



INDIAN PRO AV MOMENTUM

INTEGRATING MASS MARKET DYNAMICS

AV-ICN
EXPO

30 MAY - 1 JUNE 2024
BOMBAY EXHIBITION CENTRE, MUMBAI

AV-ICN EXPO

DIGITAL DISPLAY, DIGITAL SIGNAGE, PROJECTION + MAPPING LED SCREENS,
INTEGRATED AUDIOVISUAL, COMMUNICATION TECHNOLOGY, NETWORKING
SOLUTIONS, AV OVER IP TECHNOLOGY, RESIDENTIAL AV

ESTABLISH YOUR AV SOLUTIONS AT THE MOMENTUM EXPO

Key factors for exhibiting at AV-ICN Expo: Attracting System Integrators as key attendees in large numbers converging on the Expo for market driven product and solutions to address the exploding Pro AV integration in high momentum sectors covering Hospitality, Education, Corporate, Social Infrastructure in Museums, Sport Stadiums, Courts, Transportation Infrastructure, Smart Building, Residential AV.

AV-ICN Conference and CAVS Education is impacting AV Industry with its contribution to the **AV Professional of the future** providing a **genuine open platform** for innovation and technology that is really driving AV solutions which are market driven rather than to impress the market with nexus and motive. AV-ICN protects copyright.

AV-ICN - LEGITIMATE INDUSTRY PLATFORM

Expo > Publishing Technology + Business Information > Conference > Education.

AV-ICN Magazine: AV-ICN is the legitimate voice of the industry with publication of eponymous AV Technology and business magazine. AV-ICN is the only platform that connects you to the market every fortnight with **Digital Newsletter** and social media informing on news that makes a difference to your success in adopting the latest innovation.

AV-ICN promotes protocols, best practices, international standards, and specifications. It also offers exposure to professional AV design and recognition of leadership talent in the AV Architect of the Year.

The future is at AV-ICN: 2023 AV-ICN featured AR/VR solutions for AV design in projects that demand 3D visualization.

TRADE AND ACTUAL USER

The ProAV trade, represented by importers, distributors, and dealers, plays a critical role in ensuring product availability and supply to Systems Integrators. They attend the AV-ICN Expo comprehensively. The presence of Systems Integrators and distribution network acts as a catalyst to fulfil integration projects across the spectrum at realistic pricing and service support. AV-ICN Expo connects with both these attendee profiles ensuring a meaningful and purposeful gathering of trade + professionals through the three days of the event. **Actual User** presence at AV-ICN is special on account of focused connect presence of project AV Consultants interaction at the Expo.



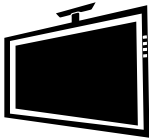

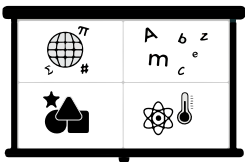


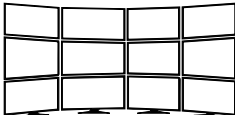





FULFILLING BRAND AND MARKET OBJECTIVES

Inclusivity, neutrality and independent expo platform courageously established AV certification education and AV magazine promoting technology of all companies globally. Therefore participation of your brand connects strongly with the market. Your brand engages the market positively in favour of Indian market. Adoption of your technology, brand and product is energized.

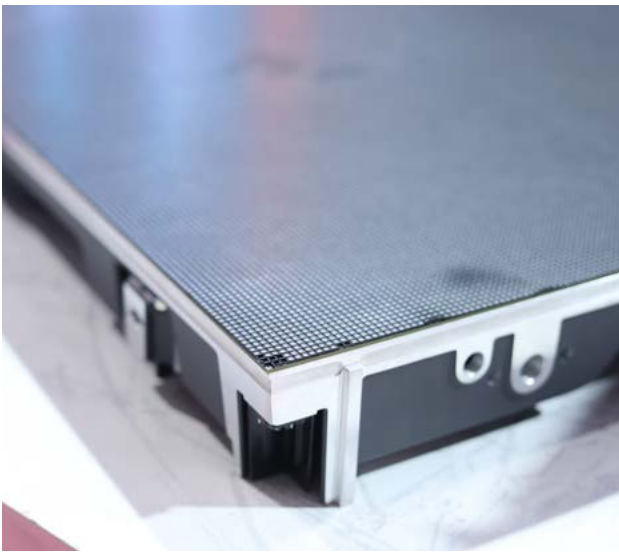


PRODUCT CATEGORIES

 <p>CONFERENCE EQUIPMENT & TECHNOLOGY</p>	 <p>DIGITAL PROJECTION</p>	 <p>DIGITAL SIGNAGE</p>	 <p>DISPLAY SYSTEMS</p>
 <p>INSTALLED SOUND</p>	 <p>INTERACTIVE DISPLAYS & WHITEBOARDS</p>	 <p>LEDs</p>	 <p>PA SYSTEMS</p>
 <p>PROJECTORS</p>	 <p>STUDIO LIGHTING</p>	 <p>THEATRE & AUDITORIUM LIGHTING</p>	 <p>VIDEO WALLS & LARGE SCREEN DISPLAYS</p>
 <p>SWITCHES & SCALERS</p>	 <p>CABLES & CONNECTORS</p>	 <p>UNIFIED COMMUNICATION SOLUTIONS</p>	 <p>VIDEO NETWORKING</p>

SHOW FEATURES

- AV-ICN CONFERENCE & SEMINAR
- AV PROJECT GALLERY
- CERTIFIED AV SPECIALIST (CAVS) COURSE
- IMMERSIVE MAPPING DEMO







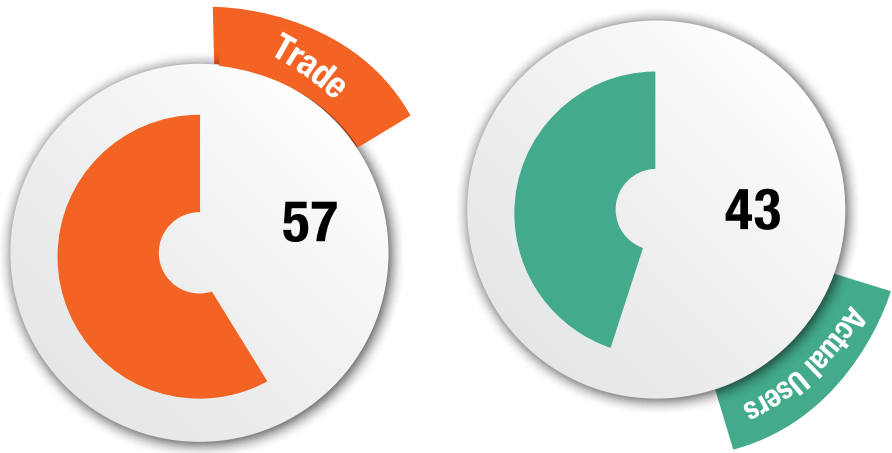
ATTENDEES TO AV-ICN 2023

With attendees engaging exhibitors for business and identifying products for their needs, the AV-ICN expo 2023 delivered quantum business to fulfil the demand in the pro AV industry. The demographics and professional interest estimated in the statistics, indicate the demand for Pro AV products fulfilled by a significant number of actual users.

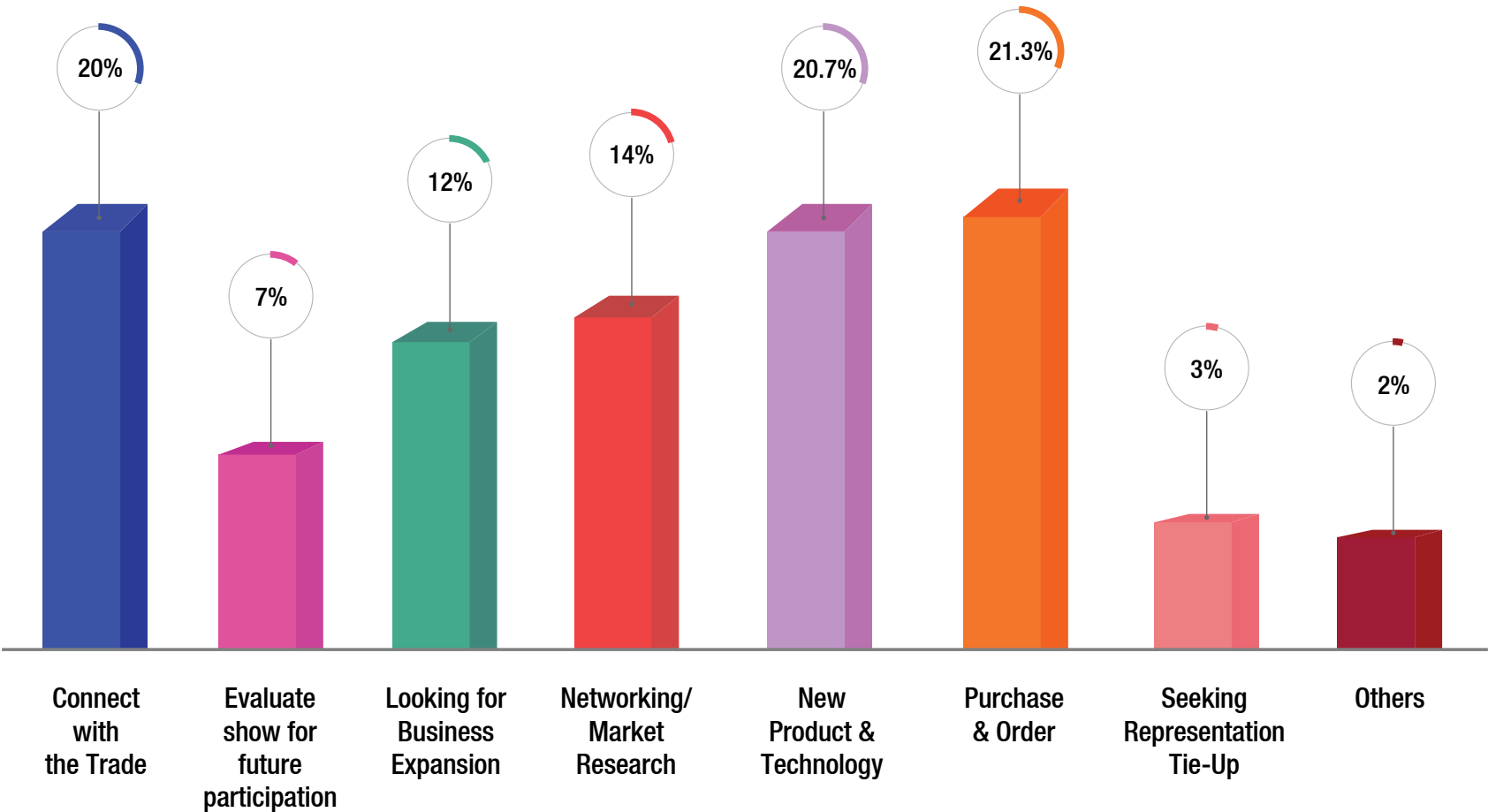
AV-ICN 2023 BUYERS & SELLERS WHO ATTENDED

Actual Users comprised professionals from Government Organizations, Projects, Education, House of Worship, Hospitality, Rental Companies, Media & Advertising, Corporates, etc. as well as Systems Integrators and AV Consultants.

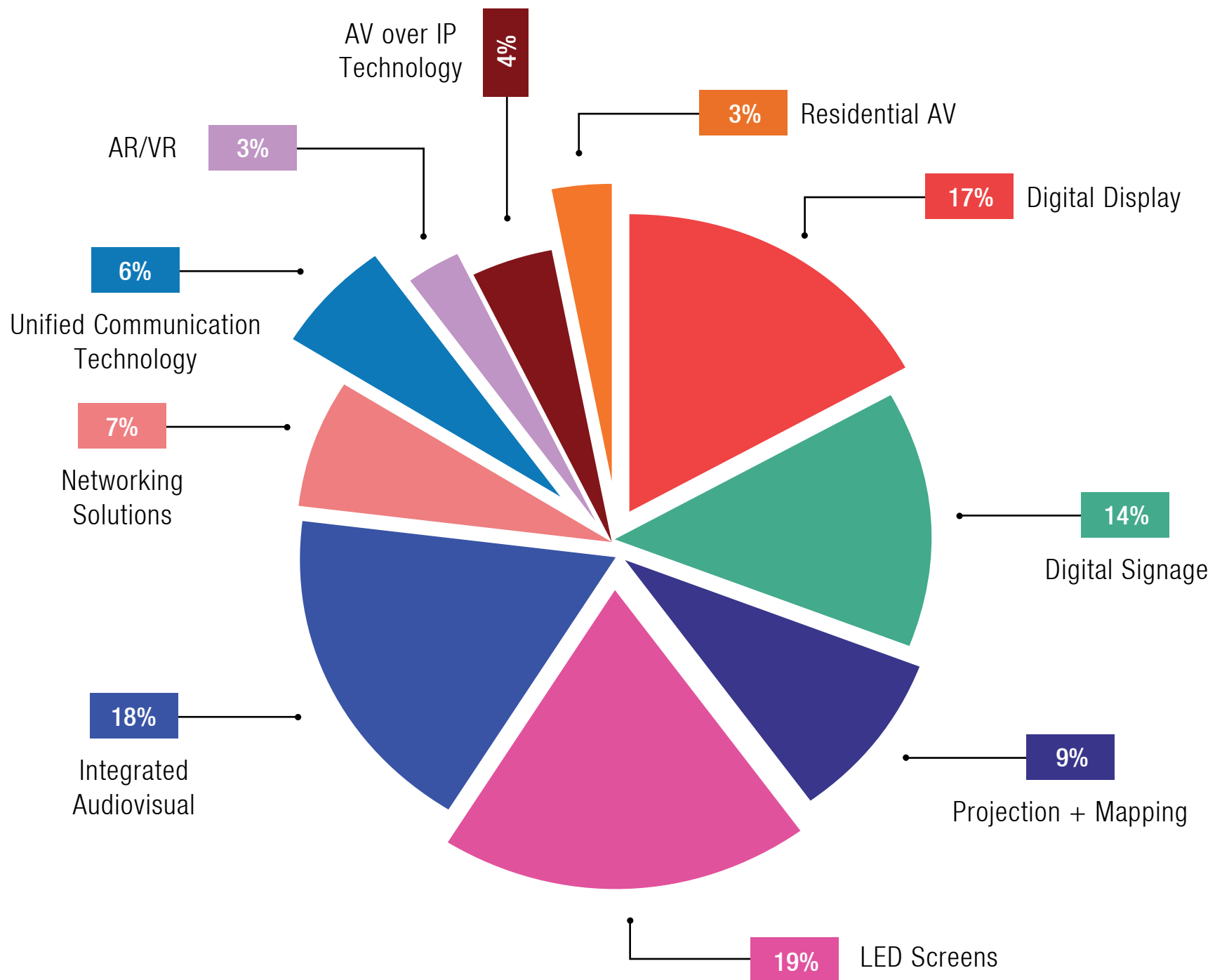
Trade comprised of Manufacturers, Distributors & Dealers, Importers, Agents, Subsidiaries etc.



PURPOSE OF VISIT



PROFESSIONAL INTEREST – AV



VISITOR PROFILE

PROFESSIONALS

- Architects
- AV Consultants
- Chief Information Officers (CIOs)
- Chief Technology Officers (CTOs)
- IT Aggregators
- IT Head
- Project Managers
- Purchase Manager
- Systems Integrators

BUSINESS

- Banking
- Building & Infrastructure
- Education
- Enterprise/Corporate
- Government
- Hospital
- Hospitality
- Manufacturer/Distributor/Dealer
- Retail

AV-ICN CONFERENCE

LEADERSHIP KNOWLEDGE SESSIONS HARNESSING THE FUTURE

The AV-ICN conference, spanning three days, focuses on the latest trends, practices, and innovations in the world of Pro AV, addressing the audience on the massive transformation underway in the AV industry. The AV-ICN conference is a platform of great depth and insight; Speakers at AV-ICN are respected leaders in the Pro AV industry with decades of experience, sharing their invaluable knowledge to help delegates channel their business to the next level. The Conference sessions are designed to help attract and retain talent for future to help the AV industry grow and thrive.

The topics of presentation and discussion at the conference are dynamic and in sync with the evolving AV industry. The explosion of very high-end AV projects in India in museums, visitor attraction venues, education, hospitality, and other aesthetic spaces resulted in the curation of topical subjects at AV-ICN 2023 such as Large-Scale AV Integration of Visitor Attraction Venues by Narendra Naidu, Holistic Museum Design and Integration by Kelvin Ashby-King, Education – Smart Class by Kairav Adhvaryu, and many more.

For Conference, contact:

Smita Rai | Mobile: +91 9289368200 | Email: smita.rai@hyve.group



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The Conference is a powerful platform for bringing together professionals and technology enthusiasts. It is an informative and authoritative platform for exchange of ideas, knowledge, and a vibrant forum for networking. I have been fortunate to be associated with the Conference platform for the last several years and I have seen both, the content and the level of participation, grow leaps and bounds, both in the quality of speakers and the level of audience participation. With the Conference team bringing more interesting and relevant topics to the forum each year, we can only see more interest and participation in the years to come

- Prashant Govindan,
Generation AV (India) Pvt. Ltd.



GALVANIZING INDIAN PRO AV EDUCATION

Education is the key factor in the CAVS (Certified AV Specialist) Course initiative and plays a proactive role in galvanizing Pro AV standards, integration, and process for AV professionals in India through concentrated efforts on creating a purposeful curriculum which attracts talented human resource to AV industry. CAVS is an imperative catalyst to develop and attract talent and human resource to the AV industry as a career and committed to impart knowledge, information, and education on AV technology.

In 2023 the AV Industry participated in two CAVS course editions – one in Mumbai and the other in Ahmedabad, attended by a total of 80 pre-registered attendees eager to upskill themselves in the field of AV, over the course of three days. The CAVS imparted AV knowledge to numerous attendees, with renowned industry experts such as **Narendra Naidu, Kairav Adhvaryu, Arif Patil, Satyanaryanan Reddy, and Sajan Joseph** conducting day-long sessions on Pro Audio, Video, Integration Networking, and AR/VR.

For CAVS, contact:

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CAVS 2023, Mumbai was a great opportunity to network with professionals and experts in the audiovisual industry. I was impressed by the quality and diversity of the presentations and demonstrations. I gained valuable insights and knowledge that will help me in my career. I highly recommend CAVS to anyone who wants to stay updated on the latest trends and innovations in the AV field.

- **Aman Prajapati,**
Munro Acoustics



Audio and Display communication and networking are challenging. Integration for perfect sound and visual involves knowledge of acoustics, video, and internet protocol streaming. Networking and interactive modalities means ProAV and such excellence in projects is what the AV Project Gallery is. Intention is to lead the industry showcasing achievement that is exemplary.



MARKETING OPPORTUNITIES



With the aim to help your brand reach the right target audience & meet your business needs, even before you reach the show floor, AV-ICN Expo puts forth an extensive marketing outreach through multiple mediums.



DIGITAL MARKETING

AV-ICN Expo garners the use of online campaigning and strategizes its digital content. We grow our presence with a far-reaching digital campaign, having a targeted & specific audience reach with promotional activities across social media and digital mediums. Garnering higher reach and awareness about the expo through national and international affiliations.



SHOW INVITES

Special printed invites are sent to industry associations and market drivers. Invitation cards are also sent out to Exhibitors and Media Partners to invite their key customers, thus bringing quality trade visitors to the show.



OUTDOOR CAMPAIGN

AV-ICN Expo carries out an extensive outdoor publicity campaign utilising innovative, and high reach and visibility mediums, thus targeting the right audience through hoardings, bus back branding, retail store branding, POS branding among the few promotional mediums.



ASSOCIATION SUPPORT

AV-ICN Expo partners with leading industry associations across the country, to help increase the growth of the industry, and increase knowledge and awareness about various developments. Invitations are sent out to association members to participate at the exhibition as well as to be a part of the knowledge sharing sessions.



INDUSTRY MAGAZINES

AV-ICN Expo reaches out to the industry through all the major magazines in India and overseas. The expo drives an extensive annual marketing campaign with each of the partner with innovative and large use of the editorial and advertorial opportunities, both, online and offline.



EMAIL CAMPAIGN

Regular industry and show updates are the essence of growth. The show ensures a far-reaching e-mail campaign is programmed to keep exhibitors and visitors updated about every aspect of the expo and the growing industry, thus generating interest & registrations.



SMS & WHATSAPP CAMPAIGN

Reaching out to the audience and providing them with regular updates about AV-ICN Expo is what we aim to achieve, in turn, helping our patrons, not to miss the opportunity of generating the right business.



PR & MAINLINE ADVERTISING

A huge PR reach with an extensive coverage across media platforms, and advertising in major newspapers across the country, helps push the visibility and grow the goodwill of the expo, in turn helping garner higher and better response from the audience.

SPONSORSHIP OPPORTUNITIES



ENHANCE YOUR VISIBILITY & POSITION

- **REGISTRATION PARTNER**
- **EXHIBITION LANYARD PARTNER**
- **NAME BADGE PARTNER**
- **VISITOR BAG PARTNER**
- **AV-ICN CONFERENCE & SEMINAR**
(Platinum, Gold, Session, Sound & Video Display Partner)
- **ONSITE ADVERTISING OPPORTUNITIES**
(Cafeteria, Outside Exhibition Halls, Pillar, Tunnel Between Halls)
- **Advertisement in AV-ICN + PALM Magazine**

WHY SPONSOR?

- Gain unparalleled exposure & access to a diverse audience. Get introduced to new markets, networks & latest developments.
- Benefit from publicity before, during & after the show.
- Highlight your products to the right target audience & impact your business for long term.
- Strengthen existing relationships and make new contacts with the best in the industry through focused networking.

PARTICIPATION FEES*

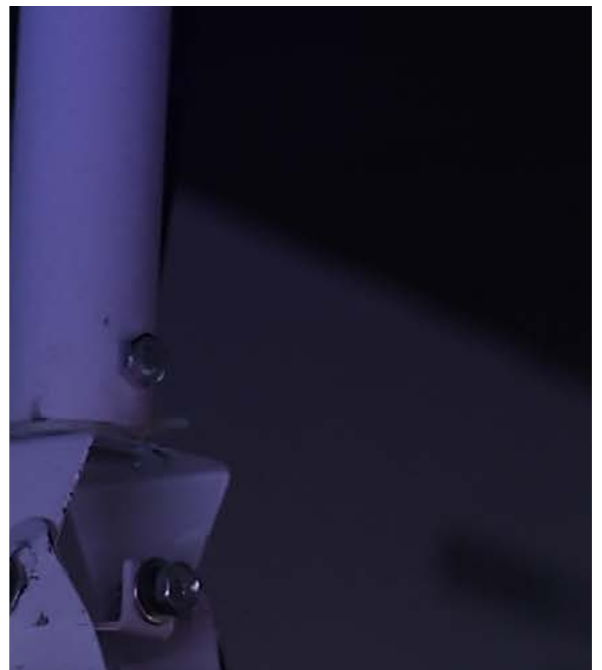
FOR INDIAN EXHIBITORS

RAW SPACE

INR 14,700 PER SQM

SHELL SCHEME

INR 15,500 PER SQM



PARTICIPATION FEES*

FOR INTERNATIONAL EXHIBITORS

RAW SPACE

USD 350 PER SQM

SHELL SCHEME

USD 375 PER SQM



*Price may differ depending on the
type & size of the booth.

Above prices does not include 18%
GST and any other Government
charges as applicable.

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MEDIA PARTNERS



SUPPORTING ASSOCIATIONS



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