



ELECTRIFYING GROWTH. EMPOWERING SUSTAINABILITY. CONNECTING GLOBALLY.

# EXHIBITOR MARKETING GUIDE

Principal Partners:



(A Maharatna Company)



A MAHARATNA COMPANY



A Navratna Company

Strategic Knowledge Partner:



Ratings • Analytics • Consulting • Sustainability

Coordinating Agency:



ENGINEERING THE FUTURE

Event Partner:



# MAXIMISE YOUR PARTICIPATION

The Bharat Electricity Summit marketing opportunities are designed to make it easy for exhibitors to inform existing clients, prospects and media about their participation at the Bharat Electricity Summit 2026.

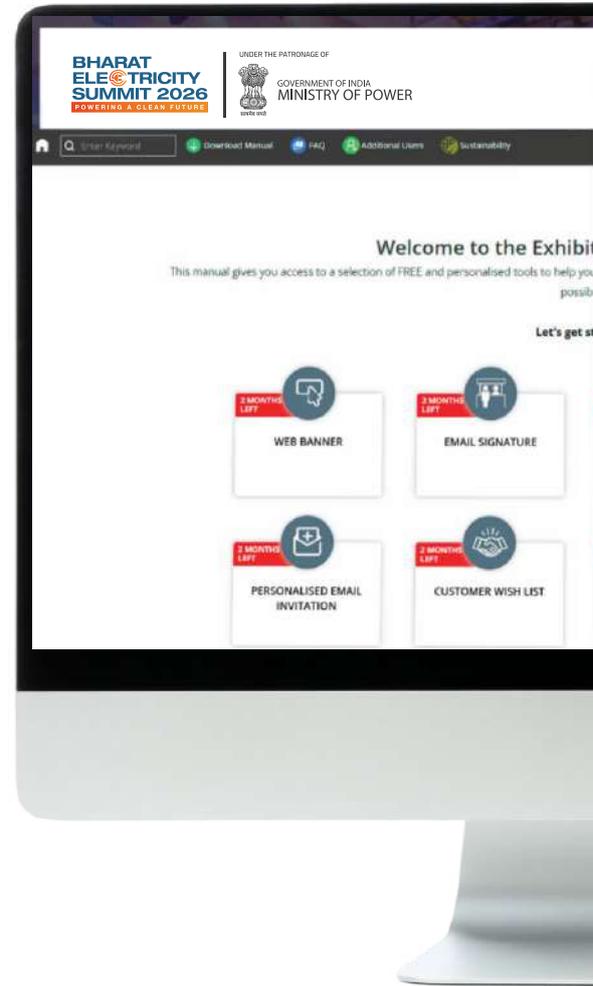
As a confirmed exhibitor, our goal is to ensure you gain maximum visibility ahead of the event and that your experience is both profitable and productive.

This comprehensive marketing kit consists of a range of promotional tools to help you gain more visibility to both, your network and ours. Please promote your marketing kit assets as early as possible to attract new clients, strengthen existing partnerships and guarantee business-critical traffic to your stand.

## HIGHLIGHTED OPPORTUNITIES FOR EXHIBITORS

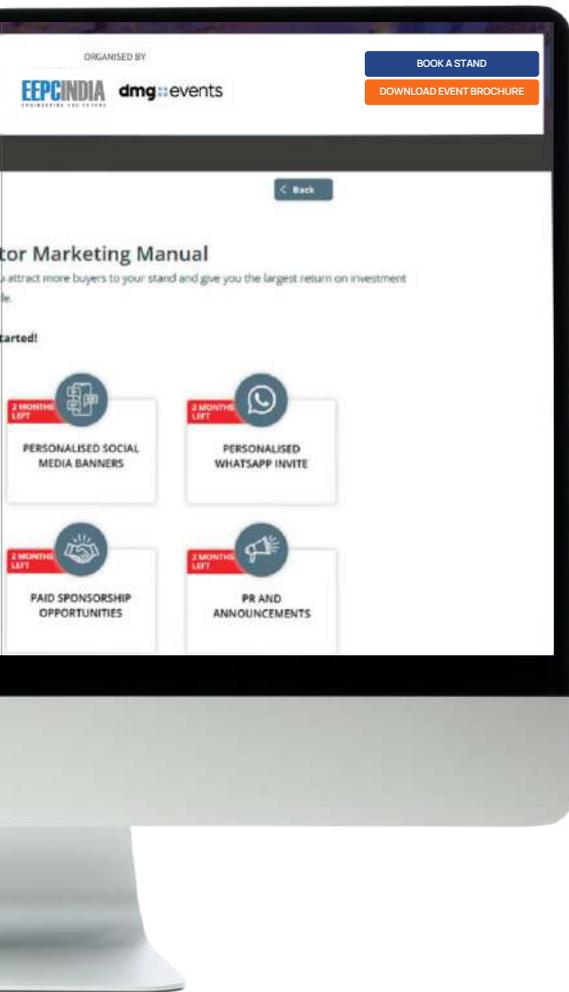
### 3 EASY STEPS TO ACTIVATE YOUR MARKETING TOOLS

- 1** Visit the **Bharat Electricity Summit Exhibitor Manual** and log in using your credentials. Please write to the Bharat Electricity Summit Operations team ([operations@bharatelectricitysummit.com](mailto:operations@bharatelectricitysummit.com)) if you haven't received your login credentials.
- 2** Once logged in, visit the Marketing Opportunities section.
- 3** All the highlighted opportunities will be visible to you on the main dashboard. You can then activate these as per your requirements.



### COMPANY LOGO AND COMPANY DESCRIPTION

Upload your company logo and description in the Exhibitor Manual to ensure visibility on the event website, where thousands of visitors can discover more about your company. Providing detailed information is vital to help attendees plan their event experience in advance.



## PRODUCT PHOTOS AND BROCHURES

Upload your product photos and brochures online by simply using the exhibitor manual. Files will be automatically synced and posted under your exhibitor profile page on the online exhibitor listing.



## PERSONALISED EMAIL INVITATIONS

Send personalised email invitations using the official Bharat Electricity Summit template to reach your prospects and clients, encouraging them to register and visit your stand during the event show days.



## PRESS RELEASES

Share your latest company news & updates with other exhibitors & visitors by uploading your press releases through the Exhibitor Marketing Manual.



## LISTING ON THE MOBILE APP

The Official Bharat Electricity Summit Mobile App is developed to enhance your experience before and during the show. Update your company listing on the exhibitor manual and be listed on the official Bharat Electricity Summit Mobile App accessed by over 25,000 attendees.



## EMAIL SIGNATURE AND BANNER

Take advantage of the pre-designed email signatures and web banners featuring your stand details to actively promote your presence and encourage attendees to visit your stand.



## PRODUCT CATEGORIES

List your product categories in the Exhibitor Manual to increase your visibility. This allows buyers and visitors to easily identify products of interest. Connecting through relevant categories helps you engage with the right audience effectively.

# ADVERTISING THAT DRIVES TRAFFIC TO YOUR STAND

Bharat Electricity Summit bespoke email signature, web banner and social media banners are available to promote your stand location (banner sizes: 120x600, 250x250, 300x100, 415x115, 728x90, 1080x1080 and 1200x628) on the online exhibitor manual. Make the most of your participation and download your personalised email signature, social post and web banners.

## How to download the email signature & web banners:

- **Log in** to your Exhibitor Manual
- Visit the Marketing Opportunities section
- Click on Web Banners, Email Signature or Social Media Banners to download the banners that best fit your needs and seamlessly integrate these into your marketing campaigns

## EMAIL SIGNATURE



## WEB BANNERS



## SOCIAL MEDIA BANNER



# INVITE YOUR KEY CLIENTS AND PROSPECTS TO VISIT YOUR STAND AT **BHARAT ELECTRICITY SUMMIT 2026**

Send out personalised email invitations to your clients and prospects and increase footfall to your stand by following 3 simple steps:

- 1** Once you have logged in to the exhibitor manual, visit Marketing Opportunities >> Personalised Email Invitations
- 2** Upload your company logo as per the specified dimensions and preview the email invite. Review the e-invite in the next step
- 3** Your personalised email HTML is ready for download. You can use it to send to your contacts through your company's email software

## SHARE YOUR PARTICIPATION AT **BHARAT ELECTRICITY SUMMIT 2026** WITH YOUR PROFESSIONAL NETWORK ON LINKEDIN

Promote your participation on LinkedIn to boost visibility and invite your network to connect and explore collaborations onsite following the steps below:

- 1. [Click here to open your browser to the personalised LinkedIn post](#)**
2. Log in to your LinkedIn account
3. Personalise the text if required
4. Edit your photo/name/job title/company on the banner if required
5. Publish the post

Don't forget to share this link with your colleagues too

<http://www.bharatelectricitysummit.com/exhibitorpost>



## FOLLOW US ON SOCIAL MEDIA

Visit the official event social media channels to connect with people who are attending the event and could likely be your future customers.

Let your prospects know you are attending Bharat Electricity Summit through your social media channels by using the banners accessible to you within the exhibitor marketing manual. Mention Bharat Electricity Summit in your posts and tag us using #BharatElectricitySummit, to increase the reach of your post to all the followers of the Bharat Electricity Summit.



# SPONSORSHIP TIER BENEFITS

Sponsorship tiers shown below are based on the level of investment in inventory items. Each tier receives additional benefits as specified in the below table.

To enquire about available sponsorship opportunities at Bharat Electricity Summit 2026, get in touch with us at [sponsorship@bharatelectricitysummit.com](mailto:sponsorship@bharatelectricitysummit.com)

DELIVERABLES	PARTNER	PLATINUM	GOLD	SILVER	BRONZE
<b>Onsite Branding</b>					
Company logo on Strategic Conference stage	✓	✓			
Company logo on Technical conference stage	✓	✓	✓	✓	
Company logo on "Thank you to our sponsors" signage	✓	✓	✓	✓	✓
<b>Digital Branding</b>					
Company logo on website homepage	✓	✓	✓	✓	✓
Company logo on "Thank you to our sponsors" web page	✓	✓	✓	✓	✓
Company logo on email communications (Header)	✓				
Company logo on email communications (Footer)	✓	✓	✓	✓	✓
Social media announcement across all platforms	✓	✓	✓	✓	✓
<b>Content Opportunities</b>					
Onsite video interview	✓				
<b>Event App Branding</b>					
Company logo on "Thank you to our sponsors" page	✓	✓	✓	✓	✓
Company profile in sponsor pages (words)	400	200	150	100	50
<b>Post Show Report Branding (digital)</b>					
Company logo on cover	✓	✓			
Company profile in sponsor pages (words)	400	200	150	100	50
<b>Passes (complimentary)</b>					
Complimentary All Access Delegate Passes	15	10	5		
<b>INVESTMENT (EXCLUDING GST)</b>	<b>₹INR 15,000,000</b>	<b>₹INR 10,000,000</b>	<b>INR 5,000,000</b>	<b>₹INR 3,000,000</b>	<b>₹INR 1,500,000</b>

# VENUE MAP

Set within the state-of-the-art Yashobhoomi exhibition and conference centre in New Delhi, the Bharat Electricity Summit will showcase 60,000 sqm of exhibition space across Halls 1 and 2, offering an expansive platform for industry participation.

The exhibition layout has been carefully curated to optimise visitor flow, enhance exhibitor visibility and create an immersive environment where companies can showcase their technologies, forge partnerships, and engage with key decision-makers from across the power and electricity value chain.



## THEMATIC ZONES

-  Distribution & Smart Grid Zone
-  Energy Innovation & Startup Zone
-  Energy Storage Zone
-  Renewable & Clean Energy Zone
-  Power Generation Zone
-  Transmission Zone

## POINTS OF INTEREST

-  Technical Theatre
-  Delegate Lunch
-  Buyer-Seller Meet
-  Vip Club
-  Strategic Conference
-  Taxi Drop Off



Experience four days of networking, innovation, and opportunity at Bharat Electricity Summit 2026. Meet global decision-makers, discover breakthrough technologies, and engage in discussions shaping the power sector's future across India and international markets.

+91 77362 83557 | +91 98182 37827 | +91 92209 09781 | +91 97174 44043

### Exhibition Enquiries

[sales@bharatelectricitysummit.com](mailto:sales@bharatelectricitysummit.com)

### Sponsorship Enquiries

[sponsorship@bharatelectricitysummit.com](mailto:sponsorship@bharatelectricitysummit.com)

### Conference Enquiries

[conference@bharatelectricitysummit.com](mailto:conference@bharatelectricitysummit.com)

### Marketing Enquiries

[marketing@bharatelectricitysummit.com](mailto:marketing@bharatelectricitysummit.com)

### Delegate Enquiries

[delegates@bharatelectricitysummit.com](mailto:delegates@bharatelectricitysummit.com)

### Media Enquiries

[media@bharatelectricitysummit.com](mailto:media@bharatelectricitysummit.com)

[www.bharatelectricitysummit.com](http://www.bharatelectricitysummit.com)

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