

INDO-THAI M.I.C.E BUSINESS MATCHING 2019—Supported by IESA

1st edition of Indo-Thai M.I.C.E Business Matching 2019 was held on 10th of May 2019 at St.Regis Hotel, Mumbai. The Department of International Trade Promotion–Thailand, in collaboration with Amazing Thailand had organized a one-day exclusive buyer-seller meet for Indian companies to meet top 15 companies from Thailand. These companies were from the following sectors–Tour and Travel Management, Hotels & Catering companies, Wedding Organizers and Special Events, Stall design and Fabrication and Exhibition Organizers.

The show was inaugurated by Consul General–Thailand, His Excellency EkapolPoolpipat, Consul Commercial–DITP Ms. Supatra Sawaengsri and President of Federation of All India Caterers–Mr. Narendra Somani.

The event was supported by six associations–ETTA–Enterprising Travel Agents' Association, FAIC–Federation of All India Caterers, IEIA–Indian Exhibition Industry Association, IESA–Indian Exhibitions, Conferences & Events



DITP
Department of International Trade Promotion
Ministry of Commerce, Thailand

INDO - THAI M.I.C.E BUSINESS MATCHING 2019

Imperial Hall, Level 8, Hotel St. Regis,
Lower Parel, Mumbai
10th May 2019, Friday, 9 am - 5 pm

Inauguration
H.E. Ekapol Poolpipat, Consul General of Thailand, Mumbai
Welcome Address
Ms. Supatra Sawaengsri, Consul Commercial of Thailand

thaimice2019@gmail.com | www.ditp.go.th



Services Association, TAFI–The Travel Agents Federation of India and TAAI–Travel Agents Association of India.

The IESA's Member who attended the meeting were Meroform India, Namdhari Events, Sardanas Exhicon, Roots Global, Access Promotions, Encorus Expo, ACE Events, Beyond Horizon, Leading Edge Events and was managed by Om Shakti Management.

The event hosted 250 visitors from various industry backgrounds, who had visited the event and had successful meetings with Thailand companies discussing expansion, joint venture and growth opportunities. We received great responses from visitors and exhibitors alike.

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18-19-20 September, 2019
Palace Grounds, Bengaluru, Karnataka

MESSAGE FROM THE PRESIDENT DESK



Dear Friends,

At the outset, my heartfelt congratulations to Mr. S.S. Malhotra and Mr. Simha Shastry for the well deserved Award in your hands now. I am very happy to know about your achievement awards from Exequatur to Five States of South India & Rising Brands & Leaders Summit 2019.

You both have finally earned these two awards & appreciations after much hard work. Heartiest congratulations both of you again for your accomplishment.

In this edition, Rachit Kapur, 3rd generation of M/s N.K. Kapur & Co. shared the success story of his company by giving an exclusive Q & A interview session. His involvement in the growth of Kapur's history since 1952 is noteworthy. I personally so proud of him and wish to keep up the great work.

As we all know that IESA TIMES – E-newsletter of our association is a platform for all of us to express & share information, creative work projects of members, latest technologies for events and no doubt about the activities of IESA. I extend my warm wishes to all the members and staff of IESA to continue this journey on the road of excellence.

Although the newsletter format is limited in the amount of in-depth information it can provide, we will make every effort to describe, if only briefly, our latest achievements in concrete materials, mechanics, design, and construction of concrete structures, as well as the activities of the committee & association. Any criticism, opinions, and encouragement will be highly appreciated by the editors of the Newsletter.

Having said all the above, I would like to thank everyone for their contribution to IESA, through Membership, through participation at the events and active involvement in EC Committee and employees of IESA.

IESA is in a great shape and I look forward to this continuing in the coming months. It is my pleasure to compliment all the contributors of the IESA Times and extend my best wishes for their bright future.

Best Wishes,

H.K. Bhattad

President, IESA

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AN EXCLUSIVE Q & A INTERVIEW WITH **Mr. Rachit Kapur**

Director, N.K. Kapur & Company Pvt. Ltd.

1. Please introduce yourself and N.K. Kapur & Co. Pvt. Ltd.?

Rachit Kapur M/S N.K. Kapur & Co. Pvt. Ltd. studied Bachelors in Business Administration from Capilano University in Vancouver, Canada. Business Diploma in Marketing, Business Diploma in Human Resources. Third Generation in the family owned business of 67 years since the year 1952.

M/S N.K. Kapur & Co. Pvt Ltd. is the oldest firm in the exhibition industry and one of the pioneers in the field. The firm was started by my grandfather Shri N.K Kapur and was further taken ahead with great zeal and innovation by my father Shri Jatinder Kapur Managing Director/ Owner. Through his hard work and dedication he has brought the firm to a new height, wherein the firm is recognized for its work, quality and commitments. M/S N.K.K. deals in providing infrastructure (Aluminum Hangar Super Structures 25m, 30m, 40m span, Maxima and Octonorm stalls, VIP Lounges, Theme pavilions, Customized Stalls etc.) and related services for trade shows and conferences on a pan India scale having its presence in northern western and eastern region in India with offices in Delhi, Mumbai and Kolkata.

2. What are the innovations and new elements introduced in recent years to make it more relevant and helpful for exhibition industry?

Apart from the innovation introduced by M/S N.K.K. within the industry since its operations in 1952. We are actively seeking solutions which are cost effective for our clients and environment friendly and safer for the workers. But these solutions come with a price and are not readily accepted by most clients due to the cost factor and low budgets. Nevertheless, we are trying to educate our clients to adopt to alternatives which benefits the environment and give back to the community by reducing their carbon footprint. It's an ongoing challenge which we hope to overcome eventually.

3. After 10 years, where you would like to see your company to move?

I would like to see my firm holding a key recognized position within the Indian Exhibition Industry and contributing considerably to the sector and giving back to the community by ensuring a safer work environment for the employees and providing environment friendly solutions through innovation & research. Apart from that we would like to venture into the international sector actively.

4. In your opinion, what are the business prospects for Indian Exhibition industry at the international platform in future.

We are living in a world of Globalization that demands platform for networking and support to grow in a country having their own economic system. Therefore, Global deals demand organized exhibition industry at every place. The exhibition sector in India is facing huge challenges which are hampering its growth. As a result its true potential has not been realized and the sector is unable to contribute as much as it can. The devel-

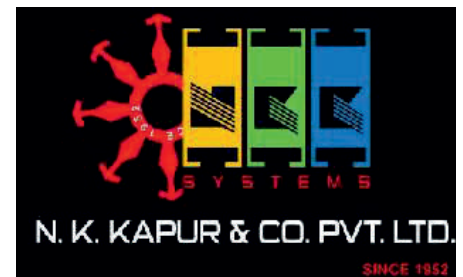
oped economies have gained an edge over developing economies due to strong hand in the Exhibition Industry such as Germany and China.

The exhibition industry is one of the most booming industries in India for the past five years. In the globalized world which has been shrunken by communication, exhibitions and trade fairs play an important role for face-to-face interaction among the different countries on a common platform. Trade shows and exhibitions are apt for this and play a vital role in today's business world.

5. At the end, you would like to share any other recommendation relates to the industry growth.

In order for our Industry to grow, we need to change our vision. Instead of employing to old methods of ME first we need to focus on the WE. As an industry, we need to work with each other to promote the growth of business within our industry segment. We need to adapt to methods and strategies which benefits us as a whole and not individually. We need to work together to get the best price possible for our services and bring the industry back to the original state. This can be achieved when we instead of fighting amongst ourselves in acquiring contracts we should work together and work on rates which suit all of us.

For more info about N.K. Kapur & Co., please visit at www.nkkapur.com



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SHRI BALAJI EXIMS : INDEX 2019



www.shribalajisexims.com

During **INDEX 2019** in Goregaon, Mumbai **SHRI BALAJI EXIMS** was key creator of ambience. They have made 150 Pavilions and Maxima Stalls, 4 Lounges and Registration Area. The expo was organised from 1-4 May, 2019 at Bombay Convention & Exhibition Centre, Goregaon, and Mumbai. Total area of exhibition was 30,000 sq. mt. All stalls were very exceptional in the design and showing all the products very competently for Hardware, Kitchen & Appliances, Furniture, Office Materials and Art & artifacts.

INDEX 2019

INDEX is one of the excellent Internationally known trade fair for last three decades took place annually in Mumbai, India. It is also country's largest focused commercial platform on interiors, architecture, materials, and design, which brings together suppliers and buyers in a design atmosphere.



- Laminated Wooden Flooring
- Deck Wood Floor
- Artificial Landscape & Sport Turf
- Artificial Greenwall
- PVC Sport Floor
- EPDM Floor
- Rubber Floor
- Wallpaper

PROUD MOMENTS

Namdhari Events N Promotions (P) Ltd.



Honorable President of India Shri Ram Nath Kovind Ji has presented the Exequatur to Mr. Surat Singh Malhotra to FIVE STATES (from 1 state to five states) through the High Commissioner of The Kingdom of Lesotho H.E. Bothata Tsikoane to KARNATAKA, KERALA, TAMIL NADU, TELANGANA AND ANDHRA PRADESH covering entire SOUTH INDIA @ High Commission of the Kingdom of Lesotho.

Mr. S.S. Malhotra, Founder & CEO of Namdhari Events N Promotions (P) Ltd. is a well known personality in the event management industry. He is the first Namdhari Sikh to become a Lions Governor in the Country. He has been part of activities like Tree Plantation, Blood Donation, Diabetes Awareness and Control, Children Education, Giving Artificial Limbs to the needy Eye Screening Particularly for School going Children, AIDS Awareness and Control, Anti Tobacco and Cancer detection. He has received many awards and rewards in his Professional, Community Services and in Lions Club, including

a letter of appreciation from former U.S. President, George W. Bush. He is an avid traveler and has an affectionate personality who loves to serve the needy with grace and style.

Being IESA's one of the Founder Member, congratulates to him for the great achievement and your dedication, enthusiasm and insight are really inspiring. We wish you many years of great achievements.



Prime Events & Conferences



Prime Events & Conferences was awarded "the most promising company for providing end to end infrastructure solutions for events" at rising brands & leaders summit held recently in Delhi.

WBR Corp, a leading autonomous branding organization in Asia organised Rising Brands & Leaders Summit, in relevant categories was held at Delhi on 20th May 2019 with film actress and celebrity Ishitha Sutra giving away the awards.

A comprehensive market study was conducted through online and research amongst customers, vendors and industry to identify the Best Companies, Professionals in Events, IT, Real Estate, Life style Business, Products, Technology Companies, Computer Institutions, Universities, Real Estate, Construction and Infrastructure Companies, Clinics, Professionals, Products, Hospitals, Doctors, Businesses Service Providers across several categories from Indian Service Sector is currently being conducted across India.

Prime Group with its three verticals Events, Hospitality, Media emerged as a winners is in the Events category for professional end to end delivery of services for Events, Exhibition and Audiovisual.

We at IESA wish Prime Events & Conferences, established in 1996 and founder member all the very best for all future endeavours.



THE EVENT TECHNOLOGY TRENDS THAT WILL ELEVATE YOUR EVENT IN 2019

2019 will be a big year for event planning as many of the long talked about event planning trends will soon be within our reach. Smartphones have more capabilities and connections to our lives, event tech is becoming more reasonably priced and targeted to individual needs, and tech that used virtual and augmented reality was on many people's gift-giving lists this year.

Another factor shaping event tech is the coming together of companies to offer one-stop-shop experiences. Integrated services are the hot sellers this year. Marketers and sponsors are also becoming more savvy and data-oriented. Fluff has no place in event tech these days. Products must deliver measurable value.

Here at EMB, we've predicted a lot of the event planning trends over the years. In this guide, we're sharing how they all come together for the benefit of the planner and the audience.

1. Bolster Guest Management and Experience with Facial Recognition

Home tech is influencing event tech. Just as in the case of voice search, we're likely to see facial recognition from devices like Apple spill over into the event industry. The ramifications of this are extraordinary but the processing time is still being fine-tuned. Still, it's something we all should be watching. Ultimately, we'll learn how to... Increase efficiency with facial recognition:

- ➔ Check-in and registration become much quicker with this tech. Some theme parks are already using this technology. It's also more secure.
- ➔ Ensure greater safety by using facial recognition to spot people on known security lists.
- ➔ Improve your social media reach by using facial recognition in tagging people in photos from your event.

2. Play Up Group Tech Experiences

Another hot trend is using tech to create social experiences out of what was previously alone time. Friends are

watching movies together from thousands of miles away. They're competing with one another on video games across continents. This has some fantastic implications for your event attendees and those who are following the excitement at home. They no longer have to be mere voyeurs but can join in. Link up people online for stronger connections:

- ➔ Use live 360-degree video (what many refer to as VR) to connect remote audiences. Give them the opportunity to attend an event together in order to bolster buying online-only tickets.
- ➔ Create content for sharing. YouTubers make a living out of commentary on videos. Their commentary becomes additional content and a way to enjoy a video or event. You can use industry influencers for play-by-play commentary on your events, creating a secondary event (and additional content) in the process.
- ➔ Develop tracks for niche interests at your event. With a virtual ticket and a paired up "host," guests could experience inside tracks in a way much different than in prior events. They could attend meetups and the hallway track by being able to select from in-person led experiences not just watching sessions.

3. Employ Voice for Greater Engagement

AI is increasingly becoming the norm behind attendee experience. Even if you haven't started using it at your events, your attendees are using it at home and work. In fact, according to Google, in 2016 20% of searches were voice searches. Use voice to drive engagement:

- ➔ Look into ways for your voice tech to perform actions. People are moving away from asking questions to asking voice assistants to perform commands, from "where is my next session" to "sign me up for the session on X."
- ➔ Create "if, then" scenarios that are helpful to attendees. Be proactive in your voice assistance. For example, if

someone asks where vendor X is on the exhibit floor, the assistant could then ask if they'd like to schedule some one-on-one time with that vendor.

- ➔ Link the ability to read badges with your chatbot or voice assistant so it has all the information about the attendee it needs to be helpful.

4. Build the Data from the Ground Up with Clever Floor

Clever flooring is creating some exciting opportunities for events. It's making data collection and analysis easier than ever and something that happens (nearly) organically. Slay data collection by:

- ➔ Using smart mats and other unobtrusive technologies to collect data from critical areas.
- ➔ Employing smart mats to increase sponsorships with known traffic numbers and accurate, real-time data. No more talk about generic "great exposure" with potential sponsors. You can show them real numbers.
- ➔ Collecting floor traffic data and correlating it on the spot so that you can sell sponsorships for next year before sponsors leave your event. You can use fear of missing out and scarcity to sell out sponsorships in key locations while your current event is still going on.

5. Connect with a Greater Number of People Through App Interpreters

Electronic translators aren't new for 2019 but the technology has undergone some much-needed maturation. These apps are now reliable enough to offer a positive experience for event attendees and help bridge some of the previously-existing communication gaps. Traverse the communication gap:

- ➔ Use remote translation services. Finding local translators isn't always easy. With this type of technology, translators could be available remotely or through an app giving your attendees a good communication experience regardless of time and where they are at your event.

➔ Save money using remote translation services. Apps don't have to be paid hourly, for travel, or incidentals.

➔ Use subject matter experts regardless of their knowledge of the language that most of your attendees speak. This frees up the selection process to find the person who knows the most without sacrificing attendee experience or understanding.

6. Putting Chatbots to Work

It's estimated that by Q3 of 2017, Amazon alone had sold over 20-million Alexa units, not factoring in non-Echo smart speakers with Alexa built in.

Why do you care?

If your attendees are using voice assistants at home, you can bet it's become their new normal. That means you want to be covered at your next event.

Harness the power of chat for better response:

➔ Design a system to answer questions with chat. It's faster for attendees and won't tie up your staff with the same old "where is the restroom" type question.

➔ Use chatbots for exit surveys. They are much more adept at matching questions with answers and using "if, then" pathways for more meaningful information gathering. Plus they're fun for your audience.

➔ Employ chatbots to assist attendees on next steps. Voice assistants have become wildly popular because they're easy and enjoyable to use and they act as our own personal attendant. They can remind us of engagements as well as tasks. Use chatbots to tell attendees if their silent auction bid was trumped or what their next session is and where it's located.

7. Improving Attendee Experience Through Personalization Tech

Personalization has been tops on most trends lists for a few years now but with event tech, it's becoming even more actionable. According to Statista, the average email open rate for a personalized message was 18.8% versus 13.1% for one that was not personalized at all. But personalization is about more than just adding someone's name to an email.

Personalize your approach to make an impression:

➔ Use activity history for personalization such as removing those who have registered already from the "reminder to register" email list.

➔ Analyze attendees' preferences by keeping track of their click-throughs and noting which URLs drive clicks. Present content based on those interests.

➔ Alert attendees when they are in close proximity to their contacts or "want to meet" list. The dating apps do it and many event networking apps have those abilities as well.

8. Gain More Sponsorships Through Augmented Reality

Online marketing has pushed the need for accountability, tangibility, and return on every dollar of investment. Events are starting to feel the hit of not being able to obtain satisfactory sponsorships. However, augmented reality can help.

Harness creative opportunities in augmented reality:

➔ Animate static objects to gain more attention. Think of it as 2019's version of neon.

➔ Use customized filters like Snapchat does. Even Facebook is making profile frames easier than ever to use.

➔ Tell the sponsor's story with augmented reality. Cruise ships are already using this tech to educate cruisers about the artwork on board as they pass it.

9. Win Over New Attendees and Larger Audiences with Influence Marketing Tech

There are a lot of marketers doing influencer marketing wrong. They understand the importance of it and how suggestions from a tribe have greater conversions but they fail to understand the importance of the approach. Propositioning a complete stranger and asking for a favor will undoubtedly yield horrendous results.

But how do you develop those relationships over time? How do you scale for it and make it worth your while? Is there an efficient way to approach it. There is with tech.

Build valuable relationships with influencers:

➔ Look past numbers. The number of followers means very little if the said influencer can't motivate their tribe into action. Look for a high interaction ratio, not just audience numbers.

➔ Approach the midrange of influencers. Most marketers look at the same A-listers as someone to target for their marketing efforts. While these names are well-known, they are often more difficult to approach and win over. Midrange influencers still have adequate-sized followings and you won't have to hurdle their gatekeepers to get their attention.

➔ Look at influencers who are already among your supporters. Those are much easier sells.

10. Roll Out the Red Carpet and Create VIP Experiences

No one wants to be a number and this preference is becoming more pronounced with tech. Voice assistants make us feel like royalty. Few people are ready to give up the personalization we've gotten used to in our everyday lives at an event. But are you using personalization to impress and retain without sacrificing the needs of the larger group?

Create meaningful VIP experiences:

➔ Personalize based on type. Vendors, sponsors, attendees, and the like should all get their own set of communications and drip marketing. Tech is making this much easier by correlating data and sorting before sending.

➔ Offer specials to "frequent flyers." Reward loyal attendees by creating automatic communications and available discounts for those who have attended in the past. Ensure your communications have a familiar feel so recipients feel like you're sending them to a friend, not a stranger.

➔ Offer exclusive VIP experiences for those who qualify. Analyze data to track what makes someone a successful attendee. What have they been a part of? Reward those who perform those activities and find ways to encourage those who haven't through drip marketing and "if, then" scenarios.

UPCOMING EXHIBITIONS / EVENTS

DATE	EXHIBITION / EVENT	LOCATION
04-06 June, 2019	Pack-EX Toronto	Toronto, India
05-07 June, 2019	World Environment Expo (WEE)	New Delhi, India
05-07 June, 2019	India Buildtech	New Delhi, India
06-08 June, 2019	Non Woven Tech Asia (NwTA)	New Delhi, India
06-10 June, 2019	INTEC 2019	Coimbatore, India
07-09 June, 2019	IndExpo Nashik	Nashik, India
08-10 June, 2019	Vibrant India	New Delhi, India
10-12 June, 2019	PharmaLytics 2019	Mumbai, India
12-14 June, 2019	Cosmoprof India	Mumbai, India
12-14 June, 2019	China Stationery Fair (CSF)	Shanghai, China
13-15 June, 2019	Heimtextil India	New Delhi, India
14-16 June, 2019	Print Expo	Chennai, India
14-16 June, 2019	Auto Technica Expo	Bengaluru, India
17-19 June, 2019	HNC 2019	Shanghai, China
18-21 June, 2019	CERAMICS China	Guangzhou, China
21-23 June, 2019	Good Food & Wine Show	Sydney, Australia
21-24 June, 2019	ELASIA	Bengaluru, India
26-28 June, 2019	Fastener Expo Shanghai	Shanghai, China
27-28 June, 2019	OSH India Exhibition & Conference	Hyderabad, India
27-29 June, 2019	Security & Fire Expo South India (SAFE)	Hyderabad, India
28-30 June, 2019	India Med Expo	Bengaluru, India
28-30 June, 2019	Photo Today	Bengaluru, India
03-05 July, 2019	Green Co Summit	New Delhi, India
03-06 July, 2019	ARCHIDEX	Kuala Lumpur, Malaysia
04-06 July, 2019	India International Garmet Fair	Greater Noida, India
04-06 July, 2019	Digital Space India	Chennai, India
08-10 July, 2019	Garmet Show of India	New Delhi, India
08-11 July, 2019	HKTDC Fashion Week	HKTDC, Hong Kong
10-12 July, 2019	Aluminium China	Shanghai, China
10-12 July, 2019	Expo Paint and Coatings	New Delhi, India
16-18 July, 2019	Indian Pharma Expo	New Delhi, India
17-18 July, 2019	Global Refining & Petrochemicals Congress	New Delhi, India

IMPORTANT NOTICE : We advice to all readers, please double check the Dates / Venue and general information by directly visiting to the exhibitions' websites. The above info might be changed due to unknown reason to us.

FROM THE NEWSLETTER EDITOR

Dear Readers,

Welcome to IESA Times E-newsletter of May, 2019 edition.

First of all, we would like to congratulate Mr. S.S. Malhotra from Namdhari Events N Promotions and Mr. Simha Shastry from Prime Events & Conferences for their achievements and appreciate being awarded. Their accomplishment features about the awards are covered on Page No.5 of this edition.

We are thankful of Mr. Rachit Kapur, the third generation of M/s N.K. Kapur & Co. for giving us Q & A session with his encouraging thoughts & future aspects of the exhibition industry. Besides this, we are sharing the snapshot of Shri Balaji Exims current project done at INDEX 2019 in Mumbai.

In this issue, read the article on top 10 tips of the event technology trends that will promote your event in 2019.

Hope you will find it more useful and practical to incorporate while organizing the event.

In order to keep the readers widely interested and updated, we have, of course, continued with the communicating significant events and activities of the exhibitions & events industry. Therefore, I would like to take this opportunity to, again, invite the timely submissions of article, reports and technical information to us.

Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is 15th June, 2019:

1. Document Format: MS Word Format
2. Article Length: Maximum 250-300 words
3. Photographs: TIFF or JPG format in high resolution
4. Advertisement: Strip Advertisement (Paid only)

So here, the issue is now in your hand, I hope you will all enjoy it.

IESA Secretariat:

Ms. Anita

Executive Secretary

INDIAN EXHIBITIONS, CONFERENCES AND EVENTS SERVICES ASSOCIATION (IESA)

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REASON TO ADVERTISE WITH US:

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FOLLOW US ON SOCIAL MEDIA : It is posted on our social media gateways also.

Please submit artwork in CDR open file or PDF / JPEG format with maximum resolution. If you have any questions regarding this, please don't hesitate to get in touch with us or email us: anita.iesa2015@gmail.com