



29-31 MAY 2025
BEC, MUMBAI, INDIA

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WE HELP YOU

- **STRENGTHEN** Customer Loyalty
- **DRIVE** Sales
- **REINFORCE** Brand Awareness

Why Sponsor

PALM Expo attracts over 38,636 trade visitors across 3 days of its expo, who visit from across India to drive their professional and business future. PALM's mantra is **'DELIVERING BUSINESS'**.

The attendees at PALM represent the highest level of influential professionals who are key decision-makers, whom the industry follows in choosing brand and product. It is the reason why the world's top brands have a consistent presence at PALM, displaying and demonstrating their latest innovation. 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 million eyeballs nationally & internationally. Sponsoring PALM Expo will not only give you maximum exposure to promote your message across the target audience for pro sound, light & audiovisual industry, but also provide you an opportunity to drive sales, strengthen customer loyalty and promote your company profile, brand, product and service to a wider audience. Sponsors will benefit from maximum exposure both before and during the trade show.



WE HELP YOU

- **GENERATE** Quality Business Leads
- **INCREASE** Your Regional Profile
- **CREATE** New Business Opportunities

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 at 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.



A. BRAND SPONSOR OPPORTUNITY

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. You can provide your 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 PALM Expo 2025 include:





REGISTRATION PARTNER *SOLD*



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.



SOLD

Maximum number of Registration Partners: 1

Cost to be a Registration Partner: INR 18 Lakhs

Sponsorship Benefits and Deliverables:

- LED Behind every Counter playing 1 common video from the Sponsor. The video will oscillate and play alternately with other PALM and AV-ICN expo and features information video. Number of seconds will be finalized.
- Logo Presence in Print Signages above Selected Counters.
- Logo on Arched gate on Entrance.
- Sponsor's logo on select Onsite show signages.
- 1 Full Page company / product AD in May-June issue of PALM Expo 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 homepage with link to the sponsor website.
- Sponsor's Logo as Registration partner will be prominently displayed on Visitor Promotion collaterals/invitees, print / digital / social media.
- Registration Partner can avail of opportunity to send three emailers talking about company / products / sponsorship to the registered visitor database.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.
- 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM Expo Magazine.

EXHIBITION LANYARD PARTNER

All trade visitors (including media professionals, conference speakers and delegates) will be given the sponsored lanyard. Exhibitors will not be provided sponsored lanyard. Sponsor's logo will be prominently displayed on all lanyards thus guaranteeing a continuous display of the brand throughout the expo.

Maximum number of Partners: 1

Lanyard Quantity: 25,000

Cost to be a Exhibition Lanyard Partner: INR 20 Lakhs

Sponsorship Benefits and Deliverables:

- Lanyards will be distributed to all trade visitors (including media professionals, conference speakers and delegates).
- Sponsor's logo will be printed on all Lanyards.
- Logo on Arched gate on Entrance.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Sponsor's logo on expo website homepage with link to the sponsor website.
- Sponsor's Logo will be prominently displayed on Visitor Promotion / collaterals / invitees, print / digital / social media.
- Sponsor's logo on select Onsite show signages.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.
- 1 Full Page Thank You advertisement to sponsor for sponsoring the Lanyard in May-June issue of PALM Expo Magazine.
- Lanyard Partner can avail of opportunity to send three emailers talking about company / products / sponsorship to the registered visitor database.





Maximum number of Partners: 1

Cost to be a Visitor Bag Partner: Customizable Based on Requirements

Sponsorship Benefits and Deliverables:

- Visitor bags must be produced by the sponsor. The quantity and quality will be discussed.
- Sponsor name and logo prominently displayed on each bag.
- Sponsor's logo on expo website homepage with link to the sponsor website.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Sponsor's Logo as Visitor Bag Partner will be prominently displayed on Visitor Promotion / collaterals / invitees, print / digital / social media.
- Sponsor's logo on select Onsite show signages.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.
- 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM Expo Magazine.

**VISITOR
BAG
PARTNER**

NAME BADGE PARTNER

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 Partners: 1

Cost to be a Exhibition Attendee Name

Badge Partner: INR 15 Lakhs

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 expo website homepage with link to the sponsor website.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Sponsor's Logo as Attendee Name Badge Partner will be prominently displayed on Visitor Promotion / collaterals/invitees, print / digital / social media.
- Sponsor's logo on select Onsite show signages.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.
- 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM Expo Magazine.





IRAA (INDIAN RECORDING ARTS ACADEMY) AWARDS

Since 2006, the Indian Recording Arts Academy Awards (IRAA) honour and recognise exceptional talent in music, soundtrack recording and mixing in Indian music for albums and movies. The music awards similarly recognise innovation in music production and engineering that defines independent music culture.

These awards focus not only on the recording, technical and engineering talent but also takes note of the musicianship that goes into making a remarkable song/album.



IRAA PLATINUM PARTNER

Maximum Number of Platinum Partners: 1
Cost to be a Platinum Partner: INR 15 Lakhs



Sponsorship Benefits and Deliverables:

- Sponsor Name & Logo on the backdrop of IRAA Award Ceremony to be displayed as “Platinum Partner”.
- A senior representative from the company will be invited to present five award categories.
- Senior Representative will have opportunity to address the award ceremony attendees for a few minutes expressing their association with the IRAA platform.
- Logo presence on the IRAA signage placed at the Entrance of IRAA Hall.
- Logo branding on the IRAA trophy / memento / certificate awarded to winners.
- Opportunity to place one rollup standee inside the IRAA Hall.
- Logo branding on the IRAA standee placed inside the PALM Sound & Light Conference & Seminar Hall.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Logo presence in IRAA Award Direct Mailers sent to PALM database.
- Logo on PALM Expo and IRAA website with link to the sponsor website.
- Logo on the Onsite sponsor signage.
- Sponsor’s logo on Exhibition Guide handed over to all the visitors.
- Mailer announcing your company sponsorship of IRAA 2023 with quotes from your company top management. Likewise, mailer from your company announcing presentation of IRAA 2023. And quote from Anil Chopra founder of IRAA welcoming your company association, as well quote from Award Director of IRAA 2023.
- PALM AV-ICN May-June issue full page ad thanking sponsor of IRAA will feature your company logo and name along with Gold and Silver Sponsor.
- PALM May-June issue will feature ‘News’ of IRAA being supported by your company.





PALM SOUND & LIGHT CONFERENCE & SEMINAR

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.

PLATINUM PARTNER

Number of Possible Platinum Partners: 1

Cost to be a Partner: INR 10 Lakhs

- Platinum Partner to deliver complete Sound System set-up in conference room. All conference collateral will also mention - "Sound by (name of sponsor)"
- Opportunity to run a one hour company / product presentation within PALM Sound & Light Conference & Seminar.
- Sponsor's logo as Platinum Partner will be prominently displayed on all Sound & Light Conference & Seminar collaterals – 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 Stage Backdrop.
- 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.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Speaker name, profile and photo displayed on the conference website as well as at the venue along with other speakers.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.



GOLD PARTNER

Number of Possible Gold Partners: 1

Cost to be a Partner: INR 4.2 Lakhs

- Logo on the backdrop of PALM Sound & Light Conference & Seminar.
- A senior representative from the company will be invited to be a part of the panel discussion.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Logo presence on the PALM Sound & Light Conference & Seminar 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.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.
- PALM Technology May-June issue will feature 'News' of the Conference & Seminar being supported by your company.

Scope Of Work

- Present the Music
- Understand the Art
- It can be Covers of
- Mixing New Arrangements
- Attending Rehearsals

SESSION PARTNER

Exhibitors can book slots at the PALM Sound & Light Conference & Seminar 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

Rate per slot: INR 1.5 Lakh

- Company's Logo as Session Partner will be prominently displayed on 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 social media post with information regarding the proposed session and speaker. 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.





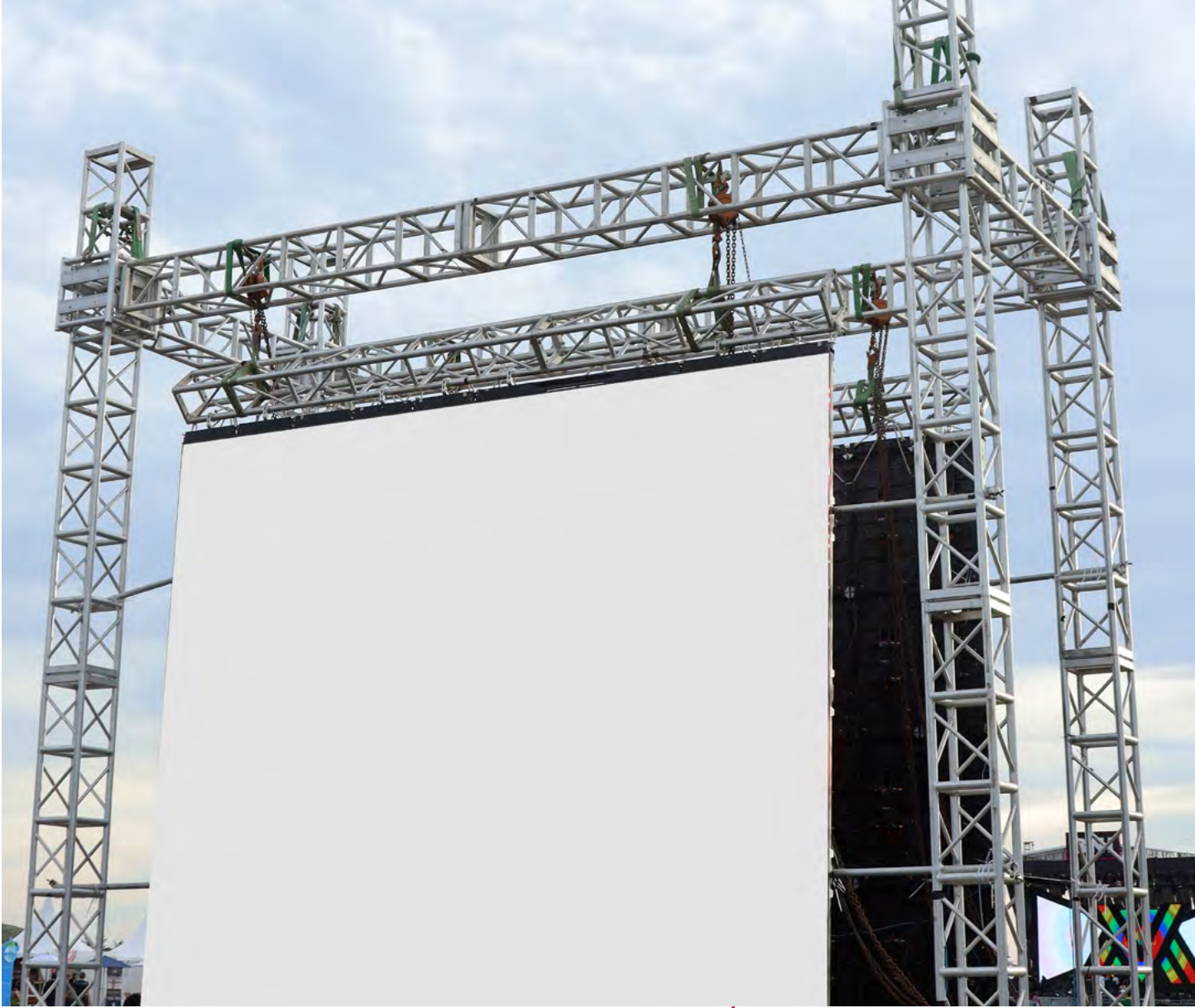
VIDEO DISPLAY PARTNER

Number of Possible Video Display Partners: 1

Sponsor to deliver complete Video Display System set-up in conference room as per requirement

Cost to be a Partner: INR 2.4 Lakhs

- Sponsor's logo as Video Display Partner will be prominently displayed on all Conference Programme collateral – print / digital / social media, both pre-show and onsite.
- Sponsor's Logo as Video Display Partner will be prominently displayed on Conference Stage Backdrop.
- Logo presence on Event website with link to sponsor website.
- Sponsor's logo on e-pocket guide that will be mailed to all the registered visitors.



Maximum number of Partners: 1

Cost to be a Truss Partner: INR 2.5 Lakhs

**Sponsor to deliver complete Trussing Solution as per requirement.
(The requirement shall be discussed prior to the show.)**

Sponsorship Benefits and Deliverables:

- Sponsor name and logo to be displayed on the side of each Truss structure. The same must not distract the overall purpose of the usage of truss.
- Sponsor's logo on expo website homepage with link to the sponsor website.
- 1 Full Page company / product AD in May-June issue of PALM Expo Magazine.
- Sponsor's Logo as Truss Partner will be prominently displayed on Visitor Promotion / collaterals / invitees, print / digital / social media.
- Sponsor's logo on select Onsite show signages.

**TRUSS
PARTNER**

ONSITE ADVERTISING OPPORTUNITIES



BRANDING OUTSIDE HALL 2, 3, 4 & 6

Outside Hall 2, 3, 4 & 6: these Billboards allow you to display your company advertisement in flex.

Cost: INR 75,000 + 18% GST



EXCLUSIVE BRANDING OUTSIDE HALL 3 & 4 (22x22)

- These Billboards allow you to display your company advertisement in flex.

Cost: INR 125,000 + 18% GST

ONSITE ADVERTISING OPPORTUNITIES



ADVERTISEMENT IN PALM MAGAZINE

The bi-monthly PALM magazine, provides responsible, expeditious and factual company business news, product & technology updates, features & interviews, market reports, industry analysis and more through the year. The editorial spotlights the latest in professional audio, lighting and audiovisual technology and solutions that constitute the heart and soul of technical setups for indoor as well as outdoor applications.

PALM magazine is available in both print and digital versions, in totality reaching more than 60,000 professional industry readers. PALM magazine will be additionally circulated at PALM & AV-ICN expo 2025, across the three days from various strategic locations which would include the magazine booth, various show features and registration to name a few.

Advertising in PALM magazine at cost-effective rates is the ideal vehicle for you to reach out to a niche market segment. PALM magazine provides opportunities for placing advertising in a well-defined and planned manner throughout the year, through the months leading up to the show.

To get a competitive quote for a customized three issue or six issue package that meets your needs contact us now!

- Inside Front Cover (INR 75,000)
- Inside Back Cover (INR 65,000)
- Back Cover (INR 100,000)
- Centre Spread (INR 99,000)
- Full Page (INR 45,000)
- Half Page (INR 28,125)
- Quarter Page (INR 16,875)

*5% GST will be applicable on the above magazine advertisement rates.

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