

Value Propositions, Conference Highlights & Delegate Profile



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TODAY'S SMB



TOMORROW'S LSB

Date : 25th May, 2018. Time : 4.00 pm to 8.40 pm
Venue: The Residency Towers, Coimbatore, Tamilnadu, India.

Value Propositions

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

1. 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.

2. Content - Top class International Content will give an overview and an opportunity to learn best practices of world class manufacturing.

3. 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.
- ★ 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

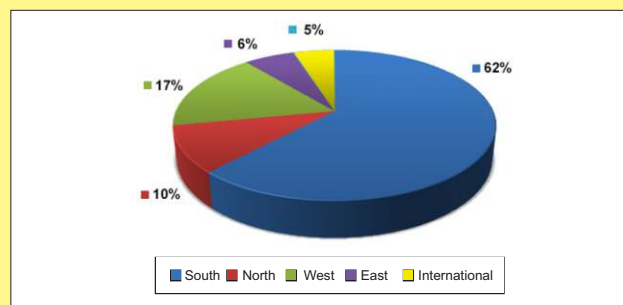
Classification by Company Size

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

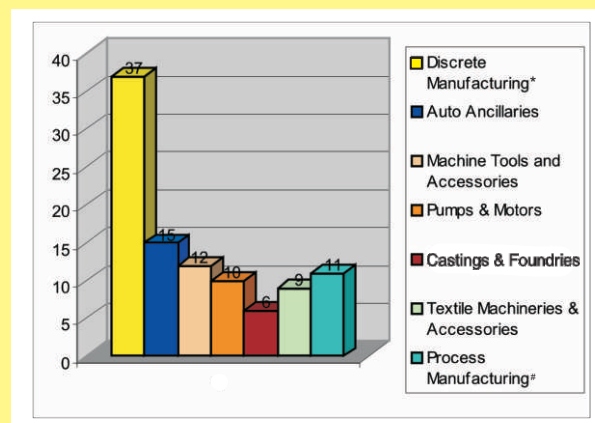
Classification by Job Function

Chairman, MD, CEO & 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 TexasVentures analysis. May vary from actual attendees.

BRANDING OPPORTUNITY FOR SPONSORS

Branding of Sponsors at SMall is Big Conference Venue

SMB 1st Edition



Registration Counter



Welcome Banner



Standby



Main Stage



Sponsors Stalls at Conference Venue



Hoarding at the Entrance of the Conference Venue

SMB 2nd Edition



Main Stage



Hoarding @ the Entrance of the Exhibition Venue



SMB Standby



Sponsors Standby at Conference Venue

SMall is Big Awards



BRANDING OPPORTUNITY FOR SPONSORS

Sponsors Stall @ Subcon Exhibition Venue

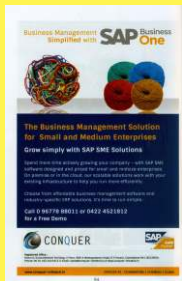
SMB 1st Edition



SMB 2nd Edition



Sponsors Branding in Print and Digital Media



Partners Advertisement in Subcon 2016 Fair Directory

AFTERNOON



Half page advertisement in After Noon News Paper



Full Page Advertisement



Small is Big Event Coverage



EDM
Electronic Direct Mailer



Website

Conclave Sponsorship

SMB 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 2018. 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 (One No.) - ₹ 7,50,000/-

- 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.
- One full page colour advertisement in SUBCON 2018 exhibitors directory (Print run of 50,000 copies).
- 9 Sq.Mt. stall at the SMB is Big Conference Venue.
- **Platinum Sponsors Logo will be engraved in the Awards.**
- 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.

**18 Sq.Mt. STALL FOR 3 DAYS
IN A VERY PREMIUM LOCATION (HALL - D)
AT SUBCON 2018 (CODISSIA TRADE FAIR COMPLEX).**

Gold Sponsors (Two Nos.) - ₹ 4,00,000/-

- Prominent display of Gold Sponsors logo on the Conference backdrop.
- **10 Minutes speaker slot during the conference.**
- One full page colour advertisement in SUBCON 2018 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 - D)
AT SUBCON 2018 (CODISSIA TRADE FAIR COMPLEX).**

Silver Partners (Three Nos.) - ₹ 2,00,000/-

- 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.
- One full page Black & White advertisement in SUBCON 2018 exhibitors directory (Print run of 50,000 copies).
- **5 mins of Audio and Video presentation of the Silver Sponsor will be showcased during the conference.**
- 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 (HALL - D) AT SUBCON 2018
(CODISSIA TRADE FAIR COMPLEX).**

SMB Secretariat

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Scan the QR Code on your
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