

Key Associate



Nashik Center

Participation Options

Stand Participation

- **Bare space Stand :** It includes floor space only (no carpet / platform / walls). Exhibitor need to use their own suppliers to arrange fabrication of their unique stands
- **Stall Scheme :** Includes Platform, Playback Backdrop With Printed Flex, Power Connection, Carpet, Plug Point, Spot Lights, Information Counter and Chairs as per Stall size. Any extra Furniture, Lights etc. needs to be arranged separately with the official contractor

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SMART
HOUSE
&
INTERIOR
E X P O

Sponsorships

- Variety of Sponsorship opportunities available to suite the budget, requirement and brand proposition. Here are some options...

- **Title Sponsor x 1**
- **Powered By Sponsor x 1**
- **Associate Sponsor x 4**

Organized by
guru publicity
For a Complete Advertising Solution

Media Partner

मिहना

SMART
HOUSE
&
INTERIOR
E X P O

Interior | Exterior | Smart Home
Decor Art | Building Materials Expo



Event Dates and Venues

- **Date** : 7, 8 and 9 October 2022
- **Visiting Hours** : 10:00 AM to 8:00PM
- **Venue** : Manohar Gardens Lawns & Banquet Hall
Govind Nagar, Nashik.

Key Associate
**THE INDIAN INSTITUTE
OF ARCHITECTS**



Nashik Center

Outdoor Partner

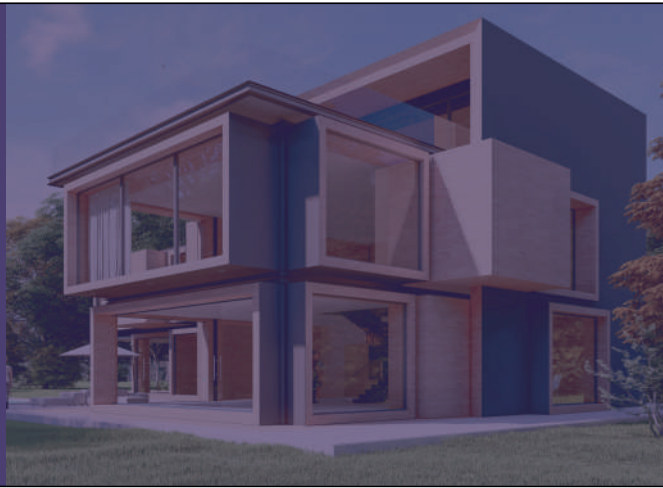
ISHA
Publicity

Radio Partner



Smart and Stylish Homes The Future

- In today's fast-moving digital world, there has been a growing dependency on technology on a day to day basis. Today, homes have become smarter.
- Also, the aesthetics of homes have reached a new level and it is growing.
- These ideas are being plugged as the biggest innovation in the real estate sector. Equipped with latest features, styles and technology. It provides us with security, automation, elegance and many other crucial benefits in our day to day life.



Nashik Market

- Nashik – Known as the Wine Capital of India and the 4th largest city in Maharashtra. Banks on Agriculture and flourishing industrial area. It is home for progressive people looking for up gradation in their lifestyle.
- Because of its high rate of economic growth and biggest contribution from the services sector the standard of living has seen upsurge growth in the past few decades.
- It is said that the people of the Nashik are known to spend generously in order to remain up to date with the latest fashion & technology trends.



Smart House Expo

- Guru Publicity strongly believes that the Tier II City Nashik is upgrading drastically. There has been a 360-degree change in their behaviour, standard of living and spending habits. They are adapting the lifestyle those of the urban population, as majority of the young populace from these regions migrate to the urban cities for job opportunities. Smart home is no new concept to them.

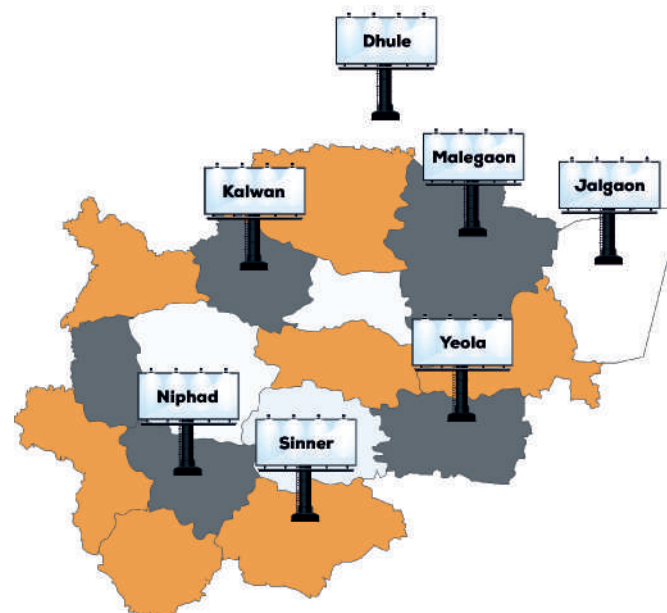
- Their sense of taste in design and sense of imagination has gripped them to explore new developments and enhancements in technology, products, art, design and ideas.

- Despite the growing demand there is limitation of products and sometimes out of their reach. Thus, through the Smart House Expo we would like to bridge the gap and open platform of opportunities for the untouched products in the space of smart homes that will help these cities upgrade their lifestyle.

Promotion at surrounding locations

Similar promotion of the event will be done at the surrounding locations of each city, the locations are as below...

- | | | |
|------------|----------|-----------|
| ▶ Dhule | ▶ Yeola | ▶ Sinner |
| ▶ Kalwan | ▶ Niphad | ▶ Jalgaon |
| ▶ Malegaon | | |



Why Exhibit

- The smart home market is set to grow at a remarkable rate. There's a growing opportunity for the smart home technologies to be applied to many other areas.
- By positioning yourself within the market, you are strengthening not only your company's marketing capabilities but you are also directly elevating the profile of your business in the whole Nashik District.

• 400+ Architect • Interior Designers Builders • Interior College Student • Civil College Students • Architect College Students

Exhibitor Profile

- | | | |
|-----------------------------------|--|--|
| ▶ Home Decor & Wallpapers | ▶ Landscape & Nursery | ▶ Air Conditioning and Air Purifiers |
| ▶ Office & Res. Modular Furniture | ▶ Furniture & Furnishing | ▶ Fire Detection and Smoke Alarms |
| ▶ Lightning & Innovations | ▶ Home Accessories | ▶ Smart Home Products & Systems |
| ▶ Home Automation Companies | ▶ Housing Finance Companies | ▶ Building Automation & Security Systems |
| ▶ Bathroom Fittings & Sanitary | ▶ Modular Kitchen, Cabinets & Appliances | ▶ Aluminium, Windows & Glass |
| ▶ Flooring & Ceiling | ▶ Mattresses, Pillows & Accessories | ▶ Solar & Water Purifiers |
| ▶ Natural Stone & Artifacts | ▶ Paints & Coats | ▶ Inverter & Batteries |

Visitors Profile (B2B & B2C)

Visitors at the show include tech professionals from big industry, property developers, architects, integrators, installers, tech lovers & buyers, retailers, wholesalers, and more...

- | | | |
|--------------------------------|--------------------------|----------------------------------|
| ▶ Architects | ▶ Dealers & Distributors | ▶ Retailers |
| ▶ Builders & Promoters | ▶ End Users / Buyers | ▶ Project Management Consultants |
| ▶ Civil & Structural Engineers | ▶ Engineers | ▶ Facility Managers |
| ▶ Contractors | ▶ Interior Designers | ▶ Interior Designing Students |
| ▶ Consultants | ▶ Fabricators | ▶ Plumbers & Electricians |

Key Visitors

- The Visitors will be members of local centres of following associations
 - Indian Institute of Architects
 - Interior Designers
 - Real Estate Developers
- All members of associations will be invited by personal invitations from Team Smart House Expo
- Invitation to Final Year students of
 - Architect Collages
 - Civil Engineering Collages
 - Interior Designing Collages

Print



Print - Event will be promoted through following plan in

- | | |
|--|--|
| ▶ 1st Advertisement – Launch (Full Page) | ▶ 1st News – Half Page |
| ▶ 2nd Advertisement – Promotional (Quarter Page) | ▶ 2nd News – 400 sqcm |
| ▶ 3rd Advertisement – Promotional (Full Page) | ▶ 3rd News – On the day of the event Half Page |
| ▶ 4th Advertisement – Before the Event (Half Page) | ▶ 4th News – Post Event 400sqcm |

FM Radio Promotion



- ▶ Jingle duration – 20 seconds
- ▶ Per day frequency – 50 insertions
- ▶ Days of promotion – 15
- ▶ OB, RJ Mentions and Interviews

Outdoor & Hoardings



- ▶ 30 Hoardings will be put-up 2 weeks before the event at strategic locations in the city to ensure maximum visibility
- ▶ Mobile Van Promotion in Nashik

Other Media Promotion



- ▶ Video Advertising in INOX, PVR, and Movie MAX Theatres in Nashik
- ▶ Strategic Alliances with Malls, Cafes, to cross Promote the Event
- ▶ Promotion at catchment areas for visitor registrations
- ▶ Invitation to B2B Visitors

Social Media Promotion



Facebook | Instagram

- ▶ A dedicated page will be created for the event and a pool of followers will be attracted by sharing interesting information on the page.
- ▶ An expert on board will curate the content for posting on Facebook and Instagram
- ▶ Sponsor posts, links, customized content and interviews about Expo will be shared
- ▶ An event will be created on and boosted to customized audience
- ▶ This promotion (paid and organic) will start 1 month before the event

Google Ads Services

- ▶ Paid Google ads will be used to effectively communicate the event information to relevant individuals
- ▶ Sponsors get visibility in the Google ads Creatives
- ▶ Text Ads, Display Ads, YouTube Ads.nt