

## PARTNERSHIP OPPORTUNITIES

[www.broadcastindia-show.com](http://www.broadcastindia-show.com)

32<sup>nd</sup> Edition

# BI2023

BROADCAST INDIA SHOW ■ MUMBAI

8 - 10 October, 2023

JIO World Convention Centre, Mumbai

FILM • TV • RADIO • AUDIO • MOBILE • NEW MEDIA

CONTENT CREATION • MANAGEMENT • DELIVERY

## EXCLUSIVE BRAND RECOGNITION

Maximize your brand presence by demonstrating your products to the right target audience, make sales and increase your profile in the industry.

## BUILD CUSTOMER BASE

Strengthen your existing customer base by making them aware about your new product innovations and development.

## LEAD GENERATION

Gain face-to-face contact with thousands of qualified buyers from all over the globe and generate qualified business leads for your team.

## NETWORKING

Connect with the region's biggest gathering in the broadcast industry and walk away with more business contacts than ever before.

## ENGAGE

Create new partnerships and alliances to optimize your business revenue.

**PLATINUM PARTNER (CONFERENCE) – INR 5,00,000 / USD 6,200**

- Exclusive Opportunity for 1 Partner only
- 2 speaking slots of 20 minutes each with 5 minutes for Q & A at the Conference
- Banner ad on the online exhibition directory home page, with hyperlink to partner website
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- 1 free insert such as leaflet/brochure or any other promotional item to be placed at the entry to the hall
- Banner ad on the 'Broadcast & Film' website for the months of September and October, 2023
- Logo Branding on the Conference notepads
- Logo Branding on the back drop in the Conference Hall
- Logo Branding on the Conference Schedule
- Partner company video (upto 1 minute) to be played before first session on each day

**GOLD PARTNER (CONFERENCE) – INR 3,00,000 / USD 3,700**

- Exclusive Opportunity for 1 Partner only
- 1 speaking slot of 20 minutes each with 5 minutes for Q & A at the Conference
- Banner ad on the online exhibition directory home page, with hyperlink to partner website
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Logo Branding on the back drop in the Conference Hall
- Logo Branding on the Conference Schedule



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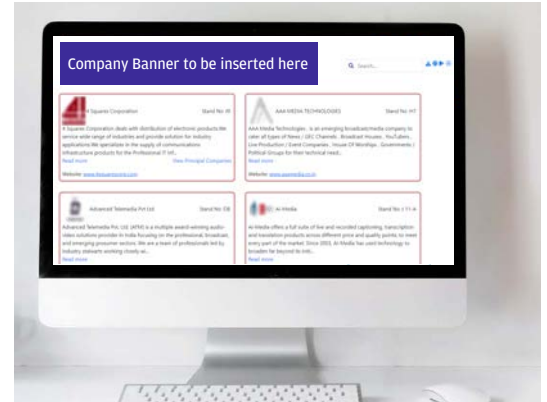
## BROADCAST INDIA SHOW • MUMBAI

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### EXHIBITION DIRECTORY – INR 1,00,000 / USD 1,300

The Broadcast India Show Online Exhibition Directory will be available for all visitors and exhibitors to download (via QR code) and will be available on the show website and mobile app as an industry reference guide for the entire year to follow.

- Banner ad on the online exhibition directory home page, with hyperlink to partner website
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website



### VISITOR CARRY BAGS (QTY.: 10,000) – INR 3,00,000 / USD 4,000

Be the exclusive partner for the Visitor Carry Bags and gain instant visibility at the show. These non-woven carry bags will be distributed at the entry to the show to all registered visitors.

- Logo Branding on non-woven carry bags (along with the show logo, below the partner logo) to be distributed to all visitors
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website



### VISITOR BADGES (ONLINE/PRINT) – INR 3,00,000 / USD 3,700

All registered visitors attending the exhibition and conference will be issued an online badge. Your company logo on the visitor badge maximizes your brand exposure at the show.

- Logo Branding on the online visitor badges, along with the show logo
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website





### T-SHIRTS & CAPS (QTY.: 100 each)

Gain instant visibility of the visitors by becoming our T-Shirt and Cap Partner, to be worn by the Registration Staff and Event Crew on all the Registration and Information counters.

**T-shirts: INR 1,00,000 / USD 1,350**

**Caps: INR 50,000 / USD 675**

- Logo Branding on t-shirts and caps (along with the show logo) to be worn by the Registration Staff and Event Crew on show day
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website



### VIP LOUNGE – INR 2,50,000 / USD 3,350

The VIP Lounge Partnership enables your brand to get the attention of the VIP's, special invitees and key decision makers of the industry.

- Logo Branding on panels inside the VIP Lounge
- Space to keep corporate literature inside the VIP Lounge
- Banner ad on the online exhibition directory homepage, with hyperlink to partner website



## FLOOR GRAPHICS

Floor Graphics will be placed on the carpet on all the aisles within the Exhibition Hall. This will help the visitors to locate your stand. Partners can have their company name and logo on them or convey company messages.

**2ft x 2ft – INR 2,500 / USD 40 per graphic**

**2ft x 1ft – INR 2,000 / USD 35 per graphic**

- Logo branding on floor stickers to be placed on the aisles inside the exhibition hall
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing and pasting will be done by the organizer



## WEB BANNER on [www.broadcastindia-show.com](http://www.broadcastindia-show.com) – INR 35,000 / USD 475

All banner ads will be online on the show website for two months, September and October 2023. This value added opportunity will promote your company in a big way to a vast number of visitors before and during the show.

**Web Banner Specs - 833 px (w) x 450 px (h)**

- Company branding on web banner to be uploaded on the show website, with hyperlink to partner website
- Web banner to be provided by the company via email



**BRANDING ON CONCOURSE WALL (1 banner) - INR 1,50,000 / USD 1,900**

**Partner Branding Size: 10 ft (w) x 6 ft (h)**

Spot your brand at the entrance of the hall.

Backlit Print on Fabric Installed on Self Standing Aluminum Structure

- Company branding at hall entrance
- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding

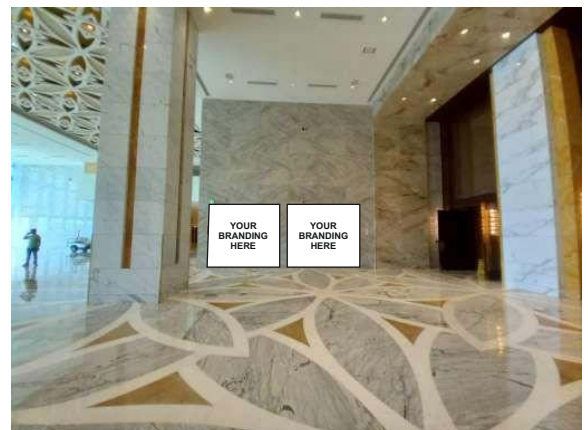


**BRANDING ON SIDEWALL OF HALL ENTRANCE (4 banners) - INR 1,50,000 / USD 1,900 per banner**

**Partner Branding Size: 10 ft (w) x 6 ft (h)**

Backlit Print on Fabric Installed on Self Standing Aluminum Structure

- Company branding at hall entrance
- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding



**BRANDING ON PILLARS IN CONCOURSE (6 pillars) – INR 2,25,000 / USD 2,800 per pillar**

**Partner Branding Size: 6 ft (w) x 6 ft (h) per side x 4 sides each pillar**

Spot your brand at the entrance of the hall.

Print on Fabric Installed on Self Standing Aluminum Structure – 4 sides

- Company branding on pillars outside hall entrance
- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email – 4 sides can be different artworks
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding



**BRANDING NEAR ENTRANCE OF HALL (4 banners) – INR 1,00,000 / USD 1,350 per banner**

**Partner Branding Size: 4 ft (w) x 6 ft (h)**

Backlit Print on Fabric Installed on Self Standing Aluminum Structure

- Company branding at hall entrance
- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding







**BRANDING AT HALL ENTRANCE (2 pillars) - INR 2,00,000 / USD 2,500**

**Partner Branding Size: 7 ft (w) x 6 ft (h)**

Backlit Print on Fabric Installed on Self Standing Aluminum Structure

- Company branding at hall entrance
- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding



**BRANDING OPPOSITE FOOD COURT (1 banner) - INR 1,50,000 / USD 1,900**

**Partner Branding Size: 10 ft (w) x 6 ft (h)**

Backlit Print on Fabric Installed on Self Standing Aluminum Structure

- Logo Branding in the exhibition directory as a Partner
- Logo Branding on the home page of Broadcast India Show website as a Partner, with hyperlink to partner website
- Print ready CDR and PDF files of the artwork are to be provided by the company via email
- Printing on fabric and mounting will be done by the organizer
- 20% space will be added by the organizer to the branding



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## PARTNERSHIP BEYOND BUSINESS

**#WeCare** We accord the highest priority on ensuring that our exhibitors, event partners and visitors can experience trade fairs and conferences that are highly professional, successful and, of course, safe.

## SUPPORTED BY



The International  
Association of Broadcasting  
Manufacturers



Indo German  
Chamber of Commerce



All India Broadcast  
Manufacturers &  
Distributors Association

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