

**SPONSORSHIP &
ADVERTISEMENT OPPORTUNITIES**



13 14 15 MAY 2021
BEC, Mumbai, INDIA



**CAPITALIZE ON THE GLOBAL
POPULARITY OF PALM**

CONTENTS

SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES – Pg. 03

A. Brand Sponsor Opportunities

1. REGISTRATION PARTNER – Pg. 05
2. EXHIBITION LANYARD PARTNER – Pg. 05
3. VISITOR BAG PARTNER – Pg. 06
4. EXHIBITION NAME BADGE PARTNER – Pg. 06
5. PALM SOUND & LIGHT SUMMIT – Pg. 06
 - 5.1 PLATINUM PARTNER – Pg. 06
 - 5.2 GOLD PARTNER: – Pg. 07
 - 5.3 SESSION PARTNER – Pg. 07
 - 5.4 SOUND PARTNER – Pg. 08
 - 5.5 VIDEO DISPLAY PARTNER – Pg. 08
6. CAFETERIA – Pg. 08

B. Demo Opportunities

1. OUTDOOR LINE ARRAY DEMO – Pg. 09

C. Advertising Opportunities

1. OUTSIDE HALL BRANDING (Hall 1 and 2) – Pg. 09
2. OUTSIDE HALL BRANDING (Hall 3) – Pg. 09
3. PILLAR BRANDING – Pg. 10
4. TUNNEL BRANDING – Pg. 10
5. AD IN SHOW MAGAZINE – Pg. 10

Contact

Back Cover

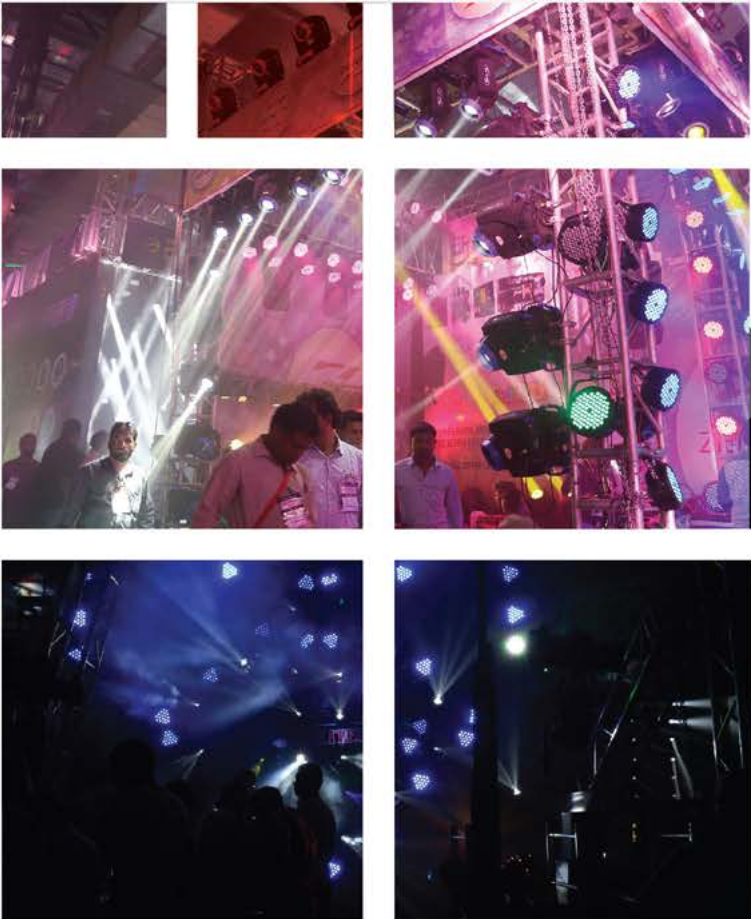
SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES

PALM Expo plays an extremely crucial role in driving the growth in the **Pro Sound & Light, Music Production** and **System Integration** business. In 2019, PALM registered a total of 23,241 unique visitors during the three days of the expo. The show was promoted and marketed to a database of more than **100,000 trade buyers** across the country.

Every year we strive to uplift the effort of marketing the show and focus on strategic trade marketing ensuring quality visitors to the trade show across India. Which means your brand will be visible to over a million eyeballs nationally and internationally.

Sponsoring PALM Expo will not only give you maximum exposure to promote your message across to the pro sound & light industry but also provide you an opportunity to drive sales, strengthen customer loyalty and increase your company profile, brand, product and service to a wider audience. Sponsors will benefit from maximum exposure both before and during the trade show. All marketing activities such as print ads, email campaigns, and press releases will carry sponsor logos.





Few reasons why you must consider a sponsorship & advertisement opportunity at PALM Expo:

- As a sponsor, you not only gain unparalleled exposure and access to a diverse audience but also get introduced to new markets, networks and latest developments.
- Enhance your visibility and position your company as a prime player in the industry. Maximize your brand presence. Benefit from publicity before, during and after the show through marketing collaterals, ads and articles covering in leading national and international publications and web presence through our online media partners.
- We understand that ultimately it is all about the bottom line. Exhibiting helps you put across your products to the right TA but sponsoring PALM Expo will impact your business positively in long term. Besides, it gives you an opportunity to strengthen existing relationships and make new contacts with the best in the industry through focused networking.

In short

- **GENERATE** quality business leads
- **INCREASE** your regional profile
- **CREATE** new business opportunities



A. Brand Sponsor Opportunities

Exhibiting helps put across your products to the right target audience but sponsoring and becoming a partner at the expo will impact business positively in the long term by providing the brand the opportunity to generate greater awareness, boost the perceived image of your business, gain media exposure and engage with a target market through focused promotions.

Brand sponsorship opportunities at the PALM Expo 2021 include:

1. REGISTRATION PARTNER

Venue: **Grande Hall A, BEC**

The PALM Registration sponsorship enables companies to achieve maximum visibility with company logo displayed prominently on the Registration counters and more, ensuring instant visibility to all visitors.

- Maximum number of Registration Partners: **1**
- Size of Hall: 958 sqmt area
- Cost to be a Registration Partner: **INR 12.50 Lakhs / US\$ 17,500**
- **Sponsorship Benefits and Deliverables:**
 - 10 LED's (55 inch) Behind every Counter playing 1 common video from the Sponsor.
 - Logo Presence in Signage above Selected Counters
 - Logo on both sides of Arched Gate on Entrance.
 - 1 Full Page AD in Show Magazine
 - Logo on Registration Forms kept on the Counters onsite
 - Logo on the Event Registration page on the website and the Thank You page after submitting online registration
 - Thank you letter to all visitors registering online will consist sponsor logo
 - Sponsor's logo on exhibition website with link to the sponsor website.
 - Sponsor's Logo as Registration partner will be prominently displayed on all Visitor Promotion collaterals/invitees, print / digital / social media subject to confirmation before deadline.
 - Registration Partner can avail of opportunity to send emailer talking about sponsorship to the registered visitor database.
 - Sponsor's logo on Onsite show signages.
 - Sponsor's logo on Exhibition Pocket Guide handed over to all the visitors.

2. EXHIBITION LANYARD PARTNER

Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear lanyards on all days. Sponsor's logo will be prominently displayed on all lanyards thus guaranteeing a continuous display of the brand throughout the expo.

- Maximum number of Lanyard Partners: **1**
- Lanyard Quantity: **30,000**
- Cost to be a Lanyard Partner: **INR 12.50 Lakhs / US\$ 17,500**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor's logo will be printed on all Lanyards.
 - Sponsor's logo on exhibition website with link to the sponsor website.
 - Sponsor logo on all Visitor Promotion collaterals/invitees subject to confirmation before deadline.
 - Sponsor's logo on Onsite show signages.
 - Complimentary Advertisement in the Show Guide.
 - Sponsor's logo on Exhibition Pocket Guide handed over to all the visitors.

back to index

3. VISITOR BAG PARTNER

Paper Bags will be distributed to visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors. Sponsor's logo will be prominently displayed on both sides of the bag, thus guaranteeing a continuous display of the brand throughout the expo.

- Maximum number of Partners: **1**
- Bag Quantity: **10,000**
- Cost to be a Bag Partner: **INR 6 Lakhs / US\$ 8,500** per 10,000 bags
- **Sponsorship Benefits and Deliverables:**
 - High visibility at the venue with Sponsor name and logo prominently displayed on each bag.
 - Sponsor's logo on exhibition website with link to the sponsor website.
 - Sponsor logo on all Visitor Promotion collaterals/invitees subject to confirmation before deadline.
 - Sponsor logo on outdoor hoardings (subject to availability of space and confirmation before deadline).
 - Complimentary Advertisement in the Show Guide.
 - Sponsor's logo on Exhibition Pocket Guide handed over to all the visitors.

4. EXHIBITION NAME BADGE PARTNER

Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear badges on all days. Sponsor's logo will be prominently displayed on the front side of the badge thus guaranteeing a continuous display of the brand throughout the expo.

- Maximum number of Name Badge Partners: **1**
- Badge Quantity: **30,000**
- Cost to be a Name Badge Partner: **INR 6 Lakhs / US\$ 8,500**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor's logo will be printed on all Exhibition Badges.
 - Sponsor's logo as Exhibition Name Badge Partner will be displayed on event website with link to the sponsor website.
 - Sponsor logo on all Visitor Promotion collaterals/invitees subject to confirmation before deadline.
 - Sponsor to get advertisement space on signage in Hall 1
 - Logo presence on Exhibition Pocket Guide handed out to all the visitors.

5. PALM SOUND & LIGHT SUMMIT

Venue: International Lounge, Level 1, Hall 1, BEC;

Make your participation even more significant by sponsoring the PALM Sound & Light Summit. The PALM offers its exhibitors an opportunity to avail of this reputed and respected feature for brand building across all three days of the expo.

Sponsorship Opportunities at PALM Sound & Light Summit

Seating Capacity: 200 (theatre style seating)

5.1 PLATINUM PARTNER:

- Number of possible Platinum Partners: **1**
- Cost to be a Platinum Partner: **INR 5 Lakhs / US\$ 7,000**
- **Sponsorship Benefits and Deliverables:**
 - Opportunity to run a one hour company / product presentation within PALM Sound & Light Summit
 - Sponsor's logo as Platinum Partner will be prominently displayed on all Sound & Light Summit collateral – print / digital / social media / both pre-show and onsite.
 - Sponsor's logo as Platinum Partner will be displayed on Event website with link to sponsor website
 - Sponsor's Logo as Platinum Partner will be prominently displayed on Summit Stage Backdrop

back to index

- Partner can avail of the opportunity to send in one digital mailer with information regarding the proposed session. This mailer will be sent out to registered visitors.
- Partner can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
- Sponsor to get advertisement space on signage in Hall 1
- Speaker name, profile and photo displayed on the conference website as well as at the venue along with other speakers
- Logo will also appear on the Exhibition Pocket Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.

5.2 GOLD PARTNER:

- Number of possible Gold Partners: **1**.
- Cost to be a Gold Partner: **INR 3 Lakhs / US\$ 4,200**
- **Sponsorship Benefits and Deliverables:**
 - Logo on the backdrop of PALM Sound & Light Summit
 - A senior representative from the company will be invited to be a part of the panel discussion.
 - Complimentary full page ad in Show Guide.
 - Logo presence on the PALM Sound & Light Summit signage placed at the Entrance of hall.
 - Logo presence in Direct Mailer's sent to PALM database.
 - Logo on exhibition website with link to the sponsor website
 - Logo on selected Visitor Promotion collaterals/e-mailers/invitees subject to confirmation before deadline and availability of space.
 - Logo on the Onsite sponsor signage
 - Sponsor's logo on Exhibition Pocket Guide handed over to all the visitors.
 - PALM Technology May-June issue will feature 'News' of the summit being supported by your company.

5.2 SESSION PARTNERS:

Exhibitors can book slots at the PALM Sound & Light Summit to conduct company sponsored presentations or host workshops / training programs / education seminars etc.

- Number of available slots: **Three (one each day)**
- Duration of each slot: **1 hour**
- **Theme for each day**
 - Day 1: **Stage Sound Systems Engineering**
 - Day 2: **Stage Sound Mixing and Light Design**
 - Day 3: **Music Recording & Production**
- Rate per slot: **INR 1 Lakh / US\$ 1,500**
- **Benefits and Deliverables:**
 - Company's Logo as Session Partner will be prominently displayed on Summit Stage Backdrop
 - Session Partner can avail of the opportunity to send in one digital mailer with information regarding the proposed session. This mailer will be sent out to registered visitors.
 - Session Partner can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
 - Speaker name, profile and photo displayed on the conference website as well as at the venue along with other speakers

back to index

5.3 SOUND PARTNER:

- Number of possible Sound Partners: **1**
- Sponsor to deliver complete Sound System set-up in conference room
- Cost to be a Sound Partner: **INR 1 Lakh / US\$ 1,500**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor's logo as Sound Partner will be prominently displayed on all Conference Programme collateral – print / digital / social media, both pre-show an onsite.
 - Sponsor's Logo as Sound Partner will be prominently displayed on Conference Stage Backdrop
 - Logo presence on Event website with link to sponsor website
 - Logo Presence on Exhibition Pocket Guide handed out to visitors
 - Sponsor to get advertisement space on Signage in Hall 1

5.4 VIDEO DISPLAY PARTNER:

- Number of possible Video Display Partners: **1**
- Sponsor to deliver complete Video Display set-up in conference room as per requirement
- Cost to be a Video Display Partner: **INR 1 Lakh / US\$ 1,500**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor's logo as Video Display Partner will be prominently displayed on all Conference Programme collateral – print / digital / social media, both pre-show an onsite.
 - Sponsor's Logo as Sound Partner will be prominently displayed on Conference Stage Backdrop.
 - Logo presence on Event website with link to sponsor website.
 - Logo Presence on Exhibition Pocket Guide handed out to visitors
 - Sponsor to get advertisement space on Signage in Hall 1

6. CAFETERIA: Hall 2

- Video Ad opportunity on a LED screen display placed inside the Cafeteria.
- Company logo on cocktail table used at the cafeteria giving opportunity to the company to present its product details or anything creative on the table cover to all the visitors visiting the café.
- **Cost: INR 3 Lakhs / US\$ 4,200**



B. Demo Opportunities

1. OUTDOOR LINE ARRAY DEMO:

Demo of SMALL to MEDIUM format line arrays and sound systems from national and international brands will facilitate assessment of tonal quality, dispersion pattern, phase coherency and frequency response of the line arrays.

- In order to attain the right SPL, PALM has set a TARGET MAX SPL of 105dB with tolerance band, both, on the SPL and the FRQ (Frequency Response).
- Number of available Line Array slots: **upto 12**
- **Cost Includes:**
 - Security for all 3 days
 - Licensing from Muncipal, Fire, Police
 - Marketing & Promotion of the Demo Feature through emailers, social media posts, print ads in industry magazine, website etc.
 - Basic Power Connection & Usage Charges
- Rate per Line Array slot: **INR 4 Lakhs / US\$ 5,700**

C. Advertising Opportunities

1. OUTSIDE HALL BRANDING: Hall 1 & 2

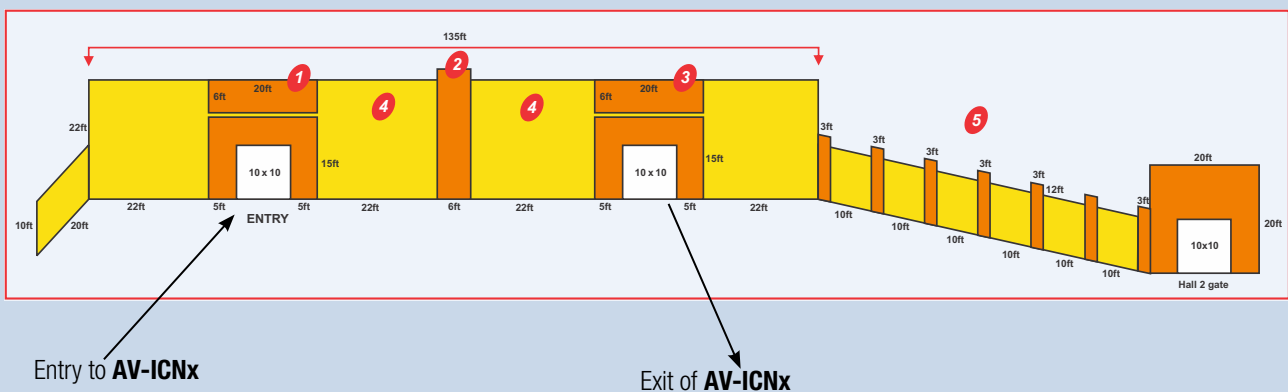
Billboard

- Outside Hall 1 and Hall 5, these Billboards allow you to display your company advertisement.
 - Located just opposite to the Registration Hall which registers over 20,000 visitors within 3 days of the expo.
- **Cost per Billboard: INR 50,000 / US\$ 700**

2. OUTSIDE HALL BRANDING: Hall 3

Identified, large scale branding options just outside Hall, provides tremendous brand presence and recognition to all visitors who entre the hall, in the most magnified manner.

- **Costs:**
- 1 Horizontal Banner above Entry Gate : **Rs.75,000**
 - 2 Vertical Banner between Entry & Exit Gate : **Rs.75,000**
 - 3 Horizontal Banner above Exit Gate : **Rs.75,000**
 - 4 Large Square branding between Entry & Exit Gate (2 nos.) : **Rs. 1.5 Lakhs** each
 - 5 Billboard of 10 feet x 10 feet (6 nos.) : **INR 50,000 / US\$ 700**



[back to index](#)

3. PILLAR BRANDING:

- Each Pillar is 15 feet high and 3 feet wide.
- Benefits towards sponsorship:
 - Opportunity to clad the Pillar from all 4 sides.
 - Visibility to trade visitors and everyone else present at the show across all 3 days.
- **Cost: INR 30,000 / US\$ 500**



4. TUNNEL BRANDING BETWEEN THE HALLS:

- Backlit Billboard each of 8 feet high x 12 feet wide.
 - The passage that connects Hall 1 and Hall 2 from within is interconnected by a Tunnel Passage which provides thousands of visitors who cross both halls, an opportunity to see your company information and / or latest product information displayed as a Billboard
- **Cost : INR 30,000 / US\$ 500**



5. AD IN PALM AND AV-ICNx SHOW MAGAZINE:

PALM and AV-ICNx Show Magazine is a show daily that consists of all show-related information and details of all show features including exhibitors. The Show Magazine is distributed to the visitors during the show days. Over **6000 copies** are printed for circulation and distributed to visitors from Day 1 from the Registration Counters.

- **PALM and AV-ICNx Show Catalogue Advertising Rate card***
 - Inside front cover: INR 40,000 / US\$ 600
 - Inside back cover: INR 37,000 / US\$ 550
 - Back cover: INR 75,000 / US\$ 1,100
 - Centre spread: INR 1 Lakh / US\$ 1,500
 - Full page: INR 30,000 / US\$ 500
 - Half page: INR 17,000 / US\$ 250
 - Quarter page: INR 10,000 / US\$ 150



* 18% GST will be applicable on the above rates

[back to index](#)

CONTACT

Ramesh Chetwani

Exhibition Director

+91 916 744 7440

rchetwani@palmexpo.in

Charu Relhan

Head Sales

+91 981 977 8712

crelhan@palmexpo.in

Mehul Jain

Asst Manager - Sales

+91 836 932 6802

mehul.jain@abec.asia

Zeeshan Ali Patel

Asst Manager - Sales

+91 998 786 2312

zeeshan.p@abec.asia

**BE A
SMART
INVESTOR.
INVEST IN
PALM**