



16th Edition

**ELEC RAMA**

Powering the **Future of Energy**

**22 - 26 February, 2025**

India Expo Mart, Greater Noida, Delhi NCR

**EVENT SPONSORSHIP OPPORTUNITIES**

### Event Sponsorship - Opportunities

Sr.No.	Title	Units	AMOUNT					
			IEEMA Member		Non - Member		Non-Exhibitor	
1	Thematic	3	₹ 75,00,000	₹ 82,50,000	\$ 1,03,125	₹ 1,12,50,000	\$ 1,40,625	
2	Principal	3	₹ 45,00,000	₹ 49,50,000	\$ 61,875	₹ 67,50,000	\$ 84,375	
3	Associate	5	₹ 20,00,000	₹ 22,00,000	\$ 27,500	₹ 30,00,000	\$ 37,500	

## EVENT SPONSORSHIP

CATEGORY BENEFITS	DELIVERABLES	THEMATIC SPONSOR - 3 SLOTS	PRINCIPAL SPONSOR - 3 SLOTS	ASSOCIATE SPONSOR - 5 SLOTS
Theme Based Promotions	Opportunity to anchor & curate theme-based panel discussion and or speak (strictly no company promotion)	✓		
Theme Based Promotions	Theme based content in IEEMA Journal	✓		
Theme Based Promotions	Brief proceedings of thematic sessions in the post show report	✓		
Theme Based Promotions	Permission to distribute theme inspired Handout/Gift to conference delegates and VIP attendees	✓		
CEO Benefits	Talk (TED Talk type) Session for your CEO to address captains of industry and other stakeholders on your chosen theme (10 mins)	✓		
CEO Benefits	CEO's written Interview to be published in IEEMA journal	✓	✓	
CEO Benefits	CEO interview carried on the event website	✓	✓	
CEO Benefits	Seat on exclusive closed door CEO Roundtable	✓	✓	
CEO Benefits	Privileged access to your CEO to the VIP Lounge	✓	✓	✓

## EVENT SPONSORSHIP

CATEGORY BENEFITS	DELIVERABLES	THEMATIC SPONSOR - 3 SLOTS	PRINCIPAL SPONSOR - 3 SLOTS	ASSOCIATE SPONSOR - 5 SLOTS
CEO Benefits	Your company CEO Interview in the Show Daily	✓ Inaugural day	✓ Second Day	✓
CEO Benefits	Address in etechnext or WUS conference	✓		
Speaking Opportunity	Speaking slot (as panelists) in any one session of etech next or WUS – Subject to relevance	✓		
Speaking Opportunity	Speaking Slot in any one of the IEEMA Major event (non ELECARAMA) as per choice in FY 24-25	✓		
Speaking Opportunity	Presentation slot in planned Road Shows	✓	✓	
Logo acknowledgement	Year around Logo Acknowledgement at any 5 Major IEEMA Events (non ELECARAMA) as per choice in FY 24-25	✓		
Logo acknowledgement	Your logo in the Electronic Direct Mailers (EDMs) sent to overall database	✓	✓	✓
Logo acknowledgement	Logo acknowledgement on event website, redirecting to your website	✓	✓	✓
Logo acknowledgement	Your Company logo in Visitor Promotion campaigns	✓	✓	✓
Logo acknowledgement	Logo acknowledgement in advertisements in Trade Journals and Magazines*	✓	✓	✓

## EVENT SPONSORSHIP

CATEGORY BENEFITS	DELIVERABLES	THEMATIC SPONSOR - 3 SLOTS	PRINCIPAL SPONSOR - 3 SLOTS	ASSOCIATE SPONSOR - 5 SLOTS
Logo acknowledgement	Logo Acknowledgement in roadshows	✓	✓	✓
Logo acknowledgement	"Thank You" sponsors signage at the fair ground.	✓	✓	✓
Logo acknowledgement	Acknowledgment of your company's sponsorship support during the vote of thanks	✓	✓	✓
Logo acknowledgement	Acknowledgement in Post Show Thank You Email	✓	✓	✓
Logo acknowledgement	Logo acknowledgement in post show report	✓	✓	✓
Logo acknowledgement	Logo on Sponsors page of Event Mobile App	✓	✓	✓
Social Media Promotions	Social Media Posts- LinkedIn, Twitter, Facebook	✓ 4 Posts	✓ 2 Posts	
Social Media Promotions	Booth Video Interview on Social Media platforms	✓ Opening day	✓ day 3	

## EVENT SPONSORSHIP

CATEGORY BENEFITS	DELIVERABLES	THEMATIC SPONSOR - 3 SLOTS	PRINCIPAL SPONSOR - 3 SLOTS	ASSOCIATE SPONSOR - 5 SLOTS
Onsite Branding	Exclusive Branding on Hot air balloon	✓		
Onsite Branding	Hoarding on Expo Mart Front Wall	✓ 1	✓1	
Onsite Branding	Cubes Branding Pathway from Gate 1, 3 & 4	✓1	✓1	✓1
Onsite Branding	CFB Central Fascia Glass Wall (regular)	✓1		
Onsite Branding	Central Foyer Area Indoor Bunting (regular)	✓2	✓2	✓1
Onsite Branding	Vertical Large Bunting in Foyer Area next to Hall 1,3,5,7 entrances	✓1	✓1	
Onsite Branding	Floor Tiles at designated points	✓6	✓6	✓2
Onsite Branding	Fence branding from Gate 5&6 to Gate 3&4 upto Gate 2	✓4	✓2	✓2
Onsite Branding	Hoarding on Hall 9 side wall facing registration area from Gate 3&4 or Hoarding on mart area back wall (opposite to Hall 9 Sidewall)	✓1	✓1	
Onsite Branding	Branding on Sky Bridge (view from Gate 3 & 4)	✓1		

## EVENT SPONSORSHIP

CATEGORY BENEFITS	DELIVERABLES	THEMATIC SPONSOR - 3 SLOTS	PRINCIPAL SPONSOR - 3 SLOTS	ASSOCIATE SPONSOR - 5 SLOTS
Onsite Branding	Branding on Back wall of Hall 12 &14, facing gate 5 & 6	✓1		
Onsite Branding	Branding on VIP Parking road from Gate 2 to Gate 3 & 4	✓1	✓1	
Onsite Branding	Branding on Hall 16 front wall facing Hall 7	✓1		
Onsite Branding	LED Wall Video Advertisement (1 Spot= 8 times display of 30 sec video advertisement in a day)	✓ 5 Spots	✓ 4 Spots	✓ 2 Spots
Benefits in other co-located events	Complimentary Delegates in World Utility Summit (WUS) and eTechnExt	✓8	✓6	✓2
Benefits in other co-located events	Corporate film of 2 minutes to be played in the RBSM and DBSM Buyers' Lounge	✓	✓	
Benefits in other co-located events	Standee in the RBSM and DBSM Area	✓	✓	✓
Benefits in other co-located events	Corporate film of 2 minutes to be played in the VIP lounge	✓	✓	
Benefits in other co-located events	Complimentary slot at Townhall	✓1	✓1	✓1
	Sponsorship Cost	INR 75,00,000	INR 45,00,000	INR 20,00,000
	APPROXIMATE VALUE OF BUNDLED ONSITE BRANDING OPTIONS	INR 35,00,000	INR 22,50,000	INR 7,50,000



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**SPONSORSHIP OPPORTUNITIES - EXHIBITION**



### Event Sponsorship - Opportunities

Sr.No.	Title	Units	AMOUNT				
			IEEMA Member	Non - Member		Non-Exhibitor	
1	Lanyard & Badges	1	₹ 35,00,000	₹ 38,50,000	\$ 48,125	₹ 70,00,000	\$ 87,500
2	Registration Gate 1	1	₹ 5,00,000	₹ 5,50,000	\$ 6,875	₹ 10,00,000	\$ 12,500
3	Registration Gate 3-4	1	₹ 5,00,000	₹ 5,50,000	\$ 6,875	₹ 10,00,000	\$ 12,500
4	Registration Gate 5-6	1	₹ 5,00,000	₹ 5,50,000	\$ 6,875	₹ 10,00,000	\$ 12,500
5	Visitor Carry Bags (Gate 1)	1	₹ 3,00,000	₹ 3,30,000	\$ 4,125	₹ 6,00,000	\$ 7,500
6	Visitor Carry Bags (Gate 3-4)	1	₹ 3,00,000	₹ 3,30,000	\$ 4,125	₹ 6,00,000	\$ 7,500
7	Visitor Carry Bags (Gate 5-6)	1	₹ 3,00,000	₹ 3,30,000	\$ 4,125	₹ 6,00,000	\$ 7,500
8	Parking Sponsor	2	₹ 5,00,000	₹ 5,50,000	\$ 6,875	₹ 10,00,000	\$ 12,500
9	Exhibitors Night	2	₹ 12,00,000	₹ 13,20,000	\$ 16,500	₹ 24,00,000	\$ 30,000

## LANYARD & BADGES SPONSORSHIP - Exclusive

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
🔴 Sole Opportunity	₹ 35,00,000	₹ 38,50,000	USD 48,125	₹ 70,00,000	USD 87,500

**Exclusive opportunity to make your brand visible on lanyards & Badges to be given to all visitors, exhibitors, VIPs.**

- Logo to be featured on lanyards & Badges distributed to all participants and attendees
- Logo placement on the Sponsors' page of the Event website with a link to the Sponsors' website.
- Logo to be featured in select promotional emailers.
- One Full Page Color Advertisement in the Show Catalogue.
- Acknowledgment of Sponsor's Logo in the "Thank You Sponsors" panel.
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website
- 1 Post to be published on the Event's LinkedIn and other social media pages.



## REGISTRATION SPONSOR – Exclusive for each Gate

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
🔴 GATE 1 (Sole)	₹ 5,00,000	₹ 5,50,000	USD 6,875	₹ 10,00,000	USD 12,500
🔴 GATE 3-4 (Sole)	₹ 5,00,000	₹ 5,50,000	USD 6,875	₹ 10,00,000	USD 12,500
🔴 GATE 5-6 (Sole)	₹ 5,00,000	₹ 5,50,000	USD 6,875	₹ 10,00,000	USD 12,500



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

- Sponsors Logo will be displayed on Registration Desks.
- Sponsors logo to be featured on the Self registration Kiosk.
- Sponsor's logo on event visitor registration page.
- Acknowledgment of Sponsor's Logo in the "Thank You Sponsors" panel
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website.
- Logo to be featured in select promotional emailers.
- One Full Page Color Advertisement in the Show Catalogue.
- 1 Post to be published on the Event's LinkedIn and other social media pages.

## VISITOR CARRY BAG SPONSOR (3 OPTION)

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON-MEMBER	NON-EXHIBITOR RATE		
 GATE 1 (Sole)	₹ 300000	₹ 330000	USD 4,125	₹ 600000	USD 7500
 GATE 3-4 (Sole)	₹ 300000	₹ 330000	USD 4,125	₹ 600000	USD 7500
 GATE 5-6 (Sole)	₹ 300000	₹ 330000	USD 4,125	₹ 600000	USD 7500



Create a distinctive presence at the show. This is a unique method to promote your brand through the distribution of bags to VIPs, press, trade visitors, and more

- Exclusive Distribution Rights to the Sponsor to Distribute the bags to the Visitors from the dedicated Registration Counters
- Inclusion of a Company Profile (approximately 150 words) in the Show Catalogue.
- Sponsors Corporate literature in the Visitor Carry Bags (to be provided & inserted by Sponsor).
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website.
- Display of Sponsor's Logo in two promotional emails.
- Acknowledgment of Sponsor's Logo in the "Thank You Sponsors" panel.
- 1 Post to be published on the Event's LinkedIn and other social media pages.

### Guidelines for Sponsor

\*Bags (sustainable & Recyclable) to be provided by the Sponsor.

\*Minimum Quantity : 25000 for Each Gate.

\*IEEMA & ELECRAMA Logo should be Placed on one side of the bag & Sponsors logo on another side.

\*Quality, Standard & size as decided & approved by Organizer

## PARKING SPONSOR - EXCLUSIVE

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
Two Sponsor	₹ 5,00,000	₹ 5,50,000	USD 6875	₹ 10,00,000	USD 12500

Be the first Company that all visitors see and remember, the main entrance of the Parking Area has a large Hoarding/banner display and is one of the most commanding signage displays for the event and can't be missed by attendees as they arrive to the event. Your company name, logo and stand number will appear alongside the ELECRAMA - 2025 branding with directions for the parking and entrance.

- Sponsor Logo on Parking signages. (qty 10)
- Sponsor Logo at the Venue parking entrance and throughout the parking area (NASA & VIP Parking)
- Multiple Sponsors Hoarding in the Parking Area.
- Sponsors Logo on Parking Pass given to exhibitors.
- Sponsor's logo on T-shirts / Neon Jacket worn by personnel managing the parking area. (T-shirt / Neon jacket to be provided by the Sponsor).
- Logo to be featured in five promotional emails.
- 1 Post to be published on the Event's LinkedIn and other social media pages.
- Acknowledgment of Sponsor's Logo in the "Thank You Sponsors" panel.
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website.

**Specifications / Guidelines for Sponsor:**

- \* Parking Signages: 4ft x 8ft & 4ft x10ft (sizes may vary)
- \* Hoarding Signages: 10ft x 10ft (sizes may vary)
- \* Minimum Quantity of T-shirt / Neon Jacket is 100

**Branding Placement as per Organizers discretion**



## EXHIBITORS NITE SPONSOR

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
2 SPONSORS	₹ 12,00,000	₹ 13,20,000	USD 16500	₹ 24,00,000	USD 30000



- Welcome address (05 min)
- Sponsor's Video to be played at the LED Backdrop
- Logo as 'Exhibitors Night Sponsor' on the Exhibitors Night Invitation cards.
- 10 Invitation cards to invite your customers, guests and VIPs.
- 4 standees at strategic location at the program venue. (To be provided by the Sponsor).
- Full page advertisement and 150 words write up in the show catalogue.
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website.
- Branding on select marketing collaterals as 'Exhibitors Night Sponsor'.
- Acknowledgment of Sponsor's Logo in the "Thank You Sponsors" panel.
- 1 Post to be published on the Event's LinkedIn and other social media pages.



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**RBSM / DBSM - SPONSORSHIP OPPORTUNITIES**

### RBSM/DBSM Sponsorship - Opportunities

Sr.No.	Title	Units	AMOUNT		
			IEEMA Member	Non - Member	
1	RBSM Buyers Lounge	2	₹ 4,50,000	₹ 5,00,000	\$ 6,250
2	Mega Lunch Area	4	₹ 2,75,000	₹ 3,00,000	\$ 3,750
3	RBSM Dinner Sponsor	4	₹ 1,25,000	₹ 1,37,500	\$ 1,720
4	RBSM Buyer Kit Sponsor	2	₹ 4,50,000	₹ 5,00,000	\$ 6,250
5	RBSM Registration Desk	1	₹ 4,50,000	₹ 4,95,000	\$ 6,190
6	RBSM Meeting Cubical Branding	4	₹ 4,00,000	₹ 4,40,000	\$ 5,500
7	DBSM Buyers Lounge	2	₹ 3,25,000	₹ 3,57,500	\$ 4,470
8	DBSM Registration Desk	1	₹ 3,00,000	₹ 3,30,000	\$ 4,125
9	DBSM Dinner Sponsor	4	₹ 60,000	₹ 66,000	\$ 825
10	DBSM Buyers Kit Sponsor	2	₹ 3,75,000	₹ 4,12,500	\$ 5,150
11	DBSM Meeting Cubical Branding	2	₹ 3,00,000	₹ 3,30,000	\$ 4,125



## RBSM BUYERS' LOUNGE

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

2 SPONSORS	₹ 4,50,000	₹ 5,00,000	USD 6250
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**No of sponsors: 2**

**Particulars:** Single Sponsor for the waiting lounge

**Key Benefits:**

1. Printing of Name & Logo of your company in the Buyers Lounge
2. Standees / Hoardings / Banners to be placed in the Buyers Lounge
3. Thank you Sponsor signage at prominent locations
4. Corporate video of 2 minutes to be played inside the lounge.
5. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

## MEGA LUNCH AREA

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	
<b>4 SPONSORS</b>	<b>₹ 2,75,000</b>	<b>₹ 3,00,000</b>	<b>\$ 3750</b>



### No of sponsors: 4

**Particulars:** Lunch sponsorship on All 5 Days

### Key Benefits:

1. Exclusive standee at the Lunch venue
2. Thank you Sponsor acknowledgment at the Venue
3. Digital recognition (1 minutes corporate videos) on TV Screens in the Lunch area.
4. Welcome speech approx. 2 mins every day
5. 5 Lunch Invites to Sponsors Company
5. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

## RBSM DINNER SPONSOR

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

<p>4 SPONSORS</p>	<p>₹ 1,25,000</p>	<p>₹ 1,37,500</p>	<p>USD 1720</p>
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**No of sponsors:** 2 per Hotel

**Particulars:** 3 nights per hotel and two sponsors per hotel

**Key Benefits:**

1. Exclusive standee at the Dinner venue
2. Thank you Sponsor acknowledgment at the Venue
3. Digital recognition on TV Screens in the Dinner area
4. Welcome speech approx. 2 mins every night
5. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website
6. Recorded video of Sponsor

## RBSM BUYERS KIT SPONSOR

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	
2 SPONSORS	₹ 4,50,000	₹ 495000	USD 6250



*\*Image is Illustrative*

**No of sponsors: 2**

**Particulars:** Approx 700 Welcome Kits

**Key Benefits:**

1. Your Logo on the Kit Bag
2. Exclusive Standee at the conference premises.
3. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website
4. Sponsor's company brochure to be inserted in the Kit Bag

## RBSM REGISTRATION AREA

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

<p>🔴 SOLE OPPORTUNITY</p>	<p>₹ 4,50,000</p>	<p>₹ 4,95,000</p>	<p>USD 6190</p>
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**No. of sponsors: 1**

**Key Benefits :**

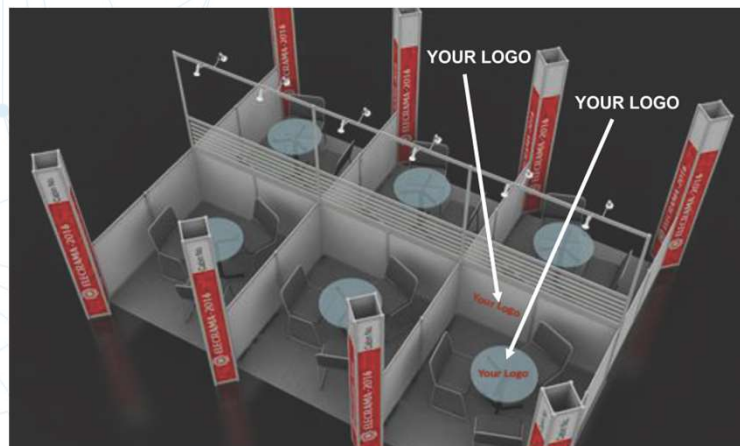
1. Your Logo on mail sent out to the buyers
2. Thank you Sponsor acknowledgment at the Venue
3. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website
4. Prominent Branding on the back wall
5. Company logo on front panel!

## RBSM - MEETING CUBICLE BRANDING

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

4 SPONSORS	₹ 400000	₹ 440000	USD 5500
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**No of Buyers: 4**

**Particulars:** Total 200 Cubicles for meetings, each sponsor gets 50 cubicles

**Key Benefits:**

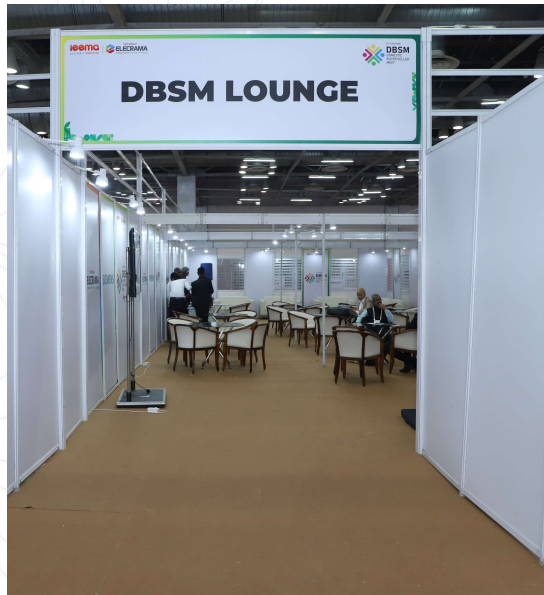
1. Your Company Logo on top of 50 meeting tables
2. Your Company Logo prominently at one side of 50 meeting cubicles
3. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website

## DBSM BUYERS' LOUNGE

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON-MEMBER

2 SPONSORS	₹ 325000	₹ 357500	USD 4470
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**No of sponsors: 2**

**Particulars:** Single Sponsor for the waiting lounge

**Key Benefits:**

1. Printing of Name & Logo of your company in the Buyers Lounge
2. Standees / Hoardings / Banners to be placed in the Buyers Lounge
3. Sponsors Logo on wall panels.
3. Thank you Sponsor signage at prominent locations
4. Corporate video of 2 minutes to be played inside the lounge
5. Online acknowledgment - Your Logo and company link to your website, displayed on the DBSM website

## DBSM REGISTRATION DESK

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	
<b>SOLE OPPORTUNITY</b>	<b>₹ 3,00,000</b>	<b>₹ 3,30,000</b>	<b>USD 4125</b>



**No. of sponsors: Sole**

**Key Benefits :**

1. Your Logo on mail sent out to the buyers
2. Thank you Sponsor acknowledgment at the venue.
3. Online acknowledgment - Your Logo and company link to your website, displayed on the DBSM website.
4. Prominent Branding on the back wall.
5. Company logo on front panel.



## DBSM DINNER SPONSOR

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

<p>4 SPONSOR</p>	<p>₹ 60000</p>	<p>₹ 66000</p>	<p>USD 825</p>
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**No of sponsors:** 2 per Hotel

**Particulars:** 3 nights per hotel and two sponsors per hotel

**Key Benefits:**

1. Exclusive standee at the Dinner venue
2. Thank you Sponsor acknowledgment at the Venue
3. Digital recognition on TV Screens in the Dinner area
4. Welcome speech approx. 2 mins every night
5. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website
6. Recorded video of Sponsor

## DBSM BUYERS KIT SPONSOR

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	
<b>SPONSORS 2</b>	<b>₹ 3,75,000</b>	<b>₹ 4,12,500</b>	<b>USD 5150</b>



*\* Image is illustrative*

**No of sponsors: 2**

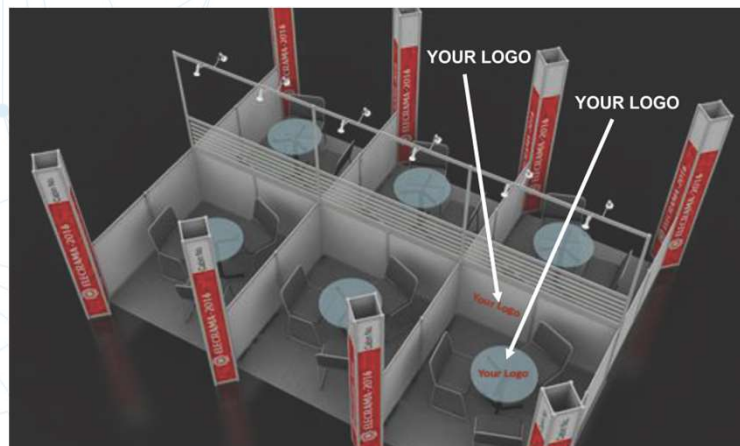
**Particulars:** Approx 700 Welcome Kits

**Key Benefits:**

1. Your Logo on the Kit Bag
2. Exclusive Standee at the conference premises
3. Online acknowledgment - Your Logo and company link to your website, displayed on the DBSM website
4. Sponsor's company brochure to be inserted in the Kit Bag

## DBSM - MEETING CUBICLE BRANDING

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	
2 SPONSOR	₹ 3,00,000	₹ 3,30,000	USD 4125



**No of Buyers: 2**

**Particulars:** Total 100 Cubicles for meetings, each sponsor gets 50 cubicles

**Key Benefits:**

1. Your Company Logo on top of 50 meeting tables
2. Your Company Logo prominently at one side of 50 meeting cubicles
3. Online acknowledgment - Your Logo and company link to your website, displayed on the RBSM website



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**ROADSHOWS - SPONSORSHIP OPPORTUNITIES**

## ROAD SHOW SPONSORSHIP

For All Roadshows – Rs. **10** Lakhs  
 For any 5 Roadshows – Rs. **3.5** Lakhs  
 For any 3 Roadshows – Rs. **2** Lakhs  
 For Single Roadshow – Rs. **75,000/-**

Types of Benefits	Single Roadshow	Any 3 Roadshows	Any 5 Roadshows	All Roadshows (15 Roadshows)
Logo visibility in all promotional collaterals of Roadshows	✓	✓	✓	✓
Logo on Wings of Backdrop,	✓	✓	✓	✓
Logo on Thank you Standee etc.	✓	✓	✓	✓
Placement of a Company Standees in outside area	✓	✓	✓	✓
Opportunity to display the Brochure/ product in an Exclusive area (Table space)	✓	✓	✓	✓
Company Logo on Table op pyramid to be placed on main tables	X	X	✓	✓
Database of delegates	X	X	X	✓
No of Delegates from sponsor company in one Roadshow	2	3	5	8

Eastern Region – Kolkata, Raipur, Guwahati, Bhubaneswar  
 Northern Region – Lucknow, Chandigarh, Jaipur  
 Southern Region – Bangalore, Hyderabad, Chennai, Cochin, Coimbatore,  
 Western Region – Vadodara, Gift city, Nashik, Aurangabad



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**WORLD UTILITY SUMMIT - SPONSORSHIP OPPORTUNITIES**

### WUS Sponsorship - Opportunities

Sr.No.	Title	Units	AMOUNT		
1	Platinum	3	₹	8,00,000	\$ 10,000
2	Diamond	5	₹	5,00,000	\$ 6,250
3	Gold	7	₹	3,00,000	\$ 3,750
4	Silver	7	₹	2,00,000	\$ 2,500

## SPONSORSHIP DETAILS

World Utility Summit <sup>TM</sup> offers excellent visibility opportunities to sponsors with a distinctive and proven platform to target a dedicated and high profile audience.

### KEY BENEFITS OF SPONSORSHIP

With the key global utilities under one roof, it provides companies an extraordinary opportunity and platform to reach them at an economical cost. The key offerings are:

#### EXPOSURE

Raise your company's profile within the industry.  
Show potential clients what you can offer.

#### NETWORK

Connect with the delegates and build relationships with existing and potential customers.

#### ENGAGE

Discuss and engage with delegates about their needs and how your services can meet them

### SPONSORSHIP PLAN:

Sr.No.	Title	Delegates	AMOUNT	
			₹	\$
1	Principal	8	₹ 10,00,000	\$ 10,000
2	Platinum	6	₹ 5,00,000	\$ 6,250
3	Gold	4	₹ 3,00,000	\$ 3,750
4	Silver	2	₹ 2,00,000	\$ 2,500

**Note:** No restrictions on the number of Platinum / Diamond / Gold / Silver sponsors.

## SPONSORSHIP BENEFITS

S. No.	Particular	Platinum	Diamond	Gold	Silver
1	Logo on all promotional material/collaterals (as per the category)	Yes	Yes	Yes	Yes
2	Logo on the conference website	Yes	Yes	Yes	Yes
3	Video Advertisement	Yes (60 Sec.)	-	-	-
4	Speaking slot in the conference	Yes	Yes	-	-
5	2 min. corporate video during the breaks	Yes	Yes	No	No
6	Brochure/Literature distribution in Delegate Kit (To be provided by the sponsor)	Brochure	Brochure	-	-
7	Company Logo on strategically located branding panels as well as on backdrop wings( Main Backdrop)	Yes	Yes	Yes	Yes
8	Recognition of the sponsors in the Valedictory Sessions (as per the category)	Yes	Yes	Yes	Yes
9	Exhibitor Night passes	4Nos.	2 Nos.	1 No.	-
10	Complimentary Registrations	8 Nos.	6 Nos.	4 Nos.	2 Nos.
11	Logo on the Welcome Panel at Conference Venue	Yes	Yes	Yes	Yes
12	Acknowledgment of Sponsors on round tables	Yes	Yes	Yes	Yes
13	Promotion through Social Media	Yes (8+ times)	Yes(5+ times)	Yes(3+times)	-
14	Exclusive access to VIP holding area- only for CEO	Yes	-	-	-
15	Pole Bunting	One	One	-	-





16th Edition

**ELECRAMA**

Powering the **Future of Energy**

**22 - 26 February, 2025**

India Expo Mart, Greater Noida, Delhi NCR

**eTechNxt - SPONSORSHIP OPPORTUNITIES**

## eTechNxt SPONSORSHIP

eTechNxt Sponsorship - Opportunities					
Sr.No.	Title	Units	AMOUNT		
1	Platinum	1	₹	8,00,000	\$ 10,000
2	Diamond	1	₹	5,00,000	\$ 6,250
3	Gold	2	₹	3,00,000	\$ 3,750
4	Silver	3	₹	1,00,000	\$ 1,250



## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR INR 8 LAKHS

.....  
**Logo Display** on Backdrop Wings & ETECHNXT  
Delegate Kit

.....  
**Logo Cone Placement** at Delegates Table

.....  
**10 Complimentary Delegates**  
for attending the eTechnxt Conference

.....  
**Exclusive presentation slot**

.....  
**2 minute Corporate**  
**Video** played during breaks

.....  
**Logo** in all eTechnxt creatives

.....  
**2 Standee** in Conference Hall

### DIAMOND SPONSOR INR 5 LAKHS

.....  
**Logo Display** on backdrop wings

.....  
**5 Complimentary Delegates**  
for attending the eTechnxt Conference

.....  
**Speaking Slot** in Panel Discussion

.....  
**1 Standee** in Conference Hall

### GOLD SPONSOR INR 3 LAKHS

.....  
**Logo Display** on Backdrop Wings

.....  
**4 Complimentary Delegates**

.....  
**1 Standee** in Conference Hall

### SILVER SPONSOR INR 1 LAKH

.....  
**Logo Display** on Backdrop Wings  
during specific session

.....  
**2 Complimentary Delegates**



16th Edition

**ELEC RAMA**

Powering the **Future of Energy**

**22 - 26 February, 2025**

India Expo Mart, Greater Noida, Delhi NCR



**ONSITE - BRANDING OPTIONS**

Branding Options From Gate 1		Description	Units	IEEMA Member		Non - Member		Non-Exhibitor	
Hoarding at Gate 1 Entrance	Premium	2	₹ 3,80,000	₹ 4,20,000	\$5,250	₹ 7,60,000	\$ 9,500		
	Regular	1	₹ 3,50,000	₹ 3,85,000	\$4,810	₹ 7,00,000	\$ 8,750		
Hoarding at Gate 1 Entrance - Right Side	Super Premium	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500		
Hoarding at Gate 1 Entrance - Left Side	Premium	1	₹ 2,00,000	₹ 2,20,000	\$2,750	₹ 4,00,000	\$ 5,000		
Hoarding on Expo Mart Front Wall From Gate 1	Regular	1	₹ 4,65,000	₹ 5,10,000	\$6,375	₹ 9,30,000	\$11,625		
Cubes Branding Pathway from Gate 1	Regular	6	₹ 2,00,000	₹ 2,20,000	\$2,750	₹ 4,00,000	\$ 5,000		
CFB - Central Fascia Glass Wall	Super Premium	1	₹ 2,65,000	₹ 2,90,000	\$3,625	₹ 5,30,000	\$ 6,625		
	Premium	3	₹ 2,30,000	₹ 2,55,000	\$3,190	₹ 4,60,000	\$ 5,750		
	Regular	5	₹ 2,00,000	₹ 2,20,000	\$2,750	₹ 4,00,000	\$ 5,000		
Central Foyer Area Indoor Bunting	Super Premium	2	₹ 1,25,000	₹ 1,40,000	\$1,720	₹ 2,50,000	\$ 3,125		
	Premium	2	₹ 1,00,000	₹ 1,10,000	\$1,375	₹ 2,00,000	\$ 2,500		
	Regular	2	₹ 75,000	₹ 85,000	\$1,065	₹ 1,50,000	\$ 1,875		
Vertical Large Bunting in Foyer Area next to Hall 1,3,5,7 Entrances	Regular	6	₹ 60,000	₹ 65,000	\$ 815	₹ 1,20,000	\$ 1,500		

Branding Options From Gate 3 & 4	Description	Units	IEEMA Member			Non - Member		Non-Exhibitor	
			₹	₹	\$	₹	\$	₹	\$
Hoarding at the Entrance of Gate 3&4	Regular	2	₹ 1,55,000	₹ 1,70,000	\$2,125	₹ 3,10,000	\$ 3,900		
Hoarding on Hall 9 Back Wall Facing Entry Gate 3&4	Regular	2	₹ 2,25,000	₹ 2,50,000	\$3,125	₹ 4,50,000	\$ 5,625		
Hoarding on Hall 9 Side Wall Facing Registration Area from Gate 3&4	Regular	1	₹ 3,25,000	₹ 3,60,000	\$4,500	₹ 6,50,000	\$ 8,125		
Branding on Lift - Near Hall 9 - Facing Gate 3&4	Super Premium	1	₹ 4,00,000	₹ 4,40,000	\$5,500	₹ 8,00,000	\$10,000		
Branding on Lift - Near Hall 9 - Facing Hall 7	Premium	1	₹ 3,00,000	₹ 3,30,000	\$4,125	₹ 6,00,000	\$ 7,500		
Cubes Branding Pathway from Gate 3 &4 Leading to Common Area	Regular	6	₹ 2,00,000	₹ 2,20,000	\$2,750	₹ 4,00,000	\$ 5,000		
Hoarding on Mart Area Back Wall Facing Hall 9 Side Wall & Hall 16	Regular	12	₹ 3,60,000	₹ 3,96,000	\$4,950	₹ 7,20,000	\$ 9,000		
	Premium	1	₹ 4,80,000	₹ 5,28,000	\$6,600	₹ 9,60,000	\$12,000		
Branding on Sky Bridge ( view from Gate 3 & 4)	Regular	1	₹ 1,50,000	₹ 1,65,000	\$2,065	₹ 3,00,000	\$ 3,750		
Branding on Sky Bridge ( view from Central area)	Regular	4	₹ 2,50,000	₹ 2,75,000	\$3,440	₹ 5,00,000	\$ 6,250		
Branding On Sky Bridge Walkway - From Foyer Area Exit Towards Hall 9	Regular	4	₹ 65,000	₹ 71,500	\$ 895	₹ 1,30,000	\$ 1,625		
Hoarding in Front of Hall 16 Facing Hall 7	Regular	3	₹ 2,75,000	₹ 3,00,000	\$3,750	₹ 5,50,000	\$ 6,875		

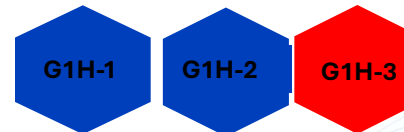
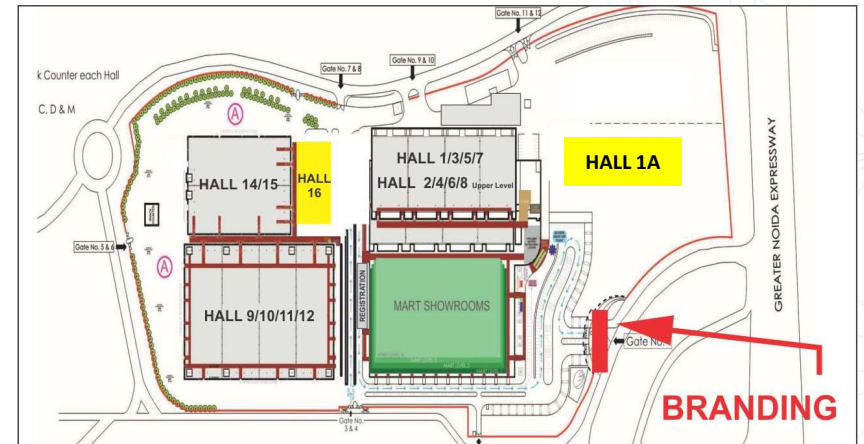
Other Branding Options	Description	Units	IEEMA Member	Non - Member		Non-Exhibitor	
Video Advertisement on LED Walls	Per Spot	23	₹ 65,000	₹ 70,000	\$ 875	₹ 1,30,000	\$ 1,625
Hoarding on Mart Area wall along VIP Parking Road	Regular	6	₹ 70,000	₹ 77,000	\$ 965	₹ 1,40,000	\$ 1,750
Pole Bunting – Set of 2(Four Sides) - Gate 1 & Gate 3/4	Regular	25	₹ 85,000	₹ 95,000	\$1,200	₹ 1,70,000	\$ 2,175
Hall Entry Gates (Wings) – Hall 7,9,12,14 & 16	Regular	6	₹ 1,00,000	₹ 1,10,000	\$1,375	₹ 2,00,000	\$ 2,500
Hall Entry Gates (Wings) – Hall 3,5,10,11 & 15	Regular	5	₹ 50,000	₹ 55,000	\$ 690	₹ 1,00,000	\$ 1,250
Hall Entry Gates (Wings) – Hall 6	Regular	1	₹ 35,000	₹ 38,000	\$ 475	₹ 70,000	\$ 875
Branding Inside Hall 9-12 Partition Hanging	Regular	9	₹ 1,00,000	₹ 1,10,000	\$1,375	₹ 2,00,000	\$ 2,500
Pathway Hoarding From Gate 1 To Gate 3&4	Regular	20	₹ 60,000	₹ 66,000	\$ 825	₹ 1,20,000	\$ 1,500

## HOARDING AT GATE - 1 ENTRANCE

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
 PREMIUM (2 UNITS)	₹ 3,80,000	₹ 4,20,000	\$ 5250	₹ 7,60,000	\$ 9500
 REGULAR (1 UNIT)	₹ 3,50,000	₹ 3,85,000	\$ 4810	₹ 7,00,000	\$ 8750



Size: 16 ft (W) X 20 ft (H)





## HOARDING AT GATE - 1 ENTRANCE – RIGHT SIDE

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

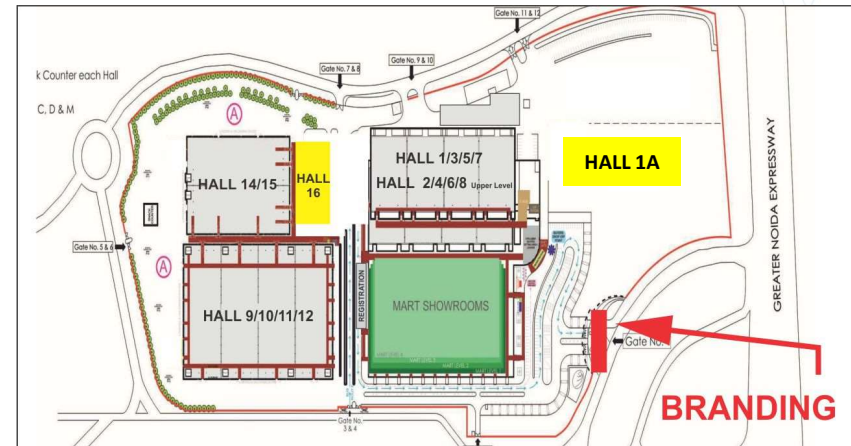
NON-EXHIBITOR RATE

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
 SUPER PREMIUM (1 UNIT)	₹ 5,00,000	₹ 5,50,000	\$ 6875
			₹ 10,00,000
			\$ 12,500



Right Side

Size: 40 ft (W) X 10 ft (H)



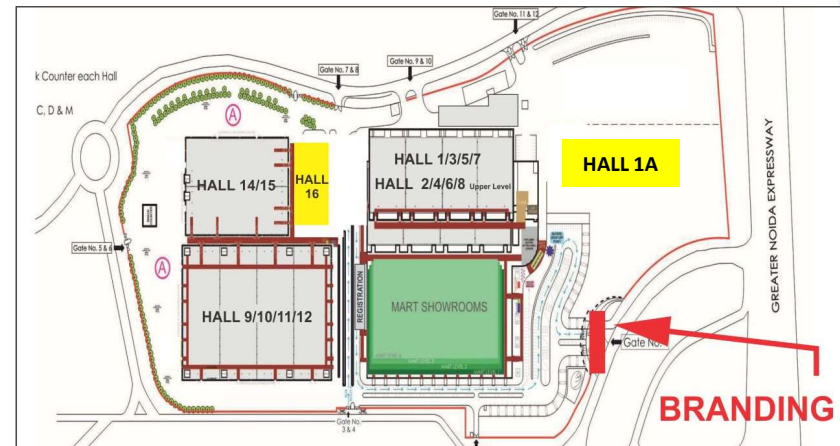
## HOARDING AT GATE - 1 ENTRANCE – LEFT SIDE

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

NON-EXHIBITOR RATE

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
 PREMIUM (1 UNIT)	₹ 2,00,000	₹ 2,20,000	\$ 2750
			₹ 4,00,000
			\$ 5000



**Left Side**

**Size: Left Side – 20 ft (W) X 8 ft (H)**



## HOARDING ON EXPO MART FRONT WALL FROM GATE - 1

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
<b>REGULAR (1 UNIT)</b>	₹ 4,65,000	₹ 5,10,000	\$ 6375
			₹ 9,30,000
			\$ 11625

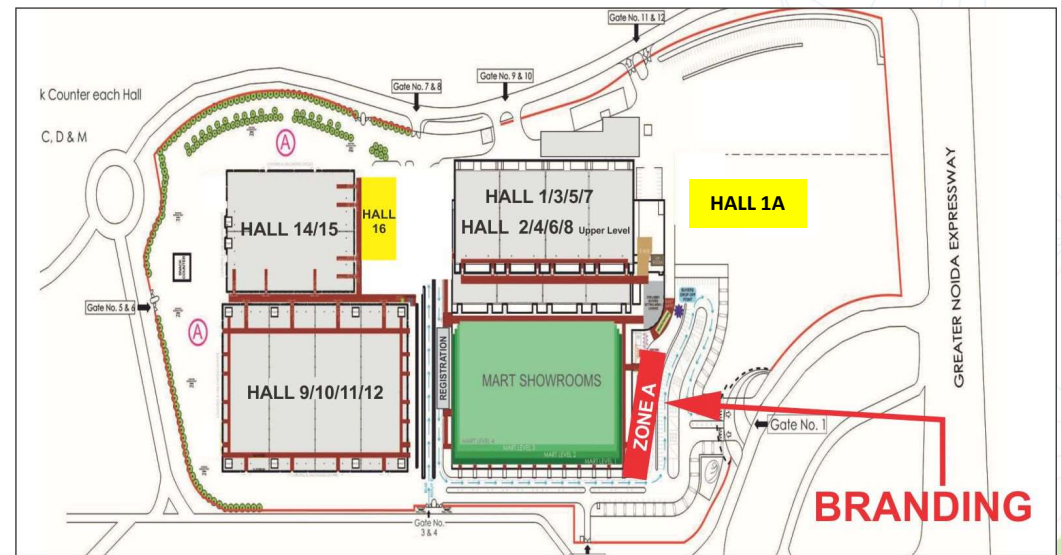
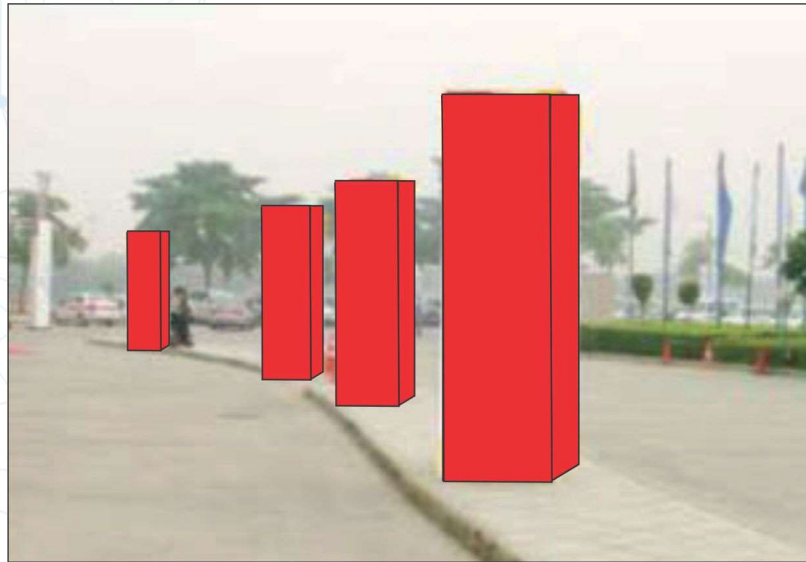


Size: 20 ft (W) X 60 ft (H)

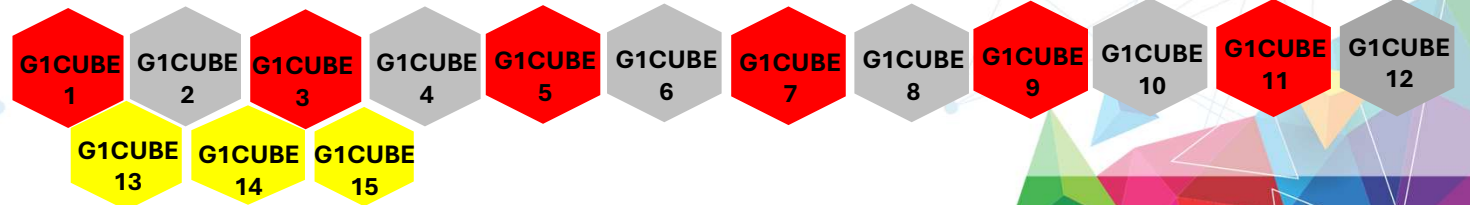


## CUBES BRANDING PATHWAY FROM GATE 1




	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
REGULAR (6 UNITS)	₹ 2,00,000	₹ 2,20,000	\$ 2750
			₹ 4,00,000
			\$ 5000



Size: 4 ft (W) X 10 ft (H) –  
4 Sides

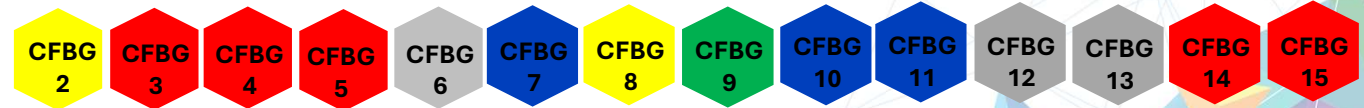


## CFB - CENTRAL FASCIA GLASS WALL


	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
 SUPER PREMIUM (1 UNIT)	₹ 2,65,000	₹ 2,90,000	\$ 3625	₹ 5,30,000	\$ 6625
 PREMIUM (3 UNITS)	₹ 2,30,000	₹ 2,55,000	\$ 3190	₹ 4,60,000	\$ 5750
 REGULAR (5 UNITS)	₹ 2,00,000	₹ 2,20,000	\$ 2750	₹ 4,00,000	\$ 5000

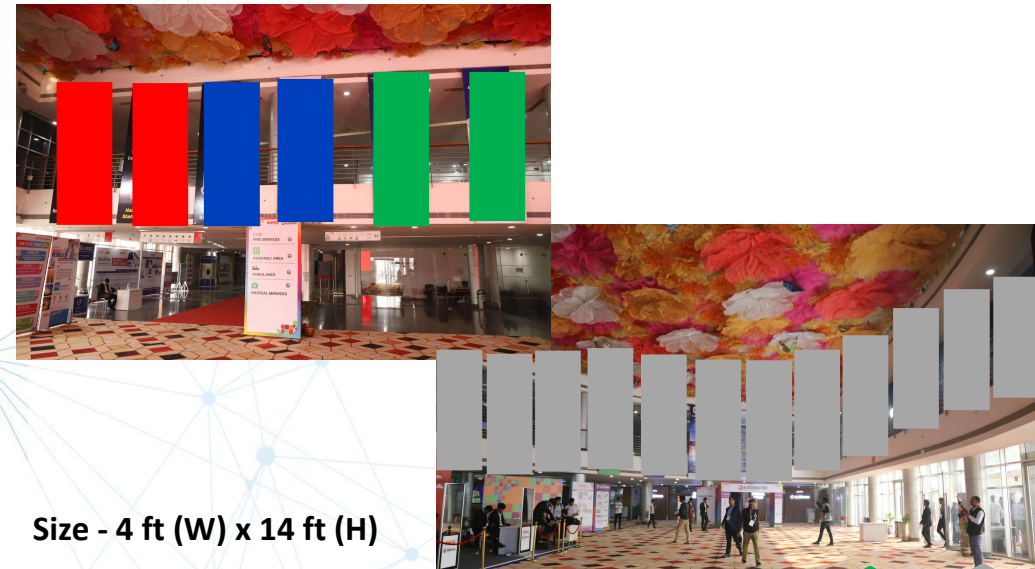


Size: 17 ft (W) X 23 ft (H)

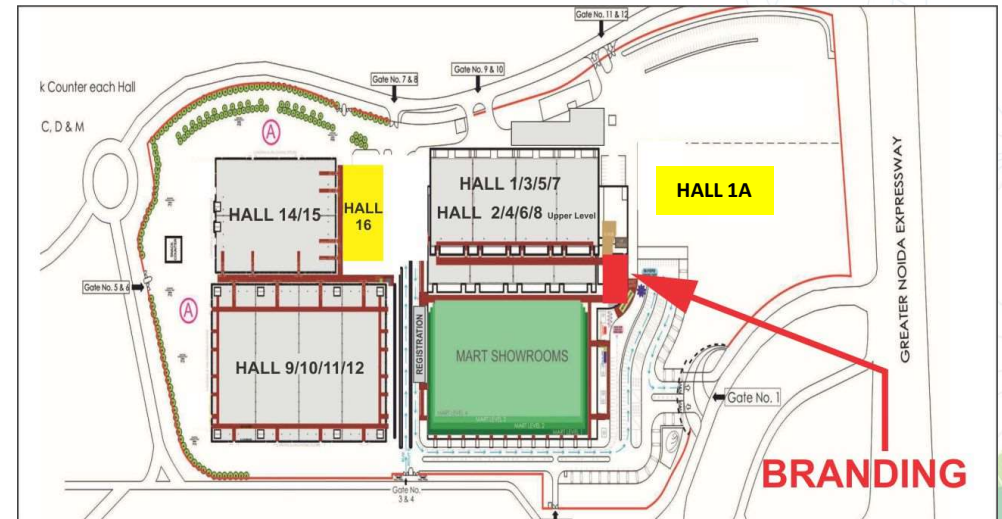


## CENTRAL FOYER AREA INDOOR BUNTING

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
 SUPER PREMIUM (2 UNITS)	₹ 1,25,000	₹ 1,40,000	\$ 1750
 PREMIUM (2 UNITS)	₹ 1,00,000	₹ 1,10,000	\$ 1375
 REGULAR (2 UNITS)	₹ 75,000	₹ 85,000	\$ 1065



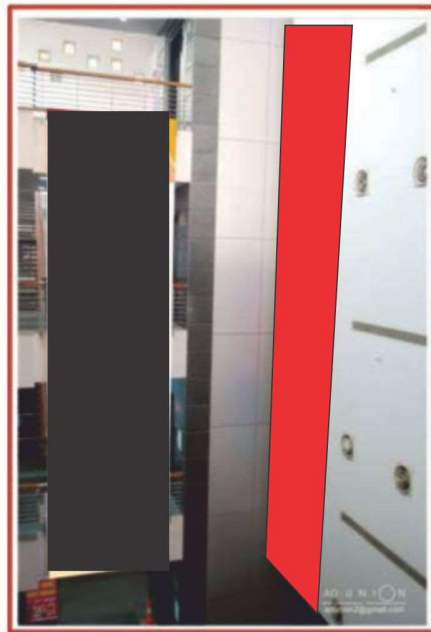
Size - 4 ft (W) x 14 ft (H)



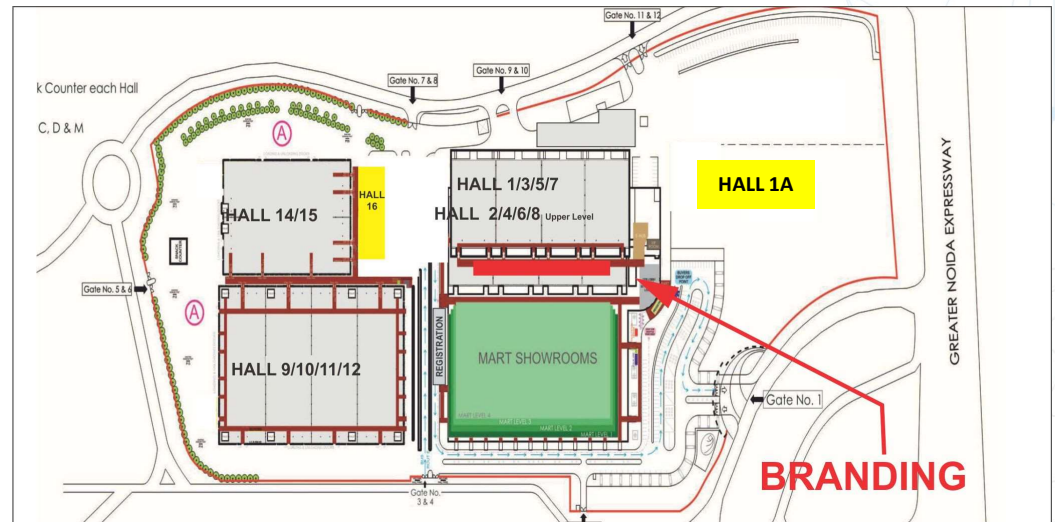
GREATER NOIDA EXPRESSWAY

**VERTICAL LARGE BUNTING IN FOYER AREA NEXT TO HALL - 1,3,5,7 ENTRANCES**

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
<b>REGULAR (6 UNITS)</b>	₹ 60,000	₹ 65,000	\$ 815
			₹ 1,20,000
			\$ 1500



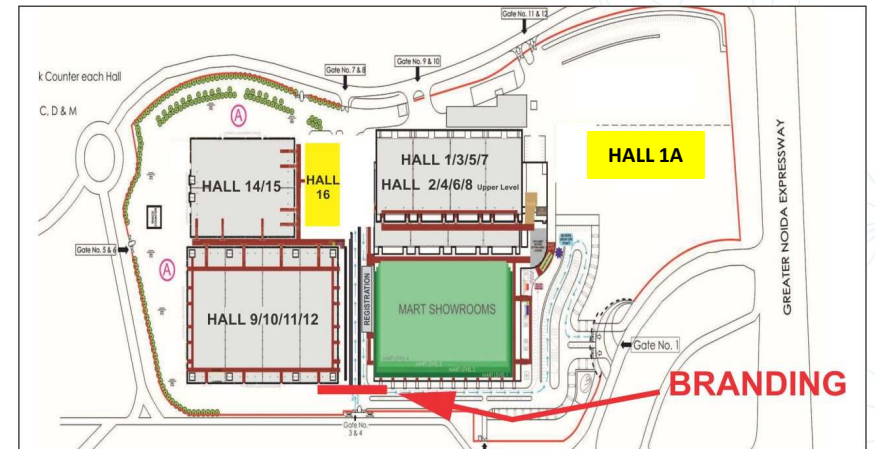
Size: 8 ft (W) X 50 ft (H)



- CEBV-12
- CEBV-11
- CEBV-10
- CEBV-9
- CEBV-8
- CEBV-7
- CEBV-6
- CEBV-5
- CEBV-4
- CEBV-3
- CEBV-2
- CEBV-1

## HOARDING AT THE ENTRANCE OF GATE - 3 & 4

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
REGULAR (2 UNITS)	₹ 1,55,000	₹ 1,70,000	\$ 2125	₹ 310000	\$ 3900



Size: 15 ft (W) X 5 ft (H)



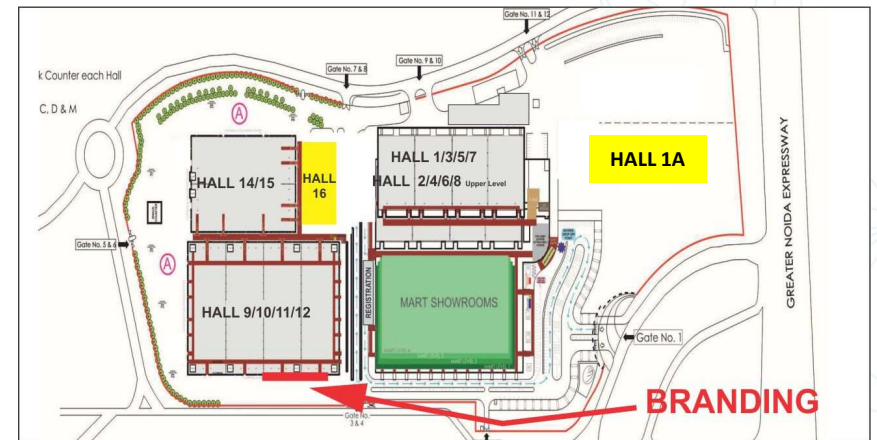


## HOARDING ON HALL - 9 BACK WALL FACING ENTRY Gate - 3 & 4

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
<b>REGULAR (2 UNITS)</b>	₹ 2,25,000	₹ 2,50,000	\$ 3125
			₹ 4,50,000
			\$ 5625



**Size: 33 ft (W) X 41 ft (H)**

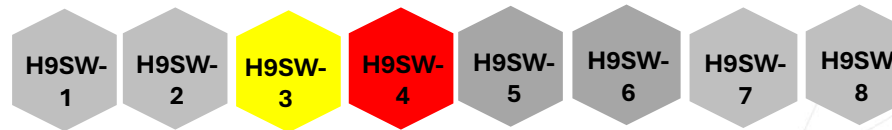


## HOARDING ON HALL 9 SIDE WALL FACING REGISTRATION AREA FROM GATE 3&4

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
REGULAR (1 UNIT)	₹ 3,25,000	₹ 3,60,000	\$ 4500	₹ 6,50,000	\$ 8125



Size: 30 ft (W) X 30 ft (H)



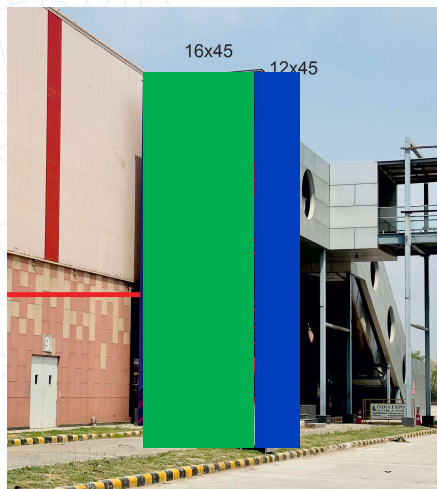
## BRANDING ON LIFT NEAR HALL 9

EXHIBITOR RATE - IEEMA MEMBER

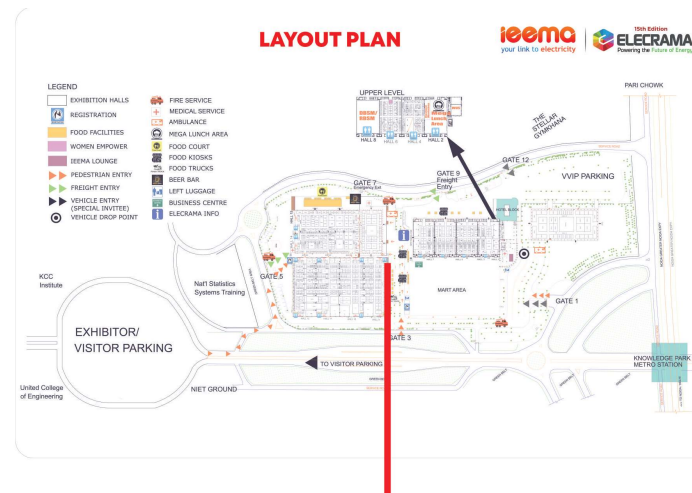
EXHIBITOR RATE - NON MEMBER

NON-EXHIBITOR RATE

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		NON-EXHIBITOR RATE
 SUPER PREMIUM (1 UNIT) – FACING GATE NO. 3 & 4	₹ 400000	₹ 440000	\$ 5500	₹ 800000	\$ 10000
 PREMIUM (1 UNIT) – FACING HALL 7	₹ 300000	₹ 330000	\$ 4125	₹ 600000	\$ 7500



Size: 12ft (W) X 45 ft (H)  
Size: 16ft (w) x 45 ft (H)

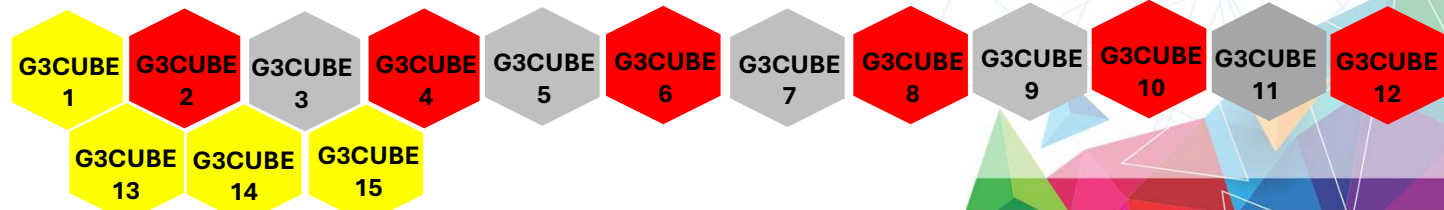
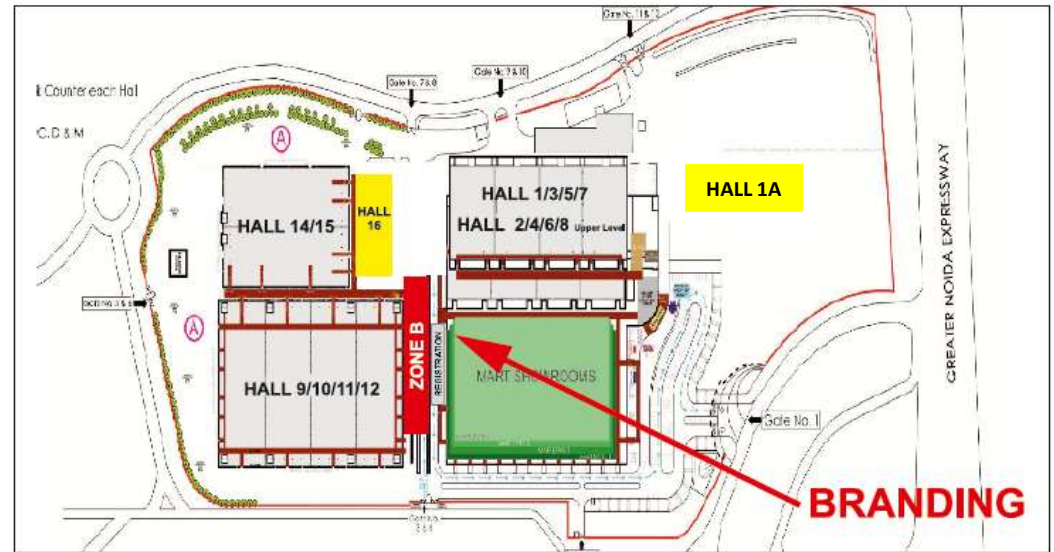


## CUBES BRANDING PATHWAY FROM GATE 3 & 4 LEADING TO COMMON AREA

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
REGULAR (6 UNITS)	₹ 2,00,000	₹ 2,20,000	\$ 2750
			₹ 4,00,000
			\$ 5000



Size: 4 ft (W) X 10 ft (H) –  
4 Sides



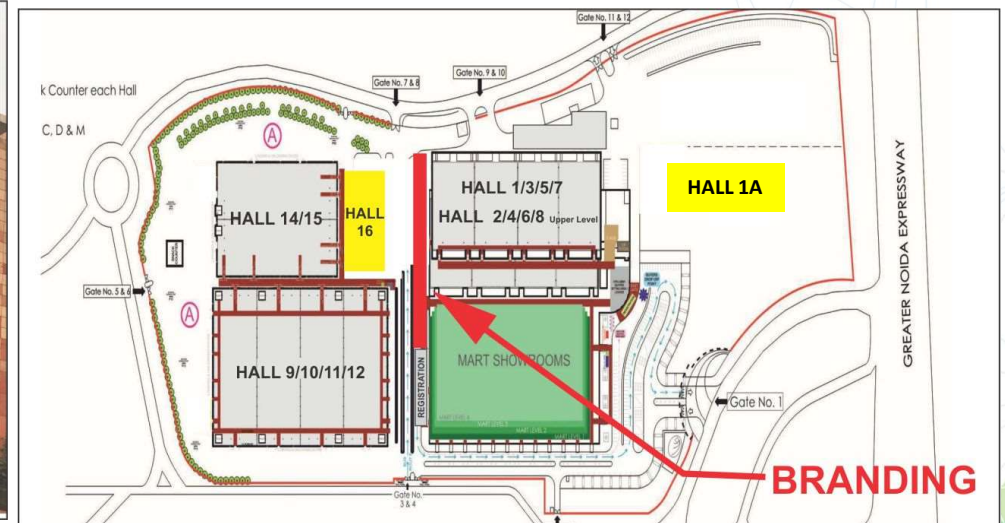
**HOARDING ON MART AREA BACK WALL FACING HALL 9 SIDE WALL & HALL 16**

EXHIBITOR RATE - IEEMA MEMBER

EXHIBITOR RATE - NON MEMBER

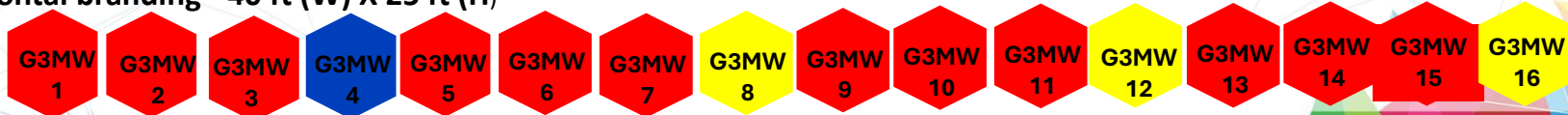
NON-EXHIBITOR RATE

REGULAR (12 UNITS)	₹ 360000	₹ 396000	\$ 4950	₹ 720000	\$ 9000
PREMIUM (1 UNITS)	₹ 480000	₹ 528000	\$ 6600	₹ 960000	\$ 12000



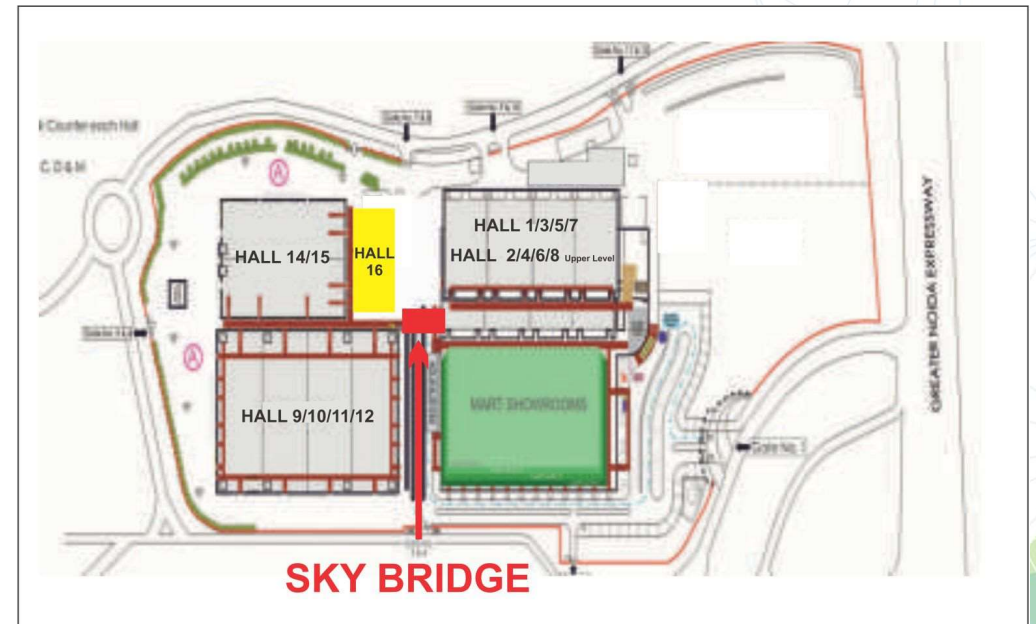
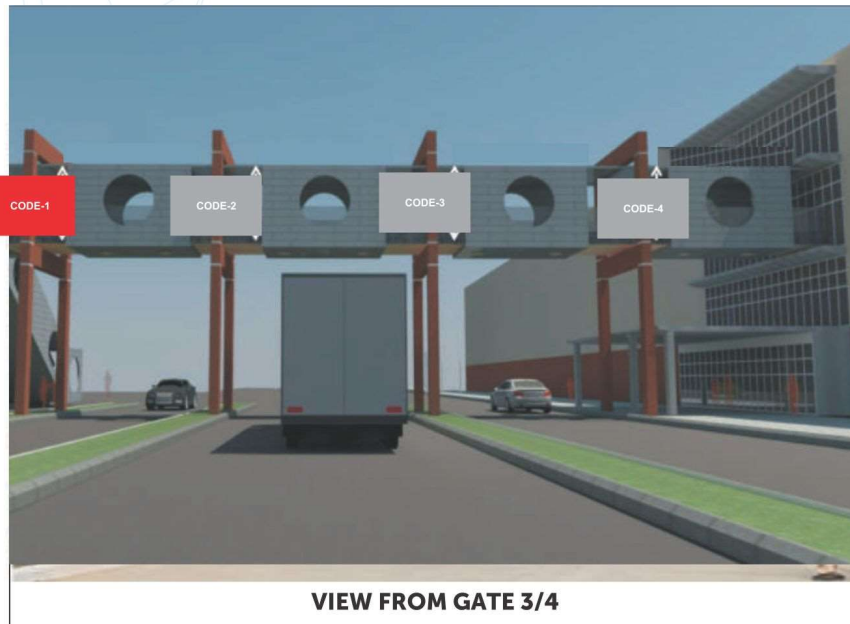
Vertical branding - 20 ft (W) X 40 ft (H)

Horizontal branding - 40 ft (W) X 25 ft (H)



## BRANDING ON SKY BRIDGE ( VIEW FROM GATE 3 & 4 )

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
REGULAR (1 UNIT)	₹ 1,50,000	₹ 1,65,000	\$ 2065	₹ 3,00,000	\$ 3750



Size: 20 ft (W) X 13 ft (H)

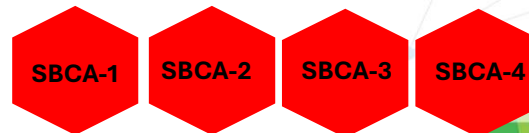
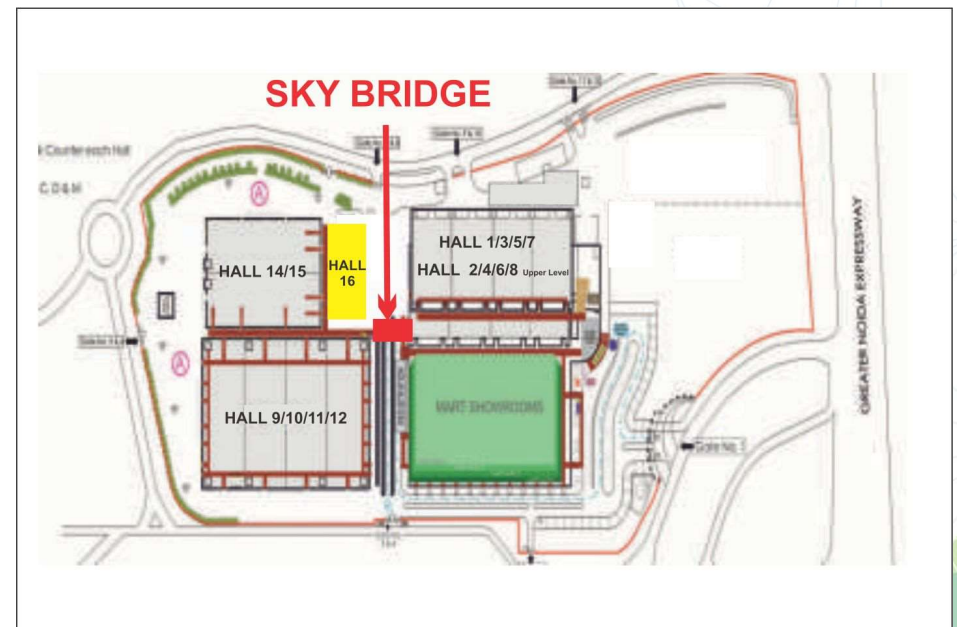


## BRANDING ON SKY BRIDGE ( VIEW FROM CENTRAL AREA)

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
REGULAR (4 UNITS)	₹ 2,50,000	₹ 2,75,000	\$ 3440
			₹ 5,00,000
			\$ 6250



Size: 20 ft (W) X 13 ft (H)



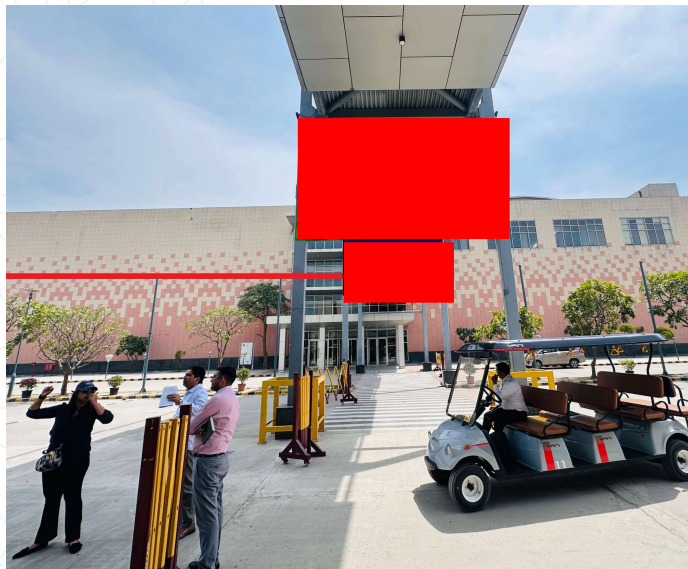
**BRANDING ON SKY BRIDGE WALKWAY – FROM FOYER AREA EXIT TOWARDS HALL 9**

EXHIBITOR RATE - IEEMA MEMBER

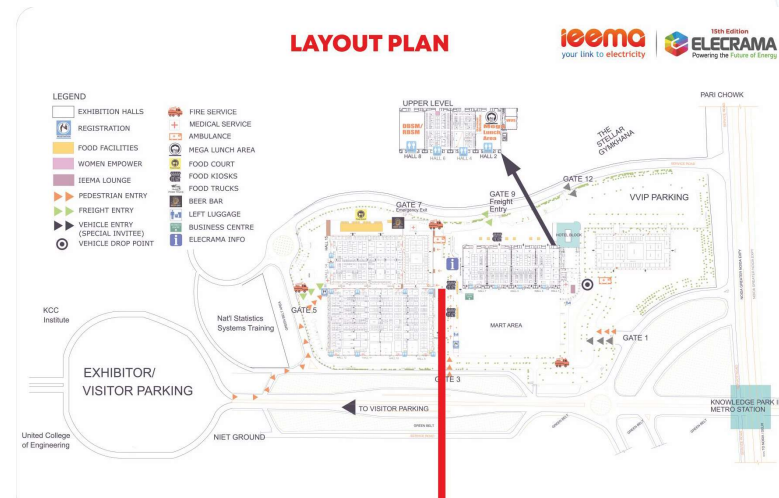
EXHIBITOR RATE - NON MEMBER

NON-EXHIBITOR RATE

<b>REGULAR (4 UNITS)</b>	<b>₹ 65000</b>	<b>₹ 71500</b>	<b>\$ 895</b>	<b>₹ 130000</b>	<b>\$ 1625</b>
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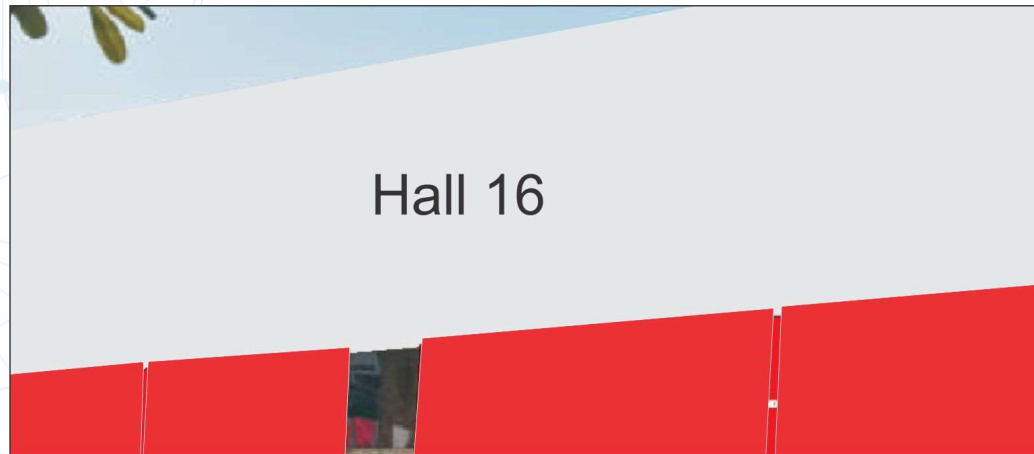
**Size: 16ft (W) X 16 ft (H)**



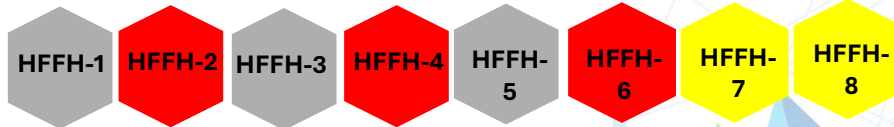
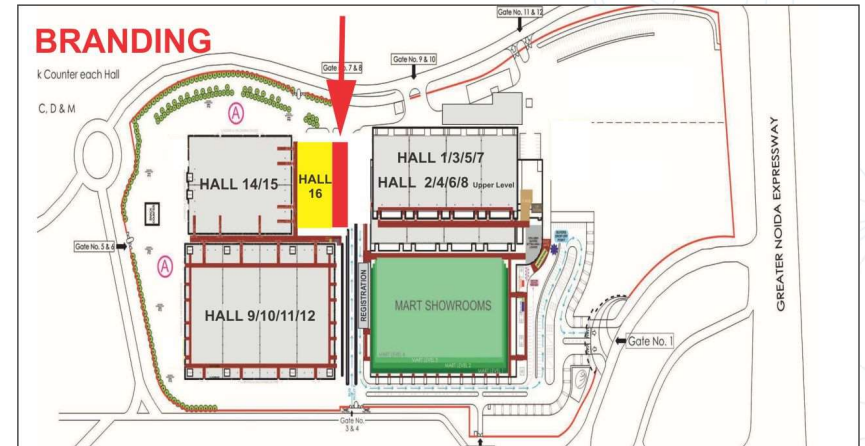


## HOARDING IN FRONT OF HALL 16 FACING HALL 7

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
REGULAR (3 UNITS)	₹ 2,75,000	₹ 3,00,000	\$ 3750
			₹ 5,50,000
			\$ 6875



Size: 12 ft (W) X 12 ft (H)



## VIDEO ADVERTISEMENT ON LED WALLS

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
30 UNITS	₹ 65,000	₹ 70,000	\$ 875	₹ 1,30,000	\$ 1625



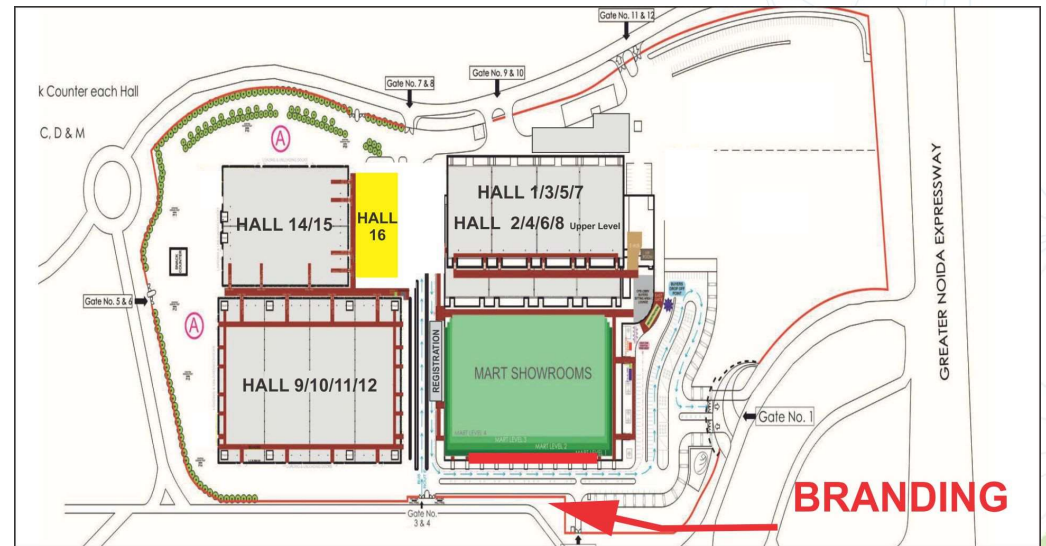
### LED Advertising Spot Rates

1 spot = 2400 seconds of airtime your ad or corporate video of 1 minute duration will be played once every hour or 8 times in a day. Overall 40 times over 5 days of the exhibition

**Spots available 30**

## HOARDING ON MART AREA WALL ALONG VIP PARKING ROAD

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE		
REGULAR (6 UNITS)	₹ 70,000	₹ 77,000	\$ 965	₹ 1,40,000	\$ 1750



Size: 30 ft (W) X 30 ft (H)



**POLE BUNTING – SET OF 2( FOUR SIDE) - GATE 1 & GATE 3/4**

EXHIBITOR RATE - IEEMA MEMBER

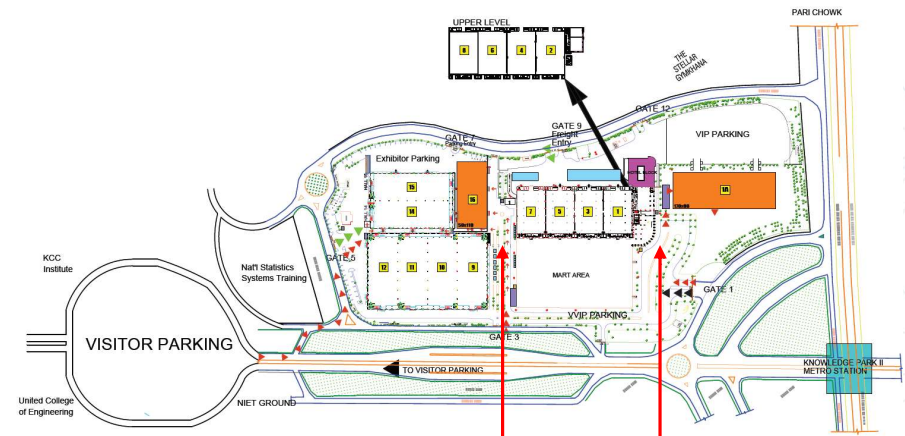
EXHIBITOR RATE - NON MEMBER

NON-EXHIBITOR RATE

<b>REGULAR (25 UNITS)</b>	<b>₹ 85,000</b>	<b>₹ 95,000</b>	<b>\$ 1200</b>	<b>₹ 1,70,000</b>	<b>\$ 2175</b>
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**Size: 2.5 ft (W) X 7 ft (H)**

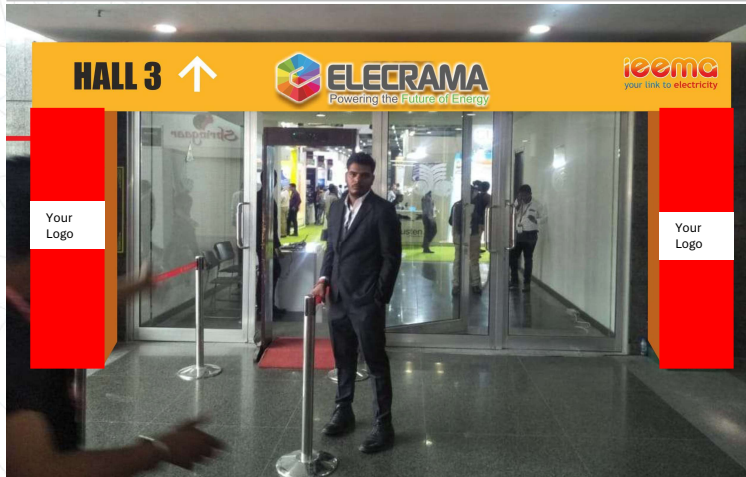


**BRANDING**

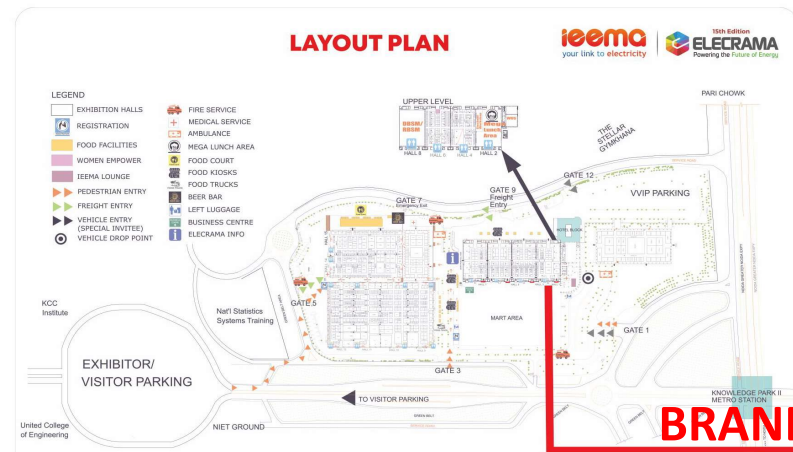
**Note : Placement as per Organizer discretion**

## HALL ENTRY GATES (WINGS)

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
<b>Hall 7,9,12,14 &amp; 16</b> <b>6 UNITS</b>	₹ 100000	₹ 110000	\$ 1375
<b>Hall 3,5,10,11 &amp; 15</b> <b>5 UNITS</b>	₹ 50000	₹ 55000	\$ 690
<b>Hall 6</b> <b>1 UNITS</b>	₹ 35000	₹ 38000	\$ 475



Size: 2ft (W) x 8ft (H)



## BRANDING INSIDE HALL 9-12 PARTITION HANGING

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
<b>REGULAR (9 UNITS)</b>	₹ 1,00,000	₹ 1,10,000	\$ 1375	₹ 2,00,000	\$ 2500



**Size: 5 ft (W) X 40 ft (H) – Both Sides**



BRANDING

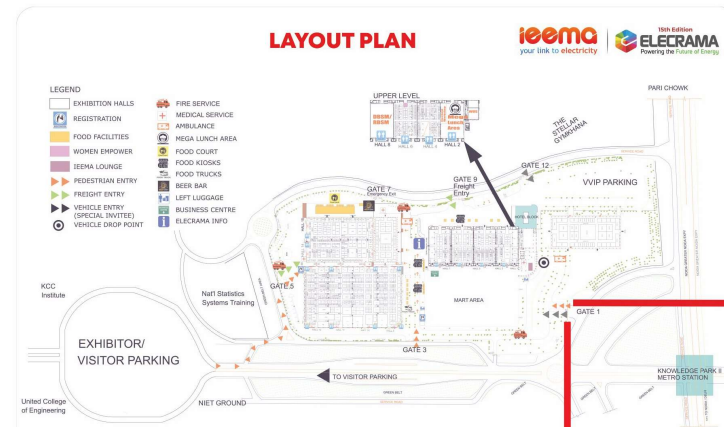
Note : Placement as per Organizer discretion

**PATHWAY HOARDING FROM GATE 1 TO GATE 3&4**

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
<b>REGULAR (20 UNITS)</b>	<b>₹ 60,000</b>	<b>₹ 66,000</b>	<b>\$ 825</b>
			<b>₹ 1,20,000</b>
			<b>\$ 1500</b>



**Size: 12ft (W) X 8 ft (H)**



**BRANDING**

**Note : Placement as per organizer discretion**



16th Edition

**ELEC RAMA**

Powering the **Future of Energy**

**22 - 26 February, 2025**

India Expo Mart, Greater Noida, Delhi NCR

**ADDITIONAL BRANDING OPTIONS**



### Additional Branding - Opportunities

Sr.No.	Title	Units	2025 - Tariff				
			IEEMA Member	Non - Member		Non-Exhibitor	
1	Food Court (Behind Hall No. 1,3,5)	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
2	Food Court (Next to Hall No. 15)	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
3	Food Street (Between Hall No. 7 & 9)	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
4	Cafeteria (Next to Hall No.1A)	1	₹ 2,50,000	₹ 2,75,000	\$3,440	₹ 5,00,000	\$ 6,250
5	Beer Garden (Next to Hall 1 A)	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
6	Beer Garden (Behind Hall No. 12)	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
7	Show Guide Branding	10	₹ 1,00,000	₹ 1,10,000	\$1,375	₹ 2,00,000	\$ 2,500
8	Mobile Charging Station	14	₹ 75,000	₹ 80,000	\$1,000	₹ 1,50,000	\$ 1,875
9	Airport Shuttle	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
10	Metro Shuttle	1	₹ 5,00,000	₹ 5,50,000	\$6,875	₹ 10,00,000	\$12,500
11	RBSM Coaches	1	₹ 3,00,000	₹ 3,30,000	\$4,125	₹ 6,00,000	\$ 7,500
12	DBSM Cab	4	₹ 2,50,000	₹ 2,75,000	\$3,440	₹ 5,00,000	\$ 6,250
13	NASA Shuttle	1	₹ 1,00,000	₹ 1,10,000	\$1,375	₹ 2,00,000	\$ 2,500
14	Golf Cart	5	₹ 2,00,000	₹ 2,20,000	\$2,750	₹ 4,00,000	\$ 5,000
15	Water Stations	45	₹ 60,000	₹ 66,000	\$ 825	₹ 1,20,000	\$ 1,500

## BRANDING IN FOOD COURT

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
Food Court (Behind Hall no. 1,3,5)	₹ 5,00,000	₹ 5,50,000	USD 6875	₹ 10,00,000	USD 12500
Food Court (Next to Hall no. 15)	₹ 5,00,000	₹ 5,50,000	USD 6875	₹ 10,00,000	USD 12500
Food Street (Between Hall 7 and 9)	₹ 5,00,000	₹ 5,50,000	USD 6875	₹ 10,00,000	USD 12500
Cafeteria (Next to Hall no. 1A)	₹ 2,50,000	₹ 2,75,000	USD 3440	₹ 500000	USD 6250



Branding in Food Court / Food Street, gives a food for thought to all the attendees. While on a break, this is a proven method for brands to gain high attention.

- Exclusive Hoarding / Standee of Company in Food Court / Food Street Area.
- Company Branding will be placed on the Food Tables.
- Opportunity to distribute Promotional materials from Food Court.
- One Advertisement Spot of 1 minute on the LED wall. (8 times in a day)

## BRANDING AT BEER GARDEN (2 LOCATION)

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE – NON-MEMBER		NON-EXHIBITOR RATE	
Behind 1,3,5,7	₹ 5,00,000	₹ 5,50,000	\$ 6875	₹ 10,00,000	\$ 12500
Behind Hall 12	₹ 5,00,000	₹ 5,50,000	\$ 6875	₹ 10,00,000	\$ 12500



Beer Garden is the ultimate hotspot for networking. It is strategically situated at the Prime Spot of the ELECRAMA. It shall serve beer (limited time) and non-alcoholic drink (all hours)

- Exclusive Branding at the Dedicated Area of Beer Garden
- Opportunity to distribute promotional materials or engage with attendees in the Beer Garden
- Sponsors logo on the Tables
- Acknowledgment of Sponsor's Logo in the "Thank You Partners" panel.
- Logo inclusion on sponsors section on event website with a link to the Sponsors' website
- 1 Post to be published on the Event's LinkedIn and other social media pages

## SHOW GUIDE BRANDING (PRINTED VERSION)

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
10 Opportunity	₹ 1,00,000	₹ 1,10,000	\$ 1375	₹ 2,00,000	\$ 2500

The Show Guide provides the layout of the exhibition with exhibitor names, booth numbers and conference program. This popular, sought after, reference material is a guide for all visitors, delegates and exhibitors during the event. Approx 20000 show guides to be printed and placed at multiple locations at the venue.



- Logo to be highlighted on the Floor Plan, printed on the show guide.
- Logo to be featured on the back page of show guide.
- Half Page advertisement in the Show Guide at prominent location.

## BRANDING AT MOBILE CHARGING STATION

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
14 UNITS	₹ 75,000	₹ 80,00	\$ 1,000	₹ 1,50,000	\$ 1,875



Accomplish maximum visibility through your company's prominent display of branding on the mobile charging stations placed at multiple locations within Exhibition Halls, ensuring instant visibility with all attendees.

Placement as per organizers discretion

## BRANDING IN AIRPORT SHUTTLE

	Min. Qty	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER	NON-EXHIBITOR RATE
● Airport Shuttle - Exclusive Opportunity	14 Shuttle	₹ 5,00,000	₹ 5,50,000 / \$ 6875	₹ 10,00,000 / \$ 12500
● Metro Shuttle - Exclusive Opportunity	23 Shuttle	₹ 5,00,000	₹ 5,50,000 / \$ 6875	₹ 10,00,000 / \$ 12500
● RBSM Coaches- Exclusive Opportunity	12 Shuttle	₹ 3,00,000	₹ 3,30,000 / \$ 4125	₹ 6,00,000 / \$ 7500
● DBSM Cab- Four Opportunity	70 Shuttle	₹ 2,50,000	₹ 2,75,000 / \$ 3440	₹ 5,00,000 / \$ 6,250
● Branding in Shuttle Services from NASA Parking to Venue	10 Shuttle	₹ 1,00,000	₹ 1,10,000 / \$ 1375	₹ 2,00,000 / \$ 2,500



Frequent bus shuttles will be plying between Airport, Botanical Gardens, Greater Noida & India Expo Centre. These buses will offer pick up & drop to exhibitors, visitors, delegates, media and any other attendees. This opportunity will provide you the visibility required to stand out from the crowd.

- Company Branding on the Windshield of Shuttle Buses moving between Noida and Venue.
- Company Branding over the seat's head rest
- Company Logo on the backside of the Passenger Seat

## GOLF CART BRANDING

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
5 Opportunity	₹ 2,00,000	₹ 2,20,000	\$ 2750	₹ 4,00,000	\$ 5000



- Company Logo & Branding on the roof panel of Golf Carts, used by the General Visitors within the Venue
- Company Logo & Branding on windshield of Golf Carts

## WATER STATIONS

	EXHIBITOR RATE - IEEMA MEMBER	EXHIBITOR RATE - NON MEMBER		NON-EXHIBITOR RATE	
45 UNITS	₹ 60,000	₹ 66,000	\$ 825	₹ 1,20,000	\$ 1500



- Sponsors Branding on the panel above and below the water dispensers to be kept at multiple locations at the venue
- The dispenser, water bubble, paper cups & housekeeping to be provided by the organizer

\* Final design may vary



## TERMS AND CONDITIONS

1. Individual exhibitor can block up to 50% of the inventory of any given branding option with multiple options. After Round 1 of booking, remaining sponsorship and branding options can be booked.
2. Once the options are selected and confirmed, those will be blocked, and invoice generated. 50% payment of the invoice amount has to be made within 48 Hrs. If the payment is received and confirmed by the organizers the blocked options will be booked in the name of the company.
3. Non exhibitors will be able to book Sponsorship and Branding Options after Round 1 of space booking is over.
4. Organizers may add/delete/modify any branding option if needed at their sole discretion.
5. Branding & Sponsorship options have a 10% early bird discount on total invoice value till 31st May 2024.
6. Payment Terms are 50% advance i.e. with booking and balance 50% by 31st October 2024. The payment may be made only by RTGS/ NEFT/ SWIFT. No cheques or cash will be accepted.

Payment Schedule	Booking Amount	Final Payment
on or before 29 <sup>th</sup> May 2024	50%	50% by 31 <sup>st</sup> Oct -2024
From 1 <sup>st</sup> Nov 2024	100%	

**\*All bookings will attract GST as applicable**

7. Organizers may add/delete/modify any branding option if needed at their sole discretion.
8. Images are for illustrative purpose only & final design & location may vary slightly.

**Note: If the sponsor / advertising company does not pay the total amount due on or before 31<sup>st</sup> Oct 2024 the booking amount paid if any, will be forfeited and the sponsorship/ branding option will be offered to any other interested company**

## GUIDELINES - Booking of Sponsorship and Branding Opportunities

### **Where to book**

The Branding and Sponsorship options will be available on the ELECARAMA online booking portal [www.booking.elecrama.com](http://www.booking.elecrama.com). (Please refer to the Sponsorship and Branding Brochure available on the portal for more information)

### **Eligibility:**

Only exhibitors can book the sponsorship and branding options after they select the stall during their stall selection time slot, as per priority number.

### **Important Dates:**

**For viewing from Monday, 6<sup>th</sup> May 2024 onwards**

**For booking from Tuesday, 21<sup>st</sup> May 2024 onwards as per stall selection time slot**

**Step 1 – Check / go through all options and Generate estimates for the Sponsorship and Branding options as required from 6<sup>th</sup> May 2024 onwards.**

- Login with your user id and password
- The Sponsorship and Branding options will be available on the ELECARAMA online booking portal [www.booking.elecrama.com](http://www.booking.elecrama.com) for viewing on Monday, 6th May 2024.
- Exhibitors interested in opting for the Sponsorship and Branding options can view the options available and generate estimates for the options required. Please note that at this point an exhibitor can only check and download estimates. No Selection of any option is available at this point.

**Step 2 – Selection / Allotment of the Sponsorship and Branding options as required from the date of Stall Selection**

- Stall Selection dates for round one of space booking starts from 21st May 2024 onwards.
- Exhibitors are eligible to book the sponsorship & branding options only after selection of their stall on the assigned date and time slots.
- Exhibitors interested in booking sponsorship & branding options can do so during their stall selection time slot, as per their priority number.
- During round one of booking, the sponsorship & branding option are open to booking for exhibitors only, Non exhibitors will be able to book after round one of space booking is over.
- individual exhibitors can block up to 50% of the Inventory of any given branding option. Post round one of booking, remaining branding options can be opted for by anyone if it's still available.
- Once the options are selected and confirmed those will be blocked and invoice generated. 50% payment of the invoice amount has to be made within 48 Hrs.

Once the payment is received and confirmed by the organizers the blocked options will be booked in the name of the company.



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**SEE YOU AT ELEC RAMA 2025 !**