

**REACH OUT TO B2G & B2B DECISION MAKERS IN  
CITY INFRASTRUCTURE DEVELOPMENT & BUILT ENVIRONMENT**

future cities  
a 360 degree event on city development



**PARTNERSHIP &  
BRANDING  
OPPORTUNITIES**



Smart & Sustainable  
Urban Solutions



Innovative Building  
Materials & Technologies



Architecture in the  
Age of Millennials

The background of the slide features a blue-tinted image of a city skyline, likely New York City, with various skyscrapers visible. Overlaid on this image is a white network diagram consisting of several circular nodes connected by thin lines, suggesting a global or interconnected theme.

**Sponsorships increase the attraction  
of your target audience by **104%****

Source : Centre for Exhibition Industry Research (CEIR)

## PARTNERSHIP & BRANDING OPPORTUNITIES

Partnership opportunities provide cost-effective ways of reaching a targeted audience with a greater impact. These not only offer excellent branding opportunities to a quality audience, but also give you a wider reach across various media vehicles. **By integrating exhibition and partnership opportunities, you can increase your visibility to your target audience, and position your company as an industry leader.**

India's leading tradeshow focused on solutions for smart and sustainable cities, Municipalika, CAPEX & AAM are uniquely positioned to provide a variety of innovative branding, marketing and promotional opportunities. No matter what size of budget you have, we ensure that we work with you to select and develop an option tailored to meet the specific needs of your company and brand.

# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS IN 2020

Supported by Government of India



Ministry of Housing and Urban Affairs  
Ministry of Electronics and Information Technology  
Ministry of Steel  
Ministry of New and Renewable Energy



Ministry of Water Resources,  
River Development & Ganga Rejuvenation  
Ministry of Environment,  
Forest & Climate Change



Ministry of Home Affairs Office of the Fire Adviser  
Ministry of Road Transport and Highways  
Department of Telecommunications



Host State



Partner States



International Partner



Feature State



Host City



Partner City



Co-Partner



Associate Partners



Supported by



Supported by



Building Technology Partner



Technology Partners



Featured Exhibitors



Featured Exhibitors



Featured Exhibitors



e-Governance Solutions Partner



Industry Partners



Industry Partners



Institution Partners

Exhibition Organised by

Conference Organised by

Powered by



## PARTNERSHIP OPPORTUNITIES AT MUNICIPALIKA, CAPEX & AAM BENEFIT YOU IN THE FOLLOWING WAYS:

- Experience a high-profile presence among the decision makers in Central/ State Governments, Urban Local Bodies, Urban Utilities , City Infrastructure Development Agencies, Multilateral Institutions, Trade Bodies and Associations, Real Estate and Built Environment Industry etc.
- Strengthen your Brand Recall.
- Increase levels of awareness of your brand and products among City Managers, Urban Policy and Decision Makers, Real Estate Developers, Consultants, Contractors, Architects, Engineers, EPC Contractors, MEPF Consultants, Systems Integrators.
- **Showcase your products to a highly targeted audience.**
- Create opportunities for interaction between your brand and its potential consumers.
- **Reach out to both B2G & B2B audience & buyers under one roof**



# HOSTED VIP DELEGATE PROGRAMME PARTNERSHIP



We have launched unique Hosted VIP Delegate programme where hundreds of hand-picked VIP delegates and decision makers with purchasing authority from urban local bodies, utilities, real estate, architects, engineers, consultants etc from all the major cities of India will be flown in and hosted at the shows.



You will get to become their Host. You will get branding at all possible places, informing them of you being their host. You will also get chance to have one on one meeting with these VIP delegates.



Partners and co-partners of the Hosted VIP Delegate programme will steal one of the most important parts of the show, at a relatively low cost, on first-come basis.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	12,00,000	20,000	Exclusive
	6,00,000	10,000	Shared





## PILLAR BRANDING

Have your company name and message prominently displayed on a display panel of 10' high x 3' wide.

## DISPLAY STANDEES

Have your company name and message prominently displayed at a strategic location on 6' high x 3' wide standees.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	30,000	500	Per Piece



## VIP/BUSINESS LOUNGE

A top of the line business lounge will be created wherein exhibitors will be discussing important deals with key decision makers. Your logo will be displayed at various prominent locations in the business lounge. Apart from this, you can place your literature in the business lounge.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	10,00,000	17,000	Exclusive
	5,00,000	8,500	Shared





## FEATURE / WRITE-UP IN EXHIBITION DIRECTORY

The exhibition directory is one of the most sought after reference guide. Exhibition directory is used by top decision makers from time to time and remains as a reference book in their library. A feature or write-up is a unique way of attracting the attention of these decision makers and acts as an additional medium of marketing your product/technology.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	1,00,000	1,700	Shared



## ADVERTISEMENT / WRITE-UP IN SHOW NEWSLETTER

Show newsletter is the most widely distributed communication. The newsletter is released during the exhibition and it contains a detailed report on the inauguration, conference/ presentation/roadshow schedule, etc. An advertisement/write-up in the newsletter creates a buzz and attracts attention of the participants, VIP visitors and general visitors.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	1,00,000	1,700	Shared





## BUYERS & VIP KIT BAGS

Welcome bags containing information about the exhibition will be distributed to VIP's, press & buyers. Your logo will appear on the bag.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	5,00,000	8,500	Exclusive (for 1000 numbers)



## SHOW CARRY BAG

Provide visitors with show bags to help them collect information. Your logo and message will appear on the show carry bags to be distributed from the registration area and help desk counters.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	5,00,000	8,500	Exclusive (for 5000 numbers)



LANYARD

Attractive lanyards are produced to hold the entry badges and distributed to all exhibitors, general visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEx, AAM	10,00,000	17,500	Exclusive (for 5000 numbers)



## BADGE

The badge is one of the widely distributed and most visible elements. Badges will be provided to all participants, trade visitors, press, delegates, VIPs. Your logo will appear in the main section of the badge.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	10,00,000	17,500	Exclusive (for 5000 numbers)



## BUSINESS CARD ALBUM

Hosted buyers and VIPs at the exhibition will be given an attractive business card album. Sponsoring this may be the most effective means to register your brand to the most important visitors in the exhibition, for a long time.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	3,00,000	5,000	Exclusive (for 1000 numbers)

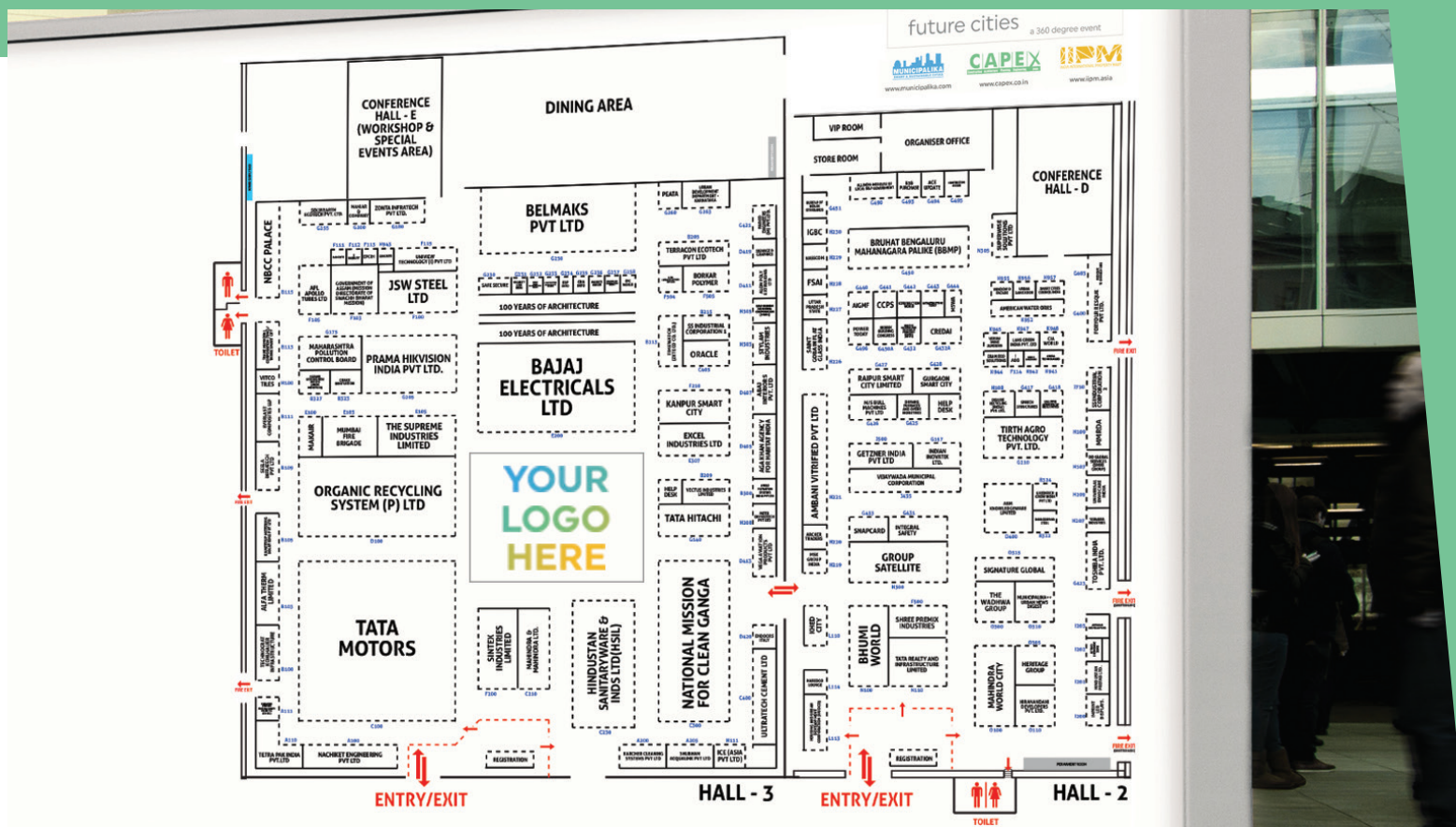




## WALK-WAY BILLBOARDS

Have your message/ ad on 10ft ht x 12ft wide billboards in main walk-way leading upto the main entrance.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	60,000	1,000	Per Piece



## HALL LAYOUT PLANS

Give your company a never before exposure. A site much referred to by all visiting delegates. The layout plans will be placed at prime locations in the fair ground. Your logo will appear on the layout plan, giving your company an instant edge.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	1,00,000	1,700	5 Nos





## ROADSHOW FOR URBAN LOCAL BODIES, UTILITIES, REAL ESTATE SECTOR

Being part of an exclusive roadshow provides an opportunity to showcase your products, technologies and solution to an exclusive target audience of 75-100 senior level decision makers at different locations.v

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	7,50,000	12,750	Road Show at Show Venue
	15,00,000	25,000	Road Show at 5 Star Hotel

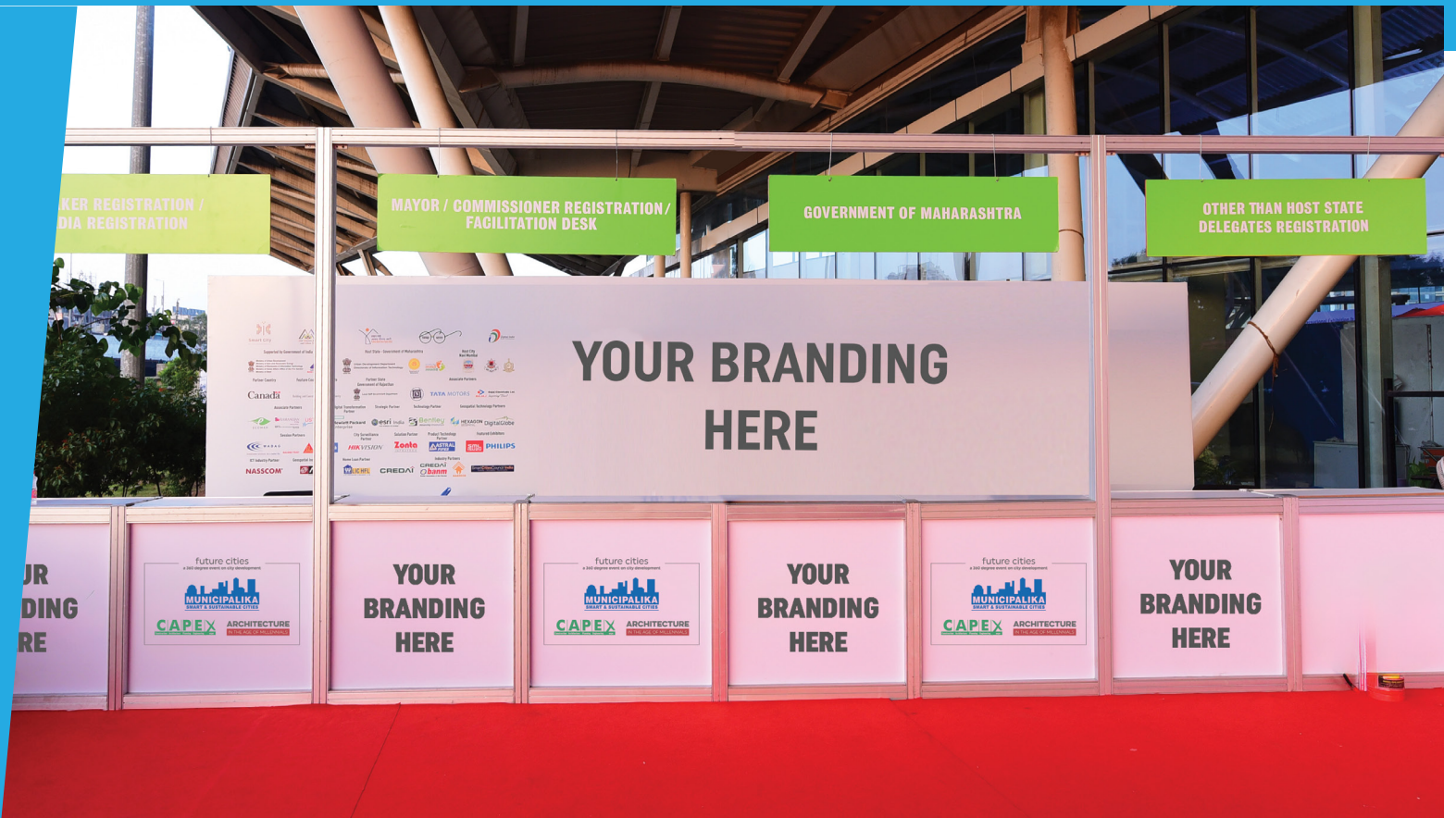


## NETWORKING BREAKFAST / LUNCH / DINNER

Networking breakfast/lunch/dinner is attended by the decision makers from the exhibiting companies and VIP visitors and delegates. Your logo will be displayed at various prominent locations in the dining area. You will be provided with self standing display wall at vantage locations for putting up your publicity posters/logo/branding. You will also be given 15 minutes for A/V presentation.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	10,00,000	17,000	Exclusive





## REGISTRATION AREA

Give your logo a headstart. Registration counters will be situated at the entrance for the registration of delegates, business visitors & general visitors. Your logo will appear on the registration backdrop & front fascia of the registration counter. You will be provided with self standing display wall at vantage locations for putting up your publicity posters/logo/ branding.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	10,00,000	17,000	Exclusive



## MEETING DIARY PARTNER

The Meeting Diary Partner occupies premium brand space in the meeting diary web portal and mobile apps. Every meeting request and confirmation email sent carries your branding, and your banners appear on every screen inside the app, keeping you at the forefront of every buyer interaction before the show even starts.

Pricing: exclusive of GST @18%	INR	US\$	Type of Partnership
Municipalika, CAPEX, AAM	3,00,000	5,000	Exclusive

## PARTNERSHIP OPPORTUNITIES

	Municipalika, CAPEx, AAM	Type of Partnership
Principal Partner	INR 30,00,000 / USD 60,000	Exclusive
Co-Partner	INR 20,00,000 / USD 40,000	Shared
Associate Partner	INR 15,00,000 / USD 30,000	Shared
Session Partner	INR 10,00,000 / USD 20,000	Shared
Product / Tech Services Presentation	INR 6,00,000 / USD 10,000	Shared
Partner Country	USD 60,000	Exclusive
Country Pavilion	USD 30,000	Shared
Partner State	INR 30,00,000	Exclusive
Feature State	INR 22,50,000	Shared
State Pavilion	INR 15,00,000	Shared
Partner City/ Union Territory (UT)	INR 15,00,000	Exclusive
City/Union Territory (UT) Pavilion	INR 10,00,000	Shared

## BRANDING OPPORTUNITIES

Hosted VIP Delegate Programme Partnership	INR 12,00,000 / USD 20,000 INR 6,00,000 / USD 10,000	Exclusive Shared
Roadshow For Urban Local Bodies, Utilities, Real Estate Sector	INR 7,50,000 / USD 12,750 INR 15,00,000 / USD 25,000	Road Show at Show Venue Road Show at 5 Star Hotel
VIP/ Business Lounge	INR 10,00,000 / USD 17,000 INR 5,00,000 / USD 8,500	Exclusive Shared
Registration Area	INR 10,00,000 / USD 17,000	Exclusive
Networking Lunch / Dinner	INR 10,00,000 / USD 17,000	Exclusive
Feature / Writeup In Show Newsletter	INR 1,00,000 / USD 1,700	Shared
Advertisement / Writeup In Show Newsletter	INR 1,00,000 / USD 1,700	Shared
Buyers & Vip Kit Bags	INR 5,00,000 / USD 8,500	Exclusive (for 1000 numbers)
Lanyard	INR 3,00,000 / USD 5,000	Exclusive (for 5000 numbers)
Show Carry Bag	INR 5,00,000 / USD 8,500	Exclusive (for 5000 numbers)
Badge	INR 10,00,000 / USD 17,500	Exclusive (for 5000 numbers)
Business Card Album	INR 3,00,000 / USD 5,000	Exclusive (for 5000 numbers)
Walk-Way Billboards	INR 60,000 / USD 1,000	Per Piece
Hall Layout Plans	INR 1,00,000 / USD 1,700	5 Nos
Pillar Branding / Display Standees	INR 30,000 / USD 500	Per Piece
Meeting Diary Partner	INR 3,00,000 / USD 5,000	Exclusive

PARTNERSHIP OPPORTUNITIES COST-BENEFIT MATRIX														
Facilities	Partner Country	Feature Country	Country Pavilion	Partner State	Feature State	State Pavilion	Premium Partner City	Partner City/ Union Territory (UT)	City/ Union Territory (UT)	Principal Partner	Co - Partner	Associate Partner	Session Partner	Product / Tech Service Presentation
Exhibition Space (sq. mtr.)	75	50	36	50	36	24	48	24	24	100	50	36	18	9
Marketing Presentation Slot (minutes)	15	10	10	x	x	x	x	x	x	15	10	10	10	10
Guest of Honour at Inauguration	y	x	x	y	y	y	y	x	x	x	x	x	x	x
Presentation in Plenary Session	x	x	x	y	y	x	y	y	x	x	x	x	x	x
Presentation in Technical Session	y	x	x	y	y	y	y	x	x	x	x	x	x	x
Appropriate Media Coverage/Logo Mileage Options	y	y	y	y	y	y	y	y	x	y	y	y	y	x
Advertisement in Conference Papers/ Exhibition Directory	Full Page	Full Page	2 Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page
Advertisement in Urban News Digest	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page
Profile / Brochure in Delegate Kit	y	y	y	y	y	x	y	y	x	y	y	y	y	x
Waiver of Delegate Charges	25	15	10	25	15	10	10	10	5	10	5	2	2	2
Local Hosting & Transport	x	x	x	6 Persons	4 Persons	2 Persons	4 Persons	2 Persons	1 Person	x	x	x	x	x
Partnership Charges	US\$ 60,000*	US\$ 45,000*	US\$ 30,000*	₹ 30 Lacs*	₹ 22.5 Lacs*	₹ 15 Lacs*	₹ 25 Lacs*	₹ 15 Lacs*	₹ 10 Lacs*	₹ 30 Lacs/ US\$ 60,000*	₹ 20 Lacs/ US\$ 40,000*	₹ 15 Lacs/ US\$ 30,000*	₹ 10 Lacs/ US\$ 20,000*	₹ 6 Lacs*/ US\$ 12,000*

\*Add 18% GST extra.









**Good Governance  
India Foundation**

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