00,000	8572
● REGULAR (V)	4,00,000	5714

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM (V)	2,50,000	PREMIUM (V)	2,75,000	3929
PREMIUM (H)	3,00,000	PREMIUM (H)	3,30,000	4714
REGULAR (V)	2,00,000	REGULAR (V)	2,20,000	3143

*Horizontal - (H), Vertical - (V)



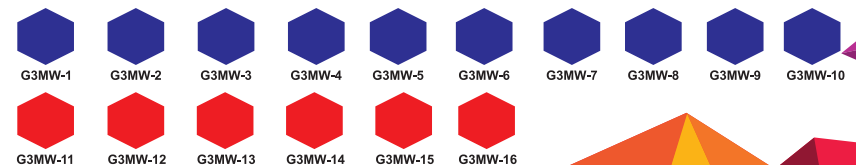
UNITS- 16 / AVAILABLE - 5

PREMIUM Horizontal branding 1 no. *Approximate Size: 1000 sq. ft.

PREMIUM Vertical branding 9 nos. - 20 ft (W) X 40 ft (H)

REGULAR Vertical branding 6 nos. - 20 ft (W) X 40 ft (H)

For booking and actual status please visit
<https://exhibitor.elecrama.com>

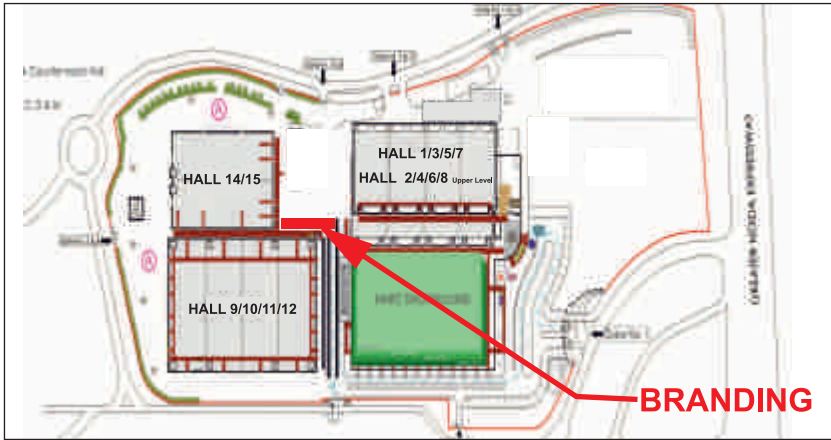
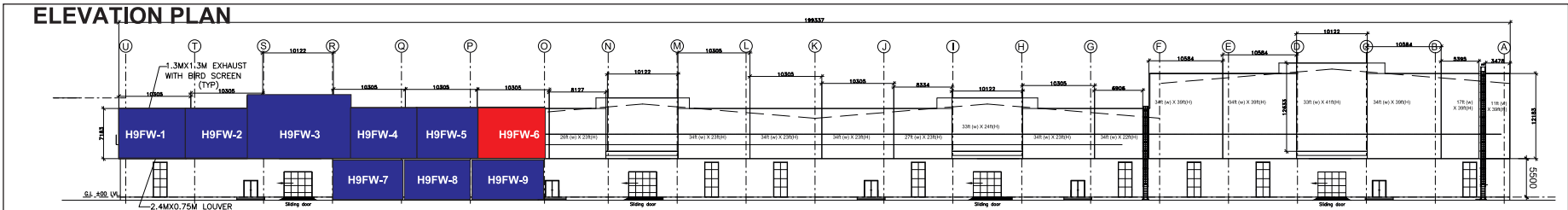


BRANDING OPPORTUNITIES

HOARDING ON HALL - 9 WALL FACING FOOD COURT & COMMON AREA

NON EXHIBITOR TARIFF		
	INR	USD
PREMIUM	6,60,000	942
REGULAR	5,00,000	7143

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM	3,30,000	PREMIUM	3,63,000	5186
REGULAR	2,50,000	REGULAR	2,75,000	3929



UNITS- 9 / AVAILABLE - 3

PREMIUM branding 5 nos.
 REGULAR branding 1 no.

*Approximate Size: 1000 sq. ft.

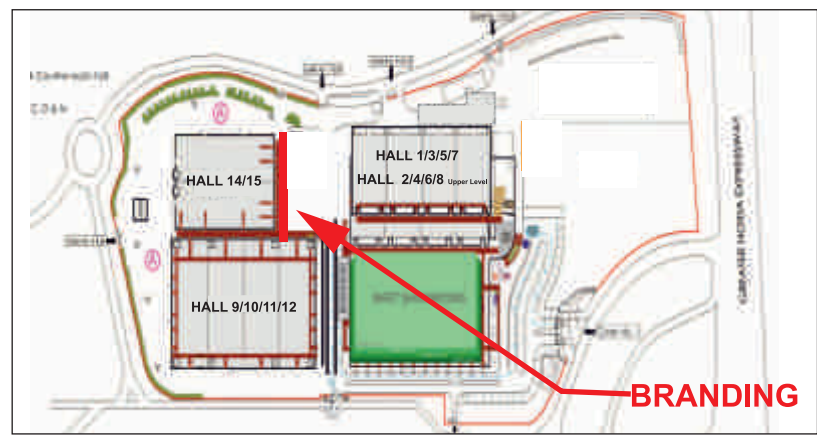
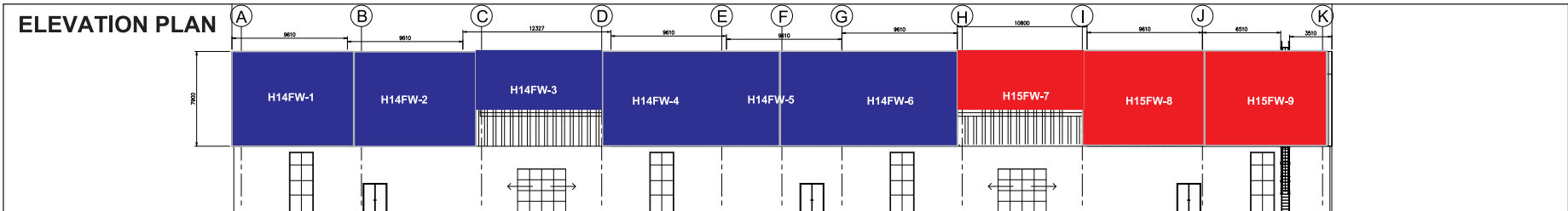
For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

HOARDING ON HALL - 14 & 15 MAIN WALL FACING FOOD COURT & COMMON AREA

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
PREMIUM	7,20,000	10286	PREMIUM	3,60,000	PREMIUM	3,96,000	5657
REGULAR	3,00,000	4286	REGULAR	1,50,000	REGULAR	1,65,000	2357



UNITS - 7 / AVAILABLE - 1
 PREMIUM branding 6 nos. *Approximate Size: 1000 sq. ft.
 REGULAR branding 3 nos. *Approximate Size: 900 sq. ft.
 For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

BRANDING OPTIONS NEAR GATE - 5 & 6



BRANDING OPPORTUNITIES

VIEW FROM GATE - 5 & 6



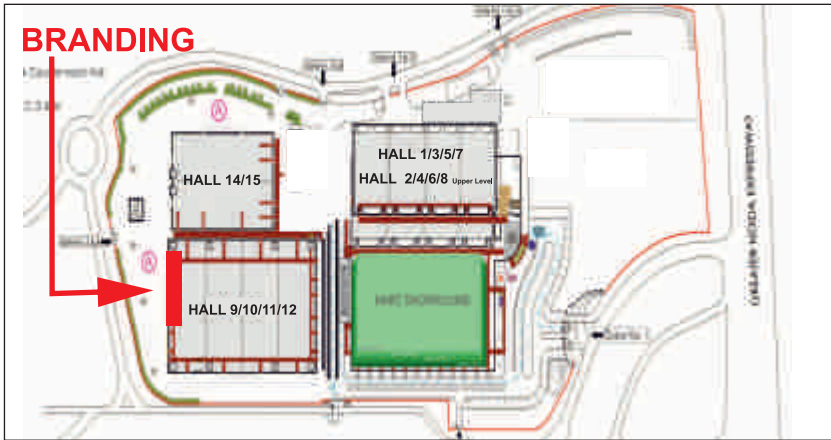
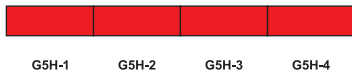
BRANDING OPPORTUNITIES

BRANDING ON BACK WALL OF HALL - 12 FACING GATE - 5 & 6

NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	2,00,000	2857

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR (V)	1,00,000	REGULAR	1,10,000	1571

ELEVATION PLAN



UNITS- 4 / AVAILABLE - 4

REGULAR bunting branding 4 nos.

*Approximate Size: 900 sq. ft.

For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

BRANDING ON BACK WALL OF HALL - 14 FACING GATE - 5 & 6

NON EXHIBITOR TARIFF		
	INR	USD
REGULAR	2,00,000	2857

50% DISCOUNT FOR EXHIBITORS				
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	1,00,000	REGULAR	1,10,000	1571

ELEVATION PLAN



UNITS- 2 / AVAILABLE - 2

*Approximate Size: 900 sq. ft.

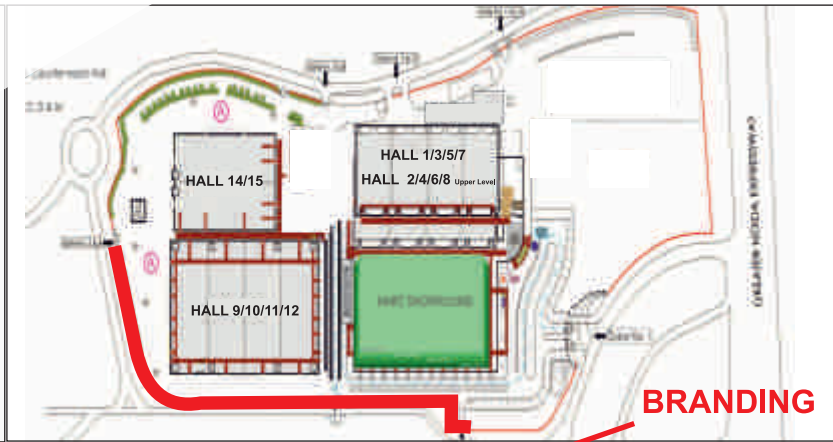
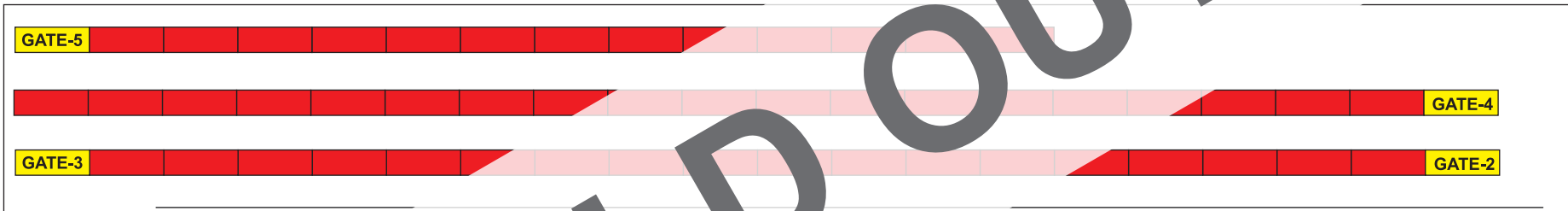
For booking and actual status please visit
<https://exhibitor.elecrama.com>



BRANDING OPPORTUNITIES

BRANDING ON FENCE FROM GATE - 5 & 6 TO GATE-3 & 4 AND BEYOND TO GATE - 2

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS				
REGULAR	INR 72,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 36,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 39,600	USD 565



UNITS- 45 / SOLD OUT
 REGULAR branding 45 nos.
 *Approximate Size: 150 sq. ft.

BRANDING OPPORTUNITIES

COFFEE & HOT BEVERAGE PARTNER

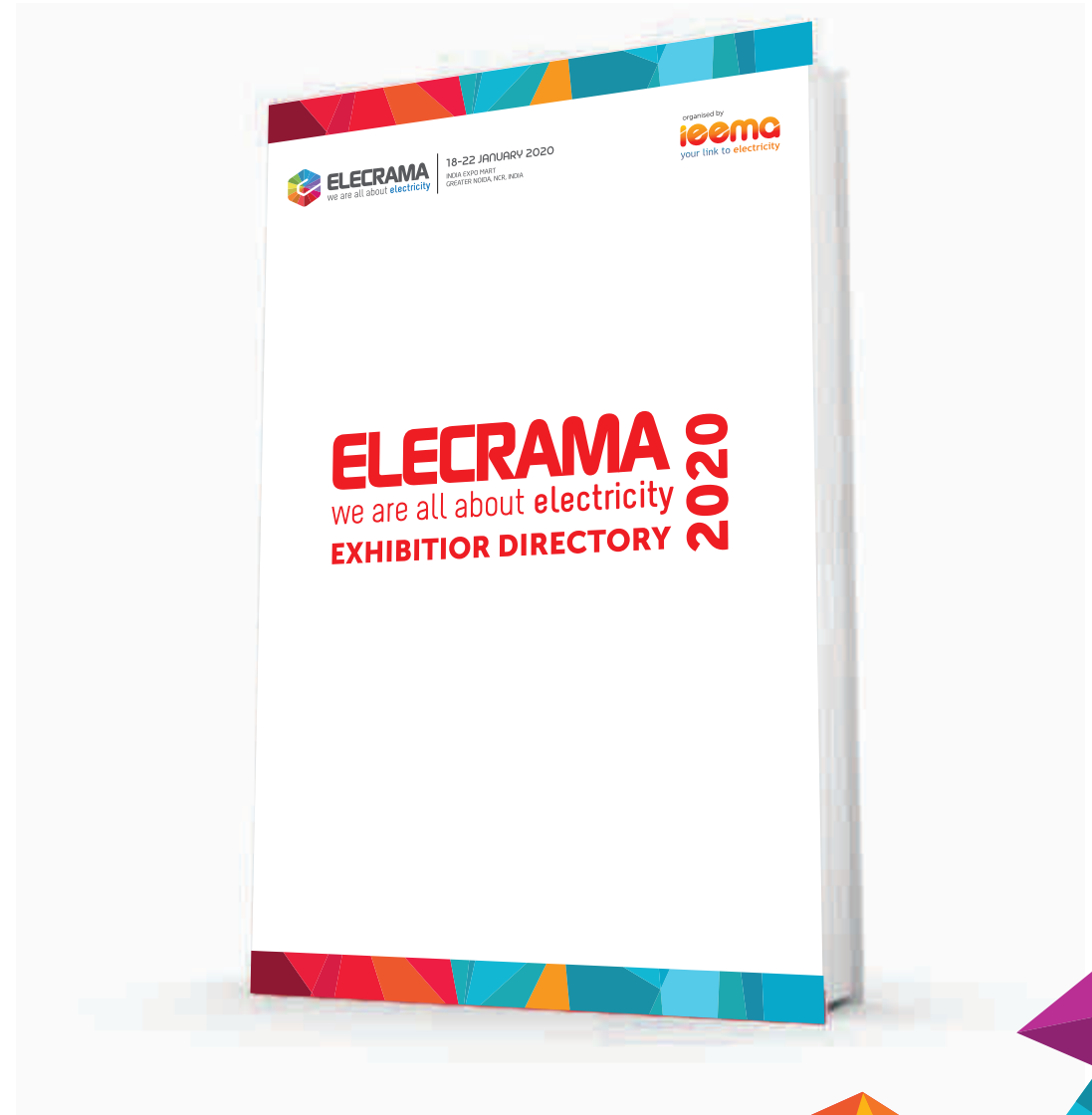
NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
	INR	USD	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	20,00,000	28571	REGULAR	10,00,000	REGULAR	11,00,000	15714



**Image is for illustration only*

BRANDING OPPORTUNITIES

ADVERTISEMENT OPPORTUNITIES IN EXHIBITOR DIRECTORY



BRANDING OPPORTUNITIES

EXHIBITOR DIRECTORY

ADVERTISEMENT TARIFF FOR ELECRAMA 2020 EXHIBITOR DIRECTORY

Technical Specification

Sr. No.	Advertisement Particulars	Member Tariff	Non Member Tariff	Non Member -Tariff in USD	Qty	Available
1	Front Cover Gatefold (Single)	200000	220000	3143	1	Sold out
2	Back Cover	175000	192500	2750	1	Sold out
3	Back Cover Gatefold (Single)	165000	181500	2593	1	Available
4	Inside Front Page	130000	143000	2043	1	Sold out
5	Page Facing Inside Front page	120000	132000	1886	1	Sold out
6	Inside Back Page	115000	126500	1807	1	Sold out
7	Page Facing Inside Back page	100000	110000	1571	1	Available
8	Separator	85000	93500	1338	6	Available
9	Full Page	60000	66000	943	30	Available
10	Book Mark (both side printed)	65000	71500	1021	6	Available

Bleed 25% Extra
Directory Size: A 4 (297 mm x 210 mm)
Technical Specification
Front Cover Gatefold: 260 mm H x 360 mm W
Full Page Print Area: 260 mm H x 180 mm W
Book Mark: 160 mm H x 40 mm W

For bookings please contact:
 Ms. Priya Soman | priya.soman@ieema.org

BRANDING OPPORTUNITIES

BRANDING OPPORTUNITY
@
B2B ARENA
RBSM - HALL 8

BRANDING OPPORTUNITIES

CHANGE X CHANGE
2020

14th Edition
ELECRAMA
we are all about electricity
18-22 JANUARY 2020
INDIA EXPO MART, GREATER NOIDA, NCR INDIA



REVERSE BUYER SELLER MEET - RBSM



RBSM 2020 - The IEEMA Reverse Buyer Seller Meet at ELECRAMA-2020 offers an unparalleled vendor access opportunity for buyers to reach out to Indian manufacturers of high quality but immensely competitive electrical equipment and components.

RBSM in 2018 had **650+** buyers from **52 countries** business generated worth **USD 1 Billion** over **6500 meetings** in a period of **3 days**

Date: 20th – 22nd January 2020

BRANDING OPPORTUNITIES



MEETING CUBICLE BRANDING

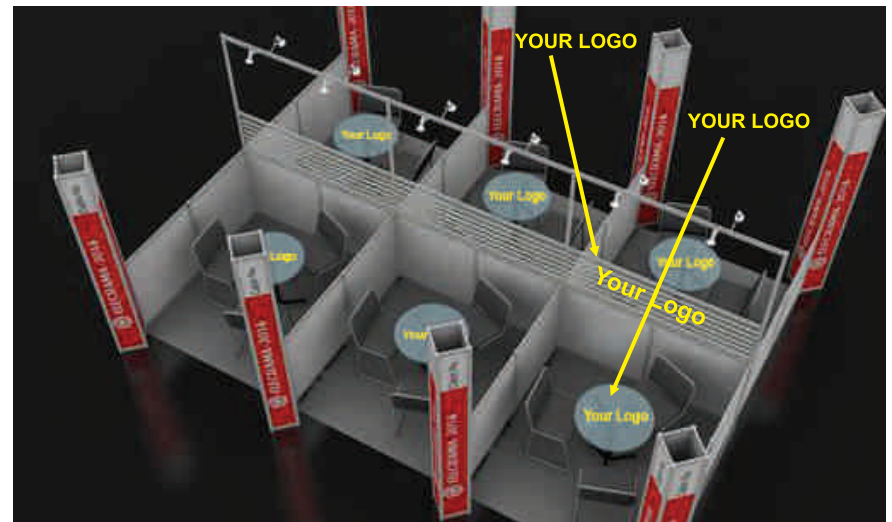
NON EXHIBITOR TARIFF

	INR
REGULAR	4,00,000

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR
REGULAR	2,00,000

EXHIBITOR - NON MEMBER	INR
REGULAR	2,00,000



No of sponsors : 4

Particulars : Total 164 cubicles for meetings
4 sponsors each taking 41 cubicles

Key Benefits :

1. Your Company Logo on top of 41 meeting tables
2. Your Company Logo prominently at one side of 41 meeting cubicles
3. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

**Image is for illustration only*


BRANDING OPPORTUNITIES

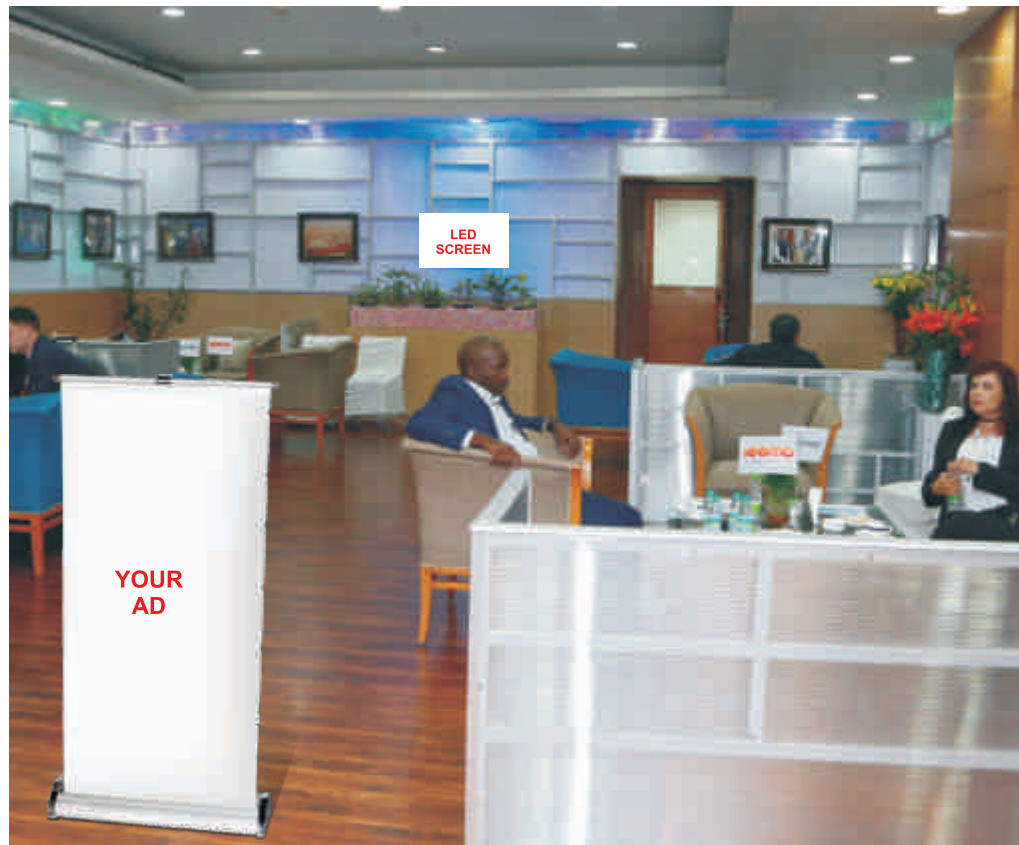
CHANGE X CHANGE
2020

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18-22 JANUARY 2020
INDIA EXPO MART, GREATER NOIDA, NCR INDIA



RBSM BUYERS' LOUNGE

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS	
 REGULAR	INR 12,00,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 6,00,000
		EXHIBITOR - NON MEMBER REGULAR	INR 6,00,000



No of sponsors : Sole

Particulars : Single Sponsor for the buyers' lounge area

Key Benefits :

1. Printing of Name & Logo of your company in the buyers' lounge
2. Standees / Hoardings / Banners to be placed in the buyers' lounge
3. Thank you signage at prominent locations
4. Corporate video of 2 minues to be played inside the lounge
5. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

**Image is for illustration only*

BRANDING OPPORTUNITIES

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18-22 JANUARY 2020
INDIA EXPO MART, GREATER NOIDA, NCR INDIA

30
1990
2020
ELECTRICITY
YEARS

WELCOME RECEPTION FOR BUYERS

NON EXHIBITOR TARIFF		EXHIBITOR - IEEMA MEMBER		EXHIBITOR - NON MEMBER	
REGULAR	INR 6,00,000	REGULAR	INR 3,00,000	REGULAR	INR 3,00,000



**Image is for illustration only*

No. of sponsors : Sole

Key Benefits :

1. Welcome speech approx. 2 mins
2. Display of your company name & logo on the backdrop
3. Thank you signage at prominent locations
4. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

BRANDING OPPORTUNITIES



DINNER SPONSOR

NON EXHIBITOR TARIFF

	INR	USD
REGULAR	12,00,000	5714
*cocktails on actuals - optional		

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR
REGULAR	6,00,000
*cocktails on actuals - optional	

EXHIBITOR - NON MEMBER	INR
REGULAR	6,00,000
*cocktails on actuals - optional	



No of sponsors : 2

Particulars :

Option to sponsor individual dinner nights There are 2 Dinner Nights on 20th and 21st January 2020
 One Dinner night - includes dinner simultaneously at all the 4 hotels

*cocktails on actuals to be extra (optional service)

Key Benefits :

1. Exclusive standee at the Dinner venue
2. Hoardings / Banners to be placed
3. Thank you acknowledgment
4. Digital recognition on TV Screens in the Dinner area
5. Welcome speech approx. 2 mins
6. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

*Image is for illustration only

BRANDING OPPORTUNITIES

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RBSM BUYERS KIT SPONSOR

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS	
REGULAR	INR 6,00,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 3,00,000
		EXHIBITOR - NON MEMBER REGULAR	INR 3,00,000



No of sponsors : 2

Particulars : Approx 675 Welcome Kits

Key Benefits :

1. Your Logo on the Kit Bag
2. Sponsor's company brochure to be inserted in the Kit Bag
3. Exclusive Standee at the B2B premises
4. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

**Image is for illustration only*

BRANDING OPPORTUNITIES

BUS SEAT REST - BRANDING

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS			
REGULAR	INR 2,00,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 1,00,000	EXHIBITOR - NON MEMBER REGULAR	INR 1,00,000



No of sponsors : 2

Particulars : Approx 20 Buses with seating capacity 40

Key Benefits : Company Logo to be displayed on the bus seat rest

**Image is for illustration only*

For bookings please contact:
Mr. Sudeep Sarkar | sudeep.sarkar@ieema.org

BRANDING OPPORTUNITIES

BRANDING OPPORTUNITY
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B2B ARENA
DBSM - HALL 8

BRANDING OPPORTUNITIES



DOMESTIC BUYER SELLER MEET (DBSM)



At DBSM Hall



At Buyers' Hotel



DBSM Waiting Lounge



Other Avenues

Concept

Utilities represents the biggest buyer segment, they have always been important customers for majority of the exhibitors.

A dedicated area will be created within the exhibition, where structured one-to-one meetings will be conducted with exhibitors.

What to expect:

3500-4000 one to one meetings with utility procurement officials, representing various states of India

Objective

To bring in more value to our exhibitors, structured one on one meetings will be organized with the concerned officials of public & private utilities.

Date: 18th – 22nd January 2020

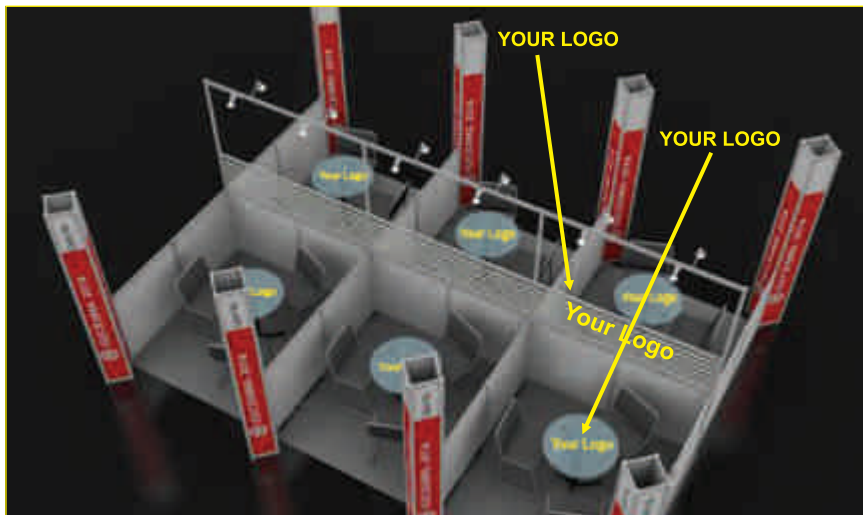
BRANDING OPPORTUNITIES



AT DBSM HALL

NON EXHIBITOR TARIFF	
REGULAR	INR 20,00,000

50% DISCOUNT FOR EXHIBITORS			
EXHIBITOR - IEEMA MEMBER REGULAR	INR 10,00,000	EXHIBITOR - NON MEMBER REGULAR	INR 10,00,000



- **DBSM Hall- Except Waiting Lounge**
(120 meeting tables, 700 cubical walls and 240 pillars):
Non-exclusive sponsorship.

Benefits

Logo Branding on

- **Cubical Walls**
- **Pillars.**
- **Meeting Tables**

Max. 2 sponsors.

**Image is for illustration only*

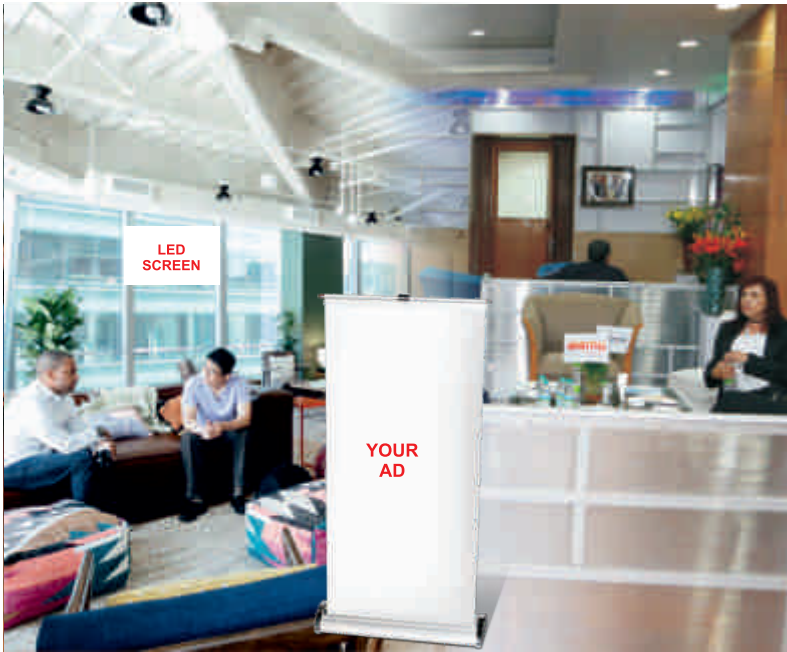
BRANDING OPPORTUNITIES



DBSM WAITING LOUNGE

NON EXHIBITOR TARIFF	
REGULAR	INR 10,00,000

50% DISCOUNT FOR EXHIBITORS			
EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR
REGULAR	5,00,000	REGULAR	5,00,000



- Exclusive to single sponsor for all 5 days. Will be given **Logo Branding on Panel Walls**, allowed to keep **Company Brochures & give aways**, run silent **Corporate Videos on LCD Panel** throughout the exhibition hours.

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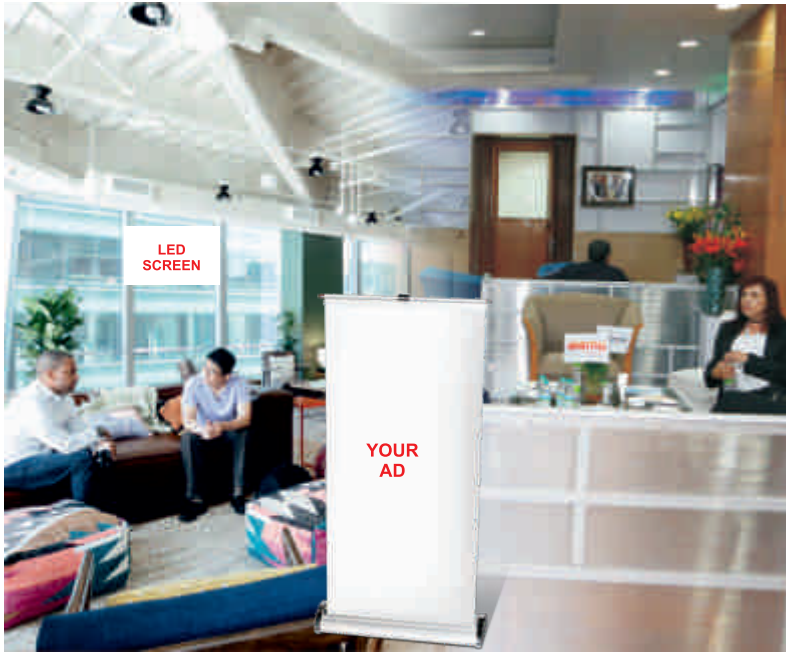
BRANDING OPPORTUNITIES



DBSM WAITING LOUNGE

NON EXHIBITOR TARIFF	
REGULAR	INR 40,00,000

50% DISCOUNT FOR EXHIBITORS			
REGULAR	EXHIBITOR - IEEMA MEMBER INR 20,00,000	REGULAR	EXHIBITOR - NON MEMBER INR 20,00,000



Whole of DBSM area (meeting hall+waiting lounge)

**Image is for illustration only*

BRANDING OPPORTUNITIES



AT BUYERS' HOTEL

DINNER (with cocktails for approx. 200 buyers, including non-hosted buyers) Exclusive to single sponsor

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS	
REGULAR	INR 20,00,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 10,00,000
		EXHIBITOR - NON MEMBER REGULAR	INR 10,00,000



Most of the buyers from state utilities will be staying in single hotel. While they will be at the exhibition venue during day time, we will organise their dinners at the hotel which can be sponsored by interested exhibitors.

Sponsors will be given half an hour slot to present about their products at the dinner, and also arrange product demo.

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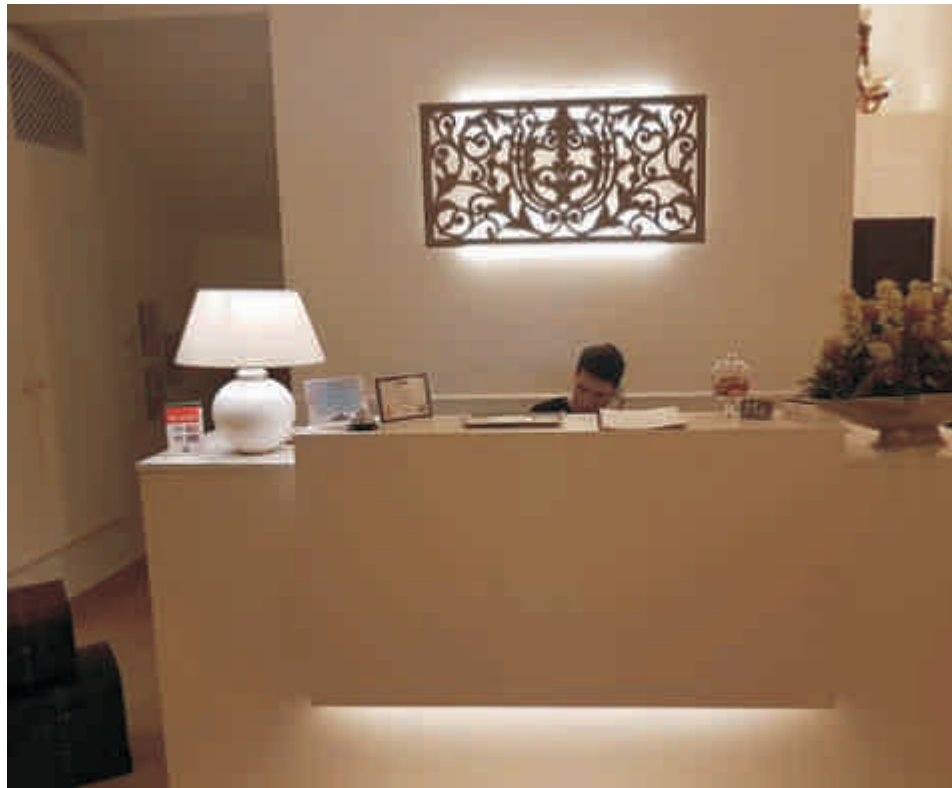
BRANDING OPPORTUNITIES



AT BUYERS' HOTEL

Hotel Desk & Welcome Kit in Guests' Rooms: (Exclusive to single sponsor)

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS			
	INR	EXHIBITOR - MEMBER	INR	EXHIBITOR - NON MEMBER	INR
REGULAR	10,00,000	REGULAR	5,00,000	REGULAR	5,00,000



1. Sponsorer can put their welcome desk at the hotel to receive the guests.
2. Sponsorer will also be allowed to give welcome kits to the guests, which will be handed over at their rooms.

**Image is for illustration only*

BRANDING OPPORTUNITIES



OTHER AVENUES

GUEST CARS (200 numbers, for 4 days with each guest): Exclusive sponsorship

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS			
	INR	EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR
REGULAR	10,00,000	REGULAR	5,00,000	REGULAR	5,00,000



IEEMA will provide dedicated cars and kit bags to the buyers from state utilities, which can be sponsored by interested exhibitors as per following offer:

Guest Cars - Benefits

Logo Branding inside Cars, Sponsor's Catalogues + give aways (to be provided by sponsor)

**Image is for illustration only*

BRANDING OPPORTUNITIES



OTHER AVENUES

DELEGATE KIT BAGS (for all hosted and non-hosted domestic buyers, 500 numbers):

Non exclusive sponsorship, no cap on number of sponsors.

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS			
REGULAR	INR 4,00,000	EXHIBITOR - IEEMA MEMBER REGULAR	INR 2,00,000	EXHIBITOR - NON MEMBER REGULAR	INR 2,00,000



Delegate Kit Bags - Benefits
Logo Branding and Brochure inside Kit Bags

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For bookings please contact:
 Mr. Seetharaman | k.seetharaman@ieema.org

BRANDING OPPORTUNITIES

BRANDING OPPORTUNITY
@
B2B ARENA
CEO SUMMIT

PREMIUM BRANDING OPPORTUNITIES

CEO SUMMIT

NON EXHIBITOR TARIFF

	INR	USD
REGULAR	20,00,000	28571

50% DISCOUNT FOR EXHIBITORS

EXHIBITOR - IEEMA MEMBER	INR	EXHIBITOR - NON MEMBER	INR	USD
REGULAR	10,00,000	REGULAR	11,00,000	15714



The networking dinner on 18th Jan 2020 is an exclusive meeting in a relaxed environment on the first night of the event. The participation at the dinner will be strictly “by invitation only”. The attendees will be 500+ leading exhibitors, Senior Government officials and CEOs of Indian & World Utilities attending the World Utility Summit.

A never before opportunity to address such a large and prestigious audience.

1. Exclusivity, no sharing of credit
2. Acknowledgment during welcome speech
3. Opportunity for you to address the high profile audience for 5 minutes
4. Your logo displayed strategically at the venue
5. Two invites for the top executives of the sponsor company to attend the only “by invitation” dinner



For bookings please contact:
 Ms. Tarjani Patel | tarjani.patel@ieema.org

**Image is for illustration only*

BRANDING OPPORTUNITIES

VIP LOUNGE BRANDING

NON EXHIBITOR TARIFF			50% DISCOUNT FOR EXHIBITORS				
REGULAR	INR 6,00,000	USD 8571	EXHIBITOR - IEEMA MEMBER REGULAR	INR 3,00,000	EXHIBITOR - NON MEMBER REGULAR	INR 3,30,000	USD 4714



Get undivided attention for your brand from the who's who of the electrical business.

Exclusively for welcoming and hospitality of distinguished guests and VIPs. Premium Lounge sponsorship opportunity provides you with 2 VIP lounges adjacent to each other which gives you an exclusive brand exposure to top decision makers be they from Industry, Utilities and Government.

UNITS - 2 / AVAILABLE - 2

**Image is for illustration only*

VIPs expected:

- Central Ministers & State Ministers
- Principal Secretary Energy of States
- Dignitaries of various Foreign Countries
- Utility Heads
- Ambassadors/High Commissioners

BRANDING OPPORTUNITIES

VIP LOUNGE BRANDING BENEFITS

BENEFITS:

- Printing of name & logo of sponsoring company in two VIP lounges
- 2 Standees to be placed at the entry and inside each of the VIP lounge
- Company logo to be acknowledged in "Thank you Sponsor" panel on prominent locations
- Corporate film of max. 2 minutes to be played periodically inside each of the VIP lounges
- Inclusion of company profile (approximately 150 words) in exhibitor directory
- Logo in the sponsor page on the show website and link to sponsor's website
- One full-page colour advertisement in the exhibitor directory

Maximum - 2 Companies

PREMIUM BRANDING OPPORTUNITIES

EXHIBITOR NIGHT

NON EXHIBITOR TARIFF		50% DISCOUNT FOR EXHIBITORS	
REGULAR	INR 30,00,000	EXHIBITOR - IEEMA MEMBER	INR
		REGULAR	15,00,000



Attended by more than 3000 Industry movers and shakers, the exhibitor night at ELECRAMA is a power packed event that has the entire exhibitor community and their guests in full attendance. It is the most awaited moment networking and leisure slot within the heavy duty business schedule. It's an event any brand cannot afford to miss.

**Image is for illustration only*

PREMIUM BRANDING OPPORTUNITIES

EXHIBITOR NIGHT



**Image is for illustration only*

Key Benefits :

1. Acknowledgement with sponsor's logo to be displayed at periodic interval on the LED screens at the dinner venue
2. Comper to mention sponsor name at periodic interval
3. Badge with sponsor's logo/message to be worn by organisers on that night
4. Logo on invitation card to be given to exhibitors and special invitees to the function
5. Acknowledgement of sponsorship with logo displayed on EL'20 website with a direct link to sponsor company's website
6. One page colour advertisement in exhibitor directory
7. Sponsor's logo on Thank You signage with all other sponsors' logos
8. One video ad slot on Elecrama TV to be played once every hour
9. Complimentary invitation pass (2 nos.) for any one conference of choice (except World Utility Summit)
10. 20 complimentary passes for the sponsor company

Thank You

*For details please contact :
Mr. Murli Krishna | murlikrishna@jeema.org*