



**30.5 – 01.06.2019**

**BEC, Mumbai, INDIA**

# **STAGE SOUND LIGHTING ENTERTAINMENT TECHNOLOGY**

**BRINGING TECHNOLOGY TO THE MARKET,  
DELIVERING TECHNOLOGY TO PROFESSIONALS**

**In love with Sound™**

# CONTENTS

<b>A. Exhibit Opportunities</b>	– Pg. 3.....Pg. 5
<b>B. Demo Opportunities</b>	– Pg. 6.....Pg. 7
<b>C. Brand Sponsor Opportunities</b>	– Pg. 8.....Pg. 14
<b>D. Product Analysis</b>	– Pg. 15
<b>E. Visitor Analysis</b>	– Pg. 16.....Pg. 17
<b>F. Show Highlights</b>	– Pg. 18.....Pg. 19

# A. Exhibit Opportunities

**PALM Expo 2019**, India's premiere trade show for pro audio, stage sound, lighting and music production, will take place at Bombay Exhibition Centre, Goregaon, Mumbai from **30 May to 1 June, 2019**.

Book your booth space at the earliest and ensure that you are part of India's only Event Entertainment Mega Expo. **Booking a booth before 31st August, 2018** will enable you to not only avail of the 5% early bird discount, but will also ensure that you get the booth location of your choice and define your business promotion and product launch plans well in advance.

Reserve your booth now and benefit from marketing and promotional activities. If you are interested in booking a booth space, you can contact any of our sales personnel mentioned in section A. 3.

## 1. EXHIBIT HALLS INFORMATION

**Exhibit Halls are spread across Hall 1, Hall 2, Hall 3, Grande Hall B & C,**

### **1.1 HALL 1 - SOUND + MUSIC PRODUCTION:**

- Hall 1 is the audio hall.
- Hall 1 is designated as a **"No Sound Hall"**. Demo of all sound equipment must be conducted through headphones or in soundproof demo rooms constructed within the booth.
- **Product Categories of Hall 1:**  
Stage Sound; Concert Sound, Installed Sound; Live Sound Systems; Studio Recording Equipment; Microphones; Music Production; Audio Post Production; Audio for Video; DJ Gear ; Pro Audio System;
- Hall 1 also encompasses the following:
  - Headphone Shootout Zone • PALM Campus • Media Hub • Exhibitor Lounge • China Pavillion
- Other Details:
  - Total Hall size: 16013.9 sqms
  - Total Exhibit Area: 7687 sqms
  - Clear Ceiling Height: 14 ft.
  - Clear Ceiling height in Low Lying area: 10 ft.
  - Booth sizes: 9sqm – 180 sqms

### **1.2 HALL 2 (LIGHTING + LASER):**

- Hall 2 is the lighting hall.
- This hall is designated as a **"No Sound Hall"**.
- **Product Categories of Hall 2:**  
Stage Lighting; Lighting Lasers and Lighting Effects; Lighting Design & Installation; Stage Machinery; Stage Technology; Truss & Rigging
- Hall 2 also encompasses the following:
  - Lighting Design Showcase • Lighting Workshop • Trussing & Rigging Workshop • China Pavillion • Cafeteria
- Other Details:
  - Total Hall size: 6536 sqms
  - Total Exhibit Area: 2582 sqms
  - Clear Ceiling Height: 20 ft.
  - Booth size: 9sqm – 250 sqms

### **1.3 HALL 3 (AUDIOVISUAL + DISPLAY):**

- Hall 3 is the audiovisual hall.
- This hall is designated as a “**No Sound Hall**”.
- **Product Categories of Hall 3:**  
AV Integration product & technology; AV Networking; AV/IT; Display; Smart Screens, LED Screens, Video Walls, Projectors, Video Projection Systems, Cinema Projection, Digital Signage, Digital Cinema.
- Hall 3 also encompasses the following:
  - AV Integrated Systems Summit • AV Integrated Systems Education • DCI Cinema Projection & Surround Sound Experience
  - LED Cinema Screen and Surround Sound Experience • 3D Immersive Projection & Mapping • Cafeteria • AV Registration Area • AV Integrated Systems Project Connect - Hosted Buyer Network Programme • AV Tech Tour • China Pavillion • Broadcast Studio • Exhibitor VIP Lounge
- Other Details:
  - Total Hall size: 7602.7 sqm
  - Total Exhibit Area: 2927 sqm
  - Clear Ceiling Height: 15 ft.
  - Clear Ceiling Height in Low Lying area: 10 ft.
  - Booth size: 9sqm - 150 sqm

### **1.4 THE GRANDE HALL B & C (SOUND + MUSIC PRODUCTION):**

- The Grande Hall B & C are audio halls.
- Grande Hall is an Exhibit cum Demo Hall
- Product Categories of The Grande Hall B & C:  
Stage Sound; Concert Sound, Installed Sound; Live Sound Systems; Studio Recording Equipment; Microphones; Music Production; Audio Post Production; Audio for Video; DJ Gear ; Pro Audio System;
- Other Details:
  - Total Hall size: 1150 sqm
  - Clear Ceiling Height: 12 ft.
  - Hall rate: **Rs 80 Lakhs + Tax**

## **2. BOOTH TYPE**

Exhibitors have the option of choosing from two available options

### **2.1 SHELL SCHEME:**

- Basic stand construction
- Includes stand walls, fascia, lights, carpet, power socket, furniture and booth cleaning.
- The booth is constructed from white pifex panels of standard size of 1 mtr in width and 2.4 mtr in height each.
- **Rates for shell scheme booth are as follows:**
  - **Rs 13, 225** per sqm for a one side open booth
  - **Rs 13,800** per sqm for two side open booth
  - **Rs 14,375** per sqm for three side open booth

### **2.2 RAW SPACE:**

- Raw Space is provided bare space; without carpeting, furniture & spotlights and power supply. Any requirements must be ordered in advance from the official contractor designated by the organizer.
- Raw Space exhibitors must provide the layout, elevation & the perspective drawings of their proposed design for approval
- All raw-space contractors must provide a refundable performance bond of Rs. 50,000 cheque paid to Organiser- ABEC Exhibitions & Conferences Pvt. Ltd. This amount will be used towards any damages caused by the contractor during the build-up or tear down of stands.

➤ **Raw Space Construction Details:**

**Walls (Height & Width):**

- The maximum height of any wall facing the aisle cannot exceed 12 ft. and a maximum length of 75% of the booth space facing the aisle.
- Any stand-alone branding structure on any side of the booth, cannot exceed a height of 15 ft. and 10 ft. width.
- Height of back wall against the periphery of the Hall will be allowed up to 15 ft. depending on the ceiling height available.
- Booth designs using a truss should ensure that the truss height does not exceed 20 ft.
- If masking cloth or cloth banner need to be suspended from the truss, minimum clearance from ground level of 12 ft. must be maintained.

**Dividing Walls:**

- On divided sites, the maximum height for dividing walls is 10 ft.

**Mezzanine Level:**

- Mezzanine Level construction on Raw Space is subject to permission and design approval.
- Mezzanine floor is additionally charged at 50% of booth cost.
- Mezzanine level is only permitted for booths greater than 100 sqm
- Exhibitors planning to construct mezzanine level, must ensure that the mezzanine floor does not exceed 30% of the stand area.
- Mezzanine level must be built at a height of 8 ft. from the ground level.
- No build up is allowed on the mezzanine floor.

➤ **Rates for Raw Space are as follows:**

- **Rs 11,750** per sqm
- Mezzanine area construction rate - **Rs 5,875** per sqm

### 3. PALM Expo 2019 Sales Team

The Sales team will ensure quick response to your queries and guide you on best available locations and booth size. The sales team will also ensure that your participation running up to the show days is smooth and easy and Exhibitors get maximum marketing and promotional benefits from the moment they commit to the expo.

<p><b>Ramesh Chetwani</b> Exhibition Director +91 22 4286 3900 +91 916 744 7440 rchetwani@palmexpo.in</p>	<p><b>Akhil Varma</b> Project Head - Sales +91 22 4286 3900 +91 982 113 5542 avarma@palmexpo.in</p>	<p><b>Lakshay Mohla</b> Deputy Manager - Sales +91 22 4286 3900 +91 983 330 7352 lmohla@palmexpo.in</p>
<p><b>Karan Bhardwaj</b> Deputy Manager - Sales +91 22 4286 3878 +91 916 732 3756 kbhardwaj@palmexpo.in</p>	<p><b>Charu Relhan</b> Manager - Sales +91 11 6629 5722 +91 981 977 8712 charu.r@abec.asia</p>	<p><b>CHINA SALES</b> CIEC Overseas Exhibition Co.,Ltd. <b>Ms. Lydia Wang</b> Room 523, CIEC Service Building, No. 6, East Beisanhuan Road, Chaoyang District, Beijing – 100028, China. wangyingyao@ciec.com.cn +86-10-84600567</p>

# B. Demo Opportunities

## 1. DEMO QUBE:

### Venue: VIP Parking Ground, Opposite Hall 1, BEC

- Demo Qube is a 10 x 10 sqm hangar with a single entry
- Visitors can experience sound demos of the installed speakers.
- Exhibitors have a choice to display and demo install speakers and/or speakers for stage / auditorium / entertainment venues.
- With Hall 1 being a “no sound” hall, the Demo Qube facilitates sound demo at **specified sound levels**.
- Organiser will provide bare hangar only
  - Super Structure erected with M.S Pipes having large span and roof covered with G.I. Sheets/Tarpolin with cloth sealing underneath.
  - Walls of structure will be covered with wooden panels of 3mm within the cube. This panelling will protect atleast 60% sound to travel outside the qube.
  - Wooden Platform with carpet.
- Number of available Demo Qubes: **5**
- Size: 100 sqm standard size
- Clear ceiling height: 20 ft.
- **Cost Includes:**
  - Air Conditioning for all 3 days (please note that no air conditioning on set up days can be provided).
  - Security for all 3 days
  - Fire Safety for all 3 days
  - Licensing for Structure from Muncipal, Fire, Police
- **Cost does not include:**
  - Onsite Material handling; Branding of Demo Qube (inside or outside); Power Connection & Usage Charges; AV services
- Rate per Demo Qube: **Rs 15 Lakhs**

## 2. COMPACT INDOOR LINE ARRAY DEMO:

- Demo of SMALL to MEDIUM format line arrays and sound systems from national and international brands will facilitate assessment of tonal quality, dispersion pattern, phase coherency and frequency response of the line arrays.
- In order to attain the right SPL, PALM has set a TARGET MAX SPL of 105dB with tolerance band, both, on the SPL and the FRQ (Frequency Response).
- Number of available Line Array slots: **12**
- Size of Hall: 1200 sqm
- **Cost Includes:**
  - Air Conditioning for all 3 days (please note that no air conditioning on set up days can be provided).
  - Security for all 3 days
  - Licensing for from Muncipal, Fire, Police
  - Power Connection & Usage Charges
- Rate per Line Array slot: **Rs 4 Lakhs**

### 3. HEADPHONE SHOOTOUT:

#### Venue: Hall 1, BEC

- A line-up of listening booths with market preferred headphone selection offering buyers an opportunity to experience and hear the latest headphone technologies.
- Number of available Headphone booths: **8**
- Size of each Booth: 2 mts in width
- Rate per booth: **Rs 3 Lakhs**

### 4. LIVE ARENA:

#### Venue: Hall 2 Annex

- Live Arena is a 45 x 15 sqm hangar with a single entry from hall 2 annex area.
- Total Area: 1096 Sqmts.
- Arena facilitates live demonstrations of advanced sound and lighting systems, through three-day live musical performances, featuring popular and budding artists and bands from the country's independent music scene.
- The Hangar is "not a modular aluminum structure but iron fabricated structure to size of 18' height on the sides, since modular aluminum structure side height does not exceed 8' or 10'.
- Clear ceiling height: 18.5 ft (client requirement is 22 feet)
- Accommodation of the number of people will be as per the area available from front of stage to the rear. An estimated 300 – 350 people can be accommodated.
- **Cost includes:**
  - A totally weatherproof, sturdy and reliable structure with adequate air-conditioning totaling an area of 600 sqm.
  - Costs of all necessary Permissions for structure and local authorities permission and Collector Fees
  - Two 125kva Generators during setup and Event days
  - 100sqm (10m x 10m) structure outside - but attached to - the 600m2 space allotted for the Performance Arena, will be constructed. This structure will consist of air conditioning and general lighting.
  - Structure will also consist of two Green Rooms (5x5 sqm), with lounge Seating for artists and space for F&B and/or secured storage space for equipment.
  - Adequate Security during setup and show dates will be deployed on a 24 hour basis.
- **Cost does not include:**
  - Artist Performance Licence; Add-ons such as vanity vans etc.; F&B Service
- Rate for Hall Booking: **Rs 45 Lakhs**

# C. Brand Sponsor Opportunities

Exhibiting helps put across your products to the right target audience but sponsoring and becoming a partner at the expo will impact business positively in the long term by providing the brand the opportunity to generate greater awareness, boost the perceived image of your business, gain media exposure and engage with a target market through focused promotions.

**Brand sponsorship opportunities at the PALM Expo 2019 include:**

## 1. PALM SOUND & LIGHT SUMMIT

**Venue: International Lounge, Level 1, Hall 1, BEC;**

Make your participation even more significant by sponsoring the PALM Sound & Light Summit. The PALM offers its exhibitors an opportunity to avail of this reputed and respected feature for brand building across all three days of the expo.

### Sponsorship Opportunities at PALM Sound & Light Summit

Seating Capacity: 200 (theatre style seating)

#### **1.1 PLATINUM PARTNER:**

- Number of possible Platinum Partners: **One**
- Cost to be a Platinum Partner: **Rs 5 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - Opportunity to run a one hour company / product presentation within PALM Sound & Light Summit
  - Sponsor's logo as Platinum Partner will be prominently displayed on all Sound & Light Summit collateral – print / digital / social media / both pre-show and onsite.
  - Sponsor's logo as Platinum Partner will be displayed on Event website with link to sponsor website
  - Sponsor's Logo as Platinum Partner will be prominently displayed on Summit Stage Backdrop
  - Session Partner can avail of the opportunity to send in one digital mailer with information regarding the proposed session. This mailer will be sent out to registered visitors.
  - Session Partner can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
  - Sponsor to get advertisement space on signage in Hall 1
  - Speaker name, profile and photo displayed on the conference website as well as at the venue along with other speakers
  - Logo will also appear on the Exhibition Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.

#### **1.2 SESSION PARTNERS:**

- Exhibitors can book slots at the PALM Sound & Light Summit to conduct company sponsored presentations or host workshops / training programs / education seminars etc.
- Number of available slots: **Three (one each day)**
- Duration of each slot: **1 hour**
- **Theme for each day**
  - Day 1: **Stage Sound Systems Engineering**
  - Day 2: **Stage Sound Mixing and Light Design**
  - Day 3: **Music Recording & Production**
- Rate per slot: **Rs 1 Lakh**
- **Sponsorship Benefits and Deliverables:**
  - Sponsor's Logo as Session Partner will be prominently displayed on Summit Stage Backdrop



- Session Partner can avail of the opportunity to send in one digital mailer with information regarding the proposed session. This mailer will be sent out to registered visitors.
- Session Partner can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
- Speaker name, profile and photo displayed on the conference website as well as at the venue along with other speakers

### **1.3 SOUND PARTNER:**

- Number of possible Sound Partners: **One**
- Sponsor to deliver complete Sound System set-up in conference room
- Cost to be a Sound Partner: **Rs 1 Lakh**
- **Sponsorship Benefits and Deliverables:**
  - Sponsor's logo as Sound Partner will be prominently displayed on all Conference Programme collateral – print / digital / social media, both pre-show and onsite.
  - Sponsor's Logo as Sound Partner will be prominently displayed on Conference Stage Backdrop
  - Logo presence on Event website with link to sponsor website
  - Logo Presence on Exhibition Show Guide handed out to visitors
  - Sponsor to get advertisement space on Signage in Hall 1

### **1.4 VIDEO DISPLAY PARTNER:**

- Number of possible Video Display Partners: **One**
- Sponsor to deliver complete Video Display set-up in conference room as per requirement
- Cost to be a Video Display Partner: **Rs 1 Lakh**
- **Sponsorship Benefits and Deliverables:**
  - Sponsor's logo as Video Display Partner will be prominently displayed on all Conference Programme collateral – print / digital / social media, both pre-show and onsite.
  - Sponsor's Logo as Sound Partner will be prominently displayed on Conference Stage Backdrop.
  - Logo presence on Event website with link to sponsor website.
  - Logo Presence on Exhibition Show Guide handed out to visitors
  - Sponsor to get advertisement space on Signage in Hall 1

## **2. PALM SOUNDSCAPE and DJ CHAMPIONSHIP**

**Venue: Hall 4, VIP Parking Ground, Opposite Hall 1, BEC**

### **SPONSORSHIP OPPORTUNITIES AT PALM SOUNDSCAPE AND DJ CHAMPIONSHIP**

#### **2.1 PLATINUM PARTNER:**

- Number of possible Platinum Partners: **One**
- Cost to be a Platinum Partner: **Rs 15 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - Logo branding across all promotional activities of Soundscape and DJ Championship as 'PLATINUM PARTNER'
  - **45 minutes** Product Presentation opportunity at Soundscape
  - Sponsor can avail of the opportunity to send in one digital mailer with information regarding the proposed session. This mailer will be sent out to registered visitors.

- Sponsor can nominate a senior representative (technical) to be a part of the DJ conference panel discussion (depending upon the availability and theme match).
- Sponsor can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
- Opportunity for Director to be present during the DJ Championship rounds and finale.
- Sponsor to get opportunity to display 1 minute video on LED wall outside Hall 1
- Sponsor to get advertisement space on signage in Hall 1
- 1 Full Page AD in show directory.
- Branding on all Chairs at Soundscape.
- Opportunity for sponsor to put up roll-up standees (standee to be provided by sponsor).
- Logo presence on Onsite signage at the Entrance of Hall.
- Logo presence in Direct Mailer's sent to over 7,000 DJ Data of PALM including the ones already registered for the feature.
- Logo presence on PALM expo with a link to the sponsor's website.
- Logo presence on Billboards (depending upon the availability of space).
- Logo on the backdrop of the PALM DJ Soundscape – Conference, Workshop & Championship throughout the 3 days of the expo.
- Logo will also appear on the Exhibition Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.
- Sponsor can suggest brand endorsee (if a DJ) to be a part of the Jury for the PALM DJ Championship.

## **2.2 GOLD PARTNER:**

➤ Maximum number of Gold Partners: **1**

➤ Cost to be a Gold Partner: **10 Lakhs**

### ➤ **Sponsorship Benefits and Deliverables:**

- Logo branding across all promotional activities of Soundscape and DJ Championship as 'GOLD PARTNER'
- Sponsor can nominate a senior representative (technical) to be a part of the DJ conference panel discussion (depending upon the availability and theme match).
- Sponsor can avail of the opportunity to send in one digital mailer about their participation at the expo. This mailer will be sent out to registered visitors.
- Sponsor can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
- Sponsor to get advertisement space on signage in Hall 1
- 1 Full Page AD in show directory.
- Opportunity for sponsor to put up roll-up standees. (standee to be provided by sponsor).
- Logo presence on Onsite signage at the Entrance of Hall.
- Logo presence in Direct Mailer's sent to over 7,000 DJ Data of PALM including the ones already registered for the feature.
- Logo presence on Event website with a link to the sponsor's website.
- Logo on the backdrop of the PALM DJ Soundscape – Conference, Workshop & Championship throughout the 3 days of the expo.
- Logo will also appear on the Exhibition Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.

## **2.3 SILVER PARTNER:**

- Maximum number of Silver Partners: **One**
- Cost to be a Silver Partner: **5 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - Logo branding across all promotional activities of Soundscape and DJ Championship as 'SILVER PARTNER'.
  - Sponsor can avail of the opportunity to send in social media post with information regarding the proposed session and the speaker. The same will be posted on all PALM Social media sites / handles.
  - Sponsor to get advertisement space on signange in Hall 1
  - Logo presence on Onsite signage at the Entrance of Hall.
  - Logo presence in Direct Mailer's sent to over 7,000 DJ Data of PALM including the ones already registered for the feature.
  - Logo presence on Event website with a link to the sponsor's website.
  - Logo on the backdrop of the PALM DJ Soundscape – Conference, Workshop & Championship throughout the 3 days of the expo.
  - Logo will also appear on the Exhibition Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.

## **2.4 DJ CHAMPIONSHIP PRIZE PARTNERS:**

- **Platinum Prize partner:**
  - Will sponsor the prize for all three winners.
  - Number of possible Platinum Prize Partners: **One**
  - **2 lakh sponsorship fee + Product prize**
- **Gold Prize Partner:**
  - Will sponsor the prize for first runner-up and second runner-up
  - Number of possible Gold Prize Partners: **One**
- **1.50 lakh sponsorship fee + Product prize**
- **Silver Prize Partner:**
  - Will sponsor the prize for the top ten finalists
  - **1 lakh sponsorship fee + product prize**
- **Bronze Prize Partner:**
  - Will sponsor the prize for the twenty participants who make it to the qualification round.
  - **50,000 sponsorship fee + product prize**
- **Sponsorship Benefits and Deliverables:**
  - Logo branding across all promotional activities of Soundscape and DJ Championship as 'Prize Partner'
  - Opportunity to hand out prizes to Winners of DJ Championship.
  - Logo presence in Direct Mailer's sent to over 7,000 DJ Data of PALM including the ones already registered for the feature.
  - Logo presence on the DJ Championship page with a link to the sponsor's website.
  - Logo on the backdrop of the PALM DJ Soundscape – Conference, Workshop & Championship throughout the 3 days of the expo.
  - Logo will also appear on the Exhibition Guide (A6 format) handed over to all the visitors. This guide provides every visitor, complete information on what is happening at the show, who the sponsors are, all features with agenda, and floor map.

### 3. IRAA (INDIA RECORDING ARTS ACADEMY AWARDS)

#### a. **Platinum Partner:**

➤ Maximum number of Platinum Partners: **One**

➤ Cost to be a Platinum Partner: **Rs 7 Lakhs**

#### ➤ **Sponsorship Benefits and Deliverables:**

- Company Name and Logo on the backdrop of IRAA Award Ceremony to be displayed as "Presented By"
- A senior representative from the company will be invited to present five award categories.
- Senior Representative will have opportunity to address the award ceremony attendees for a few minutes expressing their association with the IRAA platform.
- Logo presence on the IRAA signage placed at the Entrance of Hall 4.
- Opportunity to place one rollup standee inside the IRAA Hall.
- Logo branding on the IRAA standee placed inside the PALM Sound & Light Summit Hall in Hall 1
- Complimentary full page ad in Show Magazine.
- Logo presence in IRAA Award Direct Mailers sent to PALM database.
- Logo on exhibition website with link to the sponsor website.
- Logo on selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
- Logo on the Onsite sponsor signage.
- Sponsor's logo on Exhibition Guide handed over to all the visitors.
- Mailer announcing your company sponsorship of IRAA 2019 with quotes from your company top management. Likewise mailer from your company announcing presentation of IRAA 2019. And quote from Anil Chopra founder of IRAA welcoming your company association. As well quote from Award Director of IRAA 2019.
- PALM Technology May June issue full page ad on thanking sponsor of IRAA will feature your company logo and name along with trophy sponsor
- PALM Technology May June issue will feature 'News' of IRAA being supported by your company and photo opportunity with IRAA Award Chairman and Award Director as well quotes from your company and mention of your company's standing and success in the Indian market. This news remains permanent online on [www.palmtechnology.in](http://www.palmtechnology.in) website.

#### b. **Gold Partner - Trophy Sponsor:**

➤ Maximum number of Gold Partners: **One**

➤ Cost to be a Gold Partner: **Rs 3 Lakhs**

#### ➤ **Sponsorship Benefits and Deliverables:**

- Gold Partner gets Opportunity to sponsor IRAA Trophy
- Logo on the backdrop of IRAA Award Ceremony as Trophy Sponsor
- A senior representative from the company will be invited to present Two awards.
- Complimentary full page ad in Show Magazine.
- Logo presence on the IRAA signage placed at the Entrance of hall.
- Logo presence in IRAA Award Direct Mailer's sent to PALM database.
- Logo on exhibition website with link to the sponsor website.
- Logo on selected Visitor Promotion campaigns/e-mailers/invitees subject to confirmation before deadline and availability of space.
- Logo on the Onsite sponsor signage.
- Sponsor's logo on Exhibition Guide handed over to all the visitors.

- PALM Technology May-June issue will feature 'News' of IRAA being supported by your company and photo opportunity with IRAA Award Chairman and Award Director as well quotes from your company and mention of your company standing and success in Indian market. [later this news remains permanent online on [www.palmtechnology.in](http://www.palmtechnology.in) website.

## 4. REGISTRATION PARTNER

Venue: **Grande Hall A, BEC**

- The PALM Registration sponsorship enables companies to achieve maximum visibility with company logo displayed prominently on the Registration counters and more, ensuring instant visibility to all visitors.
- Maximum number of Registration Partners: **1**
- Size of Hall: 958 sqmt area
- Number of Counters:
- Cost to be a Registration Partner: **Rs 12.50 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - 10 LED's (55 inch) Behind every Counter playing 1 common video from the Sponsor.
  - Logo Presence in Signage above Selected Counters
  - Logo on both sides of Arched Gate on Entrance.
  - 1 Full Page AD in Show Magazine
  - Logo on Registration Forms kept on the Counters onsite
  - Logo on the Event Registration page on the website and the Thank You page after submitting online registration
  - Thank you letter to all visitors registering online will consist sponsor logo
  - Sponsor's logo on exhibition website with link to the sponsor website.
  - Sponsor's Logo as Registration partner will be prominently displayed on all Visitor Promotion campaigns/invitees, print / digital / social media subject to confirmation before deadline.
  - Registration Partner can avail of opportunity to send emailer talking about sponsorship to the registered visitor database.
  - Sponsor's logo on Onsite show signages.
  - Complimentary Advertisement in the Show Magazine.
  - Sponsor's logo on Exhibition Guide handed over to all the visitors.

## 5. EXHIBITION LANYARD PARTNER

- Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear lanyards on all days. Sponsor's logo will be prominently displayed on all lanyards thus guaranteeing a continuous display of the brand throughout the expo.
- Maximum number of Lanyard Partners: **1**
- Lanyard Quantity: **30,000**
- Cost to be a Prize Partner: **Rs 12.50 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - Sponsor's logo will be printed on all Lanyards.
  - Sponsor's logo on exhibition website with link to the sponsor website.
  - Sponsor logo on all Visitor Promotion campaigns/invitees subject to confirmation before deadline.
  - Sponsor's logo on Onsite show signages.
  - Complimentary Advertisement in the Show directory.
  - Sponsor's logo on Exhibition Guide handed over to all the visitors.

## 6. EXHIBITION NAME BADGE PARTNER

- Every participant including visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors wear badges on all days. Sponsor's logo will be prominently displayed on the front side of the badge thus guaranteeing a continuous display of the brand throughout the expo.
- Maximum number of Name Badge Partners: **1**
- Badge Quantity: **30,000**
- Cost to be a Name Badge Partner: **Rs 6 Lakhs**
- **Sponsorship Benefits and Deliverables:**
  - Sponsor's logo will be printed on all Exhibition Badges.
  - Sponsor's logo as Exhibition Name Badge Partner will be displayed on event website with link to the sponsor website.
  - Sponsor logo on all Visitor Promotion campaigns/invitees subject to confirmation before deadline.
  - Sponsor to get advertisement space on signage in Hall 1
  - Logo presence on Exhibition Guide handed out to all the visitors.

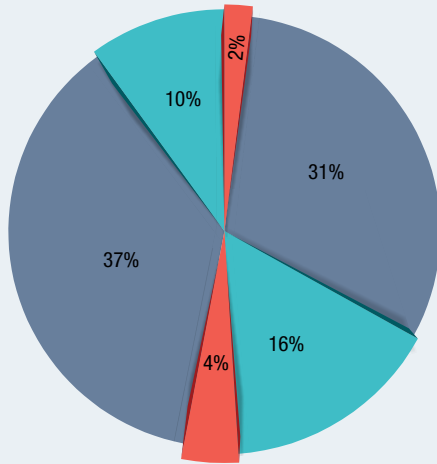
## 7. VISITOR BAG PARTNER

- Environment Friendly Visitor Paper Bags will be distributed to visitors, invitees, media, conference speakers, delegates, sponsors and exhibitors.
- Sponsor's logo will be prominently displayed on both sides of the bag, thus guaranteeing a continuous display of the brand throughout the expo.
- Maximum number of Visitor Bag Partners: **1**
- Bag Quantity: **10,000**
- Cost to be a Bag Partner: **Rs 6 Lakhs** per 10,000 bags
- **Sponsorship Benefits and Deliverables:**
  - High visibility at the venue with Sponsor name and logo prominently displayed on each bag.
  - Sponsor's logo on exhibition website with link to the sponsor website.
  - Sponsor logo on all Visitor Promotion campaigns/invitees subject to confirmation before deadline.
  - Sponsor logo on outdoor hoardings (subject to availability of space and confirmation before deadline).
  - Complimentary Advertisement in the Show directory.
  - Sponsor's logo on Exhibition Guide handed over to all the visitors.

# D. Product Analysis

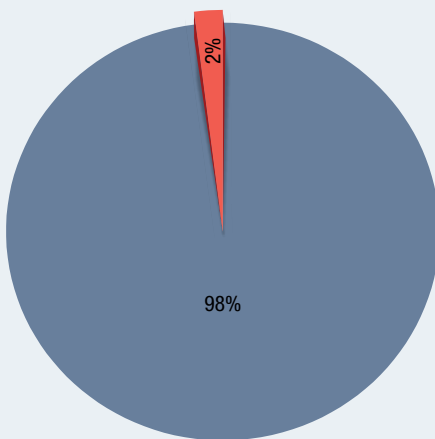
The internationally acclaimed PALM expo boasts of an extensive spectrum of products and technological solutions for pro audio, music production, audiovisual, cinema sound and lighting. In order to accommodate the expanse of exhibits in a manner which facilitates efficient movement of buyers leading to better business for exhibitors, PALM has dedicated exhibit halls for sound + music production, lighting + laser, audiovisual integrated systems

## Hall 1: Sound + Music Production



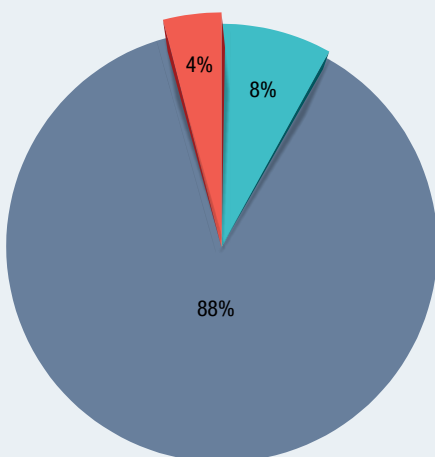
ACADEMY	2%
AUDIO VISUAL	31%
DJ	16%
MISC	4%
STAGE SOUND	37%
STUDIO & MP	10%

## Hall 2: Lighting + Laser



LIGHTS	98%
STAGE SOUND	2%

## Hall 3: Audiovisual Integrated Systems



AUDIO VISUAL	8%
DISPLAY	88%
LIGHTS	4%

# E. Visitor Analysis

The PALM Expo 2018 at the Bombay Exhibition Centre, Mumbai, was once again a resounding success. Celebrating 18 consecutive years, PALM Expo, India continues to exemplify the unrivalled energy of the global Pro sound and light industry. This year's edition boasted the highest attendance and participation ever as a staggering 23,436 unique visitors, from across the country made their way to the venue from 31st May – 2nd June, 2018, proving that the Pro AV and lighting industry in India is poised for further expansion in the upcoming year.

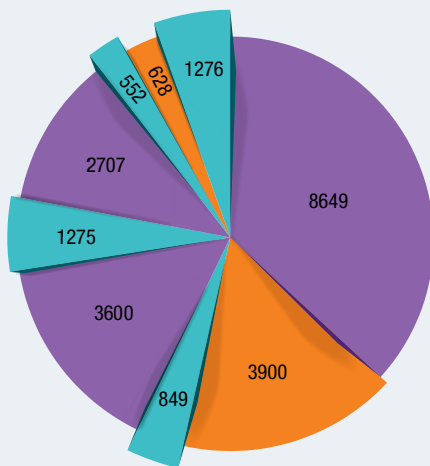
**Day one** clocked **9,197** visitors hosted by **2500** exhibitor badges - a total of 11,697 attendees. Day two registered **9,773** unique visitors and a record footfall of 12,765, while day three clocked **4,466** unique visitors. Over the three days of the show unique visitor numbers demonstrated an increase of **20%** from the last year. This edition of the PALM witnessed a significant increase in the share of trade visitors from B and C tier towns of India, with an increase in buyers from rest of India accounting for nearly **14%**.

## 1. Overall Figures:

- TOTAL FOOTFALL: **29235**
- NUMBER OF UNIQUE VISITORS: **23,436**
- NUMBER OF EXHIBITOR PERSONNEL: **2500**
- TOTAL FLOOR SPACE: **27,000 sqm**

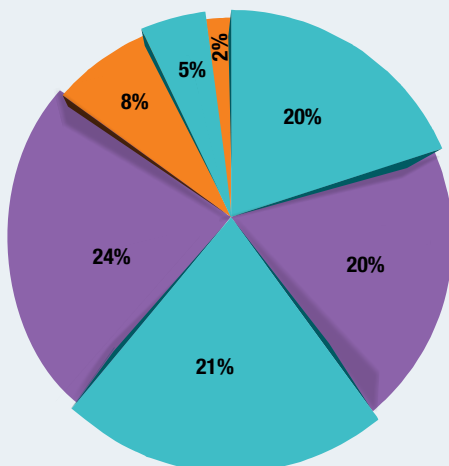
## 2. Visitor Demographics:

### 2.1 Visitors by BUSINESS NATURE



RENTAL (LIVE SOUND & STAGE + LIGHTING & EFFECTS)	8649
SYSTEM INTEGRATION (AUDIO VISUAL + DIGITAL SIGNAGE + PROJECTION SYSTEMS)	3900
MANUFACTURER	849
DISTRIBUTOR & DEALER	3600
STUDIOS (MUSIC PRODUCTION/TV/RADIO/RECORD LABEL)	1275
EVENT MANAGEMENT/AD AGENCY/ENTERTAINMENT	2707
HOUSE OF WORSHIP	552
PERFORMANCE VENUE	628
OTHERS	1276

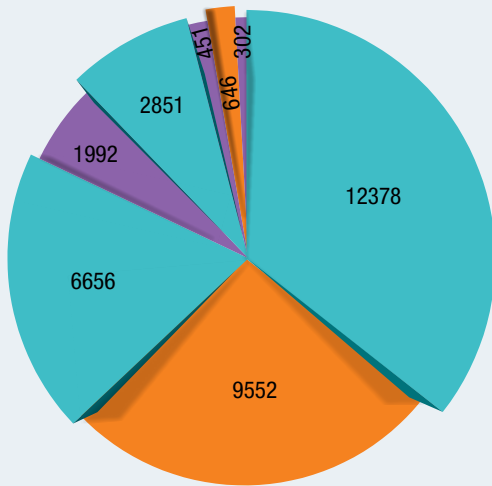
### 2.2 Visitors by JOB FUNCTION



SENIOR MANAGEMENT	20%
SYSTEM INTEGRATORS/CONSULTANTS/TECHNICIANS	20%
DJS	21%
LIVE SOUND / LIGHTING / RECORDING ENGINEERS	24%
EVENT PRODUCTION	8%
PROFESSIONAL MUSICIANS & ARTISTS	5%
OTHERS	2%

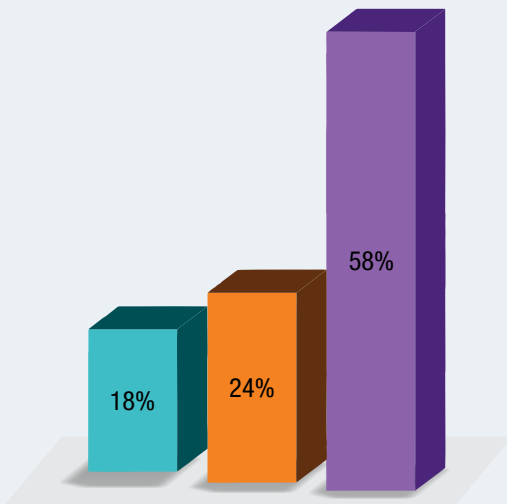


### 2.3 Visitors by PRODUCT OF INTEREST



PRO AUDIO EQUIPMENTS	12378
AV INTEGRATED SYSTEMS	9552
STAGE SOUND & LIGHT	6656
DJ EQUIPMENTS	1992
LED & VIDEO DISPLAY TECHNOLOGIES	2851
RADIO & TV POST PRODUCTION	451
PARTS & ACCESSORIES	646
OTHERS	302

### 2.4 Reasons for VISIT



SEE NEW TECHNOLOGY AND PRODUCTS	24%
PURCHASE & ORDER	58%
NETWORKING / CONNECT WITH INDUSTRY	18%

# F. Show Highlights

## 1. PALM Sound & Light Summit:

### Your Gateway to Business Intelligence

The PALM Summit offers exhibitors and delegates a great opportunity to interact and learn from the industry's top Thought Leaders and Change Agents. Each year, delegates from across India attend the PALM Sound & Light Summit where experts share current and future technology and business trends, updates and industry best practices.

This industry-specific highlight feature of the expo, delivers invaluable insights on the latest products, solutions and industry developments driving the stage sound, light, audiovisual and music production business across the globe.

It disseminates crucial information on how businesses can harness new technologies and trends and encourages discussions in greater depth.

The PALM Sound & Light is focused on delivering educational excellence for all stakeholders and developing the market by conceptualising an engaging, focused and stimulating programme through three distinct tracks spread out across the three days – namely, Stage Sound & Light, Audiovisual and Music Production.

Catch the next wave of industry technology innovations and market trends, only at PALM Expo & Summit 2019.

## 2. DJ Championship:

The PALM DJ Championship has played a crucial role in the growth of DJ Culture in India and is regarded as one of the most prestigious DJ Competitions held in the country. Since it first started in 2001, the championship has made waves and delivered many Champion DJs who have created a niche for themselves in this very competitive industry.

The DJ Championship process involves shortlisting 20 contestants from hundreds of online registrations received on the PALM expo website. A preview of the registrant's previous work is taken into consideration while choosing the 20 contestants who get an opportunity to battle it out in the qualification rounds that take place on the first day of the PALM expo.

10 finalists from among the 20 contestants are selected for the DJ Championship Finale, which takes place on the second day of the expo. Three from among these 10 finalists then go on to win the prestigious titles.

While the focus is on nurturing DJ talent in India, the Championship also lays a lot of importance on the prizes. The emphasis is also that the winners go home with top quality industry standard gear that will take their craft to the next level.

## 3. PALM Soundscape Programme:

### Big Stage Business

Each year the Soundscape curates an intelligent response to the puzzle of the event industry in India. Soundscape dissects the vital areas where knowledge from experienced professionals contributes to event creation, management and production.

PALM Soundscape focuses on technological advancements & industrial trends, empowering the next breed of professionals in big stage and DJ industry through meticulously curated interactive and hard-hitting panel discussions and workshops of prime relevance and significance.

Soundscape equally focuses on professional capabilities that need to match international standards in organising big stage shows, thereby attracting decision makers and influencers shaping the present and future of the industry.

## 4. Compact Indoor Line Array Demo:

New to the PALM expo in 2018 was the "Compact Indoor Line Array Demo". This novel highlight feature enhanced the appeal of the expo by demoing top-of-the-line, small to medium format line arrays. The expo set a record of sorts, as this was the first time that an indoor line array demo was organized anywhere in the world.

The prime objective of the indoor demo is to assess the tonal quality, dispersion pattern, phase coherency and frequency response of the participating sound systems. In its first edition, the expo invested significantly in acoustic control of the indoor demo hall. Acclaimed Electro Acoustic Consultant – Milind Raorane was employed to spearhead this feature. With his guidance, the indoor demo achieved the highest level of acoustic control and monitoring.

The design cues for this feature was taken from international practices of indoor demos, guidelines from Dolby on aiming multiple

speakers for a common area and acoustic solutions for untreated indoor spaces.

Maximum SPL, Max Boxes, Angles, Toe Angles etc. were described. A supporting ACAD was prepared describing the process.

An additional feature of "Real Time SPL monitoring" was introduced, wherein visitors and exhibitors could both view the SPLs reading on a Large LED display wall."

The rigging erected by Rich Audio, was also high-tuned for maximum response and the result was a spectacular indoor line array demo.

Having garnered a favourable response, the PALM expo team is all set to deliver another successful showcase of Compact Indoor Line Arrays in the 2019 edition of the expo.

## 5. PALM Sound & Light Awards

Presented annually by PALM Expo, the PALM Sound & Light Awards honours individuals, new technology and organizations for their unmatched contribution to the events entertainment industry by rendering outstanding services and solutions in the field of stage, sound and light.

Award categories span 20 awards covering creative, technical and technological excellence. The awards honour innovative pro audio and light technology and the live events industry's most accomplished technicians and production teams. The first set of awards, honours those creative and technical geniuses - the Sound & Light technicians who work behind the scenes to make high-profile live stage acts what they were. The next segment of awards is for the Event Organizers - the men and women behind the conceptualization, planning and execution of the event, while the last set of awards is for the technology companies who are offering superlative products and solutions to the Live Entertainment industry.

Over the past years the PALM Sound & Light awards have generated much expectation from the body of live event organizers, rental companies and industry professionals like sound engineers, set designers, stage production companies and light designers.

The 9th Annual PALM Sound & Light Awards will be held Friday, **May 31, 2019**, in the **Jade Ballroom, Sahara Star, Mumbai**.

## 6. IRAA (Indian Recording Arts Academy Arts)

Honouring Excellence in Sound Recording and Audio Production, the IRAA Awards, marks a grand celebration attended by stalwarts of the Indian Music industry.

Since 2006, the Indian Recording Arts Awards (IRAA) honours and recognizes exceptional talent in music, soundtrack recording and mixing in Indian music for albums and movies. The music awards similarly recognise innovation in music composition and tracks that define independent and popular music culture.

These awards focus on not only the recording, technical and engineering talent but also takes note of the musicianship that goes into making a remarkable song/album.

Awards are presented in five main segments:

- Audio Engineering
- Audio Post Production
- Music Production
- Recording Facility
- Education Awards

With the objective of recognizing the regional music industry, the IRAA awards 2018 constituted the 'Regional Awards' in the Audio Engineering, Audio Post Production and Music Production segments to honour talent outside Mumbai.

What began as a small gathering, 12 years ago, to honour the relatively unrecognized sound engineering talent in the country has become a tremendous success now, as the awards platform has achieved critical attention from the fraternity, many of whom were present in strength at the awards ceremony.

These awards are highly respected and worthy as it's the fraternity or Academy of sound recording engineers who practice the recording arts, who produce and recognise the IRAA awards.

Now in its **13th** edition, IRAA Awards will continue to applaud the best in Indian music; those who exhibit the courage, and creativity to bring about a transformation in the world of music.

The aim is to take cognisance of the talent and worth of engineers.

The 13th Annual IRAA Awards will be held **Saturday, June 1st, 2019**.