

SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES



AV-ICN EXPO

AV INTEGRATION COMMUNICATION NETWORKING EXPO

25 - 27.05.2023
BOMBAY EXHIBITION CENTRE,
GOREGAON (E), MUMBAI, INDIA

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WHY SPONSOR

PALM Expo is the destination of **25,000 professionals**, over three days each year, who visit from across India to drive their professional and business future. PALM's mantra is 'professional to the core'.

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 to a target 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

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



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.

WE HELP YOU

- **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. 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 2023 include:

1. REGISTRATION PARTNER



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**
- Cost to be a Registration Partner: **INR 14 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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.
 - 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM AV-ICN Magazine.
 - Announcement of Registration Sponsorship to be sent to global media and visitor database by organizer.

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: **20,000**
- Cost to be a Lanyard Partner: **INR 14 Lakhs**
- **Sponsorship Benefits and Deliverables:**
 - 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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.
 - 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM AV-ICN Magazine.
 - Announcement of Lanyard Sponsorship to be sent to global media and visitor database by organizer.
 - Lanyard Partner can avail of opportunity to send three emailers talking about company / products / sponsorship to the registered visitor database.

3. VISITOR BAG PARTNER

- Maximum number of Partners: **1**
- Cost to be a Bag Partner: **INR 7 Lakhs**
- **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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.
 - 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM AV-ICN Magazine.
 - Announcement of Visitor Bag Sponsorship to be sent to global media and visitor database by organizer.

4. EXHIBITION ATTENDEE 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 Name Badge Partners: **1**
- Cost to be a Name Badge Partner: **INR 7 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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.
 - 1 Full Page Thank You advertisement to sponsor for sponsoring the Registration in May-June issue of PALM AV-ICN Magazine.
 - Announcement of Attendee Name Badge Sponsorship to be sent to global media and visitor database by organizer.

5. 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.

5.1 PLATINUM PARTNER:

- Number of possible Platinum Partners: **1**
- Cost to be a Platinum Partner: **INR 5.5 Lakhs**
- **Sponsorship Benefits and Deliverables:**
 - 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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.

5.2 GOLD PARTNER:

- Number of possible Gold Partners: **1**
- Cost to be a Gold Partner: **INR 3.5 Lakhs**
- **Sponsorship Benefits and Deliverables:**
 - 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 AV-ICN 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 Exhibition Pocket Guide handed over to all the visitors.
 - PALM Technology May-June issue will feature 'News' of the Conference & Seminar being supported by your company.

5.3 SESSION PARTNERS:

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 1.25 Lakh**
- **Benefits and Deliverables:**
 - 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.

5.4 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 1.25 Lakh**
- **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.

5.5 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 1.25 Lakh**
- **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 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.
 - Logo Presence on Exhibition Pocket Guide handed out to visitors.

6. IRAA (INDIAN RECORDING ARTS ACADEMY) AWARDS

6.1 PLATINUM PARTNER:

- Maximum number of Platinum Partners: **One**
- **Cost to be a Platinum Partner: Rs 8 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 AV-ICN 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 selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
 - 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 AV-ICN May-June issue will feature 'News' of IRAA being supported by your company.

6.2 GOLD PARTNER:

- Maximum number of Gold Partners: **One**
- Cost to be a Gold Partner: **Rs 6 Lakhs**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor Name & Logo on the backdrop of IRAA Award Ceremony to be displayed as “Gold Partner”.
 - A senior representative from the company will be invited to present two award categories.
 - Logo branding on the IRAA trophy / memento / certificate awarded to winners.
 - 1 Full Page company / product AD in May-June issue of PALM AV-ICN Magazine.
 - Logo presence on the IRAA signage placed at the Entrance of hall.
 - Logo presence in IRAA Award Direct Mailer’s sent to PALM database.
 - Logo on PALM Expo and IRAA website with link to the sponsor website.
 - Logo on selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
 - Logo on the Onsite sponsor signage.
 - Sponsor’s logo on Exhibition Guide handed over to all the visitors.
 - PALM AV-ICN May-June issue full page ad thanking sponsor of IRAA will feature your company logo and name along with Platinum and Silver Sponsor.
 - PALM AV-ICN May-June issue will feature ‘News’ of IRAA being supported by your company.

6.3 SILVER PARTNER:

- Maximum number of Silver Partners: **One**
- Cost to be a Silver Partner: **Rs 4 Lakhs**
- **Sponsorship Benefits and Deliverables:**
 - Sponsor Name & Logo on the backdrop of IRAA Award Ceremony to be displayed as “Silver Partner”.
 - Logo presence on the IRAA signage placed at the Entrance of hall.
 - Logo presence in IRAA Award Direct Mailer’s sent to PALM database.
 - Logo on PALM Expo and IRAA website with link to the sponsor website.
 - Logo on selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
 - Logo on the Onsite sponsor signage.
 - Sponsor’s logo on Exhibition Guide handed over to all the visitors.
 - PALM AV-ICN May-June issue full page ad thanking sponsor of IRAA will feature your company logo and name along with Platinum and Gold Sponsor.

B. ONSITE ADVERTISING OPPORTUNITIES

1. CAFETERIA: HALL 2 & HALL 3

- Video Ad opportunity on a LED screen display placed inside the Cafeteria.
- Logo on exhibition website with link to the sponsor website.
- Logo on selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
- Logo on the Onsite sponsor signage.
- Sponsor's logo on Exhibition Guide handed over to all the visitors.

➤ Cost: **INR 3.5 Lakhs each Hall ***

2. BRANDING OUTSIDE HALL 1, 2, 3

- Outside Hall 1, 2 & 3: these Billboards allow you to display your company advertisement in flex.

➤ Cost per Billboard: **INR 75,000 ***

3. PILLAR BRANDING IN HALL 1, 2, 3

- 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 50,000 ***

4. TUNNEL BRANDING BETWEEN THE HALLS:

- Backlit Billboard each of 8 feet high x 12 feet wide.
 - The passage that connects Hall 1, 2 and 3 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 75,000 ***

5. **ADVERTISEMENT IN PALM + AV-ICN MAGAZINE:**

The bi-monthly **PALM + AV-ICN 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 + AV-ICN is available in both print and digital versions, in totality reaching more than **60,000** professional industry readers. PALM + AV-ICN will be additionally circulated at PALM AV-ICN expo 2023, 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 AV-ICN Magazine at cost-effective rates is the ideal vehicle for you to reach out to a niche market segment. PALM AV-ICN 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!

➤ **Advertising Rate Card ****

- INSIDE FRONT COVER: **INR 75,000**
- INSIDE BACK COVER: **INR 65,000**
- BACK COVER: **INR 100,000**
- CENTER SPREAD: **INR 99,000**
- FULL PAGE: **INR 45,000**
- HALF PAGE: **INR 28,125**
- QUARTER PAGE: **INR 16,875**

*18% GST will be applicable on the onsite advertisement rates.

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

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