

**CeMAT**  
**INDIA**

# LOGISTICS INFRASTRUCTURE PAVILION

21-24 NOVEMBER 2012 | INDIA EXPO CENTRE, DELHI NCR  
[www.cemat-india.com](http://www.cemat-india.com)



**New Business • New Customers • New Markets • New Networks**

## PAVILION FOR BUILDING INFRASTRUCTURE, OPERATIONS AND LEASING OF LOGISTIC FACILITIES

CeMAT INDIA 2012, the foremost exhibition for Materials Handling / Intralogistics, Storage Systems, Warehousing and Logistic Services will be held from 21- 24 November at India Expo Centre & Mart, Greater Noida. Coinciding CeMAT INDIA 2012, a dedicated theme area “**Logistics Infrastructure Pavilion**” will feature as an added attraction for exhibitors as well as visitors. With the growth in the manufacturing and retail sectors in India, the need for the logistics services is growing at brisk rate of over 30%. At the same time a major portion of the existing warehousing facilities in the diverse industries is in the need of modernisation and expansion.

“**Logistics Infrastructure Pavilion**” aims to bring focus on the companies engaged in planning, designing and setting up the warehousing and logistics park facilities as well as the owners and operators of such facilities to showcase their products and services to the diverse user industries.



## Exhibit Profile

### Building Infrastructure and Operation

- ✓ Warehouses and logistics park designers, builders and consultants
- ✓ Warehouse structure manufacturers
- ✓ Flooring, roofing, cladding and other materials and services
- ✓ Air conditioning, climate control
- ✓ Lighting
- ✓ Safety
- ✓ Warehouse Management Systems

### Facility Owners

- ✓ Logistic park owners
- ✓ Logistic companies
- ✓ F T W Z
- ✓ Transport and other services



**Raw Space**  
Rs. 10,500/- sq.m  
€ 210 sq.m  
+ Service tax

**Shell Scheme**  
Rs. 11,500/- sq.m  
€ 230 sq.m  
+ Service tax

**BOOK YOUR  
SPACE NOW**

## Marketing & Promotional Plan

- Special Promotion for Logistics Infrastructure Pavilion(LIP)
- Special Hosted Buyers for the LIP
- Special Advertising Campaign for LIP
- Dedicated Branding for the LIP at the show
- Concurrent Conferences & Workshops
- International Promotions

An aggressive 360 degree marketing and promotional plan, targeted at all spectrums of buyers will create visibility for the show across India. The promotional activities spread-out for a period of 9 months, commenced from March 2012. The plan is divided into three stages:

**Phase 1:**  
March - May: Creating awareness and interest amongst key influencers and mavens

**Phase 2**  
June - August: Generating awareness amongst user industry group

**Phase 3:**  
September - November: Attracting the buyers, Scheduling B2B meetings and Promoting your presence at CeMAT INDIA

### Visitor Acquisition Plan:

Activities	Activity period	Reach
Print Advertising	March - November	15,00,000
Magazine Partner Promotions	March - November	1,00,000
Online Advertising	March - November	1,00,000
Social Marketing + Viral Marketing	March - November	1,00,000
Satellite Events	April - October	10,000
PR Activity	June - November	5,00,000
Direct e-Marketing	July - November	1,00,000
Direct Print based Marketing	September - November	1,00,000
BTL Activities	September - November	1,00,000
Outdoor Activities	October - November	2,00,000
SMS Campaign	November	10,000
<b>Total</b>		<b>28,20,000</b>

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