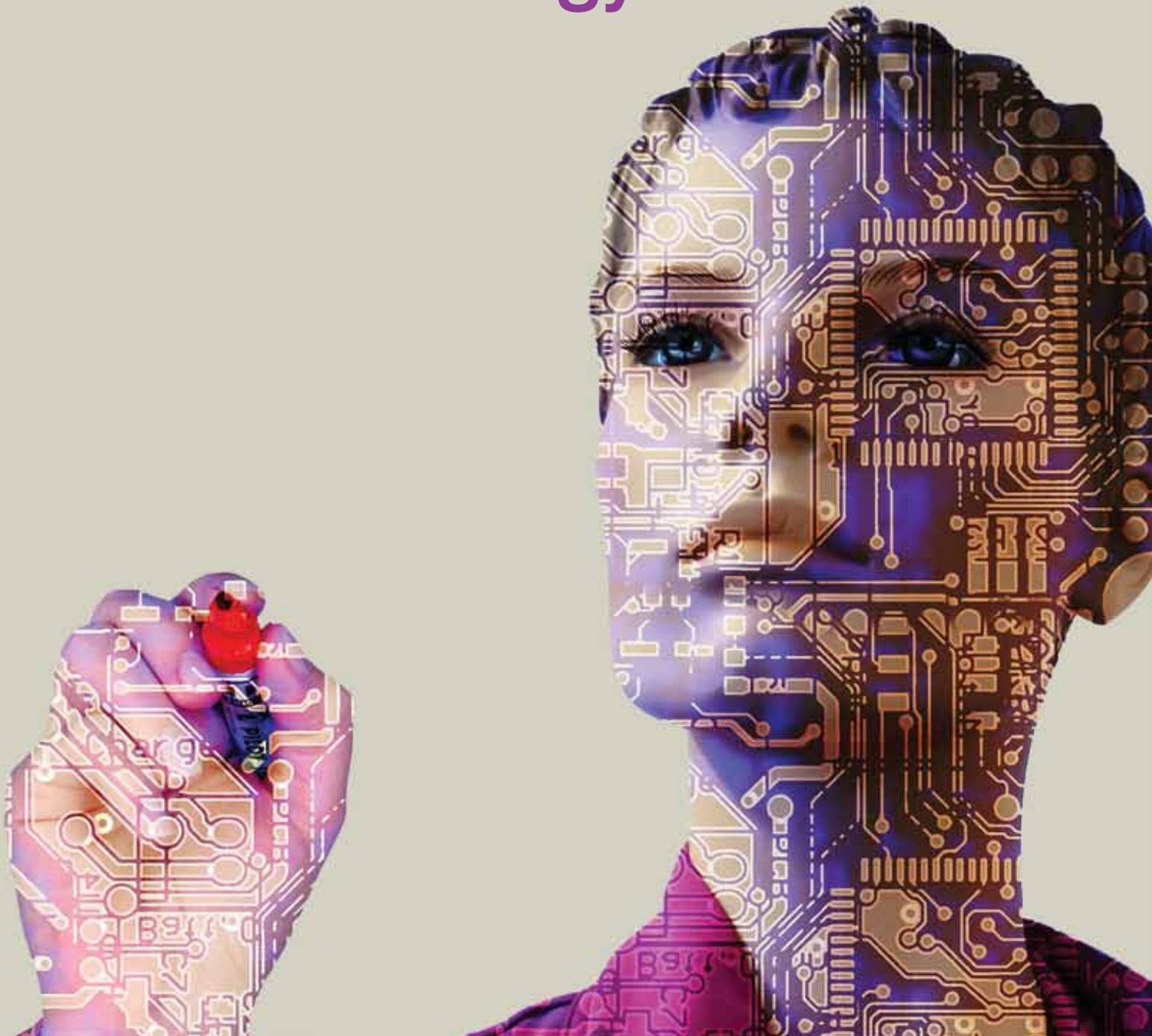


# INDIA ELECTRONICS WEEK

March 2-4, 2017. BIEC. Bengaluru

An  
**EFY**GROUP  
EVENT

## For Those Who Value Technology



After the success of the first edition of **India Electronics Week (IEW)**, the EFY Group brings to you the second edition on the same theme, 'Invest in India,' to celebrate the achievements of India's electronics industry and showcase its capabilities to the world.

We have spoken to many techies. Most techies don't find value in visiting expos. Their common feedback is--there's nothing new or exciting at industry expositions.

That's why we have worked hard to build IEW into an event--that techies love to visit--even if it's organised 30 KMs away from the city!

Our secret formula? Focus on what attracts them. Build that. Let them know. And, they surely visit. In 2016, we had 6000+ technical decision makers visiting IEW, roughly 60% of our overall visitors!

## 6 Reasons Why IEW Attracts Techies

- **Much More Than an Expo:** IEW hosts multiple tech conferences, seminars and workshops that together create immense value for technical decision makers and influencers to treat IEW as a "must visit" event.
- **Electronics For You's Readers:** Our flagship magazine is known as the Techies' magazine. Techies are our primary audience. They connect with the brand, and like to visit the event its team produces.
- **Cutting Edge Topics:** IoT, Smart Lighting, Industry 4.0, Embedded Systems, Rapid Prototyping, 3D Printers --are topics that form themes of various events happening at IEW. Being unique and cutting edge topics--techies find value.
- **Conferences:** We conduct multiple conferences across 3 days and 5 halls at IEW. These conferences drive attendance of senior leadership and their key team members at IEW. Plus, 200
- **Speakers:** Experts from India and across the Globe speak at tech conferences at IEW. These experts form a major attraction for techies to visit IEW. The experts themselves promote IEW amongst their networks--and together form a high value segment with respect to visitors of IEW.
- **Tech Workshops:** Workshops are a major attraction for techies at IEW. And, IEW hosts multiple workshops in parallel. These attract quality visitors and speakers too.

## FACT SHEET OF 2016

### Held on

January  
11-13, 2016

### Location

BIEC, Bengaluru

### Exhibition Space (Gross)

10000+ square metres

### Frequency

Annual

### Number of exhibitors

184

### Brands represented

500+

### Number of conferences and workshops

18

### Number of speakers

243

### Unique visitors

10874

### Number of large buyers

16

**6 Co-located shows**  
Under the IEW umbrella

Electronics  
ForYou expo

IoT  
show.in

LEDASIA.in

electronics  
Rocks

TEST & MEASUREMENT  
India

raksha  
India

## IEW 2016: Exhibitors' Feedback

“Through this show, we introduced a couple of new products in the Indian market and got some genuine customers like Bosch, BEL, Vario Systems (Sri Lanka), etc.”

—**Padmanabha Shakthivelu, national sales manager - India operations, Electrolube**

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“What I like more about EFY's event is their transparent way of attending to customers, while supporting them with media write-ups and editorial coverage. This allows us to showcase products online as well as in print.”

—**Paresh Vasani, MD, PCB Power (Circuit Systems India Ltd)**

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“We received a good response from scientists, decision-makers, academicians and venture capitalists, all under one roof!”

—**Arjun Goel, director - technical, Saraswati Dynamics Pvt Ltd**

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“This exhibition has been quite successful for us. We got some good leads, especially from the south Indian market.”

—**Sudhanshu Gupta, sales director - India operations, Lumens Technologies**

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“The conferences and exhibitions allowed us to interact with new designers from India.”

—**Niranjan G., GM (ASEAN and India), business development and technical marketing, ROHM Semiconductor**

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“A much better show from last time. Attendance was really good!”

—**Chris Palin, EMEA manager, Humiseal**

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“We were extremely satisfied as far as visitors were concerned. We are looking forward to next year.”

—**C.A. Shyam S. Jindal, MD, Olive Exports Pvt Ltd**

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“This is the first time we participated in this event. We are very happy to be a part of it and expect a lot of business through this event.”

—**L. Peter, manager, Ready LED Lighting Pvt Ltd**

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“This is a great platform! We got a good opportunity to talk to a lot of companies. The conferences were also good.”

—**Sai Venkat Kumar B., marcomm, Tektronix (India)**

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“We participated for the first time and found it delivered value for our money. We plan to be here next year.”

—**Jiten Mahajan, MD, Innovative Premier Lighting Pvt Ltd**

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“A valuable platform that helped us meet with the overall electronics industry ecosystem. We got many new customers.”

—**Mukul Pareek, marketing programme manager, Keysight Technologies**

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“Participating in this expo has given us a fantastic response. We saw limited but high-quality visitors from various industries like automation, education, EMS and more. We are really keen to participate in more such events.”

—Azeem Merchant, CEO, Messung Erfi

“This is the fourth time we have participated in an EFY event. Overall, the show was good but needs more publicity. I have already confirmed our participation in next year’s show.”

—Anand Bhansali, MD, Anand Industrial Components

“We definitely had a wonderful event, where we met the who’s and what’s of the industry.”

—Abhishek Haridasan, marketing and communications specialist, Tata Technologies

“Being a national company, it was exciting to see a good-quality crowd from across India.”

—Sumit Sharma, marketing manager, Goodwill Instruments Co. Ltd

“Fantastic! Looking forward to participating next year.”

—Madhur Dogra, senior client engagement manager - India Region, Microchip

“We received some good enquiries. We plan to come here next year also.”

—Rajiv Toshniwal, MD, Toshniwal Sensing Devices Pvt Ltd

## IEW 2016: Sponsors & Partners

### Gold Partner



### Lanyard Partner



### Badge Partner



### Welcome Partner



### Associate Partners



### Supporting Associations

Knowledge & Exhibition Partner for EFY Expo



Knowledge & Exhibition Partner for LEDAsia.in



Other Associations



## Why should you exhibit at India Electronics Week 2017?

- **We are proud organisers of the world's #1 IoT event**

The first edition of IoTshow.in, a part of IEW 2016, has been voted as the People's Choice World's No. 1 IoT show.

- **Our conferences attract the Who's Who of the industry**

With various conferences co-located at India Electronics Week, the Who's Who of the electronics industry will converge as speakers or as delegates. Connect with them.

- **50 times more customers!**

A typical expo allows you to connect with those customers who visit your booth, but thanks to the EFY Expo Supplement in our monthly publications, *Electronics For You* and *Electronics Bazaar* (with a readership of 600,000+), your company's profile and contact details reach an audience that's 50 times larger than any other B2B electronics show in India.

- **Zero loss of visitor data**

The hassle of managing visitors' data is now eliminated. Simply use bar code scanners and get the data of all the visitors on your desktop.

- **Targets south India – one of the country's fastest growing markets**

The key decision-makers and influencers of electronics in south India will be at IEW.

- **Meet with the BIG buyers**

EFY Expo India's 2016 edition had 17 large buyers with annual budgets of over Rs 1 billion. For 2017, we are targeting 30 big buyers. A fruitful meeting with a good buyer will help you recover your investment, and more.



Launched in 2011, the Electronics For You (EFY) Expo has emerged amongst the leading B2B events for the electronics industry in India.

**‘The Latest in Electronics Components’** is the theme for EFY Expo 2017. And, being co-located at India Electronics Week, EFY Expo is now India’s best show for Electronics Components.

Thanks to the guidance received from our partner—ELCINA (India’s leading electronics industry association)—right from its inception, the EFY Expo has gone all out to not only promote the ‘Make In India’ initiative but also focus on the higher paradigm of ‘Invest In India,’ to help realise the huge potential of the Indian electronics industry.

### EFY Expo: Promoting ‘Latest in Electronics Components’

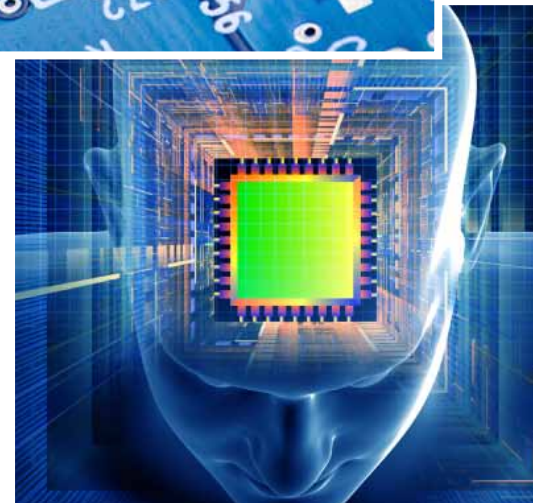
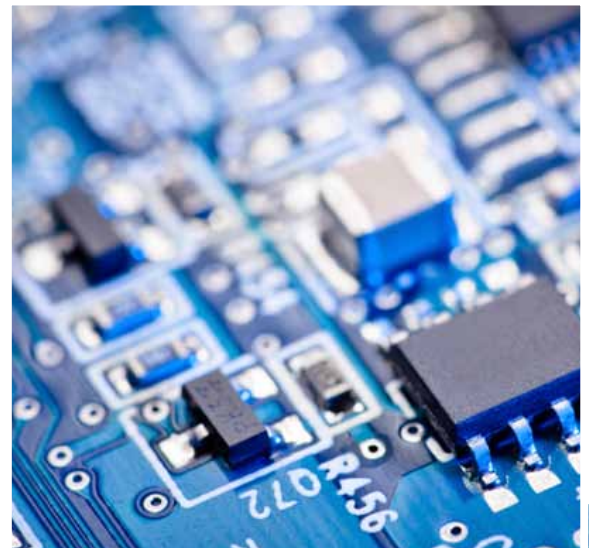
Electronics Components sector needs a major drive, in India. And, the mission for EFY Expo 2017 is just that.

#### Goals for EFY Expo 2017

- Be a platform where latest components get showcased.
- Be a platform where investment opportunities in electronics components sector are discussed.
- Be a platform where business opportunities are showcased, and networking is facilitated to bring them to fruition.
- Be a platform where OEMs network with distributors and dealers to expand their channel in India.
- Be a platform where Buyers from India can meet OEMs from India and abroad.
- Be a platform to influence design engineers of India.

#### 4 Reasons Why It’s The ‘Best Show’ For Electronics Components

1. Organised in partnership with ELCINA
2. Promoting ‘Latest in Electronics Components’
3. The ‘Perfect Mix’ of visitors
4. ‘Special Package’ for component OEMs



## Highlights

- >> **Buyer-Seller Meet** for large buyers to have one-on-one meetings with leading suppliers of electronic products, services, components and manufacturing equipment.
- >> **CEO Summit:** A summit of India's top industrialists, CXOs, policy makers and influencers. A 'By Invitation Only' event, this summit is attended by the Who's Who of the global electronics industry.
- >> **Vendor Development Talks** to enable top buyers to share their sourcing requirements and vendor-selection parameters with a much larger number of sellers.
- >> **International Exhibitors** from Japan, Taiwan, South Korea, US, UK, Singapore and China will be exhibiting at the event. Besides regular business, strategic business deals such as joint ventures, distributorships, etc, are possible.
- >> **Innovators' Zone**, a unique part of the show, where you get to witness the latest innovations (by Indians), spread across a range of applications and industries. You are bound to get new business ideas from this zone and may also end up partnering with these innovators.

## What's This 'Perfect Mix' of Visitors?

Thanks to EFY Expo being co-located with 6 more shows at India Electronics Week, the following categories of visitors are assured:

- **ELCINA CEO Summit**  
CEOs and policy makers connecting with electronics eco-system
- **EFY Expo**  
Manufacturers of electronics products
- **Electronics Rocks**  
Design and R&D Engineers
- **LEDAsia.in**  
LED Lighting Manufacturers
- **IoTshow.in**  
Manufacturers of IoT products
- **Raksha India**  
Defence Electronics Manufacturers
- **IEW**  
Investors and Trade Channel Partners seeking business opportunities

**Special package  
for Component players**

To promote active participation of Component Manufacturers and their suppliers, a special package has been devised for the first time. For more details, do contact the sales team at EFY!

## LEDAsia.in focuses on “the technology that powers the light”

### The Need

We believe that the LED Bulb itself is a culmination of advancement in technology. And, such a product category and its associated industry cannot grow without focusing on latest technologies. While there are some good B2B shows for LED Lighting in India, none has a focus on “the technology that powers the light”. Thus, the need for LEDAsia.in.



## What makes LEDAsia.in a technology-centric show?

**1. Technical Conference:** Perhaps the only conference in India that delves into designing and manufacturing of LED lights, is organised as part of LEDASIA.IN. Be it a bulb or a street light or an automotive lighting system—all get discussed. The speakers are technical, and so is the audience.

**2. ELCOMA Summit:** ELCOMA is a co-partner of LEDASIA.IN, and organises a Summit at LEDASIA.IN too. For 2017, their focus is on Smart Lighting—another topic that is aimed at senior technical decision makers from government and large customers of lighting.

**3. South India:** Bengaluru is the Silicon Valley of India. South India, as a whole, is a region known for customers who value technology over price.

**4. Global Customers:** Hundreds of design centres are based out of Bengaluru. Most of them are designing products for customers across the globe. The proto-types they design get manufactured across the globe. A ‘Design Win’ with any of them can result in global sales for suppliers of components.

**5. Design Engineers:** This is one audience that is very difficult to reach out to. And, they do NOT typically attend B2B shows. But, since many technical conferences and workshops focusing on electronics design are organised as part of India Electronics Week—this unique audience is highly visible at our show.



## How LEDAsia.in Can Facilitate Your Business Goals?

- Influence Design Engineers and R&D Professionals to use your solutions
- Present your technology and solutions to Senior Decision Makers
- Discuss business opportunities with Purchase Decision Makers
- Enrol new System Integrators and Channel Partners into your network
- Partner with like-minded Start-ups, Investors and Entrepreneurs

## Visitor profile

- Design engineers and R&D personnel developing new products
- Senior technical decision makers from manufacturers of LED related products
- Senior technical decision makers from System Integration and Trade Channel firms dealing with lighting
- Start-ups, entrepreneurs & investors seeking opportunities in LED Lighting sector
- Purchase decision makers from manufacturers of LED related products

**Special  
package  
for LED players  
in India**

To promote the growth of the LED industry in the country, a special scheme has been put together for Indian LED companies participating in IEW. For more details, do contact the sales team at EFY!

### Profit from IoT

The IoT market in the country is currently highly fragmented and scattered. The drivers and technology solutions (hardware, middleware and software) are based on real opportunities, which are rooted in the expansive reach that IoT will need to have to fulfil the expectations that it has set.

To bring about a truly interconnected and tangible beginning for IoT is what the IoTshow.in aims to drive. As a part of India Electronics Week, IoTshow.in is an attempt to bring together all the stakeholders of the IoT industry and see how they can align together to make this dream a near future reality. **The first edition of the event rightfully won the People's Choice Award for the world's #1 IoT conference and exposition!**

While the exposition floor will have exciting IoT products/ services on display, the conference will give you invaluable insights into developing practical IoT applications, to help you make IoT a reality for your business. It will feature a summit for IoT solution providers to showcase case studies to IoT customers, as well as a technical conference for IoT developers on the latest technologies and techniques.



Smart Industry (IIOT)

Smart Cities

Security Standardisation &  
Analytics

Smart Humans  
& Healthcare

Smart Automotive

Million Dollar  
Opportunities

### Visitor profile

#### The End Users

- **Enterprise & SMEs:** "Can IoT help you reduce expenditure or increase your sales?" Get that question answered by speaking to leading IoT solution providers. Plus, get the proof by listening to your peers presenting their case studies and success stories, and networking with them in the break-out sessions.

#### The Creators

- **Developers of IoT products & solutions:** Multiple technical conference tracks and workshops have been put together to address this specific audience
- **Entrepreneurs invested in IoT products & solutions (including start-ups):** A unique opportunity to network with the Enablers, the

Suppliers and peers from the industry, await you at IoTshow.in. Plus, a conference on Business Opportunities, and a special Innovators' Zone to witness latest IoT innovations from India.

#### The Enablers

- **System Integrators of IoT solutions:** Come and connect with IoT Products & Solution players. Partner with them. Connect with Enterprise & SME Customers interested in IoT. Figure out Business Opportunities that IoT presents to your firm.
- **Trade Channel Partners focusing on IoT landscape:** Like SIs, trade channel partners too can connect with IoT products &

solution providers, enterprise & SME customers, and also get a first-hand update on business opportunities in IoT.

#### The Media

- **IoT-focused media:** This is the biggest IoT event you can attend in India, and perhaps Asia. Make sure your audience gets a chance to know what happened here.
- **Tech-media:** Get updated on latest tech trends being created by IoT.
- **Business media:** Get updated on latest business trends related to IoT sector, and the business implications IoT is creating for industry at large.

## Who Should Exhibit? Why?

- **Electronics hardware:** IoTshow.in is the only show in India that targets electronics design engineers working on IoT products. IoTshow.in presents focused conferences and workshops for this audience. Hence, if you want to demonstrate your sensors, MCUs, development boards, or any other type of electronics components or modules designed for IoT applications—IOTshow.in is the your BEST BET.

- **Software tools:** IoTshow.in is also the only show in India that targets developers working on IoT solutions. Hence, if you have any solution for this unique audience—connect with them at IoTshow.in.

- **Cloud & Analytics:** Again, you need to connect with the R&D and development teams working on IoT products. You will get to interact with them first-hand at IoTshow.in. Be there.

- **Connectivity Solutions Providers:** You can connect with the Developers, the System Integrators as well as Enterprise & SME customers—all at one place.

- **IT infrastructure Providers for IoT:** Again, the only show where you can connect with System Integrators as well as Enterprise & SME customers.

- **IoT Product or Solution provider:** You can connect with System Integrators, Trade Channel Partners plus enterprise and SME customers who could be looking out for innovative solutions

## What makes the IoTshow.in Unique?

- **It's Big:** The only expo-cum-conference being held at a large scale in India. Other IoT events are typically 1 to 2 day conferences, in India. IoTshow.in 2016 had 200-plus industry experts share their knowledge with 3000-plus delegates!

- **Focus on Creators:** The only event that has a strong focus on the Creators of IoT solutions, which include: electronics design, embedded systems, software development, product-enclosure design, cloud, analytics, system integration, et al.

- **Business Opportunities Multiplier:** Thanks to being held as part of India Electronics Week, various co-located events such as Buyer Seller Meet, Innovation Zone, CEO Summit, LEDAsia, EFY Expo, etc—you benefit from the multiplier effect with respect to networking and business opportunities.

- **Start-up India:** A special zone to promote and show case works of IoT start-ups of India.



World's No. Conference & Expo on IoT

Voted as



Join the most exciting embedded systems and electronics engineering community to explore what's new in hardware, tools and techniques for better design. Sharpen your skills to keep up with the bleeding-edge of technology, and discover important trends so that you have a solid foundation in the evolving world of electronics and embedded systems. Attend eRocks to learn effective techniques, essential technologies, and become a pro in working with emerging tools.

This conference will give you invaluable insights into designing amazing IoT hardware. Listen to thought leaders as they share inspiring talks on the future of IoT. Learn to build and make through workshops, while socialising with the best in the Indian engineering community.

### Visitor profile:

- Design engineers
- Technology decision-makers
- R&D engineers
- Embedded software developers

## Tracks @ eRocks

Power management

Wireless communication

LED technical  
conference

Rapid prototyping

## Highlights

This conference is designed to host hundreds of speakers and thousands of delegates. Why would they attend?

### **1. Intensive sessions from the industry's best speakers**

Our speakers are a combination of experienced industry leaders, high-value engineers and founder-innovators driven by a passion for technology and engineering.

### **2. Amazing networking benefits**

The conferences at eRocks will enable your team to network with thousands of new potential customers, vendors and professionals in the electronics industry. Meet and network with the kind of people who could define your career and help you become a thought leader.

### **3. Team building was never this cool!**

Team members can discuss new technologies, tools and processes with advice from the best in the industry and discussions on how to apply them in the company to improve your products, performance and results.

### **4. Enhance innovation**

Learn from the founders of some of the latest successfully funded startups. Attend workshops and get taught on creating prototypes from five popular development boards.

### **5. Get better at what you do**

Our speakers are a combination of experienced industry leaders, high-value engineers and founder-innovators, driven by a passion for technology and engineering. With experienced hands taking you through their struggles, absorb the energy and drive from the pros — get better at what you do.



# TEST & MEASUREMENT INDIA

Organised by the EFY Group, Test & Measurement India (T&M India) is India's only show on T&M equipment.

Launched in 2012 as a show co-located with the EFY Expo, it is now regarded as an event that should be attended by users of T&M equipment. The event is a platform for live demonstrations of T&M products, and the Who's Who from the T&M equipment domain exhibit here.



## Visitor profile:

- Test & maintenance engineers
- Circuit designers
- Chip designers
- Quality control engineers working in electronics manufacturing companies
- Academia
- Channel partners

## Highlights

**T&M showcase**, a platform for live demonstrations of T&M products under two categories: **power and wireless**

**Buyer-Seller Meet** for large buyers to have one-on-one meetings with leading suppliers of electronics products, services, components and manufacturing equipment

**Vendor Development Talks** to enable top buyers to share their sourcing requirements and vendor-selection parameters with a much larger number of sellers

**International Exhibitors** from Japan, Taiwan, South Korea, USA, UK, Singapore and China will be exhibiting at the event. Besides regular business, strategic business deals such as joint ventures, distributorships, etc, will be possible.

**Special package for T&M players**

T&M exhibitors get a chance to showcase their products exclusively to the audience through a talk

For more details, contact the sales team at EFY.  
\* Terms and conditions apply

India's first event to connect with business and technical decision-makers related to the use of electronics in strategic sectors including defence, aerospace and homeland security.

Organised by the EFY Group, Raksha India brings together a B2B exposition, a Buyer-Seller Meet and a Technical Conference — to bring the entire ecosystem together under a single roof.

Being held in the southern part of India, which is one of the fastest growing markets, the event is focused on the latest technologies that can drive innovation in strategic electronics for defence and homeland security.

## Conference

Catch up with the latest design challenges, solutions and insights

## Networking

Extensive networking opportunities with the Who's Who in defence engineering

## Exhibition

See exhibits of the latest technology and discuss futuristic military applications

## Visitor profile

Technical decision-makers from defence and aerospace

Purchase decision-makers from defence and aerospace (CEOs, MDs, purchase managers, etc)

R&D engineers and embedded systems design engineers from defence and aerospace

Channel partners (traders, systems integrators, etc)

## Highlights

- India's only **Technical Conference for electronics design engineers and embedded systems' developers** working on defence projects

- **Buyer-Seller Meet** for large buyers to have one-on-one meetings with leading suppliers of electronics products, services, components and manufacturing equipment

- **Vendor Development Talks** to enable top buyers to share their sourcing requirements and vendor-selection parameters with a much larger number of sellers

- **International exhibitors** from Japan, Taiwan, South Korea, USA, UK, Singapore and China will be exhibiting at the event. Besides regular business, strategic business deals such as joint ventures, distributorships, etc, will be possible

# Sponsorship opportunities

Tag: **“Powered by”** partner

## No. of slots: 1

- Exhibiting space: 30 square metres (raw or shell)
- Speaking opportunities: 2 (one as star speaker in the CEO summit and one 30-minute talk in any other conference of choice)
- Two-page interview of the CEO/MD in the IEW supplement or show directory
- Opportunity to put up three charging stations for portable electronic devices with company branding across the venue (stations to be provided by the partner)
- Mention in the IEW name as “IEW Powered by <partner name>”
- Mention in Radio advertisements
- Pull up banner at entrance (banner to be provided by the partner)
- Double-spread print advertisement in Show Directory
- Coloured logo in ALL relevant marketing collaterals
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Company Profile in the Show Directory (500 words)
- 12 slots of a “2 minute video” between sessions (video to be provided by the partner)
- 2 dedicated emailers to our registered database on behalf of the partner (material to be provided by the partner)
- 3 dedicated Press Releases on behalf of the partner (material to be provided by the partner)
- 1 opportunity to nominate an organisation for VC meeting
- 35 Conference passes for customers
- 35 Conference passes for employees
- A4 or lesser-sized booklet (8 printed pages max.) inserts in Visitor bag
- 10 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations of the venue (standees to be provided by the partner)

*\* Please note that while the “Powered by” slot is restricted to only one partner and covers the complete India Electronics Week event, other sponsorships can be taken for any specific event that falls under the IEW 2017 umbrella.*

# Sponsorship opportunities

## Tag: “Platinum” partner

### No. of slots: 3

- Exhibiting space: 24 square metres (raw or shell)
- Speaking opportunities: 2 (one 10-minute slot for the CEO in opening talk and one 30-minute talk in conference of choice)
- Full page print advertisement in Show Directory
- Coloured logo in ALL relevant marketing collaterals
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Company Profile in the Show Directory (350 words)
- 6 slots of a “2 minute video” between sessions (video to be provided by the partner)
- 1 dedicated emailer to our registered database on behalf of the partner (material to be provided by the partner)
- 2 dedicated Press Releases on behalf of the partner (material to be provided by the partner)
- 1 opportunity to nominate an organisation for VC meeting
- 25 Conference passes for customers
- 25 Conference passes for employees
- A4 or lesser-sized booklet (4 printed pages max.) inserts in Visitor bag
- 7 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations of the venue (standees to be provided by the partner)

## Tag: “Gold” partner

- Exhibiting space: 20 square metres (raw or shell)
- Speaking opportunities: One 30-minute talk in any conference of choice
- Pull up banner at entrance (banner to be provided by the partner)
- Double-spread print advertisement in Show Directory
- Coloured logo in ALL relevant marketing collaterals
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Company Profile in the Show Directory (500 words)
- 2 dedicated emailers to our registered database on behalf of the partner (material to be provided by the partner)
- 3 dedicated Press Releases on behalf of the partner (material to be provided by the partner)
- 15 Conference passes for customers
- 15 Conference passes for employees
- A4 or lesser-sized booklet (2 printed pages max) inserts in Visitor bag
- 4 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations of the venue (standees to be provided by the partner)

## Sponsorship opportunities

### Tag: **“Silver”** partner

- Exhibiting space: 15 square metres (raw or shell)
- Full page print advertisement in Show Directory
- Coloured logo in ALL relevant marketing collaterals
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Company Profile in the Show Directory (100 words)
- 5 Conference passes for customers
- 5 Conference passes for employees
- A4 or lesser-sized booklet (1 printed page max.) inserts in Visitor bag
- 2 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations of the venue (standees to be provided by the partner)

### Tag: **“Associate”** partner

- Exhibiting space: 12 square metres (raw or shell)
- Half page print advertisement in the Show Directory
- Coloured logo in ALL relevant marketing collaterals
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Company Profile in the Show Directory (100 words)
- 5 Conference passes for customers
- 5 Conference passes for employees



# Innovative Sponsorship opportunities

## Visitor Bag Partner

- Exclusive corporate logo on the delegate kits. The delegate kit is given to all the attendees including visitors, speakers, VIPs, exhibitors, etc.
  - Exhibiting area: 9 square metres
  - Acknowledgment as partner in all relevant communication
  - Company Profile on event website (200 words)
  - Half page print advertisement in Show Directory
- 

## Visitor Badge Partner

- Exclusive corporate logo on the visitor badge. The badge is given to all the attendees including visitors, speakers, VIPs, exhibitors, organisers, etc.
  - Exhibiting area: 9 square metres
  - Acknowledgment as partner in all relevant communication
  - Company Profile on event website (200 words)
  - Half page print advertisement in Show Directory
- 

## Visitor Lanyard Partner

- Exclusive corporate logo on the lanyards. The lanyard is given to all the attendees including visitors, speakers, VIPs, exhibitors, organisers, etc.
  - Exhibiting area: 9 square metres
  - Acknowledgment as partner in all relevant communication
  - Company Profile on event website (200 words)
  - Half page print advertisement in Show Directory
- 

## Stationery Partner

- Exclusive corporate logo on note pads and pens in delegate bags (note pads and pens to be provided by the partner). The bags are given to all the attendees including visitors, speakers, VIPs, exhibitors, etc.
- Exhibiting area: 9 square metres
- Acknowledgment as partner in all relevant communication
- Company Profile on event website (200 words)
- Half page print advertisement in Show Directory

# Innovative Sponsorship opportunities

## Registration Partner

- Logo in all relevant marketing collateral, marked as the “Registration Partner”
  - Exhibiting area: 9 square metres
  - Exclusive logo of the partner on all the registration forms (online and on-spot)
  - Exclusive logo on the pens being used for registration (pens to be provided by the sponsor, optional)
  - Three 1.8m x 0.9m (3ft x 6ft) standees in the registration area (to be provided by the sponsor)
  - Table flag on the registration counter and tables for filling in the forms (flags to be provided by the sponsor, optional)
  - Exclusive welcome banner near the registration area (banner to be provided by sponsor)
- 

## Speaker Lounge Partner

- Tagged as the powered by partner for “Speakers’ lounge”
  - 5 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations in the Speakers’ lounge (standees to be provided by the partner)
  - Table space in the Speakers’ lounge to keep promotional material (brochures, pamphlets, etc)
  - Logo in all signages of the Speakers’ lounge at the venue
  - Company Profile on event website (200 words)
  - Half page print advertisement in Show Directory
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## VIP Lounge Partner

- Tagged as the powered by partner for “VIP lounge”
- 5 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations in the VIP lounge (standees to be provided by the partner)
- Table space in the VIP lounge to keep promotional material (brochures, pamphlets, etc)
- Logo in all signages at the VIP lounge in the venue
- Company Profile on event website (200 words)
- Half page print advertisement in Show Directory

# Innovative Sponsorship opportunities

## Host For Academicians

- Tagged as the powered by partner for “Academicians’ lounge”
  - 5 exclusive 1.8m x 0.9m standees (6ft x 3ft) to be placed at strategic locations in the Academicians’ lounge (standees to be provided by the partner)
  - Table space in the Academicians’ lounge to keep promotional material (brochures, pamphlets, etc)
  - Logo in all signages at the Academicians’ lounge in the venue
  - Company Profile on event website (200 words)
  - Half page print advertisement in Show Directory
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## Bus Fleet Partner

- One 0.6m x 1.8m (2ft x 6ft) banner on the side of the buses (banner to be provided by the partner) operating exclusively to and from the event
- Option to circulate promotional material (brochures, pamphlets, etc.) inside the bus
- Exhibiting area: 9 square metres

## Water Bottle Partner

- Exclusive coloured logo on the drinking water bottles for the event (approximately 15,000 bottles). Apart from being given to visitors, these bottles will be used in the VIP lounge, Speakers’ lounge as well as the CXO and other conferences.
- Exclusive logo on the onsite water dispenser kiosks

## Tea/ Coffee Partner

- Tea/coffee kiosk will be set up at a prominent location, where tea will be provided every morning before the commencement of the event
- Exhibiting area: 9 square metres

## Insert in delegate kit

- One A4 size (or lesser) two side inserts in delegate kit

Deliverables		Powered By* (1 slot)	Platinum (3 Slots)	Gold	Silver	Associate
Investment	For IEW	₹ 2.5 million/ US\$ 50,000	₹ 1.5 million/ US\$ 30,000	₹ 1 million/ US\$ 20,000	₹ 600,000/ US\$ 12,000	₹ 400,000/ US\$ 8,000
	For One Event	--	₹ 1 million/ US\$ 20,000	₹ 600,000/ US\$ 12,000	₹ 450,000/ US\$ 8,500	₹ 300,000/ US\$ 6,000
Maximum no. available		1	3	Any	Any	Any
Mention in the IEW name		✓	-	-	-	-
Mention in Radio advertisements		✓	-	-	-	-
Booth Space (in sqm)		30	24	20	15	12
Pull up banner at entrance		✓	-	-	-	-
Advertisement in Show Directory		Doublespread	Full Page	Full Page	Full Page	Half page
Speaker slots		1 (star speaker), 1 (30 minute talk)	1 (10 minute slot in opening talk), 1 (30 minute talk)	1 (30 minute talk)	-	-
Logo in all marketing collaterals		✓	✓	✓	✓	✓
Acknowledgment as partner in all relevant communication		✓	✓	✓	✓	✓
Profile on event website		500 words	350 words	200 words	100 words	100 words
Profile in Show Directory		500 words	350 words	200 words	100 words	100 words
2 minute video between sessions		12	6	-	-	-
Dedicated emailers		2	1	-	-	-
Dedicated Press releases		3	2	1	-	-
Nominate an org. for VC meeting		1	1	-	-	-
Passes for clients		35	25	15	5	3
Passes for employees		35	25	15	5	3
Inserts in visitor bag (Max A4)		Max 8 page	Max 4 page	Max 2 page	1 page	-
Standeers: 1.8m x 0.9m (6ft x 3ft)		10	7	4	2	-

\* The 'powered by' sponsorship is for the whole IEW show which will include seven events. All rates mentioned in the above table exclude service tax. Sponsors for IEW 2017 will get recognition and promotions in all the events, while the sponsor of a specific event will get recognition and promotions in the relevant event only.

Innovative sponsorship opportunities	Investment
Event Bag	₹500,000
Event Badge	₹300,000
Event Lanyard	₹500,000
Registration Partner	₹600,000
Speaker Lounge	₹300,000
VIP Lounge	₹300,000
Host For Academicians	₹500,000
Stationery Partner	₹500,000
Water bottle	₹300,000
Bus Fleet	₹500,000
Tea/ Coffee	₹500,000
1 insert in delegate kits (supplied by sponsor)	₹100,000

### Exhibiting Rates

#### Raw space:

₹10000/ sqm;  
US\$ 325 (excluding service tax)

#### Shell space:

₹11,000/ sqm;  
US\$ 375 (excluding service tax)

## About the organiser

### EFY Group

Over the last four decades, the EFY Group has become synonymous with information on cutting-edge technology. Today, this renowned media group is spread across eight cities of India, and caters to over two million techies spread across the globe.

Its **print publications** not only reach every nook and corner of India but are also read by techies in South Asian countries, like Nepal, Pakistan, Bangladesh, Sri Lanka, Bhutan and Afghanistan. The Group is also amongst the few Indian publishers to have its publications distributed in Singapore and Malaysia.

The **online communities** of the Group provide tech content to readers from all across the globe. The Group's online portfolio includes some global leaders, like, electronicsforu.com, opensourceforu.com, EFYTimes.com, electronicsb2b.com and eleb2b.com. Plus, the company manages three social media (Facebook) communities, which are global leaders in their respective domains. These include: facebook.com/designelectronics, facebook.com/opensourceforu and facebook.com/tablets.india. Recently, EFY launched digital editions of its publications to make them easily accessible to readers all across the globe.

The **digital publications** are also available on all popular platforms including iOS (Apple), Android, Kindle and e-zine (Web browser). The group has also tied up with leading online distributors including Amazon, Scoop, PocketMags, Zinio, Magzter, etc.

While EFY Group has been organising **events** since 2004 when it launched LinuxAsia (now called Open Source India), its events division got fully established with the launch of Electronics For You Expo in 2011. Now, the group boasts of a strong portfolio of events including India Electronics Week (IEW) and Open Source India. Starting 2015, EFY has started organising many co-located events under the umbrella of India Electronics Week. In 2017, IEW will play host to seven co-located shows including: EFY Expo, IoTshow.in, LEDAsia.in, eRocks, T&M India, Raksha India and DIY Expo.

EFY has set itself the target of empowering and helping 10 million techies across the globe, and it's investing heavily on growing the online communities and increasing the number of readers of its digital publications to achieve the goal.



**For sponsorship opportunities,  
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