



# ADVERTISING OPPORTUNITIES

BUILDING A DIGITAL & SMART INDIA



27-29 MARCH 2023 | PRAGATI MAIDAN, NEW DELHI

# SHOW DIRECTORY ADVERTISEMENT



Make 'The Show Directory' the driving force, to give your Company that extra mileage and visibility. With the circulation of 10,000 copies, The Show Directory, which is brought out during the Exhibition, is the source of reference and information you cannot avoid, but, be a part of the visibility campaign.

LOCATION	COLOUR	₹	US\$
Inside Front Cover	4 Colour	65,000	1200
Inside Back Cover	4 Colour	60,000	1100
Full Page special position (page 1,3,5)	4 Colour	55,000	1050
Full Page	4 Colour	50,000	1000

GST as applicable





## SHOW DAILY ADVERTISEMENT



The Show Daily News Bulletin is a 16 page coloured newsletter published on all three days of the event. The bulletin comprehensively covers news, product launches, industry insights, interviews of industry leaders, conference sessions, etc. Over 6,000 copies are distributed complimentary to trade visitors, exhibitors and conference attendees of the show.

POSITION	₹	US\$
Back Cover	40,000	800
Inside Front cover	25,000	500
Inside Back cover	25,000	500
Full Page	20,000	400
Half Page	15,000	300

GST as applicable



## TRIANGULAR BUNTING



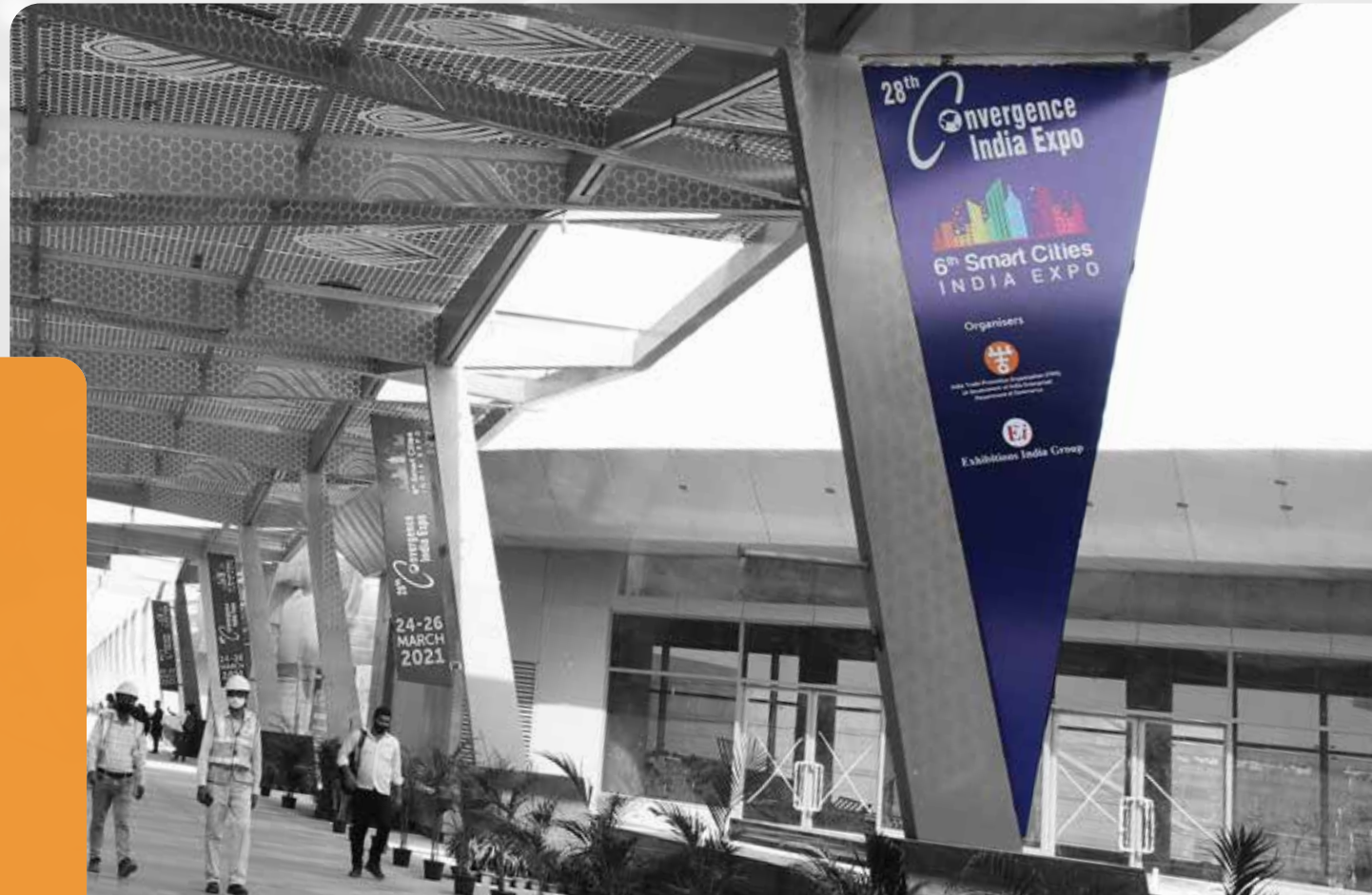
Buntings installed on aisles, opposite exhibition halls entrances - A great option to increase brand awareness.

Size: 7ft (W) X 15ft (H)

Type: Flex

Rate: ₹50,000 / USD 1000  
per bunting

GST as applicable





## RECTANGULAR BUNTING



Buntings installed on aisles, opposite exhibition halls entrances - A great option to increase brand awareness.

Size: 2ft (W) X 10ft (H)

Type: Flex

Rate: ₹30,000 / USD 600  
per bunting

GST as applicable



## INHALL HANGING BANNER



Rigging / hanging banners suspended from the ceiling of the venue, a promotional signage that can be seen from almost every angle of the hall, recommended for great visibility.

Size: 20 Ft (W) X 6 Ft (H)

Type: Flex

Rate: ₹1,00,000 / USD 2000  
per banner

GST as applicable



## PASSAGE SIGNAGE



Large horizontal banners placed along the walkway (drop off point to exhibition hall) and other strategic locations including foyer - An effective way of introducing your brand to the visitors and to drive traffic to your booth by displaying custom artwork including your company name, logo, and booth number.

Size: 15 Ft (W) X 10 Ft (H)

Type: Flex

Rate: ₹1,25,000 / USD 2500  
per banner

GST as applicable





## STANDEE SIGNAGE



Standee placed in the foyer area is an effective way for your brand to stand out & to drive traffic to your booth by displaying custom artwork including your company name, logo and booth number.

Size: 3 Ft (W) X 6 Ft (H)

Rate: ₹35,000 / USD 700 per standee (Standee on flex & frame)

Rate: ₹40,000 / USD 800 per standee (Roll-up standee)

GST as applicable





## SHUTTLE BRANDING



Shuttle vehicles ply continuously from the exhibition ground entrance and the protocol office to the exhibition halls. Sponsors name and logo will be displayed prominently on banners placed on the Visitor Transport Vehicles. Achieve maximum visibility at the event with visitors.

Type: Vinyl

Rate: ₹75,000 / USD 1850  
per vehicle

GST as applicable







For more details, please contact:

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