



HOME ELECTRONICS SHOW 2013

18 - 20 October

Hall No. 14, Pragati Maidan, New Delhi, India

Sponsorship Opportunities

After a successful debut last year, the Home Electronics Show is back with its 2nd edition, to be held from **October 18 to 20** in New Delhi. The premiere show in Capital witnessed great support from the entire Industry as well as consumers.

The launch edition of the **Home Electronics Show in 2012** was by far India's biggest ever exhibition of Consumer Electronics, Home Appliances, ICT and Digital Lifestyle Products. Showcasing some of the world's biggest brands, the show was supported by **Panasonic** as its Presenting Sponsor, **Samsung** as Powered by Sponsor, **LG, Haier and Blackberry** as Associate Sponsors. With exhibition area touching **5000 square meters**; thousands of footfalls; media coverage spanning across the likes of Aajtak, Zee, NDTV, Hindustan Times, Times of India, Business Standard, FM Channels, Trade & Consumer Publications, Portals etc., trade visitors counting more than 4000, the show was applauded by one and all, for its high organising standards, brands participation and the quality of footfalls.

Now in its 2nd edition, HES-New Delhi is geared to be a bigger, better and more exciting platform for both the brands & their consumers. As India's biggest exhibition on Consumer Technology, the show is supported by leading trade & mass media organizations; assuring participating brands the highest levels of visibility, coverage & face to face interactions with their customers.

Here are some of the benefits of being a sponsor at HES-New Delhi:

- 🟢 **Exposure:** Extensive branding throughout the marketing campaign and at the event. The earlier you book your package, the more potential customers that we can help you reach!
- 🟢 **Visibility:** Visibility of your brand to focused Target Visitor Groups.
- 🟢 **Competitive Edge:** Position yourself ahead of the competition and raise the profile of your company and brand to key decision makers.
- 🟢 **Relationships:** HES-New Delhi provides excellent public relations opportunities for you to meet face to face and network with HNI consumers and media.
- 🟢 **Attention to your needs:** All sponsor packages can be tailored to meet your individual budget and business goals and designed to ensure you receive return on investment.

We invite you to sponsor at **HES-New Delhi**.

We welcome your participation!

PRESENTING SPONSOR

12 Lacs



- Hall Hoardings 2 No.s at main gate Hall No. 14. (Flex to be provided by Sponsor)
- Hoarding Sizes 40ft x 20ft.
- Flags: 30 numbers, Logo on single side, single colour printing.
- Small Buntings: 30 number with 4 side each, 2 sides available for logo branding on each bunting.
- Big Buntings: Outdoor 3 numbers with 2 sides each, 1 side available for branding on each bunting.
- Logo and acknowledgement as **“Presenting Sponsor”** on:
 - Newspaper Advertisements
 - Magazine Advertisements
 - Visitor Tickets
 - Hall Hoardings
 - Outdoor Media
 - E-mailers
 - VIP Invitations
 - Show Catalogue
- Logo and acknowledgement as “Presenting by” on Thank You Sponsor Boards onsite.
- Logo and acknowledgement as “Presenting by” on all HES communication in Industry and public.
- One full page colour advertisement in show catalogue of HES-New Delhi.
- Hyperlinked your organisation logo on HES-New Delhi website.

POWERED BY

10 Lacs



- Hall Hoardings 2 No.s at main Gate No. 7. (Flex to be provided by Sponsor)
- Hoarding Sizes 20ft x 30ft.
- Flags: 20 numbers, Logo on single side, single colour printing.
- Small Buntings: 20 number with 4 side each, 2 sides available for logo branding on each bunting.
- Big Buntings: Outdoor 2 numbers with 2 sides each, 1 side available for branding on each bunting.
- Logo and acknowledgement as **“Powered By”** on:
 - Newspaper Advertisements
 - Magazine Advertisements
 - Visitor Tickets
 - Hall Hoardings
 - Outdoor Media
 - E-mailers
 - VIP Invitations
 - Show Catalogue
- Logo and acknowledgement as “Powered By” on Thank You Sponsor Boards onsite.
- Logo and acknowledgement as “Powered By” on all HES communication in Industry and public.
- One full page colour advertisement in show catalogue of HES-New Delhi.
- Hyperlinked your organisation logo on HES-New Delhi website.

ASSOCIATE SPONSOR

6 Lacs



- Hall Hoarding 1 No. at Side Wall from Gate No. 7 Main Road Side (Flex to be provided by Sponsor)
- Hoarding Size: 40ft x 20ft.
- Flags: 15 numbers, Logo on single side, single colour printing.
- Small Buntings: 15 number with 4 side each, 2 sides available for logo branding on each bunting.
- Logo and acknowledgement as “Associate Sponsor” on:
 - Newspaper Advertisements
 - Outdoor Media
 - Magazine Advertisements
 - E-mailers
 - Visitor Tickets
 - VIP Invitations
 - Hall Hoardings
 - Show Catalogue
- Logo and acknowledgement as “Associate Sponsor” on Thank You Sponsor Boards onsite.
- Logo and acknowledgement as “Associate Sponsor” on all HES communication in Industry & public.
- One full page colour advertisement in show catalogue of HES-New Delhi.
- Hyperlinked your organisation logo on HES-New Delhi website.

PARAPET WALL BRANDING (Inside Hall No. 14)

4 Lacs



- Logo and acknowledgement as “Sponsor” on Mezzanine Floor Walls in Hall No. 14.
- Quantity of 4 Numbers in Hall No. 14.
- Hoarding Sizes 27ft x 7ft.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as “Sponsor” on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

BIG BUNTINGS (Indoor)

6 Lacs



- Logo on big buntings (24ft. x 3ft.)
- 4 Numbers with 2 sides each, 1 side available for branding on each bunting.
- Will Hang from Ceiling Inside Hall No. 14.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

OUTDOOR BRANDING

5 Lacs



- Logo and acknowledgement as "Sponsor" in BQS, Metro and Utilities.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

DIRECTIONAL SIGNAGES

2 Lacs



- Logo & acknowledgement as "Sponsor" on directional signage's across Venue.
- Logo on 10 signage's (1 Set).
- Logo on prominently located "You are Here" boards in Hall No. 14.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

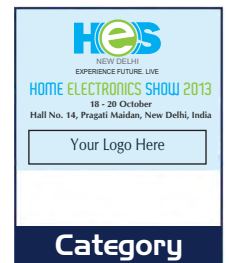
TAG SPONSORSHIP (FM Channels)

5 Lacs

- Sponsorship Tags on Radio Spots of HES-New Delhi.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

BADGES

5 Lacs



- Quantity of 50,000 Numbers used by all VIPs, Visitors and Media.
- Logo and acknowledgement as "Sponsor" on backside of all the badges.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.

LANYARDS

5 Lacs

- Quantity of 50,000 Numbers used by all VIPs, Visitors and Media.
- Logo on all the Lanyards (Multi-colour digital printed).
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



REGISTRATION COUNTER

2 Lacs

- Logo and acknowledgement as "Sponsor" at Registration Counter.
- Opportunity to place company information / promotional material at registration counter (to be provided by the sponsor)
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



VIP LOUNGE

2 Lacs

- Logo and acknowledgement as "Sponsor" at Lounge Entrance.
- Logo and acknowledgement as "Sponsor" at the Lounge Registration Desk.
- Opportunity to place company information / promotional material at VIP Lounge (to be provided by the sponsor)
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



VISITOR TICKETS / PASSES

2 Lacs

- Logo and acknowledgement as "Sponsor" on visitor ticket.
- Distributed to all exhibitors for their prospective visitors.
- Would distributed at all major retail outlets & malls.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



CHOCOLATE BOX

2 Lacs

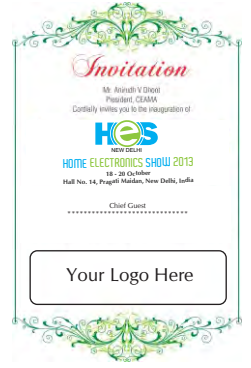
- Sponsor Branding on Chocolate Box (8ft x 10ft).
- One number with 4 sides each, 2 sides available for branding on each box.
- Opposite Hall No. 14 entrance.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



VIP INVITES

1 Lac

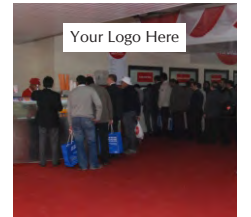
- Logo and acknowledgement as "Sponsor" on Invitation Cards.
- Logo on 500 cards.
- Distributed to all VIP's and Media.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



RESTAURANT & CAFE

3 Lacs

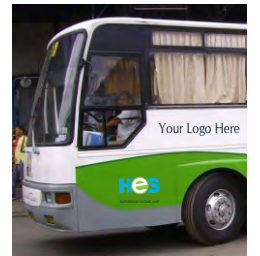
- Logo and acknowledgement as "Sponsor" in the restaurant area.
- Logo in Show Catalogue under sponsors category.
- Logo and acknowledgement as "Sponsor" on Thank You Sponsor Boards onsite.
- Inclusion of Company Profile (approximately 150 words) in Show Catalogue.
- Hyperlinked your organisation logo on HES-New Delhi website.



SHUTTLE SERVICE

2 Lacs

- Logo and acknowledgement as "Sponsor" on shuttle buses.
- Logo on 5 Shuttle Buses.
- Promotion on an email sent to all registered visitors in the week prior to the show promoting use of the shuttle buses.
- Logo in Show Catalogue under sponsors category.



KEY CONTACTS

For further details on exhibiting opportunities, key sponsorships and customized opportunities, please get in touch with the HES-New Delhi team:



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