



**INNOVATION**  
WITH **LIGHT**

Sponsorship and  
Marketing Services

SEPTEMBER 26–28, 2018 | BIEC, BENGALURU

India's Platform for Laser and Optical Technologies –  
Components, Systems and Applications

[world-of-photonics-india.com](http://world-of-photonics-india.com)

**LASER** World of **PHOTONICS** **INDIA** 

# About LASER World of PHOTONICS INDIA



LASER World of PHOTONICS INDIA is India's only dedicated and leading trade fair and conference for the laser and photonics industry. It is the established annual gathering where the local players meet the international photonics community. Every year it showcases innovative products as well as their industrial solutions and applications, which reflect actual developments in the industry around the world. It is here where India's photonics industry sets the course for tomorrow's business success.

## Why partner with us?

- ▶ **Maximize your participation:** By investing at LASER World of PHOTONICS INDIA 2018, engage in a whole new range of marketing tools effective before, during and after the event.
- ▶ **Set yourself apart from competitors:** Between now and September 2018 your competitors will do their best to monopolize customer attention. Do not stand behind and make sure that customers are aware of your presence.
- ▶ **Brand promotions:** Whether you have a new product to launch or a brand to unveil, this sponsorship manual will enable you to stand out in a crowd, drive visitors to your booth and increase visibility in the industry.

Glimpse from the  
2016 event edition



Image is for representation purpose only

# Platinum Supporter\*

\* limited to 1 company

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and first in hierarchy of all logos
- ▶ 24 sqm booth in the exhibition

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Advertisement, logo and profile in show catalog
- ▶ Logo on trade fair invitation
- ▶ Logo on newspaper advertisement

## Onsite

- ▶ Logo on all applicable onsite branding
- ▶ Logo on onsite flags, bunting
- ▶ Logo on outdoor hoardings
- ▶ 10 conference tickets

LASER World of PHOTONICS INDIA 

Your company logo here:  
INR 1,200,000 /  
EUR 17,000



Image is for representation purpose only

# Gold Supporters\*

\* limited to 2 companies

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and preference in hierarchy of all logos
- ▶ 18 sqm booth in the exhibition

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Advertisement, logo and profile in show catalog
- ▶ Logo on trade fair invitation
- ▶ Logo on newspaper advertisement

## Onsite

- ▶ Logo on all applicable onsite branding
- ▶ Logo on onsite flags, buntings
- ▶ Logo on outdoor hoardings
- ▶ 6 conference tickets

LASER World of PHOTONICS INDIA 

Your company logo here:  
INR 800,000 /  
EUR 11,000



Image is for representation purpose only



# Silver Supporters\*

\* limited to 2 companies

**Mileage** - Superior visibility and branding

## Key Deliverables

- ▶ Prominent logo and preference in hierarchy of all logos
- ▶ 15 sqm booth in the exhibition

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Advertisement, logo and profile in show catalog
- ▶ Logo on trade fair invitation
- ▶ Logo on newspaper advertisement

## Onsite

- ▶ Logo on all applicable onsite branding
- ▶ Logo on onsite flags, buntings
- ▶ Logo on outdoor hoardings
- ▶ 4 conference tickets

**LASER** World of **PHOTONICS INDIA**

Your company logo  
here:  
INR 600,000 /  
EUR 8.500



Image is for representation purpose only

# Associate Supporters\*

\* limited to 5 companies

**Mileage** - visibility and branding

## Key Deliverables

- ▶ Prominent logo and preference in hierarchy of all logos
- ▶ 12 sqm booth in the exhibition

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Advertisement, logo and profile in show catalog
- ▶ Logo on trade fair invitation
- ▶ Logo on newspaper advertisement

## Onsite

- ▶ Logo on all applicable onsite branding
- ▶ Logo on onsite flags
- ▶ Logo on outdoor hoardings
- ▶ 3 conference tickets

LASER World of PHOTONICS INDIA

Your company logo  
here:  
INR 500,000 /  
EUR 7,000



Image is for representation purpose only

# Conference Partner\*

\* limited to 5 companies

**Mileage** - high visibility in our conference programs

## Key Deliverables

- ▶ Prominent logo on conference backdrop
- ▶ Logo on conference stationary

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

## Onsite

- ▶ Logo on all applicable onsite conference branding (3 quantity)

**LASER** World of **PHOTONICS INDIA**

Your company logo  
here:  
INR 500,000 /  
EUR 7.000



Image is for representation purpose only

# Networking Night Partner\*

\*800+ attendees and limited to 1 company

**Mileage** – high visibility in our networking programs

## Key Deliverables

- ▶ Exclusive branding in reception area
- ▶ 2 minutes audio visual clip to be played
- ▶ Logo on reception invitation

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

LASER World of PHOTONICS INDIA

Your company logo  
here:  
INR 800,000 /  
EUR 11.000



Image is for representation purpose only



# Buyer Seller Forum Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key deliverables

- ▶ Exclusive branding of the Buyer Seller Forum
- ▶ Registration counter at the Forum entrance
- ▶ Lounge area inside the Buyer Seller Forum

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

Your company logo  
here:  
INR 400,000 /  
EUR 5.500



Image is for representation purpose only

# Buyer Seller Catering Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key Deliverables

- ▶ Exclusive branding on networking area
- ▶ 2 minutes audio visual clip to be played

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

Your company logo  
here:  
INR 350,000 /  
EUR 5.000



Image is for representation purpose only

# Visitor Shuttle Partner\*

\* limited to 1 company

**Mileage** - exclusive branding & superior visibility in our visitor shuttles

## Key Deliverables

- ▶ Exclusive logo on shuttle buses
- ▶ Collaterals to be distributed in running shuttles

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

Your company logo  
here:  
INR 250,000 /  
EUR 3.500



Image is for representation purpose only

# Video Screen Partner\*

\* limited to 1 company

**Mileage** - exclusive branding & superior visibility

## Key Deliverables

- ▶ Exclusive branding on onsite video screen panels
- ▶ 2 minutes audio visual clip to be played on screen

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

LASER World of PHOTONICS INDIA

Your company logo here:  
INR 450,000 /  
EUR 6.000



Image is for representation purpose only



# Registration Partner\*

\* limited to 1 company

**Mileage** - be the first one to leave an impact at the registration counter which every visitor passes through

## Key Deliverables

- ▶ Exclusive logo on registration branding
- ▶ 9 sqm booth in the exhibition

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

## Onsite

- ▶ Logo on all applicable registration area branding

LASER World of PHOTONICS INDIA 

Your company logo  
here:  
INR 350,000 /  
EUR 5,000



Image is for representation purpose only

# Visitor Guide Partner\*

\* limited to 1 company

**Mileage** - a pocket guide with hall layouts and complete exhibitor listing.  
A must-have for both exhibitors and visitors.

## Key Deliverables

- ▶ Prominent logo on visitor guide
- ▶ Advertisement strip on visitor guide with logo, hall no. & booth no

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

Your company logo here:  
INR 350,000 /  
EUR 5,000



Image is for representation purpose only

# Badge Partner\*

\* limited to 1 company

**Mileage** - get your brand on the visitor badges

## Key Deliverables

- ▶ Exclusive logo on the visitor badges

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

LASER World of PHOTONICS INDIA

Your company logo  
here:  
INR 250,000 /  
EUR 3.500



Image is for representation purpose only

# Lanyard Partner\*

\* limited to 1 company

**Mileage** - get your brand on exhibitor, visitor, speaker, delegate and media lanyard

## Key Deliverables

- ▶ Exclusive logo on lanyard

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

LASER World of PHOTONICS INDIA

Your company logo  
here:  
INR 250,000 /  
EUR 3.500



Image is for representation purpose only



# Visitor Bag Partner\*

\* limited to 1 company

**Mileage** - exclusive branding on the carry bags distributed at the registration counter (about 5,000)

## Key Deliverables

- ▶ Exclusive logo on bags distributed to every visitor

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

LASER World of PHOTONICS INDIA

Your company logo here:  
INR 350,000 /  
EUR 5,000



Image is for representation purpose only

# Ball Pen Partner\*

\* limited to 1 company

**Mileage** - ensure your brand is remembered and visible even after the show mileage

## Key Deliverables

- ▶ Exclusive company logo on the official Trade Fair Pen available in the Registration Area, at the Buyer Seller Forum, the Conference Area and the VIP Lounge (about 4,000)

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation



Image is for representation purpose only

# Water Bottle Partner\*

\* limited to 1 company

**Mileage** - make sure the visitors keep talking about your company

## Key deliverables

- ▶ Exclusive logo on water bottle label
- ▶ Quantity of bottles distributed free of charge to visitors: 8,000

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitation

INR 150,000 / EUR 2.000

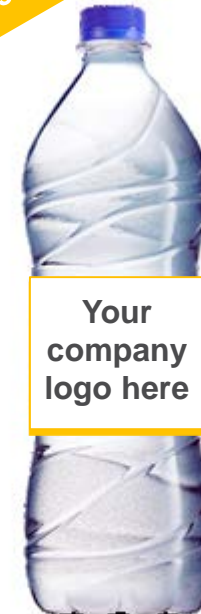


Image is for representation purpose only

# Mobile Charging Station Partner\*

\* limited to 1 company

**Mileage** - high visibility in our unique business meet program

## Key Deliverables

- ▶ Exclusive branding on mobile charging stations

## Online

- ▶ Company logo to be featured in event website and linked to the company website
- ▶ Dedicated emailer to our visitor database with your company logo

## Print

- ▶ Logo and profile in show catalog
- ▶ Logo on trade fair invitations



Image is for representation purpose only



# Exhibitor Press Release

**Mileage** – increased awareness and targeted communication of exhibitor news

## Key Deliverables

- ▶ Early communication about company's participation and the highlights presented at the trade fair
- ▶ Increased awareness of trade press and visitors before, during and after show

## Online

- ▶ Exhibitor Press Release in dedicated section on our website
- ▶ PR to be provided by exhibitor

INR 5,000 / EUR 70




Trade fair - Travel & Accommodations - Exhibitor list Supporting program Fairgrounds map

Trade fair > For the press > Exhibitor press releases

### Exhibitor press releases

The latest press releases from exhibitors of LASER World of PHOTONICS INDIA are available here.


Below you can find an overview of our exhibitor press releases for LASER World of PHOTONICS INDIA 2015:

 → Jenoptik with High-Performance Products at LASER India 2015.  
Trade Press Release July 28, 2015

**SAVE THE DATE**

→ LASER World of PHOTONICS INDIA  
New Delhi, Pragati Maidan  
September 14 – 18, 2017

**Your contact**

 **Eidharth Narein**  
Sr. Manager, Marketing & Communications  
Tel.: +91 22 4255-4739  
E-mail: [eidharth.narein@lwi-india.in](mailto:eidharth.narein@lwi-india.in)

Save contact (VCF)

Image is for representation purpose only

# Print Show Catalog

Increase your awareness and draw the visitors' attention to your company during and after the show

## A-Z Category

- ▶ Logo in A-Z category | **EUR 100 / INR 7,000**
- ▶ Logo in Hall Plan | **EUR 140 / INR 10,000**
- ▶ QR code | **EUR 200 / INR 14,000**

## Product Index

- ▶ Logo in product index | **EUR 60 / INR 4,000**

## Advertisement\*

- ▶ Double spread | **EUR 1.200 / INR 84,000**
- ▶ Full page | **EUR 800 / INR 56,000**
- ▶ Front inside cover | **EUR 1.100 / INR 77,000**
- ▶ Back inside cover | **EUR 1.000 / INR 70,000**
- ▶ Back cover | **EUR 2.500 / INR 175,000**
- ▶ First page (after inside cover) | **EUR 1.500 / INR 105,000**
- ▶ Last page (before back inside cover) | **EUR 900 / INR 63,000**
- ▶ ½ Page inside | **EUR 600 / INR 42,000**

\*Full page - width: 120 mm x height: 210 mm

Half page - width: 95 mm x height: 90 mm

Double spread - width: 240 mm x height: 210 mm (+3 mm bleed around)

Front inside cover / Back inside cover / Back cover - width: 120 mm x height: 210 mm

LASER <sup>World of</sup> PHOTONICS INDIA 

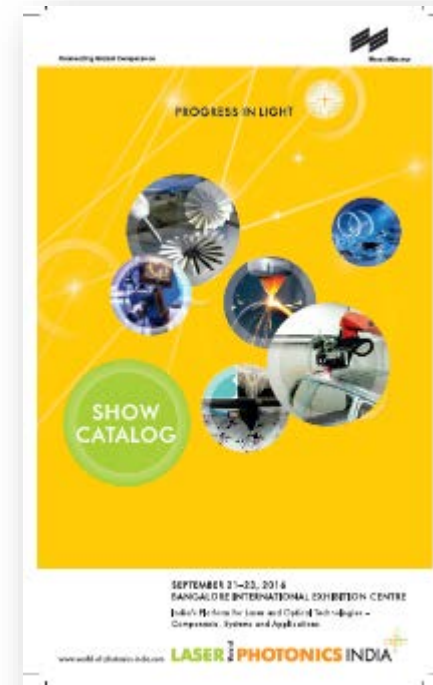


Image is for representation purpose only

# Online Show Catalog

Increase your awareness and draw the visitors' attention to your company before, during and after the show

## Exhibitor Directory (A-Z Category)

- ▶ Company Logo | EUR 70 / INR 5,000

## Premium Listing (A-Z Category)

- ▶ 1<sup>st</sup> Position | EUR 300 / INR 20,000
- ▶ 2<sup>nd</sup> Position | EUR 200 / INR 10,000
- ▶ 3<sup>rd</sup> Position | EUR 100 / INR 7,500
- ▶ Full size banner | EUR 300 / INR 20,000



Image is for representation purpose only

## Combined Media

- ▶ Extended company profile (print and online) | EUR 15 / INR 1,000 per line (Additional text, 1<sup>st</sup> 150 characters are free as part of basic entry)
- ▶ Product image with text and headline (print A-Z category + online) | (1 image plus 150 characters) EUR 140 / INR 10,000
- ▶ Additional product category (print and online) | EUR 40 / INR 3,000
- ▶ Logo in hall plan (onsite + print catalog) | EUR 250 / INR 17,500

# Show Catalog Packages

Increase your awareness even more by booking an advantageous package

## Logo Package (print + online)

- ▶ Company profile (A-Z category)
- ▶ Hall plan (print)
- ▶ Company logo (product index)
- ▶ Online show catalog
- ▶ Onsite hall plan

**Eur 700 / INR 50,000**



Image is for representation purpose only

## Starter Package

- ▶ Basic entry
- ▶ Company logo in A-Z category (print + online)
- ▶ 300 characters in company text profile (print + online)
- ▶ One product image with text and headline

**Eur 310 / INR 22,000**

(10% package discount)

## Advanced Package

- ▶ Basic entry
- ▶ Five additional product categories in product index
- ▶ Logo package
- ▶ One product image with text and headline
- ▶ Full size banner

**Eur 995 / INR 71,000**

(25% package discount)



# How to book your Sponsorship Package

We will be happy to support you in making more of your participation in LASER World of PHOTONICS INDIA 2018.

► Contact us for more information and sponsorship booking:



**Rima Dodhia**  
Project Director  
Tel. : +91 9833220450  
E-mail: [rima.dodhia@mm-india.in](mailto:rima.dodhia@mm-india.in)