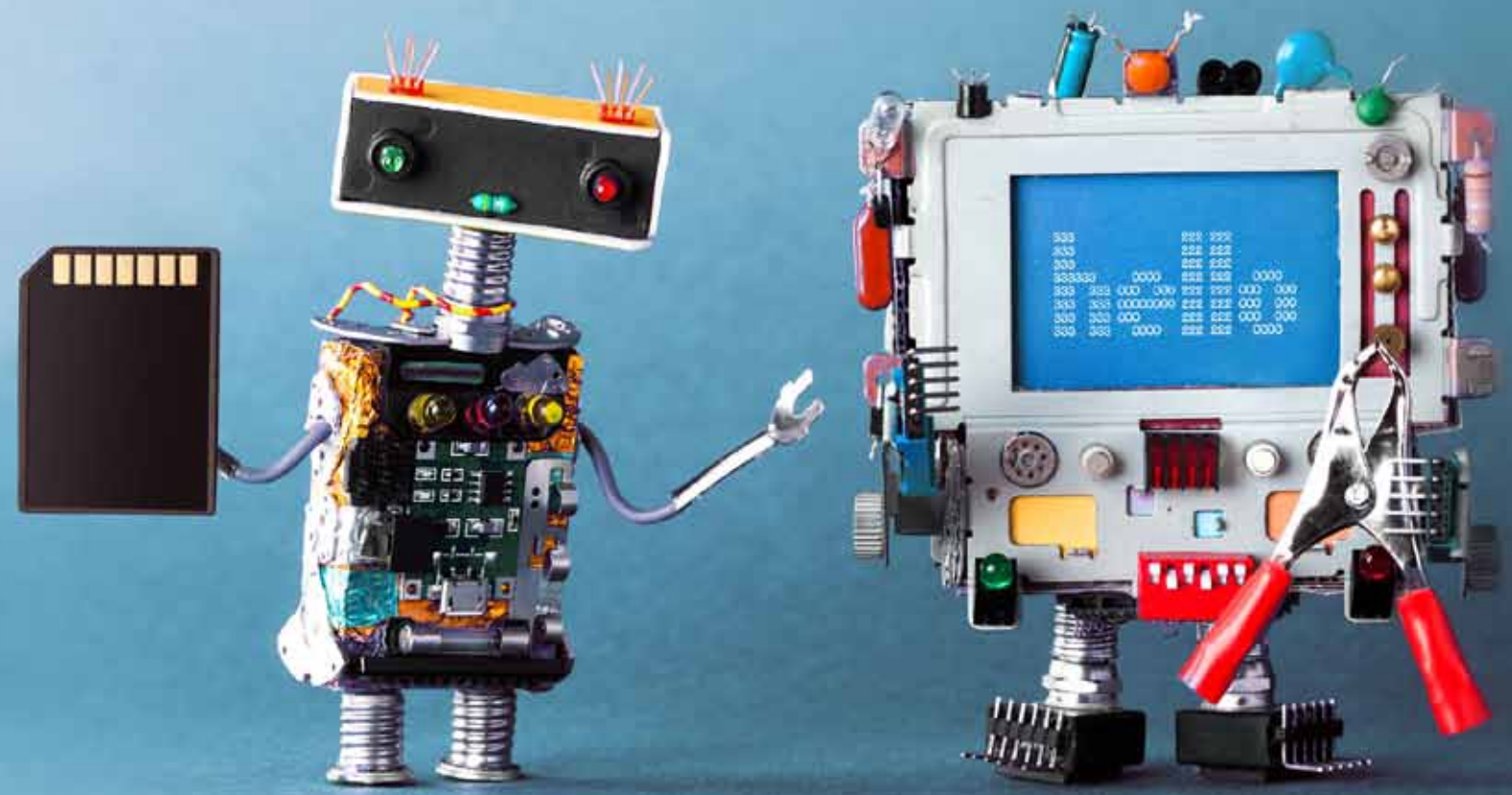


India's First 'Online-Only' Event



 **IndiaTechnologyWeek**
@Home 2020

17- 19 JUNE, 2020

www.IndiaTechnologyWeek.com

INTRO

ITW is India's first 'Online Only' event showcasing latest technology from across the globe. You'll get to explore and experience latest products, solutions and services from various facets of tech industry including **Electronics, IT and IoT.**



The coming edition of ITW will have theme pavilions for tech solutions catering to Medical Eco-system, Essential Products & Services and Enabling Work-from-home— keeping in mind the need of the hour.



MEDICAL
ECO-SYSTEM



ENABLING
SAFE PREMISES



ENABLING
WORK-FROM-HOME

TOP 10 HALLS

We looked at our analytics to see what were the themes that attracted most audience, and here are the TOP 10

1. **Electronics and IoT**
2. **New Products**
3. **Tech for Industrial**
4. **Made in India**
5. **Innovations**
6. **Cutting Edge Tech**
7. **Electronics Components**
8. **Work from Home Solutions**
9. **Tech for Automotive**
10. **IT Solutions for IoT**

While the Top 10 define the most popular themes, we still believe that an Online Only Expo provides a great opportunity for Long-tail exhibitors too. And, our data provides insights to prove the same.

For example, you may never see a separate hall or pavilion for exhibitors seeking Dealers & Distributors in a traditional expo. We had one. And, it ranked #11! Another rare-themed hall for 'Inventory Sales' drew visitors equivalent to 25% who visited the #1 hall!

We are still working on developing more insightful analytics based on data collected. And, we will keep sharing it with you—from time to time. But, if you feel there's some specific info we should look into and share—do let us know.

UNIQUE HALLS

Digital platforms have always enabled unique types of products and services to be showcased aka the Long Tail concept. We believe through our 'Online Only' Expo, new types of organisations will exhibit through these uniquely themed halls...



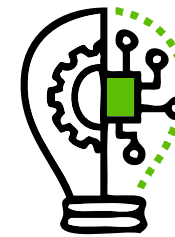
Inviting Dealers & Distributors Hall



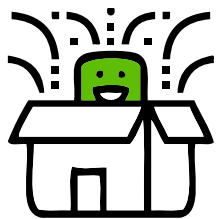
2nd-hand equipment Sale Hall



Inventory Clearance Hall



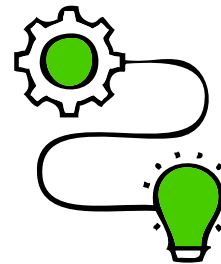
Innovations Hall



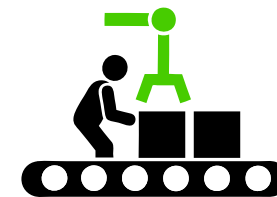
New Products Hall



Made in India Hall



Outsource R&D Hall



Outsource Manufacturing Hall

ONLINE-ONLY EXPO

WHAT'S NEW?

- ✔ Face to face communication without any risk of disease!
- ✔ You can participate in the event, from any corner of the globe
- ✔ No tired feet or swollen ankles
- ✔ No travel, no commute to venues. No traffic. All from the comfort of your home, or office
- ✔ A much higher degree of environment friendliness

THESE REMAIN THE SAME

- ✔ Buyers & Sellers at the same place at the same time
- ✔ Face-to-face interaction, while sitting at home!
- ✔ Exhibitors and visitors can exchange contact information
- ✔ Exhibitors select and showcase their best: new products, innovations, best-selling, etc
- ✔ Visitors can find the Exhibitors they seek (it's actually easier here)
- ✔ Exhibitors can disseminate a variety of information (price-lists, white-papers, catalogues, videos, etc)



ADVANTAGE **AUDIENCE**

- + No need to block the whole day for the expo– can visit and return as many times as you need
- + No need to carry bags of brochures and leaflets
- + No need to collect and manage business cards of exhibitors
- + No queues at registration desks



ADVANTAGE **EXHIBITORS**

- + Demonstrate your products or equipment without having to carry them to the venue
- + Distribute price-lists, company profiles, catalogues without having to invest in producing them
- + No need to invest in expensive booth décor
- + Collect visitor information seamlessly–no need to get forms filled or collect business cards
- + For highly technical discussions, you can loop-in tech experts from across the globe

STATS OF MAY 2020 EDITION

Our new-born platform was blessed with the presence of 11,500-plus visitors who actively interacted with our exhibitors. We cannot thank our tech community enough for the super encouraging response that they gave to our first edition of India Technology Week @Home (May Edition).

Total Unique Visitors

11,500-plus

% Visitors Who Returned

39.8%

Average Visits per e-Booth

300-plus

% Visitors Outside India **12.1%**

Panel Discussions **5**

Tech Talks **24**

Industry Experts as Speakers **45**

Delegates for Conferences **1,600-plus**

% of Delegates Attending Expo **81.5%**

Exhibitors **60**



FEEDBACK OF **VISITORS**

This is **why** we do, what we do

FEEDBACK OF VISITORS

It was a very well organized online exhibition. I personally believe these are the first steps of a new era we are going through and coming up to know. So I fully support your efforts and am looking forward to attend to the following events.

—Enis YORULMAZ, TTTech
Industrial Automation AG,
Austria

Thank you for an innovative show you organised for the first time in the country which will totally revolutionise the tech shows in future.

—ANIRUDHA BARAL, SAI
INFOTECH, Orissa

I felt it's much better than a physical show as one could go through the web sites of each exhibitor and could approach them, where needed, as we had 2 days. My suggestion for future editions—please have more exhibitors so that it helps both the ways to take it further for business deals.

—Yeshwanth K.P.

FEEDBACK OF VISITORS

It was great and very informative session. Attended many presentations. Very innovative idea and need of the hour.

Recommendation: Please add Live Chat facility with the exhibitors to engage with them faster.

—Muneer KThazha
GWT LLC, Dubai UAE

It was a good beginning during the lockdown period, useful and informative. In the coming days, virtual concepts are going to play a prominent role and what you are doing is in the right direction.

—Prof.C.Murali, Former
Chairman, IETE Bangalore

It was a very good virtual expo of all new tech stacks on various disciplines. In future editions, would expect much on new tech tools which are going to be disrupt the traditional ones. So, if cutting-edge digital-transformation tech get showcased on various domains—it will be awesome.

—Krishna

FEEDBACK OF VISITORS

It was a very interesting event in respect of gaining knowledge for me at the age of 75+ and sitting at home!

—Engr. M. Hyder Hossain,
Sonolite Multimedia,
Kolkata

It's the time to thank the organizing team for giving me the opportunity to participate. An amazing experience.

—Prof. Jagan Mohan Rao
S, Ramachandra College of
Engineering, Andhra Pradesh

The event was really informative. Please try to invite some more MNCs.

—Radheshyam Singh,
Copenhagen, Denmark

Yes, this exhibition was very different and unique. Though the number of exhibitors was less, conferences were good and the topics, panelists, managing was excellent. A great advantage of the e-exhibition and conference, was that I could manage both—work and attending the event. —

Prasad V Khatavkar, Intelux Electronics Pvt. Ltd.



TESTIMONIALS OF **EXHIBITORS**

This is **how** we're able to do, what we do

TESTIMONIALS OF EXHIBITORS



““

Something like this has never been done in India before. We got a lot of connections. The conference content as well the line-up of exhibitors was great.

— Sambit Sengupta, Avnet Asia””

““

I think this is an idea whose time has come. India Technology Week is a brilliant initiative and we should do more of this!

— Venkatesh Varadachari, Makerdemy””

““

I was expecting only 2 to 3 connects every day. But when the event started, I got so many calls and requests that I wasn't able to handle them!

— Preeti Singh, Peach””

““

We got very good industry connections. We will definitely participate in the coming June edition as well.

— Hardik Thakkar, Vighnaharta A3S””

TESTIMONIALS OF EXHIBITORS



Collectively getting so many companies in one virtual event is an amazing achievement. We also got ideas on how to improvise on our products & solutions and make them better for the future.

— Roshini Ramesh, Wuerth Elektronik



From students to people interested in doing business with us, we got all kinds of connections. The idea, keeping the lockdown in mind, is helping us continue operations!

— Sharvari Ganoo, Acor Controls



The user interface at India Technology Week was too good. It felt like we were sitting in a physical expo. We have been able to collect good leads from the platform.

— Sudhir Kumar, IADEPT



I think India Technology Week was a revolution. We got many potential contacts from the virtual event. We have started touching base with three to four customers already.

— Ashvin Navadia, CEO & co founder, VINROX Technologies



TESTIMONIALS OF EXHIBITORS



India Technology Week has been a great innovative idea. The interactions at the virtual event have been very similar to the ones at physical events. We have been able to build deep conversations with people we started interacting at the event!

—Rakesh Agarwal, Country Manager, India,
Lattice Semiconductor



The India Technology Platform is really good to interact with customers in these tough times. We really enjoyed being a part of the event. ThroughApps will love to be a part of the upcoming editions as well

— Arun Kumar, Founder, ThroughApp



We spoke to a wide-array of people at the India Technology Week. It would have been impossible to meet this number of people even when the times were normal. People are grabbing the opportunity to make new business connections from the comfort of their home.

— Jayakumar Sambasivan, Liquid Instruments



WHY EXHIBIT?

WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING

Typically, there are two types of firms: the **Aggressive** and the **Passive**. We believe an Online Only Expo will be a great investment for firms who despite all odds, want to fight, want to interact with as many customers as possible, build as strong a sales-funnel as possible, get their sales people engaged in interacting and guiding customers and prospects.

However, we also understand that there will be firms who may not have the resources at this point of time—to be aggressive. They might choose to be passive, cut costs, and try and survive till the tide changes. Such firms may not be able to encash the opportunities presented by platforms like an Online Only Expo. They may look at a future edition of our events to go aggressive.

PASSIVE OR AGGRESSIVE?

Critical questions for business leaders to ask themselves...

- Q. Do you believe that your customers' business will be hit because of the lock-down?
- Q. Do you expect that their orders to your firm will reduce because of decline in their own businesses?
- Q. Would you want to go into cost cutting mode to handle drop in revenue or would you want to reach out to new customers?
- Q. Do you think your competitors would be hit too—by this crisis?
- Q. Do you think because of supply-chain delays—a lot of customers would be seeking new suppliers who are aggressively reaching out to them, and planning for the future?
- Q. What is the potential loss of revenues that you may face—if you and your team don't overturn the tide?
- Q. Is there an opportunity right now for the more 'aggressive' firms to win over the customers of 'passive' ones?
- Q. Would you like your team to connect with customers seeking suppliers?
- Q. Do you have a strategy to enable your sales team to reach out to such customers?
- Q. Is it easy for your sales team to connect with new customers in current 'lockdown' type of situations?
- Q. Would it be a better utilisation of your sales team's time and talent to get them to engage with customers and prospects?
- Q. Would a platform that enables your sales team to connect with customers who are seeking suppliers like you—make business sense?
- Q. What would you give if someone granted you a wish that your team could have face-to-face interactions with customers and prospects even during these times?

CUSTOMERS FROM **ACROSS INDIA,** **AND PERHAPS THE GLOBE**

- A typical trade expo sees 50% visitors from that city, additional 15% from that state or neighbouring state, another 15% from that region, and balance 20% from other parts of India and the globe
- However, an online-only expo does not need visitors to travel to any venue. They can be sitting at their homes or offices—and still be able to visit the show and interact with exhibitors.
- The same logic extends to exhibitors and audiences from across the globe.
- NUTSHELL: You can expect to engage with an entirely new set of audiences.

FACE TO FACE INTERACTIONS DURING LOCKDOWN?

In a scenario where it's become challenging to have face-to-face interactions with one's neighbours—how will an 'Online Only' Expo enable face-to-face interactions?

We came up with a simple solution. We are using publicly available FREE video-conferencing platforms like Google Meet (Most Recommended), Skype, We Chat, etc to enable exhibitors and audiences to interact with each other.



3 REASONS WHY YOU SHOULD **BOOK YOUR BOOTH BEFORE OTHERS**

1. The earlier you book, the higher will be your name listed in our List of Exhibitors! That's like having a booth near the entrance if you book early or getting a booth at the rear of the hall, if you book late.
2. Our rates go UP by Rs 5,000 for every lot of 50 booths sold
3. The sooner you register, more the time you'll have to try out the platform and perfect your booth and exhibits

WHY IS THE PRICE SO LOW?

A traditional booth at a B2B expo starts at about Rs 1 Lakhs (US\$ 1500 approximately). So, why have the Online Only booths been priced at roughly one-tenth the price—despite involving investments in state-of-the-art technology platforms?

There are multiple answers to this question:

- We realise that the need of the hour is to resurrect the industry and the businesses that form the industry
- Therefore, “Low Risk, High Gain” make perfect business sense right now
- Plus, despite the investments in technology—the physical cost of executing the event is much lower than a traditional event
- Since an Online Only Expo is truly scalable—we are targeting Volumes than Margins, by keeping the price low

DO IT YOURSELF IN 1 TO 2 HOURS

- EFY's Online Only Expo is a true 'online'-centric Do It Yourself platform
- In other words, just like popular platforms like Google Adwords, etc—you can set up your account, make the payment and go LIVE within an hour or maximum two
- You do NOT need help of anyone from our team or any agency
- Most of the details needed here would already be there on your website or a digital brochure
- You can also submit whatever details you have, see how your booth and exhibits look, and then add additional details whenever you get your hands on them
- You can even make changes and fine tune your Booth and Exhibits during the show

THE TARRIF

The detailed overview of rate of booths, Upgrades
and Extra Promotional Opportunities

RATE FOR BOOTHS

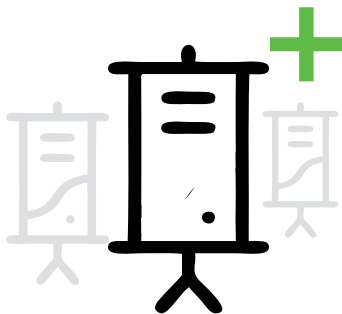
INR 20,000 + GST

USD 350

UPGRADES

Additional Exhibit

₹ 2,000 + GST | USD 30
Per Exhibit



Additional LIVE Personnel

₹ 1,500 + GST | USD 25
Per Exhibit



Additional Exhibit

₹ 1,000 + GST | USD 20
Per Exhibit



BRAND PROMOTION OPPORTUNITIES

Opportunity	INR	USD	Remarks
Webinars (live or on-demand)	50000	800	Webinars will run on WebinarJam platform outside the ITW website. Data of registrants and attendees will be provided
Registration partner	25000	400	Sold to Avnet
Hall partner	30000	500	One vertical banner on the RHS bar of specific halls
Logo presence in emails	25000	400	Part of the band of logos that will be there in emails that will be sent to visitors upon registration. Maximum of 5 logos to be present as part of the band
Web-banners on Halls page	USD 12, 10, 8 CPM	300 x 250 sized 6 banners (3 on each side). Pricing on the basis of rows	
Survey	25000	400	To be visible as a pop-up on screen. One time per visitor with an option to close.

NO BARGAINING PLEASE :)

**Rates are transparent and fixed—to ensure
no one feels cheated.**

GST TAXATION DETAILS

- GST is applicable as an addition to the tariff for all services (but not for International Customers)
- The 'Online Only' Expo is an Online Service and hence attracts GST tax of 18%
- The 'Place of Supply' will be the State where the invoice to the Exhibitor is being raised to



INTERNATIONAL CLIENTS

- International Clients are those who will be paying from banks outside India and their e-invoice will be raised to an address outside India
- The rates are same for International Customers too, but there is a 15% surcharge to handle bank charges and currency fluctuations, which is included in the rates listed above
- There is NO GST (18%) for International customers
- If an International Customer requires a signed and printed (physical) invoice to be mailed to them, then an additional charge of Rs 5,000 (approx US\$ 70) will be levied.

PAYMENT OPTIONS [ONLY DIGITAL]

- To create a hassle-free experience, we have created a **completely AUTOMATED (DO IT YOURSELF)** system, wherein you can pay, get login access, and update info to set up your booth.
- This automated system works when you pay through our **Payment Gateway (PayTM), which accepts Credit Card, Debit Card, UPI, Net Banking,** etc
- However, if you're unable to pay through the Payment Gateway (due to various issues), you can go through the manual route of **NET BANKING** (direct bank to bank transfer) and then connect with our team to acknowledge receipt of payment and provision of your login account.
- For International customers, if you have an **International Credit Card**, you can try and pay through our Payment Gateway (it will charge in Indian Rupees and then your bank will do the conversion to your local currency) ELSE you may do a bank to bank transfer (**eSwift, NEFT, IMPS, etc**) by sending to the accounts listed below and then sending an email at team@indiatechnologyweek.com with transaction details, so that we can acknowledge receipt and share your login details.
- For coordinating **MANUAL PAYMENTS** please contact our team at **+91-995-888-1961** OR at team@indiatechnologyweek.com. You may also find a team member ONLINE on the Chat Window.

AUTOMATED PAYMENT SYSTEM

visit: <https://payment.indiatechnologyweek.com>

To go to our Automated Payment System that's linked to our payment gateway (PayTM)

NETBANKING

BANK #1:

HDFC Bank Limited

Bank A/c no: 1342000017209
IFSC Code: HDFC0000134
Swift Code: HDFCINB
Payee: EFY Enterprises Pvt Ltd
Branch Address: D-23, Defence Colony,
New Delhi, 110024.
Country: INDIA

BANK #2:

Citi Bank NA

Payee: EFY Enterprises Pvt Ltd
Bank A/c no: 418155221
IFSC Code: CITI00000002
Swift Code: CITIINBX
Branch Address: 1st Floor, DLF Capital Point,
Baba Kharak Singh Marg,
CP, New Delhi.
Country: INDIA

For more information on sponsoring, Exhibiting or attending,
please call +91-966-774-3666 or
write to us at: team@indiatechnologyweek.com

About the Organisers



India Technology Week is organised by EFY Group. Over the last five 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 five million techies spread across the globe.

EFY has set itself the target of empowering and helping 20 million techies, across the globe, by 2025, and it's investing heavily on growing the online communities and increasing the number of readers of its digital publications to achieve the goal.