

**REACH OUT TO B2G & B2B DECISION MAKERS IN
CITY INFRASTRUCTURE DEVELOPMENT & BUILT ENVIRONMENT**

future cities

a 360 degree event on city development



**PARTNERSHIP &
BRANDING
OPPORTUNITIES**



Smart & Sustainable
Urban Solutions



Innovative Building
Materials & Technologies



Architecture in the
Age of Millennials



**Sponsorships increase the attraction
of your target audience by **104%****

Source : Centre for Exhibition Industry Research (CEIR)

PARTNERSHIP & BRANDING OPPORTUNITIES

Partnership opportunities provide cost-effective ways of reaching a targeted audience with a greater impact. These not only offer excellent branding opportunities to a quality audience, but also give you a wider reach across various media vehicles. **By integrating exhibition and partnership opportunities, you can increase your visibility to your target audience, and position your company as an industry leader.**

India's leading tradeshows focused on solutions for smart and sustainable cities, Municipalika, CAPEX & AAM are uniquely positioned to provide a variety of innovative branding, marketing and promotional opportunities. No matter what size of budget you have, we ensure that we work with you to select and develop an option tailored to meet the specific needs of your company and brand.

SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS IN 2023

Host State



Innovation Partner



Strong Support from Government



Principal Partner



Host City



Featured Cities

Government of Karnataka Organisations Support

Government of Karnataka Organisations Support



Industry Support

Industry Support



Lunch Sponsor

Product Tech Partners

Featured Exhibitors



Featured Exhibitors

Media Partners

Exhibition Organised by

Conference Organised by

Powered by



PARTNERSHIP OPPORTUNITIES AT MUNICIPALIKA, CAPEX & AAM BENEFIT YOU IN THE FOLLOWING WAYS:

- Experience a high-profile presence among the decision makers in Central/ State Governments, Urban Local Bodies, Urban Utilities , City Infrastructure Development Agencies, Multilateral Institutions, Trade Bodies and Associations, Real Estate and Built Environment Industry etc.
- Strengthen your Brand Recall.
- Increase levels of awareness of your brand and products among City Managers, Urban Policy and Decision Makers, Real Estate Developers, Consultants, Contractors, Architects, Engineers, EPC Contractors, MEPF Consultants, Systems Integrators.
- **Showcase your products to a highly targeted audience.**
- Create opportunities for interaction between your brand and its potential consumers.
- **Reach out to both B2G & B2B audience & buyers under one roof.**



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HOSTED VIP DELEGATE PROGRAMME PARTNERSHIP



We have launched unique Hosted VIP Delegate programme where hundreds of hand-picked VIP delegates and decision makers with purchasing authority from urban local bodies, utilities, real estate, architects, engineers, consultants etc from all the major cities of India will be flown in and hosted at the shows.



You will get to become their Host. You will get branding at all possible places, informing them of you being their host. You will also get chance to have one on one meeting with these VIP delegates.



Partners and co-partners of the Hosted VIP Delegate programme will steal one of the most important parts of the show, at a relatively low cost, on first-come basis.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------------|------------|-------------|----------------------------|
| Municipalika, CAPEX, AAM | 12,00,000 | 20,000 | Exclusive |
| | 6,00,000 | 10,000 | Shared |



PILLAR BRANDING

Have your company name and message prominently displayed on a display panel of 10' high x 3' wide.

DISPLAY STANDEES

Have your company name and message prominently displayed at a strategic location on 6' high x 3' wide standees.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|--------|------|---------------------|
| Municipalika, CAPEX, AAM | 30,000 | 500 | Per Piece |



VIP/BUSINESS LOUNGE

A top of the line business lounge will be created wherein exhibitors will be discussing important deals with key decision makers. Your logo will be displayed at various prominent locations in the business lounge. Apart from this, you can place your literature in the business lounge.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|-----------|--------|---------------------|
| Municipalika, CAPEX, AAM | 10,00,000 | 17,000 | Exclusive |
| | 5,00,000 | 8,500 | Shared |



FEATURE / WRITE-UP IN EXHIBITION DIRECTORY

The exhibition directory is one of the most sought after reference guide. Exhibition directory is used by top decision makers from time to time and remains as a reference book in their library. A feature or write-up is a unique way of attracting the attention of these decision makers and acts as an additional medium of marketing your product/technology.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|----------|-------|---------------------|
| Municipalika, CAPEX, AAM | 1,00,000 | 1,700 | Shared |



ADVERTISEMENT / WRITE-UP IN SHOW NEWSLETTER

Show newsletter is the most widely distributed communication. The newsletter is released during the exhibition and it contains a detailed report on the inauguration, conference/ presentation/roadshow schedule, etc. An advertisement/write-up in the newsletter creates a buzz and attracts attention of the participants, VIP visitors and general visitors.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|----------|-------|---------------------|
| Municipalika, CAPEX, AAM | 1,00,000 | 1,700 | Shared |



BUYERS & VIP KIT BAGS

Welcome bags containing information about the exhibition will be distributed to VIP's, press & buyers. Your logo will appear on the bag.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------------|------------|-------------|------------------------------|
| Municipalika, CAPEX, AAM | 5,00,000 | 8,500 | Exclusive (for 1000 numbers) |



SHOW CARRY BAG

Provide visitors with show bags to help them collect information. Your logo and message will appear on the show carry bags to be distributed from the registration area and help desk counters.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|----------|-------|------------------------------|
| Municipalika, CAPEX, AAM | 5,00,000 | 8,500 | Exclusive (for 5000 numbers) |



LANYARD

Attractive lanyards are produced to hold the entry badges and distributed to all exhibitors, general visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|-----------|--------|------------------------------|
| Municipalika, CAPEX, AAM | 10,00,000 | 17,500 | Exclusive (for 5000 numbers) |



BADGE

The badge is one of the widely distributed and most visible elements. Badges will be provided to all participants, trade visitors, press, delegates, VIPs. Your logo will appear in the main section of the badge.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------------|------------|-------------|------------------------------|
| Municipalika, CAPEX, AAM | 10,00,000 | 17,500 | Exclusive (for 5000 numbers) |



BUSINESS CARD ALBUM

Hosted buyers and VIPs at the exhibition will be given an attractive business card album. Sponsoring this may be the most effective means to register your brand to the most important visitors in the exhibition, for a long time.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|----------|-------|------------------------------|
| Municipalika, CAPEX, AAM | 3,00,000 | 5,000 | Exclusive (for 1000 numbers) |



WALK-WAY BILLBOARDS

Have your message/ ad on 10ft ht x 12ft wide billboards in main walk-way leading upto the main entrance.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|--------|-------|---------------------|
| Municipalika, CAPEX, AAM | 60,000 | 1,000 | Per Piece |

17TH INTERNATIONAL
EXHIBITION & CONFERENCE ON
SAFE, SMART & SUSTAINABLE
CITY SOLUTIONS

CAPEX

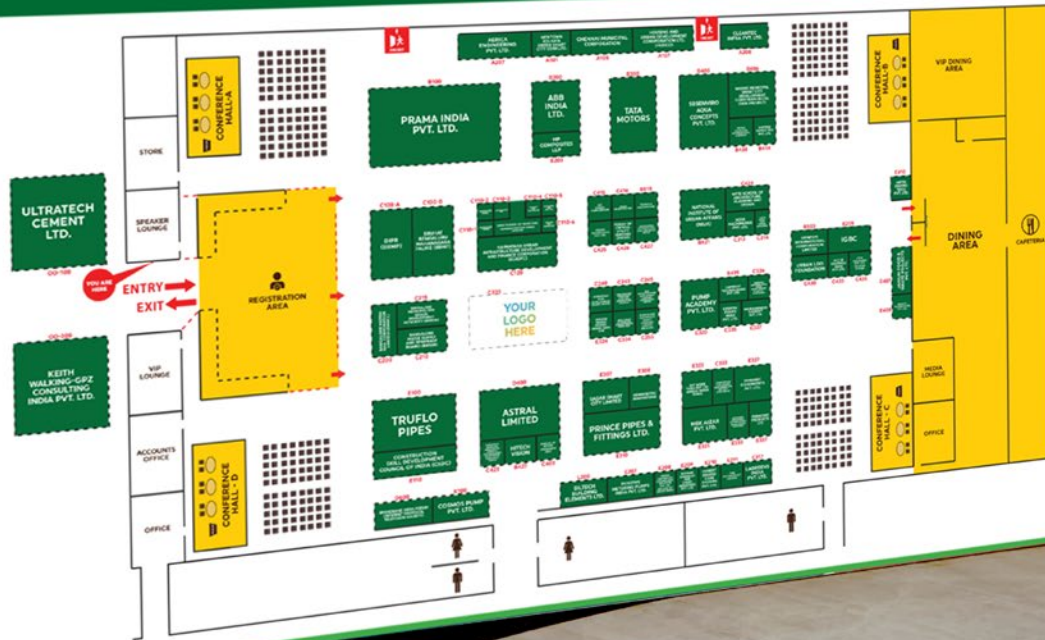
future cities
a 100% ownership project by the Government of Karnataka
MUNICIPALIKA
SMART & SUSTAINABLE CITIES

ARCHITECTURE
DESIGN & CONSTRUCTION



28, 29 & 30 NOVEMBER 2023
PALACE GROUNDS, TRIPURAVASINI,
BENGALURU

Exhibition Floor Plan



HALL LAYOUT PLANS

Give your company a never before exposure. A site much referred to by all visiting delegates. The layout plans will be placed at prime locations in the fair ground. Your logo will appear on the layout plan, giving your company an instant edge.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|----------|-------|---------------------|
| Municipalika, CAPEX, AAM | 1,00,000 | 1,700 | 5 Nos |



ROADSHOW FOR URBAN LOCAL BODIES, UTILITIES, REAL ESTATE SECTOR

Being part of an exclusive roadshow provides an opportunity to showcase your products, technologies and solution to an exclusive target audience of 75-100 senior level decision makers at different locations.

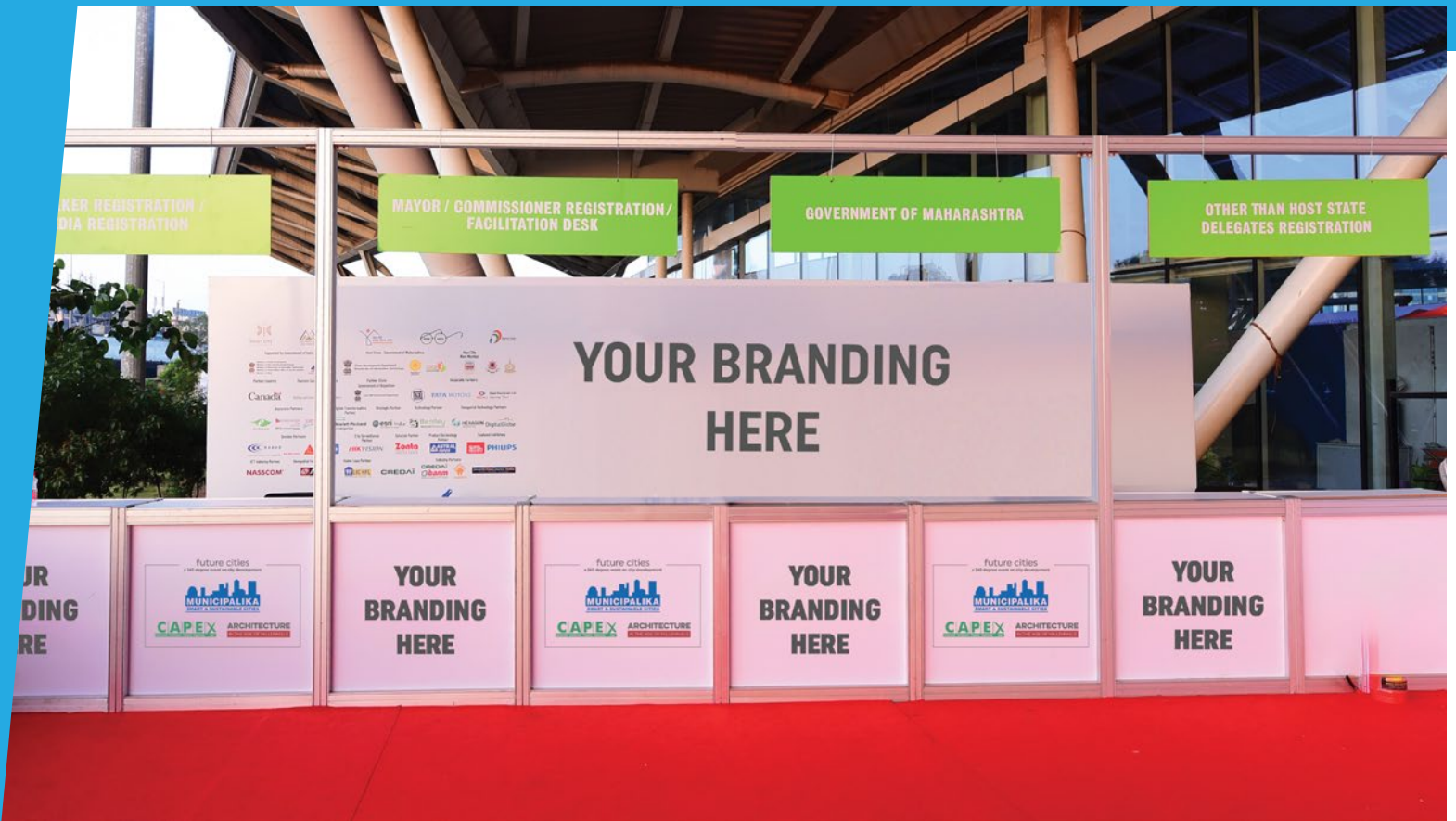
| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------------|------------|-------------|----------------------------|
| Municipalika, CAPEX, AAM | 7,50,000 | 12,750 | Road Show at Show Venue |
| | 15,00,000 | 25,000 | Road Show at 5 Star Hotel |



NETWORKING BREAKFAST / LUNCH / DINNER

Networking breakfast/lunch/dinner is attended by the decision makers from the exhibiting companies and VIP visitors and delegates. Your logo will be displayed at various prominent locations in the dining area. You will be provided with self standing display wall at vantage locations for putting up your publicity posters/logo/branding. You will also be given 15 minutes for A/V presentation.

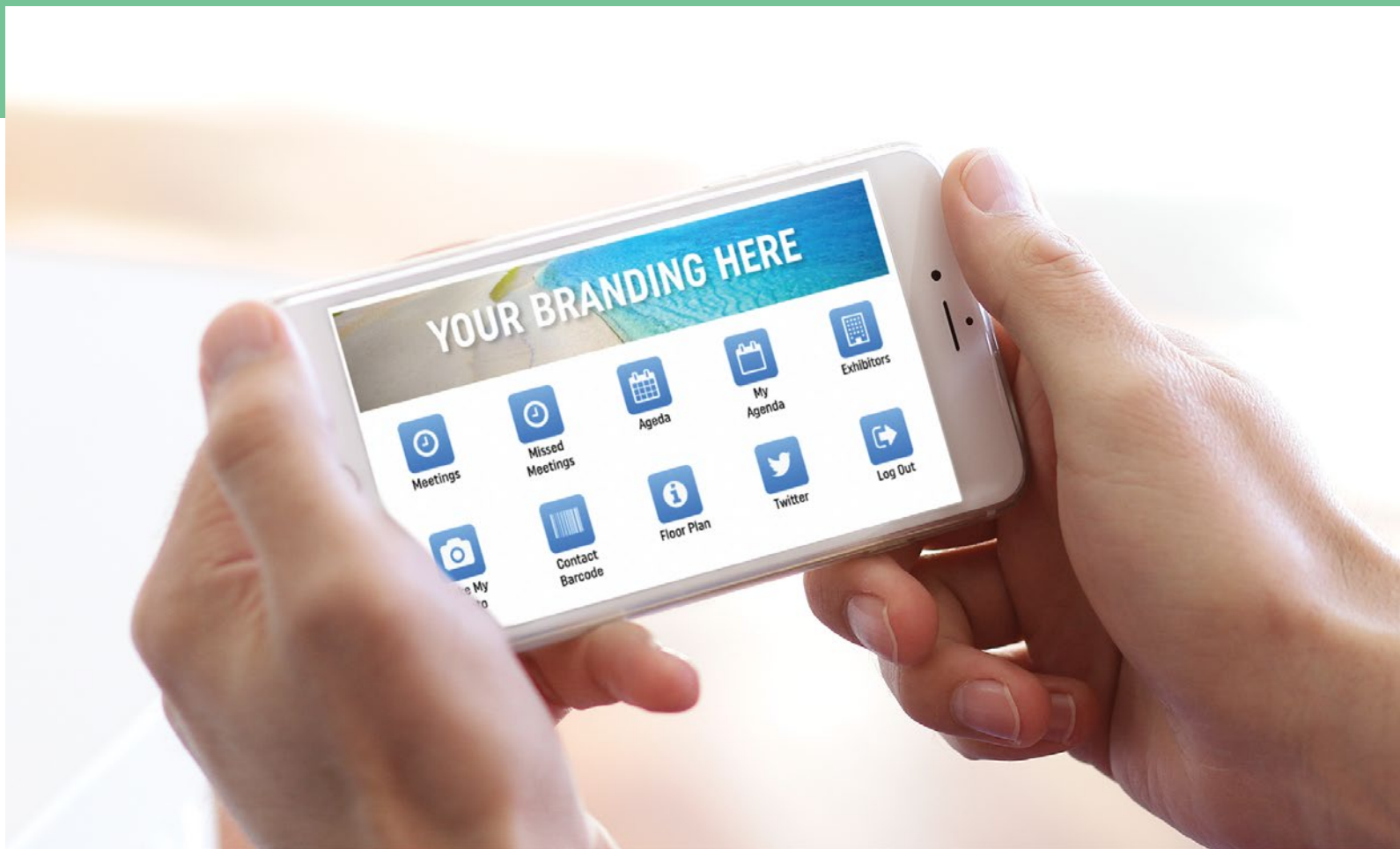
| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|---------------------------------|-----------|--------|---------------------|
| Municipalika, CAPEX, AAM | 10,00,000 | 17,000 | Exclusive |



REGISTRATION AREA

Give your logo a headstart. Registration counters will be situated at the entrance for the registration of delegates, business visitors & general visitors. Your logo will appear on the registration backdrop & front fascia of the registration counter. You will be provided with self standing display wall at vantage locations for putting up your publicity posters/logo/ branding.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|-----------|--------|---------------------|
| Municipalika, CAPEX, AAM | 10,00,000 | 17,000 | Exclusive |



MEETING DIARY PARTNER

The Meeting Diary Partner occupies premium brand space in the meeting diary web portal and mobile apps. Every meeting request and confirmation email sent carries your branding, and your banners appear on every screen inside the app, keeping you at the forefront of every buyer interaction before the show even starts.

| Pricing: exclusive of GST @18% | INR | US\$ | Type of Partnership |
|--------------------------------|----------|-------|---------------------|
| Municipalika, CAPEX, AAM | 3,00,000 | 5,000 | Exclusive |

PARTNERSHIP OPPORTUNITIES

| | Municipalika, CAPEX, AAM | Type of Partnership |
|--------------------------------------|----------------------------|---------------------|
| Principal Partner | INR 30,00,000 / USD 60,000 | Exclusive |
| Co-Partner | INR 20,00,000 / USD 40,000 | Shared |
| Associate Partner | INR 15,00,000 / USD 30,000 | Shared |
| Session Partner | INR 10,00,000 / USD 20,000 | Shared |
| Product / Tech Services Presentation | INR 6,00,000 / USD 10,000 | Shared |
| Partner Country | USD 60,000 | Exclusive |
| Country Pavilion | USD 30,000 | Shared |
| Partner State | INR 30,00,000 | Exclusive |
| Feature State | INR 22,50,000 | Shared |
| State Pavilion | INR 15,00,000 | Shared |
| Partner City/ Union Territory (UT) | INR 15,00,000 | Exclusive |
| City/Union Territory (UT) Pavilion | INR 10,00,000 | Shared |

BRANDING OPPORTUNITIES

| | | |
|--|----------------------------|------------------------------|
| Hosted VIP Delegate Programme Partnership | INR 12,00,000 / USD 20,000 | Exclusive |
| | INR 6,00,000 / USD 10,000 | Shared |
| Roadshow For Urban Local Bodies, Utilities, Real Estate Sector | INR 7,50,000 / USD 12,750 | Road Show at Show Venue |
| | INR 15,00,000 / USD 25,000 | Road Show at 5 Star Hotel |
| VIP/ Business Lounge | INR 10,00,000 / USD 17,000 | Exclusive |
| | INR 5,00,000 / USD 8,500 | Shared |
| Registration Area | INR 10,00,000 / USD 17,000 | Exclusive |
| Networking Lunch / Dinner | INR 10,00,000 / USD 17,000 | Exclusive |
| Feature / Writeup In Show Newsletter | INR 1,00,000 / USD 1,700 | Shared |
| Advertisement / Writeup In Show Newsletter | INR 1,00,000 / USD 1,700 | Shared |
| Buyers & Vip Kit Bags | INR 5,00,000 / USD 8,500 | Exclusive (for 1000 numbers) |
| Lanyard | INR 3,00,000 / USD 5,000 | Exclusive (for 5000 numbers) |
| Show Carry Bag | INR 5,00,000 / USD 8,500 | Exclusive (for 5000 numbers) |
| Badge | INR 10,00,000 / USD 17,500 | Exclusive (for 5000 numbers) |
| Business Card Album | INR 3,00,000 / USD 5,000 | Exclusive (for 5000 numbers) |
| Walk-Way Billboards | INR 60,000 / USD 1,000 | Per Piece |
| Hall Layout Plans | INR 1,00,000 / USD 1,700 | 5 Nos |
| Pillar Branding / Display Standees | INR 30,000 / USD 500 | Per Piece |
| Meeting Diary Partner | INR 3,00,000 / USD 5,000 | Exclusive |

PARTNERSHIP OPPORTUNITIES COST-BENEFIT MATRIX

| Facilities | Partner Country | Feature Country | Country Pavilion | Partner State | Feature State | State Pavilion | Premium Partner City | Partner City/ Union Territory (UT) | City/ Union Territory (UT) | Principal Partner | Co - Partner | Associate Partner | Session Partner | Product / Tech Service Presentation |
|--|-----------------|-----------------|------------------|---------------|---------------|----------------|----------------------|------------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|
| Exhibition Space (sq. mtr.) | 75 | 50 | 36 | 50 | 36 | 24 | 48 | 24 | 24 | 100 | 50 | 36 | 18 | 9 |
| Marketing Presentation Slot (minutes) | 15 | 10 | 10 | x | x | x | x | x | x | 15 | 10 | 10 | 10 | 10 |
| Guest of Honour at Inauguration | y | x | x | y | y | y | y | x | x | x | x | x | x | x |
| Presentation in Plenary Session | x | x | x | y | y | x | y | x | x | x | x | x | x | x |
| Presentation in Technical Session | y | x | x | y | y | y | y | x | x | x | x | x | x | x |
| Appropriate Media Coverage/Logo Mileage Options | y | y | y | y | y | y | y | y | x | y | y | y | y | x |
| Advertisement in Conference Papers/ Exhibition Directory | Full Page | Full Page | 2 Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page |
| Advertisement in Urban News Digest | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page | Full Page |
| Profile / Brochure in Delegate Kit | y | y | y | y | y | x | y | y | x | y | y | y | y | x |
| Waiver of Delegate Charges | 25 | 15 | 10 | 25 | 15 | 10 | 10 | 10 | 5 | 10 | 5 | 2 | 2 | 2 |
| Local Hosting & Transport | x | x | x | 6 Persons | 4 Persons | 2 Persons | 4 Persons | 2 Persons | 1 Person | x | x | x | x | x |
| Partnership Charges | US\$ 60,000* | US\$ 45,000* | US\$ 30,000* | ₹ 30 Lacs* | ₹ 22.5 Lacs* | ₹ 15 Lacs* | ₹ 25 Lacs* | ₹ 15 Lacs* | ₹ 10 Lacs* | ₹ 30 Lacs*/ US\$ 60,000* | ₹ 20 Lacs*/ US\$ 40,000* | ₹ 15 Lacs*/ US\$ 30,000* | ₹ 10 Lacs*/ US\$ 20,000* | ₹ 6 Lacs*/ US\$ 12,000* |

*Add 18% GST extra.



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THE NEXT DECADE

100% percentage of green buildings
in Singapore by 2030

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SKYLAB

SMART & SUSTAINABLE CITY SOLUTIONS

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Seepage and
Foul Smell

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**Good Governance
India Foundation**

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