

# Value Propositions, Conference Highlights & Delegate Profile



www.texasventures.us/india/smb

Date : 10th May 2023.  
Time : 4.00 pm to 8.40 pm.  
Venue : Coimbatore, Tamilnadu, India.



CODISSIA  
Intec Technology Centre

Business Transformation



TODAY'S SMB



TOMORROW'S LSB



## Value Propositions

Your ONE & ONLY chance to get in front of the Highest Quality & most Targeted Manufacturing Community.

- Speakers** - Celebrated Global Speakers & Industrial Tycoons will address the conference and share their experience. There will be a one - to - one interaction opportunities with them.
- Content** - Top class International Content will give an overview and an opportunity to learn best practices of world class manufacturing.
- The best value you can find** - No other marketing medium can deliver the return on your investment (ROI) that you will get from this event. It provides an opportunity to make personal contact with the cream of manufacturers and reach out to the critical mass of potential 250 decision makers. Increase market exposure and generate profitable new business.

## Conference Highlights

- Top 250 CEOs from manufacturing companies to create an interactive forum.
- Provides guidelines to achieve world-class manufacturing standards.
- Gains from the wisdom of top practicing managers and leadership gurus about the worldwide best manufacturing practices.

## Print & Direct Marketing

(with Sponsors logo)

- \* Advertisements in all leading Business News Papers.
- \* Advertisements, Multi-page inserts & Editorial coverage in leading B2B Magazines.
- \* Online promotions on leading Website.
- \* Nearly 3,000 printed mailers will be sent to potential delegates.
- \* Live Streaming of the entire conference on YouTube.
- \* EDM's will be sent to more than 5,00,000 senior executives of the manufacturing industry.
- \* A month long tele calling to around 3,000 contacts.

## Delegate Profile

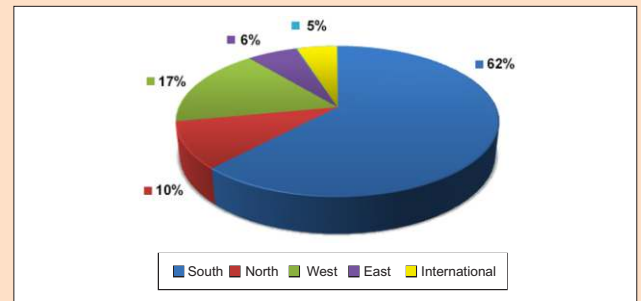
### Classification by Company Size

Large Scale Enterprises	15%
Medium Scale Enterprises	40%
Small Scale Enterprises	45%

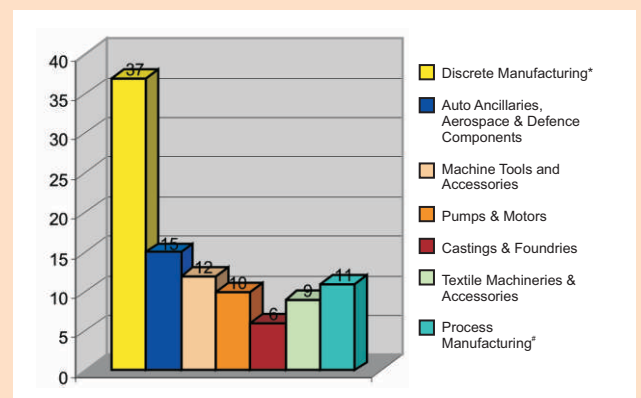
### Classification by Job Function

Chairman, MD, CEO, CTO, CFO, COO & Senior-Level Management	75%
Middle Level Management & Consultants	10%
Association & Government Body Representatives	10%
Other Job Functionaries	5%

### Classification by Geographical Region (India)



### Classification by Industry



\* Discrete Manufacturing : Manufacturers of Gears, Compressors, Driers, Cooling Towers, Heat Exchangers, Valves, Pneumatic & Hydraulics, Sheet Metal, Welding & Cutting Machines, Fabricators.

# Process Manufacturing: Manufacturers of Textiles, Papers, Cements, Paints, Pharma & Chemical.

Note : These are based on Texas Ventures analysis. May vary from actual attendees.

# BRANDING OPPORTUNITY FOR SPONSORS

## Branding of Sponsors at Small is Big Conference Venue



Registration Counter



Welcome Banner



Standy



Hoarding at the Entrance of the Conference Venue



Main Stage



Sponsors Stalls at Conference Venue



SMB Standy



Sponsors Standy at Conference Venue



Hoarding @ the Entrance of the Exhibition Venue



SMB Standy



Sponsors Standy at Conference Venue

## Small is Big Awards

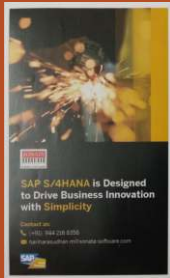


# BRANDING OPPORTUNITY FOR SPONSORS

## Sponsors Stall @ Subcon Exhibition Venue



## Sponsors Branding in Print and Digital Media



### PRINT ADVERTISEMENT



Sponsors Advertisement in Subcon Fair (Exhibitor) Directory

Full page advertisement in News Paper



Full Page Advertisement

Small is Big Event Coverage

EDM Electronic Direct Mailer

Website

## Conclave Sponsorship

Small is Big Conference presents numerous opportunities to raise your company's profile and build brand awareness. It also offers an excellent opportunity to showcase your products to 1 lakh+ business visitors at SUBCON 2020. The Sponsorship packages have been designed to give you the flexibility to tailor your activities to reflect your budget and branding aspirations, from high-impact branding to overwhelm your competition and impress your target audience, to subtle but effective brand visibility.

### Platinum Sponsors (Two Nos.) - ₹ 5,00,000/-

- Prominent Display of Platinum Sponsors logo on the Conference Back Drop.
- **20 Minutes speaker slot during the conference.**
- Strategic & Standout display of Platinum Sponsors logo on all conference marketing collaterals including pre-event DM's & EDM's, conference website, brochures, invitations, advertisements, pre & post event coverages in all leading main stream news papers & B2B magazines.

**18 Sq.Mt. STALL FOR 3 DAYS IN A VERY PREMIUM LOCATION (HALL - A) AT SUBCON 2020 EXHIBITION VENUE (CODISSIA TRADE FAIR COMPLEX).**

- **9 Sq.Mt. Stall @ the Conference Venue.**
- **One full page colour advertisement in SUBCON 2020 exhibitors directory (Print run of 50,000 copies).**
- 10 VIP Invitations for your clients to attend the conference
- 5 Networking passes for senior management of your company to attend the conference.
- 100 visitor passes for the Exhibition.
- Platinum Sponsors Brochures & Compliments will be inserted inside the delegate bag.
- Sharing of the Delegate Data.

### Gold Sponsors (Three Nos.) - ₹ 2,50,000/-

- Prominent display of Gold Sponsors logo on the Conference backdrop.
- **5 mins of Audio and Video presentation of the Gold Sponsor will be showcased during the conference.**
- **One full page colour advertisement in SUBCON 2020 exhibitors directory (Print run of 50,000 copies).**
- Standout display of your logo in all conference marketing collaterals including pre-event DM's & EDM's, invitations, conference brochures and post-event collaterals.
- Prominent Logo display in all advertisement - Print and Online.

- 6 VIP Invitations for your clients to attend the conference .
- 3 Networking passes for senior management of your company to attend the conference.
- 100 visitor passes for the Exhibition .
- Gold Sponsors Brochures & Compliments will be inserted inside the delegate bag.
- Sharing of the Delegate Data.

**9 Sq.Mt. STALL FOR 3 DAYS IN A VERY PREMIUM LOCATION (HALL - A) AT SUBCON 2020 EXHIBITION VENUE (CODISSIA TRADE FAIR COMPLEX).**

### Silver Partners (Three Nos.) - ₹ 1,00,000/-

- Display of Silver Partners logo on the Conference Backdrop.
- Display of your logo in all conference marketing collaterals including pre-event DM's & EDM's, invitations, conference brochures and post-event collaterals.
- Logo display in all advertisement - Print and Online.
- Silver Partners Brochures & Compliments will be inserted inside the delegate bag.
- Display of partner's standy @ the conference venue.

- One full page Black & White advertisement in SUBCON 2020 exhibitors directory (Print run of 50,000 copies).
- 3 VIP Invitations for your clients to attend the conference .
- 2 Networking passes for senior management of your company to attend the conference.
- 100 visitor passes for the Exhibition.

**9 Sq.Mt. STALL FOR 3 DAYS AT SUBCON 2020 EXHIBITION VENUE (CODISSIA TRADE FAIR COMPLEX).**

## SMB Secretariat

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Scan the QR Code on your Android Phone for more info

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