

LABELEXPO INDIA

SPONSORSHIP
OPPORTUNITIES



**LABELEXPO
INDIA 2022**

SPONSORSHIP OPPORTUNITIES

ARE YOU PREPARED?

So you've made the right decision to exhibit at the largest event for the label and package printing industry in South Asia.

Every exhibitor is competing for visitors' attention – make it easy! Give yourself that extra edge to drive visitors to your booth and ensure they'll recognize your brand. Be creative! Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product.

They are cost-effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities. Bespoke packages are also available – do your own thing!

OPTIONS INCLUDE:

- // Banners
- // Registration
- // Lanyards
- // Badges
- // Show Guide
- // Carrier bags
- // Video packages
- // Shuttle bus
- // Mask and hand sanitisers
- // Floor tiles



Contact us today to discuss your requirements.

e: bookings@labelexpo.com
w: www.labelexpo-india.com

REGISTRATION

FRONT OF STAGE



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Benefit from exposure to all the industry professionals as they arrive at Labelexpo India. Your logo will be included on the main registration banner, show guide and website.

EXCLUSIVE TO ONE SPONSOR ONLY

COST:

£8,500 / Rs 850,000

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OUTDOOR FLAGS

FIRST
IMPRESSIONS LAST

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Located by the hall gates, this is an eye-catching location that creates high levels of valuable exposure for your brand.

THERE ARE FIFTY FOUR AVAILABLE TO SPONSOR

COST:

£2,500 / Rs250,000 – PER 5 FLAGS

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WELCOME BANNERS

MAXIMUM EXPOSURE



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Benefit from exposure to all the industry professionals as they walk around at Labelexpo India. Your company branding will be located in a prominent position, providing you with an excellent opportunity to raise awareness of your presence at the show.

THERE ARE SIX AVAILABLE TO SPONSOR

COST:

£5,000 / Rs 500,000

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REGISTRATION BUNTING

FIRST IMPRESSIONS LAST

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Your company branding located in a prominent position in the registration foyer providing you with an excellent branding opportunity.

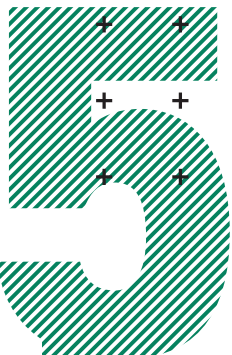
COST:

£3,000 / Rs 300,000 – PER BLOCK OF 5

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FREE STANDING BANNERS

STAND TALL

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This eye-catching branding opportunity which can be positioned anywhere outside the hall. These sites are visible to all visitors entering the exhibition.

COST:

£1,000 / Rs100,000 PER 1 FREE STANDING BANNER

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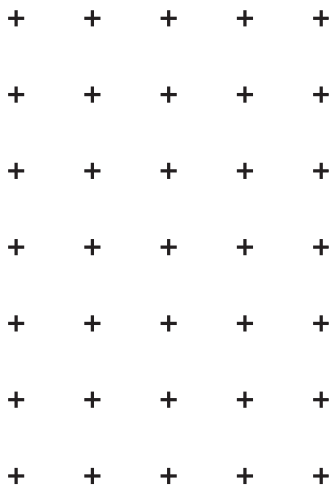
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FLOOR TILES

STRATEGIC MESSAGING



Located at various locations across the halls, these floor tiles display your company logo, stand number and a promotional message. This is the perfect way to help attendees find your stand! Simply provide us with the graphics and we'll do the rest.

COST:

OPTION	SIZE	COST
PAIR OF TILES (2 TILES)	Size 1mx1m (3 feet x 3feet)	£4,000 / Rs 4,00,000



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CARRIER BAGS

HOLD ON TO
YOUR CLIENTS

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The branded bags provide unique exposure at the show, ensuring a massive brand impact to all attendees including key decision makers. This is your exclusive opportunity to have your logo reproduced on all bags.

EXCLUSIVE TO ONE SPONSOR ONLY

COST:

£5,000 / Rs 5,00,000

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LANYARDS

PAY AND DISPLAY



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Imagine every visitor turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a lanyard which they wear throughout the day and keep afterwards.

EXCLUSIVE TO ONE SPONSOR ONLY

OPPORTUNITIES:

OPTION	COST
LANYARDS (PROVIDED BY SPONSOR)	£4,000 / Rs 4,00,000
LANYARDS (PROVIDED BY ORGANISER)	£7,000 / Rs 7,00,000

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BADGES

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Your logo printed on every Labelexpo India visitor badge issued, be seen by every attendee and gain enhanced visibility.

EXCLUSIVE TO ONE SPONSOR ONLY

COST: **£3,000 / Rs 300,000**

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VIDEO PACKAGE

VIDEO ENGAGEMENT



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| + | + | + | + | + | Our video crew can film your machine in action. This footage will then be edited by the Labels & Labeling team and promoted in: |
| + | + | + | + | + | // One day of the Labelexpo India Show Daily |
| + | + | + | + | + | // One month of Label News India |
| + | + | + | + | + | // Listed for one year on www.labelsandlabeling.com/video |
| + | + | + | + | + | // Linked to your company's profile in the L&L supplier's directory - www.labelsandlabeling.com/suppliers |
| + | + | + | + | + | It is also possible for us to include your video in the Labelexpo India review edition of Labels & Labeling magazine – your video will then be embedded into the online version of the magazine.* |
| + | + | + | + | + | *subject to content of video |

COST: **£500 / Rs 50,000**



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SHUTTLE BUS



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Cover the free to use Labelexpo India shuttle bus with your marketing and branding messages. The free shuttle bus service runs from Noida Botanical Garden metro station to the exhibition center. As the bus's exclusive sponsor, your logo will be a large feature on the outside of the bus. Your brochure or leaflet will be placed on every seat - the driver will ensure they are in place at the start of every transfer. This is a fantastic opportunity to reach your target audience while they're fresh and alert on the way to the show and be the last brand they think of as they leave the show.

EXCLUSIVE TO ONE SPONSOR ONLY

COST:

£6,000 / Rs600,000

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MASK AND HAND SANITISERS



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Benefit from exposure to all the industry professionals as they walk into at Labelexpo India, by placing your logo and brand on the hand sanitisers and face masks that will be made available to all attendees.

EXCLUSIVE TO ONE SPONSOR ONLY

COST:

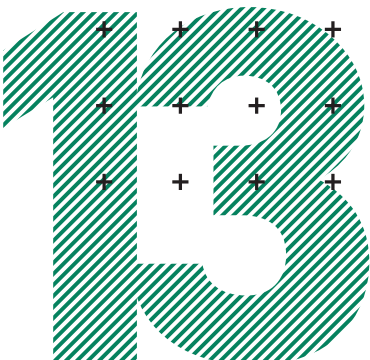
£5,000 / Rs500,000 - PRODUCTION BY SPONSOR

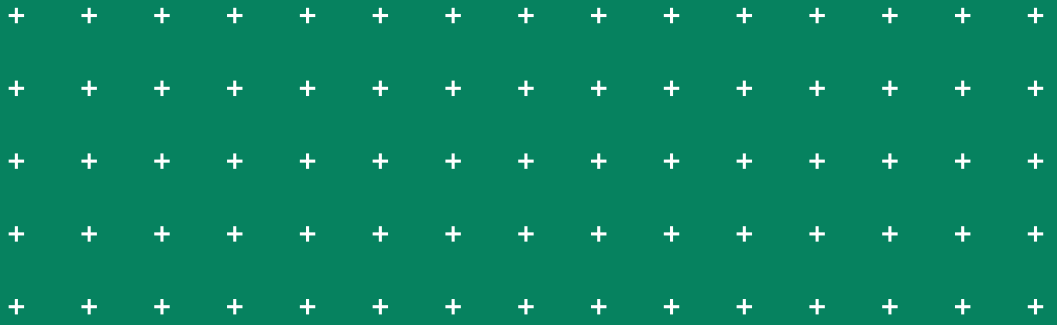
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LABELXPO EVENTS

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Donald E. Stephens
Convention Center,
Chicago

// **Labelexpo Europe**
Brussels Expo,
Brussels

// **Labelexpo India**
India Expo Centre,
Greater Noida, Delhi
NCR

// **Labelexpo Asia**
Shanghai New
International Expo
Centre

// **Labelexpo Southeast
Asia**
BITEC, Bangkok

// **Labelexpo South
China**
Shenzhen World
Exhibition &
Convention Center

// **Labelexpo Mexico**
World Trade Center
Mexico City

ABOUT THE ORGANIZERS

The Labelexpo Global Series is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media. Through long established relationships with industry associations, media and other partners, the Labelexpo Global Series is an integral part of the label and package printing industry.



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