



PHD CHAMBER
OF COMMERCE AND INDUSTRY



SPONSORSHIP OPPORTUNITIES

BUILDING A DIGITAL & SMART INDIA

Urban Freight



7th Smart Cities
INDIA EXPO

23-25 MARCH 2022 | PRAGATI MAIDAN, NEW DELHI

LANYARD FOR BADGES (EXCLUSIVE)

This exclusive sponsorship appeals high visibility onsite with the name / logo prominently displayed on each Lanyard. Attractive Lanyards are distributed to all attendees including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors on all days, and is an excellent medium to attract visibility and make the brand presence felt.

The deliverables are as follows:

1. Exclusive prominence and branding as Lanyard Partner
2. Sponsor name / logo prominently displayed on each Lanyard
3. Speaking opportunity at the relevant conference Session followed by panel discussion
4. Sponsor's logo as Lanyard Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹15,00,000 / US\$ 30,000



BOOKED BY



VISITOR CARRY BAGS (EXCLUSIVE)

This exclusive sponsorship receives ubiquitous presence and gain high visibility onsite, with the name and logo prominently displayed on each bag. The environment friendly carry bags get distributed to all trade visitors, press personnel and conference delegates.

The deliverables are as follows:

1. Exclusive prominence and branding as Visitor Carry Bag Partner
2. Corporate literature inserts in each visitor carry bag
3. Sponsor's name and logo printed on all the visitor carry bags
4. Speaking opportunity at the relevant conference session followed by panel discussion
5. Sponsor's logo as Visitor Carry Bag Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
6. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹14,00,000 / US\$ 28,000



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REGISTRATION COUNTERS / VISITOR REGISTRATION FORMS (EXCLUSIVE)

Accomplish maximum visibility with your company logo displayed prominently on the Registration Counters, ensuring instant visibility with all visitor. Sponsors name and logo will also be printed on the Visitor Registration Forms.

The deliverables are as follows:

1. Exclusive prominence and branding as Registration Counter Sponsor
2. Prominent display of Sponsor's branding at Registration Counters, and sponsor's name and logo printed on the Visitor Registration Forms
3. Speaking opportunity at the relevant conference session followed by panel discussion
4. Sponsor's logo as Registration Counter Sponsor will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter



Price: ₹12,00,000 / US\$ 24,000

DELEGATE KIT (BAGS, WRITING PADS, PENS) (EXCLUSIVE)

The Delegate Kit is distributed to all conference chairpersons, speakers, delegates and special invitees. Sponsor's name and logo will be printed on the bags, pens and writing pads. Sponsor's literature is inserted in the Delegate Kit and this serves as a tool to create an everlasting impact and brand recall.

The deliverables are as follows:

1. Exclusive prominence and branding as Delegate kit Partner
2. Sponsor's corporate literature will be inserted in the Delegate Kit
3. Speaking opportunity at the relevant conference session followed by panel discussion
4. Sponsor's logo as Delegate kit Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Quantity: 3,000 Nos.

Price: ₹11,00,000 / US\$ 22,000



EXHIBITION AND CONFERENCE BADGES (EXCLUSIVE)

Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear Exhibition and Conference Badges on all days. Sponsor's name and logo will be printed on the Exhibition and Conference Badges. This guarantees a continuous display of the brand at the venue.

The deliverables are as follows:

1. Exclusive branding of the sponsor as Badge Partner
2. Sponsor's name and logo will be printed on the Exhibition and Conference Badges
3. Speaking opportunity at the relevant conference session followed by panel discussion
4. Sponsor's logo as Badge Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹10,00,000 / US\$ 20,000



FACE MASK (EXCLUSIVE)

Consider face masks as an advertisement medium. Mask sponsors play an important role in the Exhibition by offering eco- friendly Face Masks distributed to every visitor, invitees, media, conference speakers, delegates, sponsors and exhibitors on all days. Sponsor will gain high visibility at the venue with the name / logo prominently displayed on each Face mask. An excellent medium to attract visibility and make your presence felt with every attendee.

The deliverables are as follows:

1. Exclusive prominence and branding of the sponsor as Face Mask Partner
2. Sponsor name and logo will be printed on the face masks
3. Panellist opportunity at the relevant conference session
4. Sponsor logo as Face Mask Partner:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹9,00,000 / US\$ 18,000



EXHIBITION INVITATIONS (EXCLUSIVE)

The Exhibition Invitation Cards are delivered and / or mailed to committed professionals of the industry nationally and internationally. Sponsor's logo and profile will be printed on the Exhibition Invitation Cards. This guarantees top-of-the-mind brand recall with all the visitors who enter the exhibition as well as all those who receive these Invitations by mail.

The deliverables are as follows:

1. Exclusive branding of the sponsor as Invitation Partner
2. Sponsor's logo and profile will be printed on the Invitation Cards
3. Speaking opportunity at the relevant conference session followed by panel discussion
4. Sponsor's logo as Invitation Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter



Circulation: 2,00,000

Price: ₹8,00,000 / US\$ 16,000

STATE PARTNER (NON-EXCLUSIVE)

Sponsor can gain high visibility at the venue, with your name and logo prominently displayed extensively on marketing & branding collaterals. Sponsors receive ubiquitous presence at the show.

The deliverables are as follows:

1. Branding of the sponsor as State Partner
2. Speaking opportunity at the relevant conference session followed by panel discussion
3. Sponsor's logo as State partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
4. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹7,00,000 / US\$ 14,000

SHOW GUIDE (EXCLUSIVE)

The Show Guide provides the layout of the exhibition with exhibitor names, booth numbers and conference programme. This popular, sought after, reference material is a guide for all visitors, delegates and exhibitors during the event. Sponsor's name and logo, company will be prominently included in the Show Guide.

The deliverables are as follows:

1. Panellist opportunity at the relevant conference session.
2. Sponsor's logo as Show Guide partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
3. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹7,00,000 / US\$ 14,000

VIP LOUNGE (EXCLUSIVE)

Sponsor the VIP Lounge and avail of a superb opportunity to attract celebrity attention. The VIP Lounge is a fully furnished hotspot for the industry leaders including conference chairpersons, speakers' VIPs and special invitees to conduct business whilst attending the event. An outstanding opportunity for the sponsor to etch your brand name at the event. Sponsor's logo will be prominently displayed in the VIP Lounge. Sponsor may keep corporate literature in the lounge.

The deliverables are as follows:

1. Exclusive prominence and branding as VIP Lounge Sponsor
2. Sponsor logo will be prominently displayed in the VIP Lounge
3. Sponsor may keep corporate literature in the lounge.
4. Panellist opportunity at the relevant conference session
5. Sponsor's logo as VIP Lounge Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
6. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹7,00,000 / US\$ 14,000

MEDIA CENTRE (EXCLUSIVE)

The Media Centre is the hub of all media activity at the expo. Capture the attention of the press and your message or announcement will travel far beyond the show audience. Sponsor logo will be displayed at various prominent locations of the Media Centre including the bulletin board. All press releases, newspapers / magazine clippings are displayed on the bulletin board.

The deliverables are as follows:

1. Exclusive prominence and branding as Media Lounge Sponsor
2. Sponsor logo will be prominently displayed in the Media Centre and bulletin board
3. Sponsor may place corporate literature in the Media Centre
4. All press releases, newspapers / magazine clippings are displayed on the bulletin board
5. Panelist opportunity at the relevant conference session
6. Sponsor's logo as Media Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
7. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹7,00,000 / US\$ 14,000

WORKSHOP (NON-EXCLUSIVE)

Workshops provide an ideal forum to disseminate information to market products/services to a focused audience. Sponsor a workshop and influence the right audience to etch your brand name and establish ubiquitous presence at the show.

The deliverables are as follows:

1. One 90 minutes workshop slot at a prime time, depending on mutual discussion and availability
2. Sponsor will be provided with a conference room at the conference venue
3. Sponsor's logo as Workshop Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
4. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter
5. Other facilities and services include:
 - availability of audio/visual equipment
 - tea/coffee/cookies for the speakers and delegates
 - printed session proceedings
 - workshop programme will be mailed to a wide database

Price: ₹7,00,000 / US\$ 14,000

INDUSTRY RECEPTION (NON-EXCLUSIVE)

The Industry Reception encourages interaction amongst the participants including exhibitors, sponsors, speakers, delegates, invitees, media and an impressive list of who's who in the industry. The Industry Reception is an excellent opportunity to maximise visibility to reinforce your corporate identity.

The deliverables are as follows:

1. Branding of the sponsor as Industry Reception Partner
2. Sponsor's name and logo will be displayed on a panel at the entrance and on the backdrop at the reception venue
3. Sponsor may run a corporate video presentation during the reception
4. Sponsor may distribute their literature during the reception
5. Panellist opportunity at the relevant conference session
6. Sponsor's logo as Industry reception partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
7. Promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹7,00,000 / US\$ 14,000



LUNCH / TEA / COFFEE (NON-EXCLUSIVE)

Sponsor's name and logo will be prominently displayed at the conference lunch venue. The sponsor's name will be printed on the conference programme.

The deliverables are as follows:

1. Sponsor's name and logo will be prominently displayed at the conference Lunch/Tea/Coffee venue
2. The sponsor's literature will be inserted in the Delegate Kit
3. The sponsor will receive 10 complimentary delegate passes
4. Panelist opportunity at the relevant conference session
5. Sponsor's logo as Lunch /Tea / Coffee Partner:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
6. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹6,00,000 / US\$ 12,000

WATER BOTTLE (EXCLUSIVE)

Sponsored water bottles will be distributed to all the attendees of the expo, which will provide maximum mileage to the sponsor.

The water bottles will be distributed from various locations including Registration counters, VIP Lounge & Media lounge etc. (Max nos 30,000 bottles – Small Size)

The deliverables are as follows:

1. Panellist opportunity at the relevant conference session
2. Sponsor's logo as Water Bottle Partner:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
3. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Circulation: 20,000

Price: ₹6,00,000 / US\$ 12,000



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CONFERENCE SESSION (NON-EXCLUSIVE)

The three-day conference brings together industry leaders, investors, government officials and users on a single platform, and provides valuable insights into the technologies and services of tomorrow. Sponsor a conference session and influence the right audience to etch your brand name and establish ubiquitous presence at the show.

The deliverables are as follows:

1. One exclusive speaking slot at the relevant conference session followed by panel discussion
2. Sponsor's logo as Conference Session Partner will be:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
3. Conference programme will be mailed to a wide database to solicit delegates
4. Sponsor may distribute their literature during the sponsored session
5. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹6,00,000 / US\$ 12,000

ASSOCIATE (NON-EXCLUSIVE)

Associate sponsorship provides a unique opportunity of visibility to grab attention and brand recall. Sponsor's logo will be carried in the relevant marketing collaterals, press advertisements, sponsors panels and on the backdrops of the conference.

The deliverables are as follows:

1. One 9 sqm shell booth space without branding
2. Panelist opportunity at the relevant conference session
3. Sponsor's logo as Associate Partner:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
4. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹5,00,000 / US\$ 10,000

LUCKY DRAW (NON-EXCLUSIVE)

An excellent medium to attract visibility and make your presence felt with every attendee. Sponsor will gain high visibility at the venue with the name / logo prominently displayed on branding panels.

The deliverables are as follows:

1. Branding of sponsor as Lucky Draw partner
2. Sponsor can place a box at their booth or any other strategic place in the expo to collect the visiting cards of the visitors who wish to participate in the lucky draw
3. Sponsor logo as Lucky Draw partner:
 - included in all the collaterals produced by EIG in print (including exhibition invitations, show directory, post show report), and on all digital domains of the expo
 - included in all promotional campaigns for the expo
 - displayed on the conference backdrop & sponsor's panel onsite
4. Exclusive promotions on social media platforms including Facebook, LinkedIn and Twitter

Price: ₹4,00,000 / US\$ 8,000



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SPECIAL VALUE SPONSORSHIPS

PLATINUM/GOLD/SILVER SPONSOR

Comprehensive packages can be tailored to meet your promotional budgets. For further information, please contact the expo team

** GST as applicable*



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