

automotive testing expo

INDIA

April 8, 9 & 10, 2025

CTC Complex, Chennai, India

SPONSORSHIP PROGRAM

Automotive Testing Expo sponsorship program provides additional opportunities to enhance visibility and reach prospective visitors and delegates before, during and after the event. **We are happy to discuss creating bespoke sponsorship packages or tailoring existing activities to suit your specific needs.**

Sponsorship Packages

Packages offer sponsors high-profile association and endorsement. If they are taken up at the start of the campaign you are ensured maximum exposure. This is an all-encompassing package that will profile your company to prospective visitors and attendees in association with all elements of the event before, during and after it takes place.

Visual branding opportunities at the show

Visitors and delegates are at their most receptive while they are at the show. This is also when they have a wide selection of products and services to choose from. We can help you attract more visitors. On-site branding opportunities will help to take your messages and images beyond your booth, giving you the edge over competitors.



Visual branding opportunities at the show

Visitor coffee lounge sponsor

Sponsorship of the two Visitor Coffee Lounge Areas, with one located in each Hall. The areas provide visitors with a high-quality comfortable setting for refreshments, meetings and a chance to plan the rest of their day. Logo and branding around both Visitor Coffee Lounges.

- Two Floor-Standing Banners within each Coffee Lounge allowing the Sponsors logo to be prominently branded
- Each Coffee Lounge will include 750 paper cups and napkins with company branding included
- Each Coffee Lounge will contain two literature racks for the Sponsor to display and distribute their company marketing materials
- Sponsoring branding and company link listed on the event website from day of agreement through to end of show
- Logo branding included in the event guide and all event marketing materials

Rate: £7,500

(for the whole event)



Badges and lanyards

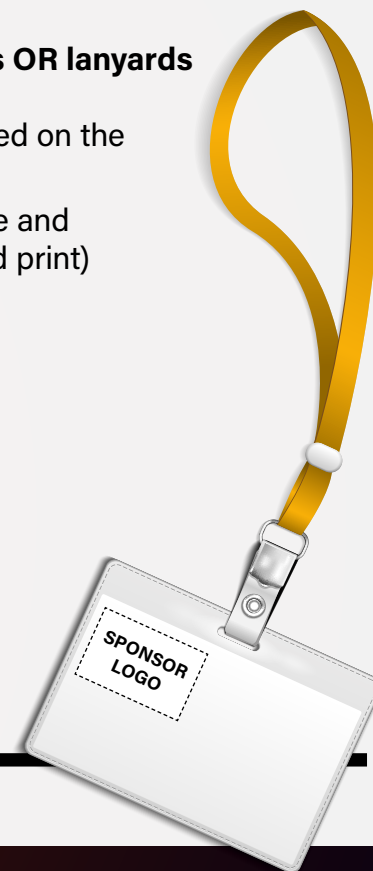
Exclusive sponsor of all attendee badges OR lanyards

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Rate: £5,500 (badges)

Rate: £4,000 (lanyards)

NOTE, lanyards to be provided by the sponsor



Visual branding opportunities at the show

Registration area sponsor

Company branding featured in the entry registration areas of the show

One exclusive marketing emailer to all registered attendees before the event

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Rate: £4,000



Exhibit hall drinks reception

Sponsorship of the drinks reception for all attendees on day 1 in the exhibition hall

- Branding around service and networking areas
- Branding around the sponsor's booth space
- One exclusive marketing emailer to all registered attendees before the event
- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Sponsor to provide branded glasses/cup-holders/napkins

Rate: £8,500

Automotive Leadership India Summit

in association with our Conference Partner, SAE India

The Automotive Leadership India Summit, being held in association with our Conference Partner SAE India, is poised to position India as a global leader in the automotive sector. This summit will provide a dynamic platform to showcase India's capabilities in manufacturing, innovation, sustainability, and technology, while fostering critical discussions on challenges and opportunities. The summit is a call to action for the industry, government, and academia to collaborate and propel India's automotive ecosystem to the forefront of the global stage.

Goals and Objectives

- Positioning India as a Global Leader: Highlight advancements in manufacturing, innovation, and technology.
- Accelerating Sustainable Mobility: Promote discussions on EVs, hydrogen technologies, and green infrastructure.
- Strengthening the Ecosystem: Enable partnerships between OEMs, technology providers, suppliers, and policymakers.



Themes

- India's Automotive Renaissance: Exploring the nation's journey to becoming a global automotive hub.
- Sustainability and Future Mobility: Discussing the pathways to green and innovative solutions.
- Technology and Innovation: Integrating AI, IoT, and advanced tools into manufacturing and testing.



Sponsorship Options

PLATIUM SPONSORSHIP PACKAGE

EXCLUSIVE (only available to ONE company)



Pre-Show Marketing Opportunities

- Company Logo to be included on ALL pre-show marketing materials as Exclusive Platinum Sponsor of the Conference
- Company Logo to be included on ALL Conference-specific pre-show marketing materials as Exclusive Platinum Sponsor of Automotive Testing Expo India SAE Conference
- Company Logo to be displayed on Automotive Testing Expo India 2025 website as Exclusive Platinum Sponsor of the Conference (logo with hyperlink to website)
- Pre-show post on LinkedIn to promote conference and Company speaking slot
- UKI to help create promotional materials for Company to send to their India database to promote the sponsorship and the speaking slot

On-Site Marketing Opportunities

- On-site 'You Are Here' boards to include Company logo as Exclusive Platinum Sponsor of the Conference
- Company to be shown as Exclusive Platinum Sponsor of the Conference within the Conference coverage and timetables in the Show Guide

- All on-site Conference signage to include Company logo as Exclusive Platinum Sponsor of the Conference
- Company logo to be shown on slides at Conference in-between all presentations
- Company logo to be shown as Exclusive Platinum Sponsor of the Conference on all signage within the Conference Area
- Company to place promotional materials on all seats within the Conference Area

Coffee Break Opportunities

- Company to place small signage with logo on all tables within the Coffee Break Area (separate from the Visitor Coffee Area) for the Morning Coffee Break on Day One and Two
- Company to provide branded Napkins within the Coffee Break Area (separate from the Visitor Coffee Area) for the Morning Coffee Break on Day One and Two

Speaking Opportunities

- Company to have one speaker slot at the Conference in most relevant conference session (current themes being proposed are ADAS, EV and Hydrogen power)
- Company to provide a top executive to either be part of a panel discussion or to be a moderator in panel discussion
- Company to receive attendee data from the conference session in which their speaker presents

Total Price - £15,000



GOLD SPONSORSHIP PACKAGE

(only available to TWO companies)

Pre-Show Marketing Opportunities

- Company Logo to be included on ALL pre-show marketing materials as Gold Sponsor of the Conference
- Company Logo to be included on ALL Conference-specific pre-show marketing materials as Gold Sponsor of Automotive Testing Expo India SAE Conference
- Company Logo to be displayed on Automotive Testing Expo India 2025 website as Gold Sponsor of the Conference (logo with hyperlink to website)
- Pre-show post on LinkedIn to promote conference and Company speaking slot
- UKI to help create promotional materials for Company to send to their India database to promote the sponsorship and the speaking slot

On-Site Marketing Opportunities

- All on-site Conference signage to include Company logo as Gold Sponsor of the Conference
- Company to be shown as Gold Sponsor of the Conference within the Conference coverage and timetables in the Show Guide
- Company logo to be shown as Gold Sponsor of the Conference on all signage within the Conference Area

Speaking Opportunities

- Company to have one speaker slot at the Conference in most relevant conference session (current themes being proposed are ADAS, EV and Hydrogen power)
- Company to receive attendee data from the conference session in which their speaker presents

Total Price - £10,000

SILVER SPONSORSHIP PACKAGE

(only available to THREE companies)



Pre-Show Marketing Opportunities

- Company Logo to be included on ALL pre-show marketing materials as Silver Sponsor of the Conference
- Company Logo to be included on ALL Conference-specific pre-show marketing materials as Silver Sponsor of Automotive Testing Expo India SAE Conference
- Company Logo to be displayed on Automotive Testing Expo India 2025 website as Silver Sponsor of the Conference (logo with hyperlink to website)
- Pre-show post on LinkedIn to promote conference and Company speaking slot
- UKI to help create promotional materials for Company to send to their India database to promote the sponsorship and the speaking slot

On-Site Marketing Opportunities

- All on-site Conference signage to include Company logo as Silver Sponsor of the Conference
- Company to be shown as Silver Sponsor of the Conference within the Conference coverage and timetables in the Show Guide
- Company logo to be shown as Silver Sponsor of the Conference on all signage within the Conference Area

Speaking Opportunities

- Company to provide a top executive to either be part of a panel discussion or to be a moderator in panel discussion
- Company to receive attendee data from the conference session in which their executive takes part

Total Price - £8,500

contact

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