

2nd Edition
**India Cable
& Wire Expo**

09 10 11

APRIL 2027

Bangalore International
Exhibition Center, INDIA

Exhibition on Cables,
Wires, Technology & Allied Industry



Organizer



MEDIA DAY
MARKETING

www.wireandcableexpo.in



About The Expo

The India Cable and Wire Expo in Bangalore, India from 09-10-11 April 2027, will be a three-day event that gathers industry professionals, service providers, machinery and equipment manufacturers, technology innovators, and related stakeholders. This unique platform will facilitate networking, knowledge sharing, and business opportunities in the Indian Cable and wire sector, ultimately benefiting all participants.

The India Cable and Wire Expo is an event that brings together the manufactures and stake holders at different levels, such as communication, connectivity, security, safety, technology and interconnection between ecosystems aiming to create a premier platform for industry exchange and business cooperation.

The India Cable and Wire Expo aims to stimulate investment in the Cable and wire industry, fostering a platform for local and national investors and experts to share knowledge, exchange business ideas, and ultimately drive business growth. By bringing together industry stakeholders, the expo aims to promote trade, improve competitiveness, and increase the overall value of the Cable and wire Industry.

The choice of right equipment and right quality is very important to create the perfect ground for a very successful output. Using the right tools and equipment will save you time and help you give your customers the exact things they are looking for and become the key ingredient in taking your business towards success.

Selecting the appropriate tools and maintaining their quality ensures efficient production, customer satisfaction, and overall growth in the industry.

This Expo serves as a significant platform, connecting the latest Cable and Wire technologies with Industry players and professionals. It facilitates interactive sessions, enabling better understanding of buyer-seller requirements and fostering awareness among all end-user segments. This event promotes networking and knowledge-sharing opportunities within the industry.

The Cable and Wire Market in India

The Global wires and cable market is expected to reach 351.3 Billion by 2032 at a compound annual growth rate of 6.3% between 2023 to 2032. Meanwhile the markets in India has seen a rapid growth due to increased investment by the government in the Infrastructural Projects, Smart cities projects and increased use of electronic devices in the day to day activities.

The India wires and cables market is highly competitive, with several domestic and international players operating in the space.

The development of the manufacturing sector as part of the Make in India initiative has also been a catalyst in the growth of the wire and cables market in the country. The penetration of the telecom sector in the rural parts of India is also one of the factors for the increase demand for cables and wires in the country. As a result, it is estimated to strengthen India wires and cables market growth in the forthcoming years.



Factors supporting the Growth of the Wire and Cable Industry

- ✓ Rapid Urbanization
- ✓ The need for technology that improves comfort, safety, and energy efficiency.
- ✓ Growing Affluence and Disposable Income
- ✓ Improving lifestyles.
- ✓ Improvements in IoT and Connectivity
- ✓ Growing Awareness and Demand for Home Security
- ✓ Emphasis on Sustainability and Energy Efficiency
- ✓ Government Initiatives: Supportive policies, such as "Make in India" and "Smart Cities Mission."
- ✓ Growth of the Real Estate and Construction Sectors:
- ✓ Changing Customer Preferences and Lifestyle Trends

Why should you exhibit in the India Cable and Wire Expo

- ✓ Lead Generation
- ✓ Branding
- ✓ An Apt Platform to reach the Targeted Customers
- ✓ A one stop for all latest industry trends in one place.
- ✓ An Excellent opportunity to showcase your company's latest innovations and products to leading Clients and visitors
- ✓ The Right Platform to boost your business
- ✓ An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- ✓ An Apt Platform to Connect with Right Partners for your business Needs
- ✓ Create new distribution channels and agents for your products in the region.



Exhibitor Profile

Manufacturers and stake holders of

- ⊙ High Voltage Cables and Wires
- ⊙ Low Voltage Cables and Wires
- ⊙ Tele Communication Cables
- ⊙ Fiber Optic Cables
- ⊙ Cable support Systems
- ⊙ Cable Support Fittings
- ⊙ Cable Support Tools
- ⊙ Cable Recycling Equipment
- ⊙ Electric Goods
- ⊙ Cable Insulations
- ⊙ Cable Winding Equipment
- ⊙ Copper cable suppliers & manufacturers
- ⊙ Optical Fiber & cables
- ⊙ Wire manufacturing machinery
- ⊙ Wire processing machinery
- ⊙ Wire products manufacturing machinery
- ⊙ Testing Equipment
- ⊙ Auxiliary process technology materials and Allied Industry

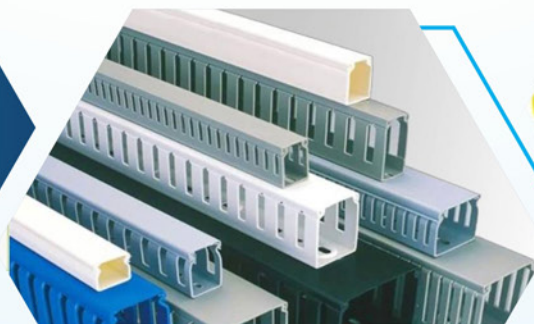
What is special about the India Cable and Wire Expo

- ⊙ Tailored stands as per budget and space requirements
- ⊙ Sponsorships will widen market horizons
- ⊙ Promote your product and overall brand
- ⊙ Meet and greet with business prospects to build a larger business empire.
- ⊙ An opportunity to launch a new product or services



Visitor Profile

- ⊙ Home Owners,
- ⊙ Architects
- ⊙ Automobile Manufacturers
- ⊙ Builders
- ⊙ Contractors and applicators
- ⊙ Distributors and wholesalers
- ⊙ Decision Makers
- ⊙ Electrical Equipment Manufacturers
- ⊙ Engineers
- ⊙ Entrepreneurs,
- ⊙ EPC Consultants
- ⊙ Government Authorities
- ⊙ Interior Designers
- ⊙ Professionals
- ⊙ Power Production & Distribution Equipment Manufactures
- ⊙ Real Estate Developers
- ⊙ Store Managers
- ⊙ Suppliers and Distributors
- ⊙ System Integrators
- ⊙ Service Technicians
- ⊙ Technicians
- ⊙ Tech Enthusiasts
- ⊙ Media Houses
- ⊙ Press



SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration. MDM offers a variety of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward.

Organizer



TITLE SPONSOR

Booth Space: 200 sqm (Central Prime Location)

₹ 25 Lacs + GST

Key Benefits:

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Sponsor's CEO to be on Dias at Inaugural function
- Sponsor's Logo prominently displayed as "Title Sponsor" in printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Inside front cover advertisement in Exhibition Directory) (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet) (to be provided by the sponsorer)
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall



EVENT PARTNER

Booth Space: 160 sqm (Premium High-Traffic Zone)

₹ 20 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Event Partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



PLATINUM SPONSOR

Booth Space: 120 sqm

₹ 15 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Platinum Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)



DIAMOND SPONSOR

Booth Space: 100 sqm

₹ 12 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Diamond Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Sponsor's Logo prominently displayed as "Diamond Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Diamond Sponsor" in the post-show report and event website



GOLD SPONSOR

Booth Space: 72 sqm

₹ 10 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Gold Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



SILVER SPONSOR

Booth Space: 50 sqm

₹ 7 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Silver Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Silver Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



EXHIBITOR BADGE SPONSOR

Booth Space: 09 sqm

Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively

Key Benefits:

- Exclusive branding of the sponsor's logo as badge partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Logo and desired literature on the Exhibitor batch (backside)
- Mention as logo partner on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Exclusive campaign on social media platforms

₹ 3 Lacs + GST



WATER BOTTLE SPONSOR

Booth Space: 09 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed as Water Bottle Sponsor on events' website on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Water Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Water Sponsor" in the post-show report and event website
- 500 ml water bottles will be delivered to all exhibitors with sponsor's branding

₹ 3 Lacs + GST



*All Art work for Promotional material has to be given by the sponsorer

THANK YOU

For Sponsorship Contact: +91 93421 85915 | +91 93414 73494

E-mail: expo@mediaday.co.in, Website: www.mediaday.co.in



About Organizer

"Media Day Marketing is a premier Hyderabad-based B2B event organizing firm, driven by a seasoned management team with over 20 years of hands-on experience in delivering successful events across diverse sectors, including – Automotive, E- Mobility, Dairy, Food Processing, Bakery & Kitchen Equipment, Poultry, Renewable Energy, Paint & Coating, Doors Windows and Facades, Lifts, Cable and wires, Cyber Security, Logistics and Ware housing etc.

With a steadfast commitment to excellence, we strive to connect with an ever-growing network of stakeholders through our events, providing unparalleled value and expertise to our clients."



STALL CHARGES (PSM)

SHELL SPACE

For Indian Exhibitor
Rs. 9,500/- per sqm + GST
For Foreign Exhibitor
USD 250 per sqm + GST

BARE SPACE

For Indian Exhibitor
Rs. 9,000/- per sqm + GST
For Foreign Exhibitor
USD 220 per sqm + GST

GET IN TOUCH



**MEDIA DAY
MARKETING**

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