



WHY SPONSOR AT AERO INDIA – 2019?

Aero India Exhibition which is organised every two years has already carved a niche for itself globally as a premier aerospace exhibition, with eleven successful editions organised since 1996.

Aero India 2019 will provide a significant platform in bolstering business opportunities in International aviation sector. A rapidly growing economy and opening up of defence production to private sector, have given a major fillip to the defence industry in India. It has also become a hub for defence businesses in Asia.

The tagline for Aero India 2019, “The Runway to a Billion Opportunities” was created to communicate India’s value proposition in addressing the immense opportunities in the Aerospace and Aviation sectors in India today.

The tagline underlines India’s status as an emerging hub for the global aerospace industry and draws attention to the investment opportunities under Make in India. From the acquisition of 110 multi-role fighter jets and 111 naval utility helicopters to the indigenous development of the light combat helicopter, India’s aerospace sector has crossed an inflection point.

The tagline was also created while keeping in mind that the Civil Aviation industry in India has emerged as one of the fastest growing industries in the country. With Passenger Traffic in India likely to increase to 350 million in 2020 India is poised to become the 3rd largest aviation market in the world. Similarly, India’s fleet of 430 civil aircraft will double in the next 5 to 7 years and the MRO sector is projected to increase from US\$ 700 Mn to US\$ 1.5 Bn by 2020.

Together, the Logo and Tagline creates a unified brand that markets Aero India as the premier Aerospace and Aviation exhibition in the region

SPONSORSHIP AVENUE

Branding On Site	Show Guides	Kits
Events	Outdoor	Ticketing

The Runway to a Billion Opportunities

SPONSORSHIP PACKAGES

	Platinum PS	Gold GS(2 nos)	SilverSS(3 nos)
Aero show Website	Scrolling Logo as PS	Scrolling Logo GS	Scrolling Logo SS
Branding on-site			
Main Gate	Logo as PS	Logo as GS	Logo as SS
Hall Entry Gates	Logo as PS	Logo as GS	Logo as SS
ADVA Gate	Logo as PS	Logo as GS	Logo as SS
Inside Barricading	4 Platinum:2 Gold:1 Silver		
VIP & Delegation Lounge	Exclusive Standee / Banner and Brochures	Brochures/ Common Banner/ Standee	Nil

	Platinum PS	Gold GS(2 nos)	SilverSS(3 nos)
B2B Meeting Lounge	Exclusive Standee / Banner and Brochures will be placed	Common Standee / Banner with Logo and Brochures	Common Standee / Banner with Logo and Brochures
Press Conference Hall	Exclusive Standee / Banner	Common Standee with Logo	Common Standee with Logo
Media Lounge	Exclusive Standee / Banner Brochures will be placed	Common Standee with Logo	Common Standee with Logo
Seminar Halls	Exclusive Standee / Banner with Logo Brochures will be placed	Common Standee with Logo	Common Standee with Logo
Registration Desk	Exclusive Standee / Banner with Logo	Common Standee with Logo	Common Standee with Logo
Signage	Logos	Logos	Logos
Food Court	Standees/ Column Wraps (L1)	Standees / Column Wraps (L2)	Standees / Column Wraps (L3)
Kits			
Exhibitors kits	Logo on Exhibitor Bag Jute Bag (1000 Approx.)	Writing Pads (1000 Approx.)	Pens (1000 Approx.)
Media Kits	Logo on Media bag	Logo on Writing Pads (500 Approx.)	Logo on Pens (500 Approx.)
Announcements and Commentary	4 Announcements daily	2 Announcements daily	2 Announcement daily
Outside the Venue			
Signage	Logos	Logos	Logos
Signage at Parking	Logos	Logos	Logos
Signage at ADVA	Logos	Logos	Logos
Show Guides			
Fair Guide	Logos	Logos	Logos
Exhibitor Catalogue	2 Full page Ad	1 Full Page Ad	½ Page Ad
Ticketing			
Logo on the Badge	Yes	No	No
Logo on the Lanyard	Yes	Yes	No
Benefits			
Inaugural Invite	5 (Addl if already an Exhibitor)	3 (Addl if already an Exhibitor)	2 (Addl if already an Exhibitor)
Networking Dinner (RM's Dinner)	5 (Addl if already an Exhibitor)	3 (Addl if already an Exhibitor)	2 (Addl if already an Exhibitor)
PRICE	INR 5Cr USD 700k	INR 3Cr USD 420k	INR 1Cr USD 140k

EVENT SPONSORSHIP

Event	Branding	Price in INR	Price in USD
Event on Civil Aviation	Logos and Standees at the Event Location	600000	8500
Start Up event	Logo on standees / banners and Digital displays and Logos on Certificates if any	600000	8500
Event on Women in Aerospace	Logo on standees / banners and Digital displays and Logos on Certificates if any	600000	8500
Students Pavilion at the Event	Logo on standees / banners and Digital displays and Logos on Certificates if any	600000	8500
Drone Olympics	Logos and Standees at the Event Location and Logo on certificate if any	1500000	20500
Student Awards	Logos and Standees at the Event Location & Logo on Certificate	600000	8500

CATALOGUE SPONSORSHIP

Event	Branding	Price in INR	Price in USD
Fair Guide Sponsor	Logo on the Cover Page (Front & Back) as Fair Guide Sponsor/ Official Sponsor fair Guide and 1 full page Advertisement on the last page of the Guide.	2000000	28000
Exhibitors Catalogue	Logo on the Cover Page (Front & Back) as Catalogue Sponsor/ Official Sponsor Catalogue and 1 full page Advertisement in the Exhibitors Catalogue and Back Cove Advertisement.	2500000	35000

*Logos and Brochures to be provided by the Sponsor's (The logos to be submitted in the prescribed format only)

Only if Full Length of Barricading is not Sold * only if Full length and Alternate 2 are not sold

Terms and conditions

- 1 MoD reserves right to decline sponsorship
- 2 The sizes of the Logos and Standees will be decided by the Organiser based on the Location and the visibility
- 3 All the items to be provided by the Sponsor's should reach the venue within the 31st January 2019
- 4 Advertisements and Brochures to be provided by the Sponsor to the Organiser.



- 5 Sponsor should provide the adequate no's of Brochure/Branding material to be kept at various venues based on their package
- 6 All payments to be done through online
- 7 While Booking the Sponsorship the Sponsors should ensure that their company logo is uploaded in the prescribed format.
- 8 Governing Law and Disputes

Jurisdiction – These Terms and Conditions and the contract between DEO and the Exhibitor shall be governed by the laws of India, and the parties submit to the non-exclusive jurisdiction of the courts of Delhi, India.

Disputes – Disputes, if any, arising out of unresolved matters between exhibitor and MoD, DEO. Shall be settled by arbitration in accordance with the Arbitration and Conciliation Act 1996. The arbitration proceedings will be conducted in English and at New Delhi, India only.



2019

AERO INDIA

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