

DRIVING TECHNOLOGY, INNOVATION & INVESTMENTS

INDIA ELECTRONICS WEEK

7-9 FEBRUARY 2018

KTPO Trade Center • Whitefield • Bengaluru

India Electronics Week has emerged as India's premier tech event focusing on cutting-edge technologies like IoT, rapid prototyping, smart manufacturing, smart/connected lighting etc. through its award-winning co-located shows EFY Expo, IoTshow.in, T&M India, LEDasia.in and EFY Conferences



Profit from IoT

India's #1 IoT show. At Electronics For You, we strongly believe that India has the potential to become a superpower in the IoT space, in the upcoming years. All that's needed are platforms for different stakeholders of the ecosystem to come together.

We've been building one such platform:

IoTshow.in—an event for the creators, the enablers and customers of IoT. In February 2018, the third edition of IoTshow.in will bring together a B2B expo, technical and business conferences, the Start-up Zone, demo sessions of innovative products, and more.

Who should attend?

- **Creators of IoT solutions:** OEMs, design houses, CEOs, CTOs, design engineers, software developers, IT managers, etc
- **Enablers of IoT solutions:** Systems integrators, solutions providers, distributors, resellers, etc
- **Business customers:** Enterprises, SMEs, the government, defence establishments, academia, etc

Why you should attend

- Get updates on the latest technology trends that define the IoT landscape
- Get a glimpse of products and solutions that enable the development of better IoT solutions
- Connect with leading IoT brands seeking channel partners and systems integrators
- Connect with leading suppliers/service providers in the electronics, IT and telecom domain who can help you develop better IoT solutions, faster
- Network with the who's who of the IoT world and build connections with industry peers
- Find out about IoT solutions that can help you reduce costs or increase revenues
- Get updates on the latest business trends shaping the demand and supply of IoT solutions



Smart Manufacture ^ Electronics

Is there a show in India that showcases the latest in electronics manufacturing such as rapid prototyping, rapid production and table top manufacturing?

Yes, there is now - EFY Expo 2018. With this show's focus on the areas mentioned and it being co-located at India Electronics Week, it has emerged as India's leading expo on the latest manufacturing technologies and electronic components.

Who should attend?

- **Manufacturers:** CEOs, MDs, and those involved in firms that manufacture electronics and technology products
- **Purchase decision makers:** CEOs, purchase managers, production managers and those involved in electronics manufacturing
- **Technology decision makers:** Design engineers, R&D heads and those involved in electronics manufacturing
- **Channel partners:** Importers, distributors, resellers of electronic components, tools and equipment
- **Investors:** Startups, entrepreneurs, investment consultants and others interested in electronics manufacturing

Why you should attend

- Get updates on the latest technology trends in rapid prototyping and production, and in table top manufacturing
- Get connected with new suppliers from across India to improve your supply chain
- Connect with OEMs, principals and brands seeking channel partners and distributors
- Connect with foreign suppliers and principals to represent them in India
- Explore new business ideas and investment opportunities in this sector



LEDASIA.in

Showcasing the Technology that Powers Light

Our belief is that the LED bulb is the culmination of various advances in technology. And such a product category and its associated industry cannot grow without focusing on the latest technologies. But, while there are some good B2B shows for LED lighting in India, none has a focus on 'the technology that powers lights'. Thus, the need for LEDAsia.in.

Who should attend?

- **Tech decision makers:** CEOs, CTOs, R&D and design engineers and those developing the latest LED-based products
- **Purchase decision makers:** CEOs, purchase managers and production managers from manufacturing firms that use LEDs
- **Channel partners:** Importers, distributors, resellers of LEDs and LED lighting products
- **Investors:** Startups, entrepreneurs, investment consultants interested in this sector
- **Enablers:** System integrators, lighting consultants and those interested in smarter lighting solutions (thanks to the co-located IoTshow.in)

Why you should attend

- Get updates on the latest technology trends defining the LED and LED lighting sector
- Get a glimpse of the latest components, equipment and tools that help manufacture better lighting products
- Get connected with new suppliers from across India to improve your supply chain
- Connect with OEMs, principals, lighting brands seeking channel partners and systems integrators
- Connect with foreign suppliers and principals to represent them in India
- Explore new business ideas and investment opportunities in the LED and lighting sector
- Get an insider's view of 'IoT + Lighting' solutions that make lighting smarter



EFY CONFERENCES

India's Mega Tech Conference

The EFY Conference (EFYCON) started out as a tiny 900-footfall community conference in 2012, going by the name of Electronics Rocks. Within four years, it grew into 'India's largest, most exciting engineering conference,' and was ranked 'the most important IoT global event in 2016' by Postscapes.

In 2017, 11 independent conferences covering IoT, artificial intelligence, cyber security, data analytics, cloud technologies, LED lighting, SMT manufacturing, PCB manufacturing, etc, were held together over three days, as part of EFY Conferences.

Key themes of the conferences and workshops in 2018

- Profit from IoT: How suppliers can make money and customers save it by using IoT
- IT and telecom tech trends that enable IoT development
- Electronics tech trends that enable IoT development
- Artificial intelligence and IoT
- Cyber security and IoT
- The latest trends in test and measurement equipment
- What's new in desktop manufacturing
- The latest in rapid prototyping and production equipment

Who should attend

- Investors and entrepreneurs in tech
- Technical decision makers and influencers
- R&D professionals
- Design engineers
- IoT solutions developers
- Systems integrators
- IT managers

SPECIAL PACKAGES FOR

- Academicians
- Defence personnel
- Bulk/Group bookings



TEST & Measurement India

India's Only Electronics-Centric T&M Show

Test & Measurement India (T&M India) is Asia's leading exposition for test & measurement products and services. Launched in 2012 as a co-located show along with Electronics For You Expo, it has established itself as the must-attend event for users of T&M equipment, and a must-exhibit event for suppliers of T&M products and services.

In 2015, T&M India added an important element by launching the T&M Showcase—a platform for show-casing latest T&M products and technologies. Being a first-of-its-kind event in India, the T&M Showcase was well received by the audience and the exhibitors.

Who should attend?

- Sr Technical Decision Makers—Manufacturing, Design, R&D & Trade Channel organisations
- Sr Business Decision Makers—Manufacturing, Design, R&D & Trade Channel organisations
- R&D Engineers
- Design Engineers
- Test & Maintenance Engineers
- Production Engineers
- Academicians
- Defence & Defence Electronics Personnel

Why you should attend?

- India's Only Show Focused on T&M for electronics
- Experience Latest T&M Solutions first-hand
- Explore Trade Channel Opportunities from Indian & Foreign OEMs
- Attend Demo sessions of latest T&M equipment launched in India
- Special Passes for Defence

Reasons Why You Should NOT Attend IEW 2018

We spoke to a few members of the tech community to understand why they had not attended earlier editions of India Electronics Week (IEW). Our aim was to identify the most common reasons and share them with you, so that if you too had similar reasons, you may choose not to attend IEW 2018. This is what they shared...

#1. Technologies like IoT, AI and embedded systems have no future

Frankly, I have NO interest in new technologies like Internet of Things (IoT), artificial intelligence, etc. I don't think these will ever take off, or become critical enough to affect my organisation or my career.

#2. I see no point in attending tech events

What's the point in investing energy and resources to attend such events? I would rather wait and watch—let others take the lead. Why take the initiative to understand new technologies, their impact and business models?

#3. My boss does not like me

My boss is not fond of me and doesn't really want me to grow professionally. And when she came to know that IEW 2018 is an event that can help me advance my career, she cancelled my application to attend it. Thankfully, she is attending the event! Look forward to a holiday at work.

#4. I hate innovators!

Oh my! Indian startups are planning to give LIVE demonstrations at IEW 2018? I find that hard to believe. Worse, if my boss sees these, he will expect me to create innovative stuff too. I better find a way to keep him from attending.

#5. I am way too BUSY

I am just too busy with my ongoing projects. They just don't seem to be getting over. Once I catch up, I'll invest some time in enhancing my knowledge and skills, and figure out how to meet my deadlines.

#6. I only like attending vendor events

Can you imagine an event where most of the speakers are not vendors?

Where most talks will not be by people trying to sell their products? How boring! I can't imagine why anyone would want to attend such an event. I love sales talks, and I am sure everybody else does too. So IEW is a big 'no-no' for me.

#7. I don't think I need hands-on knowledge

I don't see any value in the tech workshops being organised at IEW. Why would anyone want hands-on knowledge? Isn't browsing the Net and watching YouTube videos a better alternative?

#8. I love my office!

Why do people leave the comfort of their offices and weave through that terrible traffic to attend a technical event? They must be crazy. What's the big deal in listening to experts or networking with peers? I'd rather enjoy the coffee and the cool comfort of my office, and learn everything by browsing the Net!

#9. I prefer foreign events

While IEW's IoTshow.in was voted the 'World's No.1 IoT event' on Postscapes.com, I don't see much value in attending such an event in India—and that, too, one that's being put together by an Indian organiser. Naah! I would rather attend such an event in Europe.

Hope we've managed to convince you NOT to attend IEW 2018! Frankly, we too have NO clue why 10,000-plus techies attended IEW in March 2017. Perhaps there's something about the event that we've not figured out yet. But, if we haven't been able to dissuade you from attending IEW 2018, then you may register at <http://register.efy.in>.

Conference Pass Pricing

One day pass
INR 1999

PRO pass
INR 7999

Special privileges and packages for...

Defence and defence electronics personnel

Academicians

Group and bulk bookings

The themes

- Profit from IoT
- Table top manufacturing
- Rapid prototyping and production
- LEDs and LED lighting

The co-located shows



Why exhibit at IEW 2018?



More technology decision makers and influencers attend IEW than any other event



India's only test and measurement show is also a part of IEW



Bag year-end orders; meet prospects in early February and get orders before the FY ends



It's a technology-centric show and not just a B2B event



360-degree promotions via the event, publications and online!



The world's No.1 IoT show is a part of IEW and IoT is driving growth



Over 3,000 visitors are conference delegates



The only show in Bengaluru in the FY 2017-18



It's an Electronics For You Group property



Besides purchase orders, you can bag 'Design Ins' and 'Design-Wins' too



Your brand and solutions will reach an audience of over 500,000 relevant and interested people



IEW is being held at a venue (KTPO) that's closer to where all the tech firms are



Co-located events offer cross-pollination of business and networking opportunities



IEW connects you with customers before the event, at the event, and even after the event



Special packages for 'Make in India', 'Design in India', 'Start-up India' and 'LED Lighting' exhibitors

Why you should risk being an early bird

1. The best locations sell out first
2. The earlier you book—the better the rates; and the more the deliverables
3. We might just run out of space this year!

To get more details on how exhibiting at IEW 2018 can help you achieve your sales and marketing goals,

Contact us at **+91-9811155335** Or Write to us at **growmybiz@efy.in**

Deliverables		Powered By* (1 slot)	Platinum (3 Slots)	Gold	Silver	Associate
Investment	For IEW	₹ 25,00,000/ US\$ 50,000	₹ 15,00,000/ US\$ 30,000	₹ 10,00,000/ US\$ 20,000	₹ 600,000/ US\$ 12,000	₹ 400,000/ US\$ 8,000
	For One Event	--	₹ 10,00,000/ US\$ 20,000	₹ 600,000/ US\$ 12,000	₹ 450,000/ US\$ 8,500	₹ 300,000/ US\$ 6,000
Maximum no. available		1	3	Any	Any	Any
Mention in the IEW name		✓	-	-	-	-
Mention in Radio advertisements		✓	-	-	-	-
Booth Space (in sqm)		30	24	18	12	9
Pull up banner at entrance		✓	-	-	-	-
Advertisement in Show Directory		Doublespread	Full Page	Full Page	Full Page	Half page
Speaker slots		1 (star speaker), 1 (30 minute talk)	1 (10 minute slot in opening talk), 1 (30 minute talk)	1 (30 minute talk)	-	-
Logo in all marketing collaterals		✓	✓	✓	✓	✓
Acknowledgment as partner in all relevant communication		✓	✓	✓	✓	✓
Profile on event website		500 words	350 words	200 words	100 words	100 words
Profile in Show Directory		500 words	350 words	200 words	100 words	100 words
2 minute video between sessions		12	6	-	-	-
Dedicated emailers		2	1	-	-	-
Dedicated Press releases		3	2	1	-	-
Nominate an org. for VC meeting		1	1	-	-	-
Passes for clients		35	25	15	5	3
Passes for employees		35	25	15	5	3
Inserts in visitor bag (Max A4)		Max 8 page	Max 4 page	Max 2 page	1 page	-
Standeers: 1.8m x 0.9m (6ft x 3ft)		10	7	4	2	-

* The 'powered by' sponsorship is for the whole IEW show which will include five events. All rates mentioned in the above table exclude service tax. Sponsors for IEW 2018 will get recognition and promotions in all the events, while the sponsor of a specific event will get recognition and promotions in the relevant event only.

Innovative sponsorship opportunities	Investment
Event Bag	₹6,50,000 / US\$ 14,000
Event Badge	₹4,50,000 / US\$ 9,000
Event Lanyard	₹6,00,000 / US\$ 12,000
Registration Partner	₹6,00,000 / US\$ 12,000
Speaker Lounge	₹3,00,000 / US\$ 6,000
VIP Lounge	₹3,00,000 / US\$ 6,000
Host For Academicians	₹5,00,000 / US\$ 10,000
Stationery Partner	₹5,00,000 / US\$ 10,000
Water bottle	₹3,00,000 / US\$ 6,000
Tea/ Coffee	₹3,00,000 / US\$ 6,000
1 insert in delegate kits (supplied by sponsor)	₹1,00,000 / US\$ 2,000

Exhibiting Rates

Raw space:

₹10,000/ sqm;
US\$ 325 (excluding service tax)

Shell space:

₹11,000/ sqm;
US\$ 375 (excluding service tax)

About the organiser

EFY Group

Over the last four decades, the EFY Group has become synonymous with information on cutting-edge technology. Today, this renowned media group is spread across eight cities of India, and caters to over two million techies spread across the globe.

Its **print publications** not only reach every nook and corner of India but are also read by techies in South Asian countries, like Nepal, Pakistan, Bangladesh, Sri Lanka, Bhutan and Afghanistan. The Group is also amongst the few Indian publishers to have its publications distributed in Singapore and Malaysia.

The **online communities** of the Group provide tech content to readers from all across the globe. The Group's online portfolio includes some global leaders, like, electronicsforu.com, opensourceforu.com, EFYTimes.com, electronicsb2b.com and eleb2b.com. Plus, the company manages three social media (Facebook) communities, which are global leaders in their respective domains. These include: facebook.com/designelectronics, facebook.com/opensourceforu and facebook.com/tablets.india. EFY has also launched digital editions of its publications to make them easily accessible to readers all across the globe.

The **digital publications** are available on all popular platforms including iOS (Apple), Android, Kindle and e-zine (Web browser). The group has also tied up with leading online distributors including Amazon, Scoop, PocketMags, Zinio, Magzter, etc.

While EFY Group has been organising events since 2004 when it launched LinuxAsia (now called Open Source India), its events division got fully established with the launch of Electronics For You Expo in 2011. Now, the group boasts of a strong portfolio of events including India Electronics Week (IEW) and Open Source India. Starting 2015, EFY has started organising many co-located events under the umbrella of India Electronics Week. In 2018, IEW will play host to five co-located shows including: EFY Expo, IoTshow.in, LEDAsia.in, T&M India and EFY Conferences.

EFY has set itself the target of empowering and helping 10 million techies across the globe, and it's investing heavily on growing the online communities and increasing the number of readers of its digital publications to achieve the goal.



EFYGROUP

Technology Drives Us

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