

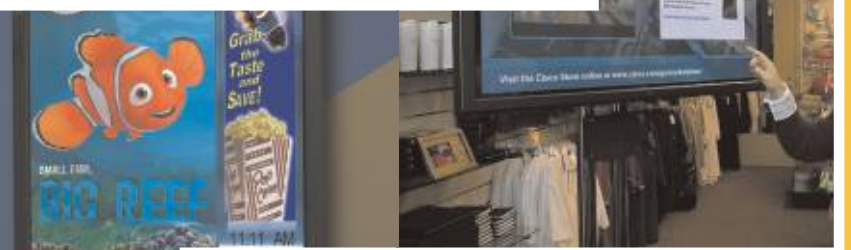
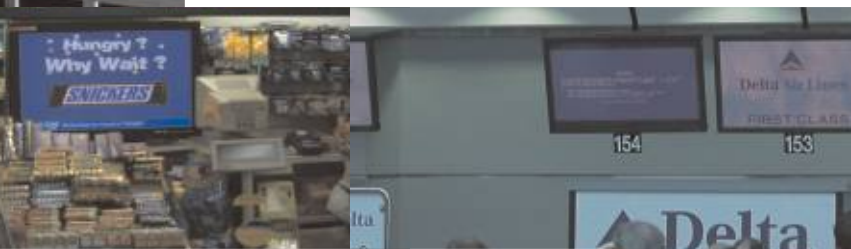
Special
DIGITAL SIGNAGE pavillion
concurrent with
MEDIA EXPO & RETAIL SHOP ASIA 2009



DIGITAL
SIGNAGE
EXPO 2009

THE FUTURE OF ADVERTISING

1-3 AUGUST, 2009
PRAGATI MAIDAN, NEW DELHI, INDIA



About the expo

Achieving competitive advantage and increasing consumer responsiveness are two obstacles that companies continue to struggle with. The current digital age offers companies more opportunities than ever before to use different marketing tools such as Digital Signage to help overcome these challenges. Digital Signage is making a huge impact on how businesses communicate with their customers. Industry analysis predicts an explosion for Digital Signage usage, both in terms of integrated technology and the impact on the consumer experience. In fact, the number of displays and projectors used in retail signage is expected to grow to 1.4 million in 2010, from 342,000 units in 2005. Thus, is required a platform to showcase Digital Signage technology. After the first successful show in January this year, we are pleased to announce the second edition of the 'Digital Signage Expo 2009' in August in New Delhi.

The show focuses on designs for digital signage, content customization techniques & effectiveness measurement tools for Digital Signage displays.

Publicity & Promotion

It is all about getting the right people to the event, making a lasting impression on the visitors, ensuring that the event is a critical success in your company's marketing picture. It's also about pulling off the seemingly impossible by choosing the right venue, picking the most charismatic exhibitors, producing an eye catching invitation, getting the work done on time or coming in under your budget. We know what it takes to get things done and done right.

We use an extensive promotional strategy to attract quality & quantity of visitors or better called customers. - An excellent media mix is used to reach out to the right target audience.

Brochures and Flyers: These highly attractive and well designed brochures contain a great deal of information about the event.

Direct Mailers & Invitations: We use innovative series of mailers for constant knocking and personalized touch. We have a database of corporates, industry folks & end users.

Outdoor Advertising: Bus Shelters: Public Utilities: Stepni Covers: Over Road Signages: Kiosks, etc - Magazines, Trade journals and Newspapers: Business & Financial magazines in addition to trade journals. Also national, regional & business newspapers like Times of India, Economic Times, Hindustan Times, Financial Express, etc are chosen to advertise.

Special Promotions thru SMS advertising, PR activity and Telemarketing. The use of telemarketing has also proved very effective in addition to SMS marketing to high profile industry & corporate database.

Electronic Media : Cable ads: Cinema slides

Online media : Our events our listed on popular sites & portals like Biztrade shows, go4events, etc. Also web banners are hosted on popular sites.

In addition email shots are released to the target audience.

Why exhibit?

DIGITAL SIGNAGE EXPO 2009 is India's most highly focused international trade showcase exclusively concerned with all digital signage related topics such as in-store tv, digital media, ad screens, content and solutions. A B2B trade event for the interactive market place, which will ensure a uniquely high calibre of audience at the show.

DIGITAL SIGNAGE EXPO 2009 is a business-to-business show dedicated to putting international exhibitors in contact with key decision-makers and purchasers from customer orientated industries.

It will act as a meeting place for professionals to exchange technologies, innovations and ideas on how to drive the industry forward and realize the full potential of this astounding new business sector.

Visitors will be professionals from across all industries where customer communication matters.

Why visit?

A unique opportunity to see, experience and discuss the very latest advances in digital signage solutions by suppliers and innovators from across the globe, many of which will not have been shown anywhere else before.

Major displays and discussion forums will demonstrate to potential purchasers just how comprehensively today's technology can improve customer satisfaction while significantly reducing operating costs and enhancing business success.

Visitor Profile

Industries and Professions

Top Professionals to Attend International Show

Visitors will be professionals from across all industries where customer communication matters, including:

- Advertising/Multimedia
- Architects and Designers
- Banking and Financial
- Hotels
- Entertainment / Theme Parks
- Exhibition Centres
- Facilities Management
- Fast Food
- Franchising
- Gaming & Leisure
- Government
- Healthcare
- Hospitality / Restaurants
- Houses of Worship
- HR/ Intranet
- Insurance
- Lottery & Betting
- Museums
- Post
- Private Networks
- Public Buildings
- Retail
- Telecom
- Transportation
- Travel & Tourism

Visitors will be decision-makers such as:

- Architects
- Brand Managers
- Media Owners
- Marcom People
- Digital Media Owners
- Out Of Home advertising Industry
- Commercial Managers
- Customer Service Development Managers
- E-Commerce specialists
- Heads of IT
- Interior Designers
- Managing Directors / CEOs
- Multimedia Specialists
- New Business Development Managers
- Purchasing Department Directors
- Retail and Branch Planners
- Sales and Marketing Managers & more...

Who should exhibit?

Displays: LCDs, plasmas, LEDs, video walls, interactive displays, touchscreens, projection, advanced holographic/3D technologies. Digital Signage, Media Players, Installation Services, Small format touch screens, Interactive Wayfinding products, Interactive Digital Signage, Flat Screens, LED Displays.

Hardware: Players, networking, Cat5, storage, mounting, Satellite Systems, Network Solutions, Music Systems.

Software: Network and channel management, scheduling, content production and advertising, advertising sales support. Automated AV Design, Digital Advertising Creation & Hosting, Software Producers, Interactive Multi-Media.

Self-service: Kiosks, ATMs, Kiosk Technology, Self Service Technology, Kiosk Technology & Content.

Technology solutions: System integrators, Telecommunications companies. RFID technology, Audience Measurement Systems.

Network owners: Digital Signage Companies providing Out of Home solutions in Malls, Restaurants, Cinemas, Hospitals, Public places etc.

Agencies: Advertising, outdoor, media sales, media buyers, media planners.

Content professionals: Producers, stock libraries, post-production, Content Creation and Production.

Others: System Engineering, System Integrators.



1-3
AUGUST, 2009
PRAGATI MAIDAN
NEW DELHI, INDIA

Venue & Rates

Pragati Maidan, New Delhi

Shell Scheme (minimum area: 9 Sqm)	Rs. 9900 per Sq.mtr.
International participants	US\$ 300 per Sq. mtr.
Bare Space (minimum area: 27 Sqm)	Rs. 9000 per Sq.mtr.
International participants	US\$ 270 per Sq. mtr.
Service tax as applicable@ 12.36% extra :: 10% extra for corner stall.	

Contact: Gaurav Juneja- : +91-9810301644

Himani Gulati- : +91-9312285142

email: info@themediexpo.com for any further queries.

Early bird offer :: Check out for our special early bird offers. Call today.

Payment Schedule :

- 50% at the time of booking
 - Balance 50% two months prior to the show.
 - All payments should be made by DD/Cheques in favour of Media exposition & events, New Delhi.
- International clients to pay through bank transfer.

Shell Scheme: Prefabricated stall with carpet, 1 table, 2 chairs, 3 spotlights, 1 plug point & 1 waste bin.

Note: The organizer reserves the right to modify the floor plan under circumstances beyond their control.

The Organizer

The Digital Signage Expo is organized by Media exposition & events, an international exhibition company with a strong presence of over three decades in the advertising industry, over 11 years in publishing & 7 years into exhibitions. A company that has produced more than 35 market leading trade exhibitions for various segments in addition to various magazines & advertising trade directories of repute. Successful exhibitions conducted all over India & Singapore.

Concurrent Shows:



Our Other Brands :



 Organisers: Media exposition & events

112 A Sant Nagar, Ground floor, East of kailash, New Delhi- 110065, India

Tel: +91-11-26445192, +91-11-26445191 Fax: +91-11-26445191

Mob: +91-9312285142, +91-9810301644 Email: info@themediexpo.com

Web : www.thedigitalsignageexpo.com Email : info@thedigitalsignageexpo.com