



Department of Commerce
Ministry of Commerce & Industry
Government of India



Ministry of Steel
Government of India



PARTNERSHIP OPPORTUNITIES

6th

INTERNATIONAL
EXHIBITION CUM
CONFERENCE ON
STEEL INDUSTRY



24 - 26 April 2025

Bombay Exhibition Centre (NESCO),
Mumbai

www.indiasteelexpo.in

PRINCIPAL PARTNER

Price: ₹ 40,00,000/- • US\$ 54,000 + GST

- Bare Exhibition Space of 150 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 10 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages and buntings at the venue
- Display of Company Logo in all promotional advertisements (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (2 pages) in Exhibitor Catalogue
- Logo on the partners' page of the INDIA STEEL website & link to partner's website
- One Double spread color advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Pathway hoarding in the exhibition and conference area near to the entrance (size 8x6 feet). Artwork to be provided by the participant

Please Note: All promotional materials (company logo etc.) should be submitted before 10 March, 2025

CO-PARTNER (4 slot)

Price: ₹ 35,00,000/- • US\$ 48,000 + GST

- Bare Exhibition Space of 120 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 7 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages & buntings at the venue
- Display of Company Logo in all promotional advts. (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (1 page) in Exhibitor Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- One Full Page Color Advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Pathway hoarding in the exhibition and conference area near to the entrance (size 8x6 feet). Artwork to be provided by the participant

Please Note: All promotional materials (company logo etc.) should be submitted before 10 March, 2025

ASSOCIATE PARTNER (5 slot)

Price: ₹ 30,00,000/- • US\$ 42,000 + GST

- Bare Exhibition Space of 90 sq. mtrs. (Additional space can be booked on 10% discount payment)
- 5 Complimentary Conference Delegate passes
- Display of Company Logo at backdrops, banners, hoardings, promotional materials & publications
- Display of Company Logo in signages & buntings at the venue
- Display of Company Logo in all promotional advertisements (other than the advts. to be released by the Ministry of Steel under DAVP Scheme)
- Inclusion of Company Profile (1 page) in Exhibitor Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- One Full Page Color Advertisement in the Show Catalogue
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Pathway hoarding in the exhibition and conference area near to the entrance (size 8x6 feet). Artwork to be provided by the participant

Please Note: All promotional materials (company logo etc.) should be submitted before 10 March, 2025

VISITOR BAGS (1 slot)

Price: ₹ 8,00,000/- • US\$ 12,000 + GST

Achieve unique presence at the show. It is the most apposite way to promote your brand on bags as they are distributed to VIPs, Press, Trade Visitors, etc.

- Name & Logo of the sponsoring company to be printed on the 6000 Trade Visitor Bags
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Inclusion of Company Profile (approximately 200 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website and link to partner's website

PARTNERSHIP OPPORTUNITIES

REGISTRATION DESK (1 slot)

Price: ₹ 10,00,000/-
US\$ 14,500 + GST

One of the most visible elements of communication to all Visitors, Special Invitees, Government Officials, Media, etc.

- Company Name & Logo will be displayed on Registration Desks
- Company logo of Partnering Company to be acknowledged in "Thank You Partners" panel on prominent locations
- Name & Logo of the Partnering Company at the INDIA STEEL website on the online Exhibitors Registration Forms as the Registration Desk Partner
- Logo in the partners' page on the INDIA STEEL website & link to partner's website

CYBER CAFE (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

Accessing the Cyber Cafe during the fair is an essential requirement for business professionals attending the show. Our Cyber Cafe is frequently used by our visitors and exhibitors, so why not utilise this promotional opportunity and partner this area so your company logo is visible to all web users and passers-by

- Prominent display of name and logo of the partnering company at Cyber Cafe
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Built up 100 sq. mtr. of space for Cyber Cafe with 15 workstations in exhibition hall
- Logo in the partners' page on the INDIA STEEL website & link to partner's website

CAP PARTNER (1 slot)

Price: ₹ 6,50,000/-
US\$ 9,750 + GST

Distributed to all the Exhibitors, Delegations, Overseas Visitors, Special Invitees, Trade Visitors, Ministries, Media, International Delegates, etc.

- Name & Logo of the partnering company to be printed on the 6000 Caps to be presented to Delegations, Overseas Visitors, Trade visitors, Media, Invitees etc.
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

LANYARD PARTNER (1 slot)

Price: ₹ 7,00,000/-
US\$ 10,000 + GST

This is a great opportunity to have your logo on Lanyard that maximize your exposure to our overall audience such as Special Invitees, Media, Trade Visitors, Delegations, Govt. Officials, etc.

- Printing of logo of partnering company on the lanyard for all participation categories including Exhibitors, Delegates, Speaker, Visitors, Govt. Officials Organizer, etc.
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Show Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

BUSINESS VISITORS INVITES (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

It has top of the mind brand recall with all visitors attending the event as it is sent to Visitors, Delegates, Media, Trade Visitors and Government officials. The biggest advantage is its extensive reach much before the event

- Printing of name and logo of partnering company on the invites & tickets (Qty: 1.5 Lakhs)
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

PROTOCOL LOUNGE (1 slot)

Price: ₹ 9,00,000/-
US\$ 1,400 + GST

Fully furnished hotspot for industry leaders with highest visibility among the top brass as it is an excellent medium to attract Special Invitees, Diplomats and Senior Govt. officials attention

- Prominent display of name and logo of the partnering company at Protocol Lounge
- A brochure stand space will be provided in the Protocol Lounge to keep the Brochure / Literature of the partnering company. (Literature to be provided by the company)
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Logo in the partners' page on the INDIA STEEL website & Link to Partner's website

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CARD HOLDER PARTNER (1 slot)

Price: ₹ 8,50,000/-
US\$ 12,500 + GST

It is the most apposite way to promote your brand on Visiting Card Holder as it is distributed to all the Exhibitors, Visitors, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, International Delegations, etc.

- Name & Logo of the partnering company will be printed on the Card Holder to be presented to Foreign Buyers and International Delegations
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partners's website

MOUSE PAD PARTNER (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

It is the most apposite way to promote your brand on Mouse Pad as it is distributed to all the Exhibitors, Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, International Delegations, etc.

- Name & Logo of the partnering company to be printed on the Mouse Pad presented to Foreign Buyers and International Delegations
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website

FAIR GUIDE ROUTE PLANNER (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

The only guide with details of who is where at the fair. Published in large numbers and distributed from the information and registration desks at the fair. Distributed to Visitors & Foreign Delegations from the protocol lounge. It will also be given to visitors at the time of registration.

- Name & Logo of the partnering company on the cover page of the Fair Guide
- Logo in the partners' page on the INDIA STEEL website and link to partner's website
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

FOOD COURT (1 slot)

Price: ₹ 6,50,000/-
US\$ 9,750 + GST

Logo & name of partnering company will be displayed at prominent locations inside & outside the Restaurant

- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

KEY CHAIN (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

It is the most apposite way to promote your brand through Key Chain as it is distributed to all the Exhibitors, Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, International Delegations, etc.

- Name & Logo of the psrtnering company to be printed on the 6000 Key Chains to be presented to Foreign Buyers and International Delegations
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website

MEDIA LOUNGE (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

It is the hub for all the media activity at the event. Your information travels beyond the boundaries of event audiences.

- Name & Logo of Partnering Company will be displayed prominently at the Media Center
- Built up 18 sq. mtrs. of space for Media Centre
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website and link to partner's website

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EXHIBITORS' DIRECTORY (1 slot)

Price: ₹ 9,00,000/-
US\$ 14,000 + GST

The Exhibitors' Catalogue has a long shelf life as compared to any newspaper or journal, since buyers use it as a reference book to source their requirements. The Exhibitors' Catalogue will be distributed to all the Exhibitors, Visitors, Ministries, International Delegations, Media, Delegates etc.

- Logo of the partnering company on the cover page of the Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue

PEN PARTNER (1 slot)

Price: ₹ 7,00,000/-
US\$ 11,000 + GST

It is the most apposite way to promote your brand through Pen as it is distributed to all the Exhibitors, Special Invitees, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, International Delegations etc.

- Name & Logo of the partnering company will be printed on the pen to be presented to Foreign Buyers and International Delegations
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website and link to partner's website

EXHIBITOR KIT (1 slot)

Price: ₹ 10,00,000/-
US\$ 14,500 + GST

Exhibitor & Media Kit will be distributed to every Exhibitor during the exhibition. It's an ideal opportunity for your brand awareness.

- Partner's Corporate Literature to be included in Kit
- Logo in the partners' page on the INDIA STEEL website and link to partner's website
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

INFORMATION COUNTER (1 slot)

Price: ₹ 6,00,000/-
US\$ 9,700 + GST

One of the most visible elements of communication

- Logo and name of partnering company will be displayed at Information Kiosk
- Logo in the partners' page on the INDIA STEEL website and link to partner's website
- One Full Page Color Advertisement in the Exhibitors' Catalogue
- Partner's Corporate Literature to be distributed to Trade visitors, Media and Invitees (Literature to be provided by Partner)

POWER BANK PARTNER (1 slot)

Price: ₹ 8,50,000/-
US\$ 12,500 + GST

It is the most apposite way to promote your brand on Power Bank as it is distributed to all the Exhibitors, Special Invitees, Trade Visitors, Ministries, Media, Delegates, Officials, Foreign Buyers, International Delegations, etc.

- Name & Logo of the partnering company will be printed on the Power Bank to be presented to Foreign Buyers and International Delegations
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue
- Logo in the partners' page on the INDIA STEEL website & link to partner's website

BADGES PARTNER (1 slot)

Price: ₹ 7,00,000/-
US\$ 10,000 + GST

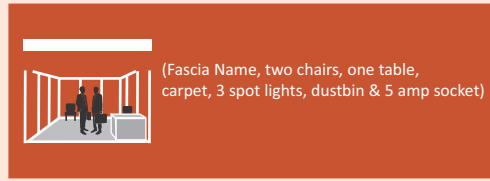
This is a great opportunity to have your logo on Badges that maximize your exposure to our overall audience such as Special Invitees, Media, Trade Visitors, Delegations, Govt. Officials, etc.

- Printing of logo of partnering company on the badges for all participation categories including Exhibitors, Delegates, Speaker, Visitors, Govt. Officials Organizer, etc.
- Logo in the partners' page on the INDIA STEEL website & link to partner's website
- Company logo to be acknowledged in "Thank You Partners" panel on prominent locations
- One Full Page Color Advertisement in the Show Catalogue
- Inclusion of Company Profile (approximately 150 words) in Exhibitors' Catalogue

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EXHIBITION PARTICIPATION CHARGES

| Types of Spaces | Minimum Area | Participation Charges (Per sq .mtr) | |
|-----------------|--------------|-------------------------------------|------|
| | | in INR | US\$ |
| Shell Space | 12 sq.mtr | 12500 | 370 |
| Bare Space | 36 sq.mtr | 11000 | 350 |



*Plus GST @ 18% on the above

CONFERENCE PARTICIPATION CHARGES

| Delegate | Registration Fee | Early Bird Discount | FICCI Member Discount | Group Discount (3 or more) |
|-------------------|------------------|---------------------|-----------------------|----------------------------|
| Indian Delegates | Rs 5,500 | 10% | 10% | 10% |
| Foreign Delegates | US\$ 110 | | | |

ORGANISER:



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Government of India

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SUPPORTED BY:



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Major Activities of the Ministry of Steel:

Co-ordination and planning of the growth and development of Iron and Steel Industry in the country (including Re-rolling Mills, Alloy Steel and Ferro Alloy Industries, Refractories) both in the Public and Private Sectors;

Formulation of policies in respect of production, pricing, distribution, import and export of iron & steel, ferro alloys and refractories; and

Development of input industries relating to iron ore, manganese ore, chrome ore and Refractories etc., required mainly by the steel industry.

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

The Department of Commerce formulates, implements and monitors the Foreign Trade Policy (FTP) which provides the basic framework of policy and strategy to be followed for promoting exports and trade. The Trade Policy is periodically reviewed to incorporate changes necessary to take care of emerging economic scenarios both in the domestic and international economy. Besides, the Department is also entrusted with responsibilities relating to multilateral and bilateral commercial relations, Special Economic Zones, state trading, export promotion and trade facilitation, and development and regulation of certain export oriented industries and commodities.

CONTACT:

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