

ACMA

Automotive Component Manufacturers Association of India



Confederation of Indian Industry

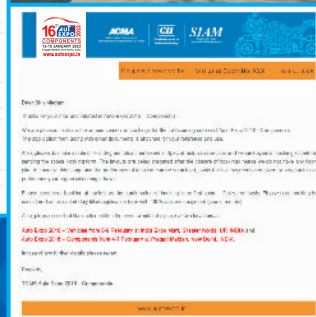
SIAM

Society of Indian Automobile Manufacturers

Accredited by



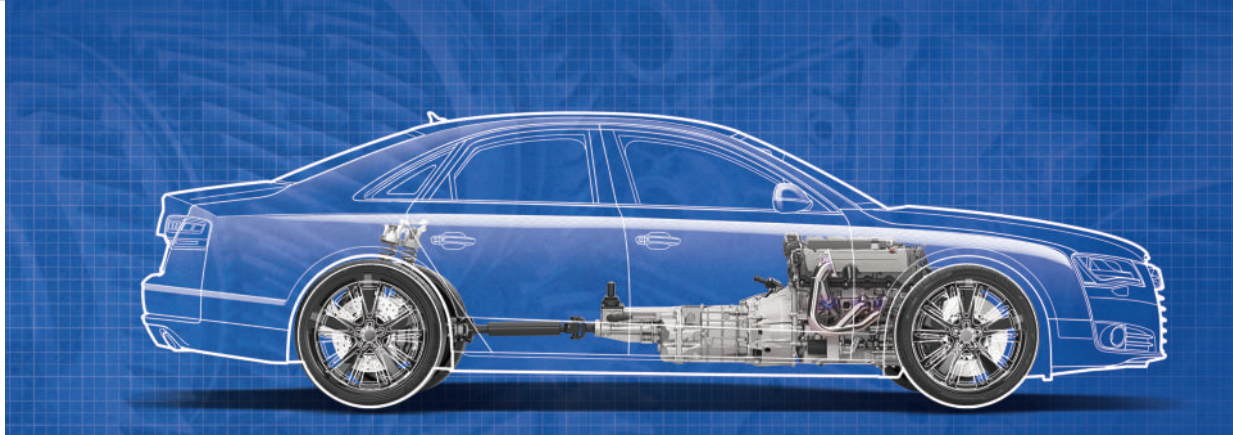
The International Organisation of Motor Vehicle Manufacturers



BRANDING AVENUES

REACH OUT YOUR BRAND

16th AUTO EXPO 2023
COMPONENTS
 12-15 JANUARY 2023
 Pragati Maidan, New Delhi, India
www.autoexpo.in



AUTO EXPO 2023

The Auto Expo, over the last several years has grown tremendously in size and transformed into a global event. Owing to the tremendous growth of Auto Expo, the Asia's largest automotive show jointly organised by Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM) is being held at two different venues as:

Auto Expo 2023 - Vehicles with clear focus on Automobiles and

Auto Expo 2023 - Components with clear focus on Auto Components and Automotive technology

Auto Expo 2023 - Components will have a special emphasis on environment and technological innovations in the areas of safety, fuel, zero emission technologies and production efficiency.

MEGA EXPOSURE FOR YOUR BRAND

Position your business to the key decision makers from OEM's, government, research institutes, international associations and industry. Branding and associated opportunities at the exhibition will support you to:

- Brand Building
- Increase footfall to your stand
- Meet potential and existing customers
- Create brand and product awareness
- Enter local/domestic or international markets for the first time
- Launch a new product or service
- Demonstrate your capabilities
- Support existing campaigns/messaging
- Brand visibility to current and new customers
- Network with Business Associates

TRAVEL A GAINFUL AVENUE

Redefine your market leadership

It is important to plan sales, marketing and brand building activities effectively to get the most out of your investment at Auto Expo 2023 - Components. With over 1,500 exhibitors at the event, you need to stand out in the crowd. This is where the Auto Expo 2023 - Components branding avenues contained in this brochure can help enhance your presence at the event, ensuring that your experience at Auto Expo 2023 - Components is as rewarding as possible.



Exhibitor Catalogue

- The most sought after document of the exhibition
Distributed to all Exhibitors, VIP Visitors, the Media, Foreign Diplomats in India, Indian Diplomats Overseas, select MOU Partners Overseas, etc.
- Also available on sale from centrally located Information Booths
- With 2 years shelf life, this Exhibitor Catalogue is used as a reference document till the next edition
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue
- Your logo will also appear on the cover of the Exhibitor Catalogue
- Includes Double spread Colour Advertisement in Catalogue

Maximum Supporters : 1

Cost in INR : 8,00,000

Cost in USD : 15,000

Quantity to be printed : 10,000 Exhibitor Catalogues



Fair Guide – The Hunters Guide

- The only guide with Details of who's where at the fairgrounds
Published in large numbers and distributed from the information desks at the grounds
- Distributed to VIP Visitors & Foreign Delegations from the Protocol Lounge
- It will also be given to business visitors at the time of Registration
- Your Logo will appear on the front cover.
- Full page advertisement on back cover/inside front cover first-cum-first-serve basis)
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 2

Cost in INR : 4,00,000

Cost in USD : 7,000

Quantity to be printed : 30,000

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Admit Cards

- One of the most visible & widely distributed elements of communication
- Your logo will appear in the main section of Admit Card
- Please note that these Admit Cards will be valid for entry to Auto Expo 2023 - Components only
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 3

Cost in INR : 3,00,000 per logo

Cost in USD : 5,000 per logo

Quantity to be printed : 5,00,000



Fascia at Entry Gates

- Branding not to be missed
- Catering to high visibility, Fascia will be at the Entrance Gates of the Venue facing main road
- Will remain throughout the setting up and show duration
- Your Logo will appear with Auto Expo 2020 - Components Logo
- Cost as mentioned per location
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 1 per Fascia per side

Cost in INR (Front Side) : 7,00,000 per Gate (Only Front)

Cost in INR (Rear Side) : 5,00,000 per Gate (Only Rear)

Cost in USD (Front Side) : 14,000 per Gate (Only Front)

Cost in USD (Rear Side) : 10,000 per Gate (Only Rear)



Direct Mailer

- Reach your customers directly
- Will be sent to select database of business visitors, business contacts, overseas offices and all potential visitors
- Your logo will appear on Cover of the Mailer
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 2

Cost in INR : 3,00,000

Cost in USD : 6,000

Quantity to be printed : 1,50,000



Carry Bag

- Make a lasting impression by providing bag carrying your logo
- The most appropriate way to promote your brand
- The logo will appear on the other side carrying the Auto Expo Components logo
- Will be distributed to VIPs, the press, delegates and speakers at Summit / Conferences
- The exhibitor catalogue and other publications are given out from the information desks in this bag
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 1

Cost in INR : 5,00,000

Cost in USD : 10,000

Quantity to be printed : 10,000



Auto Expo Website – Components Section

- Well browsed section by both exhibitors and visitors for information
- Instant branding and brand re-collect
- Logo will appear in the Home Page of Website
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 3

(For displaying your products on specific pages, please contact separately)

Cost in INR : 2,00,000

Cost in USD : 4,000

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Lanyard

- A premium exclusive opportunity
- Lanyards are collected from the entrance & worn by all visitors during the event to secure their badges
- The most visible branding used for Exhibitors, VIP's, Official Delegations, Media, Trade Visitors, etc.
- Supporters logo will be printed on the lanyard
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 1

Cost in INR : 15,00,000

Cost in USD : 30,000

Quantity to be printed : 2,00,000

Alternate Lanyard Supporter

- Supporter can also provide branded lanyards with AEC logo of their organisation at the registration counters for collection by visitors at their choice
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 2

Cost in INR : 5,00,000 per sponsor

Cost in USD : 10,000

Quantity to be provided by each supporter : 10,000



Layout Plan

- Layout Plan helps in easy identification of location of indoor displays and outdoor displays, specific pavilions, facilities, etc.
- Layout Plans are handed out from the information counters to all visitors, placed in VIP kits, delegation kits, media kits, etc.
- Supporters logo will appear on the cover
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 1

Cost in INR : 2,00,000

Cost in USD : 4,000

Quantity to be printed : 70,000



Registration Response Emails

- Large number of visitors register online to avoid waiting in the line and easy badge pick up facility at Venue. As a part of the online registration process for Auto Expo 2023 - Components, all attendees receive a confirmation mail upon their online registration
- This is an exclusive opportunity for a supporter to invite each registrant to their booth at Auto Expo 2020 - Components
- Sponsor Logo/Booth number will be put on this confirmation mail
- Logo on 'Thank you Sponsor' panel at venue
- Logo on 'Thank you Sponsor' page in website
- Logo on 'Thank you Sponsor' page in Exhibitor Catalogue

Maximum Supporters : 1

Cost in INR : 5,00,000

Cost in USD : 10,000



Registration Counters

- Give your logo a head start! Visit the Visitor even before entering the show
- Registration Counter will be situated near the entrance gate of the venue
- Delegates and Business Visitors will be registered at these counters
- Your logo will appear on the Front Fascia of the registration counter and standee directing visitors to registration counters

Maximum Supporters : 1 per counter

Cost in INR : 7,00,000

Cost in USD : 15,000

No. of Registration Counters Available for Branding : 2

*Please Note:

- (a) Branding Opportunities will be confirmed on first come first take basis
- (b) All images and graphics shown in this catalogue are for demonstrational purpose only. They may or may not resemble the original
- (c) Creative should be provided by the supporter in required format



Confederation of Indian Industry

For further details and request for Branding Confirmations, please contact:

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