

# Sponsorship Opportunities

Brand building gateway



International Machine Tool &  
Manufacturing Technology Exhibition

Concurrent shows



Seminar



23 - 29 January 2025, Bengaluru, India

Organiser



Venue



As one of the leading machine tool and manufacturing technology shows in the world, IMTEX has always been a showstopper for machine tool builders. Participating in IMTEX would give you an opportunity to garner business orders, generate good business enquiries, connect with industry professionals, gain knowledge, and find new markets.

IMTEX, with a legacy of more than 5 decades, has played a stellar role in the growth of manufacturing industries as it always attract large number of visitors and trade delegations supporting the business growth for exhibitors.

The previous edition of IMTEX, held in 2023 was a runaway hit.

# IMTEX 2023 Highlights

## Facts & Figures



**991**  
Exhibitors



**5** Country  
Pavilion



**5** Exhibition  
Halls



**96,000**  
Visitors



**₹2,200 to  
₹2,800 Cr.**  
Orders



**₹31,000 Cr.**  
Enquiries

## Visitor Badge Lanyards

₹ 10,00,000/- Per Sponsor (2 Companies)

All business visitors, receive a name badge to be worn for the entire duration of the exhibition. Have your branding on each lanyard attached to the same badge, become associated with IMTEX in a new way.

- Your company name will be printed in repeated pattern on the lanyard
- Acknowledgment with logo on THANK YOU board in the venue
- Acknowledgment with logo in the exhibition catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## Light Pole Banner (2 sided)

₹ 5,50,000/- Per Sponsor (4 Companies)

Gain a valuable promotional tool through light pole banners 50 (approx.) around the exhibition area

- Your company logo will be printed at the bottom of the light pole banner
- Acknowledgement with logo on THANK YOU board in the venue
- Acknowledgement with logo in the exhibition catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## Exhibition Catalogue

₹ 5,00,000/- Per Sponsor (3 Companies)

Extend your reach long after the exhibition is over through Exhibition Catalogue with your company logo (1½ Inch x 1 Inch) on the front cover.

- Your company logo will be printed on the cover page
- One full page colour advertisement in the Exhibition Catalogue (Size 190mm height x 105mm Width)
- One copy of Exhibition Catalogue will be inserted in all VIP kits
- Acknowledgement with logo on THANK YOU board in the venue
- Acknowledgement with logo in the Exhibition Catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## Buggy

₹ 2,00,000/- Per Sponsor (10 Companies)

### Set of 3 buggies – ₹ 5,00,000/-

Identification & Recognition of your company logo on the buggies used for shuttling visitors from the entry plaza to exhibition halls.

- Branding on the Buggy
- Acknowledgement with logo on THANK YOU board in the venue
- Acknowledgement with logo in the exhibition catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## LED Wall (10' X 10')

₹ 3,00,000/- Per Sponsor

The Led Walls will display 'Show information' at strategic locations across the venue. Display information includes streaming of some of the programs, demonstrations, event schedules, interviews and so on, which also creates an incredible opportunity for Sponsor's to advertise. This highly visible screen will make the logo ad or video stand out for attendees. The ad will appear across the full screen a minimum of 490 slots over the course of show. What to announce a new product, demo schedule or special event. The LED walls make sure it will be seen.

30 sec ad running in a phased manner in all 7 LED walls at i.e. Entry Plaza, Entry Plaza 2 (Metro Entry), Food Court, Front of Hall 3, Hall 5 (Front Side), Between Hall 4A & 4 and Hall 7. Companies to provide 30 sec. film in MOV/MP4 Full HD format only.

Ad will appear a maximum of 10 times a day in each LED Wall.

Total number is 10X7 wall X 7 days = 490 slots.

**Last date for confirmation: 25th November 2024**

**\* Subject to changes / More opportunities at ISMT Sponsorship Page No. 11 & 12**

## Digital Display

₹ 1,00,000/- Per Sponsor

### Digital display at 20 prominent locations.

An innovative, state-of-the-art DIGITAL Display Boards, to create great impact in the minds of visitors, this not only make heads turn but also return the results fast.

- Digital Display to have one static & video advertisement from your organization in each Digital Display during exhibition days i.e., 23 – 29 Jan 2025.
- Leverage visual technology to communicate with VIPs, Trade Delegations, Government Officials, Industry Visitors and more.

**Last date for confirmation: 25th November 2024**

Size	Format
Static : 11.25 Inch width X 10.8 Inch Height	Static Ad. – CDR converted to curves or High Res PDF
Video : 60 Sec MP4 format Aspect Ratio 16:9	60 Sec Video Ad. – Mp4 format

Location	Nos.
Entry Plaza	2
Protocol Lounge	1
Conference Centre	1
Trade Delegation	1
Food Court	1
Hall 1A & 1B	1 each
Hall 2A & 2B	1 each
Hall 3A & 3B	1 each
Hall 4	1
Hall 4A	1
Hall 5	1
Hall 6	1
Registration – 2 & 3	1 each
Fine Dining (Hall 3C)	1
Food Plaza (Hall 7)	1
<b>Total Locations</b>	<b>20</b>

## Water Dispenser Branding

₹ 2,00,000/- Per Sponsor (7 Companies)

Identification & Recognition of your company logo on the Water Dispenser in all halls

- Branding on the Water Dispenser
- Acknowledgement with logo on THANK YOU board in the venue
- Acknowledgement with logo in the exhibition catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## Mobile Charging Kiosk Branding

₹ 4,00,000/- Per Sponsor (3 Companies)

Branding of your company logo on Mobile charging Kiosk in Fine Dining at Food Court and Hall 3C.

- Branding on Mobile Charging Kiosk
- Acknowledgement with logo on THANK YOU board in the venue
- Acknowledgement with logo in the exhibition catalogue THANK YOU page

**Last date for confirmation: 25th November 2024**

## Hoarding

Be the first to win the race among the competition. Grab the opportunity to place your brand at strategic locations with the venue through large hoardings.

**Last date for confirmation: 25th November 2024**

Size (Width x Height) Location	Amount per Hoarding (₹)
<b>Entry Plaza</b>	
6' x 10' Exit Gate (4 No.s)	3,30,000
20' x 10' Entry Gate 2 (2 No.s)	3,30,000
20' x 10' Entry Gate 3 (2 No.s)	3,30,000
<b>Protocol Lounge</b>	
15' x 7' Protocol Lounge (Outside - 2 No.s)	3,85,000
<b>Hall 1</b>	
10' x 10' Facing Hall 1 (Outside - 2 No.s)	4,40,000
15' X 10' On left side of the Exhibition Hall (Inside)	4,40,000
15' X 10' On right side of the Exhibition Hall (Inside)	4,40,000
30' X 15' On wall facing the Entrance (Inside)	5,50,000
<b>Hall 2</b>	
30' X 15' On wall facing the Entrance (Inside)	6,60,000
20' X 10' On left side of the Exhibition Hall (Inside)	3,30,000
20' X 10' On right side of the Exhibition Hall (Inside)	3,30,000
10' X 20' Side wall (Outside - 2 No.s)	2,75,000
<b>Near Conference Centre</b>	
15' X 10' Facing Hall 2 (Outside - 2 No.s)	3,30,000
<b>Hall 3</b>	
15' X 10' Between Hall 2&3 (Outside the Hall 3 Entrance)	3,30,000
20' X 10' On wall facing Hall 3 Main Entrance (LHS - 2 No.s)	3,30,000
20' X 10' On wall facing Hall 3 Main Entrance (RHS)	3,30,000
20' X 10' On the wall above the Main Entrance (Inside)	3,30,000
30' X 10' On railings of Hall 3 B facing 3 A (Inside)	5,50,000
40' X 10' In Hall 3 A on the wall facing Hall 3 B (Inside)	6,60,000
20' x 10' between TC and Hall 3A (2 No.s)	3,30,000
<b>Hall 4</b>	
20' X 10' Hall 4 – LHS - 3 Nos	3,30,000
20' X 10' Hall 4 – RHS - 3 Nos	3,30,000
30' X 10' 1 Nos. On the Wall above the Main Entrance (Inside)	5,50,000
30' X 10' 1 Nos. On the Wall facing the Main Entrance (Inside)	5,50,000
<b>Hall 5</b>	
20' X 10' Hall 5 (New Hall) – LHS - 3 Nos	3,30,000
20' X 10' Hall 5 (New Hall) – RHS - 3 Nos	3,30,000
30' X 10' 1 Nos. On the Wall facing the Main Entrance (Inside)	5,50,000

## ONLINE AND DIGITAL BRANDING

### Brand Benefits:

- Create brand awareness before the start of the event
- Access to exclusive 90,000 followers of the IMTEX social handles
- Helps you to reach out to the right Target Group
- Reach out to all the visitors of IMTEX website before the show begins
- Reach out to visitors looking for more specific information on inside pages in IMTEX website (other than visitor registration page)
- Send personalised message to the visitors of IMTEX through Digital Branding options

### Videos in IMTEX Social Media pages and YouTube Channel

The video will be shared on IMTEX social media handles – LinkedIn, Facebook, Twitter, Instagram and YouTube. The video may pertain to product info, CEO speak, Company info, Customer testimonials, Commercial video, Branded short films, Product demonstration. Behind the scenes video, Explainer video etc. to create a buzz about your brand and products.

Format: JD

\*The videos will be posted withing 3 days after confirmation, payment and artwork. No promotions during event days.

Duration	Cost per post
30 Secs.	₹ 10,000

### IMTEX Newsletter Ads

Reach out to your target customers and prospects before the show by advertising in IMTEX newsletters. IMTEX sends our periodical newsletters to its database through emails to create awareness and share information about the exhibition. It includes various subjects like the event information, safety protocols, product information etc., which are informative to the visitors of IMTEX.

**No. of Issues: 12** (sent out every fortnightly) | **Number of Ads per slot: 3**

Months	Number of Issues	Per Banner	Size
November	4 issues	₹ 12,500	690 x 90 pixels
December	4 issues	₹ 17,500	
January	4 issues	₹ 20,500	



## IMTEX Website Ads

IMTEX website is a one-stop shop for all the information about the event. There is a huge traffic of to the website before and during the show creating a huge opportunity to promote your brand.

Number of Ads per slot: 3

Ad Position	Cost / Billing Cycle	Size
Home Page Top	₹ 50,000	375 x 275 pixels
Home Page Middle	₹ 30,000	120 x 350 pixels
Inside Pages	₹ 30,500	225 x 185 pixels

(Billing cycle: 10 Nov'24 to 10 Dec'24; 10 Dec'24 to 10 Jan'25; 10 Jan'25 to 22 Jan'25)

\*Please ensure that you submit artwork before 5th of each month, else it will be appear in next edition

## WhatsApp messages to IMTEX Database

Over the years IMTEX has been maintaining a database of all visitors to stay in touch with them, by sending them the relevant communications. These have been periodically updated and verified to maintain the quality of the database. Leverage IMTEX verified database by creating personalised messages and reach out to your prospective customers, who have been visiting the exhibition over the years.

Slots: 15 only (Dec: 9 to Jan 15)

Format: Image / Video in mp4 format + text

Campaigns will start from Dec 9, 2024. No WhatsApp Campaigns will be done on event days.

(Note: All the videos, creatives and content will be vetted and approved by IMTMA before publishing.

Size	Cost per Message
For Image / Video (Upto 1 MB) + Text Message (Upto 3,999 letters)	₹ 40,000
For Image / Video (Upto 2.5 MB) + Text Message (Upto 3,999 letters)	₹ 80,000



## Modern Manufacturing India Website

The MMI Magazine is an initiative of the Indian Machine Tool Manufacturers' Association (IMTMA) and is published in association with Modern Machine India. This magazine is helping the manufacturing industry to increase competitiveness, enhance efficiency, improve productivity and ensure growth. The magazine and its website has created a niche audience for itself in the industry.

**Sponsored / Authored articles:** This is an opportunity to get your products featured in the MMI website. MMI is the country's leading magazine in the manufacturing sector and an article will boost the brand image of the product. After you share the details we will author the article and share it with you for approval before publishing. The articles will also be shared on the MMI social media handles.

**Brand Benefits:**

Articles will be published in the MMI website, which have a long shelf life

Articles will be shared with MMI social media followers

Articles will be a part of the MMI newsletters.

Cost / Article	
Upto 500 words	₹ 18,000
500 - 1500 words	₹ 50,000

## Visitor Registration Page, Visitor Dash Board and Mobile App

Reach out to your target customers and prospects before the show by advertising in IMTEX Visitor registration page, Visitor Dash Board and Mobile App. All visitors will have to pre-register using the visitor page and create login ID and password to login the visitor dash board. Visitor will be downloading the mobile app which is ready reckoner of IMTEX 2025.

### Number of Ads per slot: 3

#### Visitor Registration Page

Ad position	Cost per Ad	Size
Top Banner	₹ 3,00,000	1200 x 300 pixels

#### Visitor Dash Board

Ad position	Cost per Ad	Size
Top Banner	₹ 3,00,000	764 x 190 pixels

#### Mobile App

Ad position	Cost per Ad	Size
Top Banner	₹ 3,00,000	400 x 144 pixels



# INTERNATIONAL SEMINAR ON MACHINING TECHNOLOGIES

*"Powering Manufacturing Growth and Competitiveness"*

24 - 25 January 2025, BIEC, Bengaluru

## About Seminar

The International Seminar on Machining Technologies 2025, organized in conjunction with IMTEX 2025 will see a large gathering of delegates from a wide cross-section of users and manufacturers from Automotive, Auto components, Aerospace, Consumer durables, Machine tools, Tool rooms, Die & Mould, Defence and Railway units, PSUs, General Engg. and other manufacturing industries. Decision makers including CEOs, Top Management, Senior Executives, Industry Consultants, R&D specialists and practising engineers will participate in this International seminar. This is an excellent networking opportunity with CEOs and senior professionals from across the manufacturing industry, most of whom are your valued customers and partners in progress. An ideal platform to reinforce your brand amongst a captive audience of about 250 delegates.



## Seminar Highlights

- ▶ Enriching Keynotes
- ▶ Presentations
- ▶ Panel Discussion

## Benefits of Partnering



**BRAND  
VISIBILITY**



**NETWORKING  
OPPORTUNITIES**



In conjunction with



International Machine Tool &  
Manufacturing Technology Exhibition

## In Retrospect





## International Seminar on Machining Technologies

### Partnership Opportunities

Sl . No.	Branding Deliverables for International Seminar on Machining Technologies 2025	Gold Partner	Silver Partner
01	Corporate video clip of 2 Mins. duration (Max) will be played on the LED screen inside the conference halls	✓	●
02	Corporate video clip of 2 Mins. duration (Max) will be played in the conference dining area	✓	✓
03	Partner's logo on the "Main backdrop" inside the conference hall	✓	✓
04	Hyperlinking of partner's logo on the seminar website	✓	✓
05	Partner's logo in event promotional emails (Target database of over 2 Lakh industry contacts)	✓	●
06	A5 size advertisement in the seminar backgrounder	✓	✓
07	Partner's acknowledgment in the conference area	✓	✓
08	Partner's logo branding at the delegate registration area	✓	●
09	Branding on seminar writing pads	✓	●
10	Branding through social media platforms	✓	✓
11	Acknowledgment of partners logo in the documentation kit	✓	✓
12	2 X 3 sq.mtrs. built-up stall in the conference centre	✓	●
13	Display kiosk in the conference centre at International Seminar on Machining Technologies	●	✓
14	Complimentary delegates from partnering company / partner's Customers	8	5
15	LED Wall display* (30 seconds video, will be played in loop for 7 days)	✓	●
16	Digital display at IMTEX 2025** (on all 7 days)	Static Ad and 60 Sec. Video	Static Ad only

## International Seminar on Machining Technologies

### Partnership Opportunities

#### LED Wall (10' X 10')

The Led Walls will display 'Show information' at strategic locations across the venue. Display information includes streaming of some of the programs, demonstrations, event schedules, interviews and so on, which also creates an incredible opportunity for Sponsor's to advertise. This highly visible screen will make the logo ad or video stand out for attendees. The ad will appear across the full screen a minimum of 490 slots over the course of show. What to announce a new product, demo schedule or special event. The LED walls make sure it will be seen.

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Ad will appear a maximum of 10 times a day in each LED Wall.

Total number is 10X7 wall X 7 days = 490 slots.

**Last date for confirmation: 15th December 2024**

#### Digital Display

##### Digital display at 20 location in Exhibition area.

An innovative, state-of-the-art DIGITAL Display Boards, to create great impact in the minds of visitors, this not only make heads turn but also return the results fast.

- Digital Display to have one static & video advertisement from your organization in each Digital Display during exhibition days i.e., 23 - 29 Jan 2025.
- Leverage visual technology to communicate with VIPs, Trade Delegations, Government Officials, Industry Visitors and more.

**Last date for confirmation: 15th December 2024**

Size	Format
Static : 11.25 Inch width X 10.8 Inch Height	Static Ad. - CDR converted to curves or High Res PDF
Video : 60 Sec MP4 format Aspect Ratio 16:9	60 Sec Video Ad. - Mp4 format
Static : 11.25 Inch width X 20 Inch Height	Only Static Ad. - CDR converted to curves or High Res PDF

Location	Nos.
Entry Plaza	2
Protocol Lounge	1
Conference Centre	1
Trade Delegation	1
Food Court	1
Hall 1A & 1B	1 each
Hall 2A & 2B	1 each
Hall 3A & 3B	1 each
Hall 4	1
Hall 4A	1
Hall 5	1
Hall 6	1
Registration - 2 & 3	1 each
Fine Dining (Hall 3C)	1
Food Plaza (Hall 7)	1
<b>Total Locations</b>	<b>20</b>

<b>Gold Partner</b> <b>₹ 4,00,000</b> (USD 5200* / € 5000*)	<b>Silver Partner</b> <b>₹ 2,00,000</b> (USD 2600* / € 2500*)
* Add 18% GST	



International Machine Tool &  
Manufacturing Technology Exhibition



**INTERNATIONAL SEMINAR ON  
MACHINING TECHNOLOGIES**

*"Powering Manufacturing Growth and Competitiveness"*

24 - 25 January 2025, BIEC, Bengaluru

# Application

Company name:		
Address:		
Suburb:		
State:	Postcode:	Country:
Contact name:		
Position:		
Tel:	Fax:	
Mobile:		
E-mail:		
Website:		

PLEASE COMPLETE BOTH SIDES OF THIS FORM

International Machine Tool &  
Manufacturing Technology Exhibition

### BRANDING PACKAGE PREFERENCES

I / We would like to take up the following Branding Package(s):

1st Preference: \_\_\_\_\_

Options: \_\_\_\_\_

Total Cost in ₹: \_\_\_\_\_

2nd Preference: \_\_\_\_\_

Options: \_\_\_\_\_

Total Cost in ₹: \_\_\_\_\_

3rd Preference: \_\_\_\_\_

Options: \_\_\_\_\_

Total Cost in ₹: \_\_\_\_\_

I / We understand that the Branding Packages will be subject to Committee approval  
and that the decision is final.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

(For and on behalf of the Sponsor listed above)

Signed: \_\_\_\_\_

(For and on behalf of the Company listed above)

Date: \_\_\_\_\_

Company  
seal

### PAYMENT

IN INDIAN RUPEES

by Cheque / Demand Draft favouring "Indian  
Machine Tool Manufacturers' Association" payable  
at Bangalore only.

### TERMS & CONDITIONS

- Sponsorship will be allotted on First-come-first serve basis
- The Organiser reserves the right to amend Branding packages.
- Government Service Tax will be added extra to the invoice wherever applicable. All packages shown are exclusive of Government Service Tax.
- Branding will only be confirmed on receipt of 100% payment.
- In the event of cancellation by any company:
  - Refund will be made minus the administration fee of 25% of the total amount of sponsorship for cancellations within one month of application.
  - No refunds of Branding Package will be made for cancellations received after 2<sup>nd</sup> December 2024.

### PAYMENT AND DEADLINES

100% payment on confirmation

### AUTHORISATION

To be signed by IMTMA

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Organiser  
seal

For more information contact:

Mr. Mahesh - Joint Director

Indian Machine Tool Manufacturers' Association

10<sup>th</sup> Mile, Tumkur Road, Madavara Post, Bangalore - 562 123, Karnataka (India).

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