

Post Event Report



DESIGN CORE

Presents

EXHIBITORS KNOWLEDGE FORUM

Empowering Exhibitors to optimize
Trade Show Returns

2nd August
Chennai

4th August
Bangalore

6th August
Hyderabad

2010

In association with



ROGERS
WORLDWIDE
ISO 9001 : 2008



HITEX
Converge & Connect
EVOLVED PROFESSIONAL
EXHIBITION ORGANIZER (PEO)



PROCESS
ENGINEERING
EXPO 2010



Synergy
CONCEPT & EVENT

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Exhibitors Knowledge Forum is an innovative one day seminar that educates exhibitors with the skills necessary to succeed in any exhibition they participate in. INK Business Media worked in close association with Karla Juegel, an advisor to the German Ministry of Education on behalf of educational programmes for young professionals in the Exhibition and Event Industry.

EKF was organized in Chennai, Bangalore and Hyderabad in August 2010. Designed for exhibitors who are currently participating in exhibitions organized in India and overseas; this forum will discuss strategies and tactics to improve their trade show participation and significantly increase their trade show ROI.

EKF covers a comprehensive variety of trade show planning topics, ranging from selecting the most targeted shows, setting goals and objectives, to creating targeted messaging that draws qualified prospects to the booth. However, EKF doesn't stop there; it also covers the important topics of gathering qualified leads, booth staff training, to post show reporting and all other skills required to make exhibiting a success. This program will also provide you knowledge in participating abroad.

○ The Story so far...

Season I of Exhibitor Knowledge Forum was conceptualized and successfully organized in three cities viz., Mumbai, Pune & New Delhi on 5th, 9th & 11th March'2010. The event was attended by exhibitors from over 50 Indian companies including leading companies like Mahindra and Mahindra, Crompton Greaves, Aditya Birla Group, Larsen & Toubro and Godrej among others. The training programme was conducted by an international faculty well versed with the various strategies that could be utilized by exhibitors to optimize their return on investment.

EKF covered a comprehensive variety of trade show planning topics, ranging from selecting the most targeted shows, setting goals and objectives, to creating targeted messaging that helps to draw qualified prospects to the booths etc. However, EKF was not restricted to the said topics alone; it also covered important aspects of gathering qualified leads, booth staff training, to post show reporting and all other skills required to make exhibiting a success.

○ Expanding Horizons

Unlike exhibitions, there is no doubt as to the fact that most other mediums of product promotion do have the propensity to reach a wider audience base, however, these other mediums of product promotion cannot guarantee that they reach the right audience. On the contrary, an exhibition is sector specific hence; it is assured that the right audience will be reached.

Since this kind of training programme for exhibitors was being organized for the first time, the organizers were skeptical about the success of the event. But the response generated by the event in the said three cities was overwhelming. Though season I was conducted in three cities exclusively, delegates to the event were not restricted from the said cities alone, In fact, all three events were attended by delegates from cities other than where it was being conducted. In addition, a purview of feedback forms collected during the event revealed that delegates wanted to be informed about the dates for EKF Season II and the cities that would be covered.

Exhibitors Knowledge Forum (EKF)

Though India had ventured into the exhibition industry somewhere around the mid 1970s, hardly any individuals or organizations were willing to experiment with this innovative tool for product promotion. It was an uphill task to get people / organizations to consider leveraging this tool effectively. Since then, India has come a long way as far as using exhibitions for product promotion was concerned. But still, in India, exhibitions are largely underutilized. When it came to choosing a marketing tool, exhibitions are never the first choice. Other marketing tools are mostly preferred over exhibitions. Indians are yet to use exhibitions as it is being utilized in other developed nations. This disparity in choice of marketing tools between India and other nations exists as there is an acute paucity of training programmes to educate exhibitors to harness the tremendous potential of exhibitions.

Season I of EKF was an innovative move that introduced the concept of training, for exhibitors. Whereas, season II of EKF was strategically designed to emphasize on exhibitors about how the comprehensive potential of exhibitions could be leveraged to market their product and in the process ensure that exhibitions emerge as the first choice when it came to choosing a marketing tool.

Season II of EKF was successfully organized on 2nd, 4th & 6th August'2010 in Chennai, Bangalore & Hyderabad respectively. Since the event was being organized for the second time, the organizers – INK Business Media Pvt. Ltd., collaborated with the faculty to customize the conference curriculum such that the primary objectives of the event was achieved and at the same time it would warrant the active involvement of the audience.

EKF-1



EKF-2



Introduction of the Faculty



Karla Juegel
*Managing Director
Messe- und Veranstaltungs
Management
Munich, Germany*

Karla Juegel has 30 years of experience in the International Trade Fair and Exhibition Industry. Her expertise and interdisciplinary knowledge is related to different areas of this Industry: (as Marketing-consultant, Exhibitor, Service-Partner and Trainer)

She set up communication-strategies for Trade Fair & Exhibition Participations and developed these events as Marketing-Tools within the world of agencies long before those words become regular vocabulary.

As Manager and Deputy Head of the International Fairs & Exhibition Department at Mercedes Benz AG and Daimler Benz Aerospace AG in Germany she was responsible for international planning and managing Trade Fair Participations and Marketing-Events in the Automobile- and Aviation-Industry.

Since 1996 she is Managing Director and Owner of the Consulting Agency Messe - und Veranstaltungs Management in Munich, Germany and working together with associations and partners of the Exhibition Industry in Germany and all over the world.

The agency profile includes:

- Consulting: specializing in Fair & Exhibition participations in Germany and worldwide
- Marketing- and Event-Concepts
- Project-Management
- Conducting tours for international delegations at German Fairs & Exhibition
- Coaching and Matchmaking for international exhibitors participating in Germany

Besides this, Karla Juegel is an advisor to the German Ministry of Education on behalf of educational programmes for young professionals in the Exhibition and Event Industry. She drew concepts and established different education programmes for Universities, Schools and Academies, each of them for different target groups offering different degrees, to qualify future exhibition and event professionals.

As trainer and lecturer she offers:

- Trainings and Seminars for the Educational Programs for Universities & Academies`
- Exhibition Industry, worldwide

This unique one day seminar was sponsored by three prominent names from the exhibition industry. The said three sponsors were:-

Presented by

DESIGN CORE

Design Core is 26 years of design. Conceptualising to creating is well supported by a team of highly qualified and experienced designers, architects, engineers, marketing professionals and within-our-walls production facilities. Domain knowledge & expertise, method-focus, planning and practical pursuit has more than amplified our success by design, in four highly visible disciplines, with portfolios to complement.

○ Visual Communication:

Design Core offers creative solutions for contemporary design problems in creating Logo identity, Standards & guidelines, Corporate stationery, Print literature, Packaging (Surface graphics), Exhibition Graphics...

○ Environmental Archigraphics

A highly specialised field, Design Core shapes a space into a sense of place through visual communication in signing for the architectural environment. It's a great growing circle. If "you" are anywhere in the radius of design disciplines above, Design Core can together make the design difference for you

○ Exhibitory

In over two decades, Design Core's portfolio in stand-design is a vast showcase in itself - for leading domestic and international trade fairs, all over the world. The typical turnkey approach will see you all the way through selection of event & ideal space/location, Budgeting, Objective(s)

○ Visual Merchandise

Design Core's creativity and observation is well tuned to spur design sense to customise display solutions. Familiarity with materials, design manufacturing possibilities, form & functions, trends are an oft-applied process. and take it all to work towards effective design that will add to the overall success of a show.

“The power of exhibitory as the most cost effective tool is under-utilised. For the exhibitor and the visitor, it is the one platform where the perfect competition in any single and allied industry is created. It is opportunity aplenty. The Exhibitor Knowledge Forum is a precursor to understanding more about the intricate and sensitive world of exhibitions - the way it forms, and what role it plays in building the economy of an entire industry and a nation.”

**Suryaprakash, Founder & CMD
Designcore**

In Association With



ROGERS
WORLDWIDE
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R. E. Rogers India is a leading, complete and comprehensive solution provider for movement of exhibition cargo. As a part of the international group, we have the infrastructure and expertise to move exhibits from any part of the world to the Exhibition stand and back. In India, we have our own customs broker license and are approved cargo agent for India Trade Promotion Organization (ITPO) which authorizes us to work in Pragati Maidan - the exhibition grounds. A whole range of mechanical handling equipments, are made available at the event site, for bringing the exhibits to the fair grounds and delivery to the stand. Our team equipped with the latest communication gadgets, are available to the clients to update and take suggestion all the time at the fair ground, and senior personnel are assigned for taking possession of the cargo, right from clearing to installation at the fair site. R. E. Rogers India is a part of Rogers Worldwide having headquarters at London and spread over 12 countries. With 18 overseas offices and having tie-ups with more than 170 agents in 63 countries, R. E. Rogers India is well equipped with the customers procedures prevailing in different countries and provides wide range of services to exhibitors with well experienced and friendly professionals.

“EKF is an innovative platform to bring together shakers and movers of the industry, to educate, interact and discuss with exhibitors, on the skills, strategies and tactics required for a successful participation in any show. e attendees would be able to grasp the finer concepts of exhibitions, acquire specific insight into current trends, tap the vast knowledge available from industry leaders and exchange ideas and crucial information amongst themselves.”

Ravinder Sethi, Managing Director
R E Rogers India Pvt. Ltd, India

Planning
and Preparation



Pickup



Multimodal
Transport



Customs
Clearance



Transportation
to Exhibition Site



Direct Delivery
to Booth



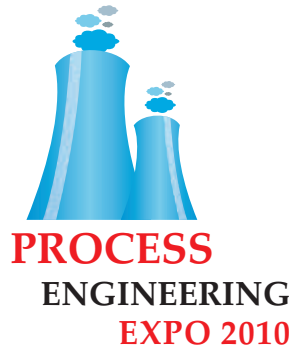
Full Storage
Facilities



Return and
On-forwarding



In Association With



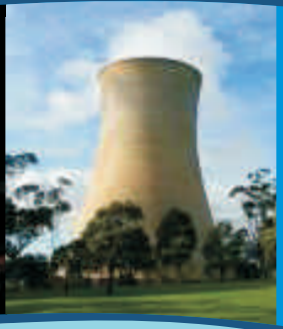
PROCESS ENGINEERING EXPO 2010, the first of its kind In India is scheduled to be held from August 20-22, 2009 at HITEX Exhibition Centre in Hyderabad, India. This expo is being organized by HITEX- Hyderabad International Trade Expositions Ltd. and M/s Synergy Exposures India Pvt. Ltd.

The Expo's exhibitors comprise the process engineering segment of the core sector industries, including Power, Cement, Fertilizers & Chemicals, Steel, Aluminium etc. The health of the core sector depends primarily on the reliability and high productivity. The industry faces problems of limited suppliers. The small scale and new manufacturers and service providers are effectively shut out. Despite offering competitive prices and quality service, they have difficulty in entering the actual user segment.

The Process Engineering Expo will open up a range of opportunities for players to have direct interaction to customers. This greatly helps reduce marketing costs and add to their customer base. These days it has become mandatory that business must be increased multifold to ensure the very survival of the organization

“Participation in exhibitions is yet to gain prominence in India since it is not seen as a marketing tool by the majority in the industry. Exhibitions have enormous advantages - to spread awareness and branding, learn about competition, requirements of clients, market growth, enhancement of technology, demand for new products, building relationships as well as rapport with clients, find new markets and clients all in the shortest span of time, which is both economical, giving maximum visibility which is what marketing is all about.”

**Sanjay Kapoor, COO
Hitex**



Attendee List

EXHIBITORS KNOWLEDGE FORUM

Name	Company	City
Suja V.J	Conserve Consultants Pvt. Ltd.	Chennai
Jaideep N	EBM Papst India Pvt. Ltd.	Chennai
Venkat Prabhu P	E-con Systems India Pvt. Ltd.	Chennai
Rangarajan	Ennore Coke Ltd.	Chennai
C Vijaypradeep	Epes Carbide Tools India Pvt. Ltd.	Coimbatore
S Rammohan	ERIEZ Magnetics India Pvt. Ltd.	Chennai
Atul Thakkar	Events Venues & Avenues	Mumbai
Julian Thomas	Exhibitions India Group	Chennai
Srinivas Kishore	Fantek	Chennai
Ameer Ahamed Munaff	Fein Power Tools India Pvt. Ltd.	Chennai
P Saravanan	Grundfos Pumps India Pvt. Ltd.	Chennai
Chandrasekar	Honeywell Electrical Devices & Systems India Ltd.	Chennai
Pratibha Poswal	Honeywell International Inc.	Gurgaon
T. Venkata Sudhir	Veasons Energy Systems	Chennai
Bharat G. Desai	Vision India	Chennai
V Jayaseelan	Triveni Aeronautics Pvt. Ltd.	Bangalore
Balaji Rama Murthy	Vivek Ltd.	Bangalore
Mario Amalraj	VJ Media Works Pvt. Ltd.	Bangalore
Sunanda Jaiprakash	Volvo India Pvt. Ltd.	Bangalore
N. Surender Reddy	Ad-World Signages Pvt. Ltd.	Hyderabad
Abhinay Vyavahare	Armstrong World Industries India Pvt. Ltd.	Mumbai
K Ravindranath	Arvee Hydro Controls	Secunderabad
Zeba Parveen	Ascendas	Hyderabad
K. Kranthi Kumar	Ashok Engineering Works	Hyderabad
Naresh E	Center for Organization Development	Hyderabad
Aparna Sood	Cotton India	Hyderabad
N.P Desai	Desai Fabricators	Hyderabad
O.R.K Sudhakar	Esquire CMAC Pvt. Ltd.	Hyderabad

Attendee List

EXHIBITORS KNOWLEDGE FORUM

Name	Company	City
N.K Sethi	India Trade Promotion Organisation	Chennai
Irene Richards	Indo German Chambers Of Commerce	Chennai
Rebecca Zeller	Indo German Chambers Of Commerce	Chennai
Karthikeyan M	K.R. Industries	Kancheepuram
Kishore Kumar	K7 Computing Pvt. Ltd.	Chennai
Rajinikumar A	Leaf Creative Solutions	Chennai
Amaranth Miranda	Miranda Equipments Pvt. Ltd.	Chennai
Ankit Modi	NADI - Agencies Pvt. Ltd.	Chennai
S Manoj Kumar	Phoneix Mecano India Ltd.	Chennai
D Muthukumaran	Sai Supreme Textiles Pvt. Ltd.	Pondicherry
Shravan K	Saint Gobain Glass India Pvt. Ltd.	Chennai
Vimal Sharma	Saravana Global Energy Ltd.	Chennai
Joseph Anand	Stellas Equipment Pvt. Ltd.	Chennai
Anil Kumar K	Synergy Exposures & Events India Pvt. Ltd.	Chennai
Brijesh Edwards	Synergy Exposures & Events India Pvt. Ltd.	Chennai
N Jayanthi	TCF-Nadi Industrial Fans Pvt. Ltd.	Coimbatore
Sendhil Vel K.	TIDC India, Unit of Tube Investments of India Ltd.	Chennai
James Daniel Paul	United Nations Industrial Development Organisation	Chennai
Bhavani S	Ajax Fiori Engineering India Pvt. Ltd.	Bangalore
G.L Sreedhar	Alfa Labtech / Consortium of Electronic Industries of Karnataka	Bangalore
Anshu Bhardwaj	Ascendas Service India Pvt. Ltd.	Bangalore
H.P. Srinivas Rao	Bharat Electronics Ltd.	Bangalore
Sundermurthy	AAD Infinitem	Chennai
Srividhya	Advanced Bolting Solutions Pvt. Ltd.	Chennai
Venkatachalam	Barry-Wehmiller International Resources Pvt. Ltd.	Chennai
Anoop GopalKumar	Barry-Wehmiller International Resources Pvt. Ltd.	Chennai
Subramania Venkataraman	Confederation of Indian Industry	Chennai

Attendee List

EXHIBITORS KNOWLEDGE FORUM

Name	Company	City
Gururaj	Dynamatic Technologies Ltd.	Bangalore
Santosh Mane	ENIT Solutions Pvt. Ltd.	Bangalore
Geetesh Wankar	Exhibitions India Group	Bangalore
Akhilesh Suresh	Fanuc India Pvt. Ltd.	Bangalore
Chethan Kumar C	Festo Controls Pvt. Ltd.	Bangalore
Rekha Menon	GE Sensing & Inspection	Bangalore
S Karthikeyan	Hydro Care Fluid Power System	Bangalore
S Karthikeyan	Insta Exhibitions	Bangalore
Anoop M George	Kalki Communication Technologies Ltd.	Bangalore
J Rangaramu	Karnataka Trade Promotion Organisation	Bangalore
Seetharam G.T	Kiran Power Rectification Services Pvt. Ltd.	Bangalore
Debajit Roy	Kohler Co.	Bangalore
Sunil Kumar H.P	Mann & Hummel Filter Pvt. Ltd.	Bangalore
Girish Pravin	Mann & Hummel Filter Pvt. Ltd.	Bangalore
Manoj Nambiar	MP TFCI	Mumbai
H.N Shivaprasad	Natural Remedies Pvt. Ltd.	Bangalore
D.V Sathyanyana	Neelkamal Agency Pvt. Ltd.	Bangalore
Simha Shastry	Prime Events & Conferences	Bangalore
Mala S	Rittal India Pvt. Ltd.	Bangalore
Sharitha Balachandra	Sika Interplant Systems Ltd.	Bangalore
Anshul Bhardwaj	Silicon India	Bangalore
Nithyanandan V	Soft Components India	Bangalore
A.G Ryan	Synergy Exposures & Events India Pvt. Ltd.	Bangalore
Brijesh Edwards	Synergy Exposures & Events India Pvt. Ltd.	Bangalore
G Ramesh Kumar	System Controls	Chennai
K Raghu	Toehold Artisans Collaboration	Bangalore
Jairaj S	Triune Exhibitors Pvt. Ltd.	Bangalore
Naqui Husain	Eaton Technologies Pvt. Ltd.	Pune

Attendee List

EXHIBITORS KNOWLEDGE FORUM

Name	Company	City
M. Srinivas Rao	Esquire CMAC Pvt. Ltd.	Hyderabad
P. Srinivasa Rao	Exhibitions India Group	Secunderabad
K.Venu Vardhan	Exhibitions India Group	Secunderabad
M.Q Syed	Exhicon	Mumbai
Dilip Patel	Frame Craft	Hyderabad
P. Sanjeev Reddy	Freedom Advertising Pvt. Ltd.	Hyderabad
D.P.K Udas	Goldstone Infra Tech Ltd.	Hyderabad
Deepti Skaria	GVK Brosciences Pvt Ltd	Hyderabad
Manisha Gadhalay	Heartz Desirez Holidays	Hyderabad
A.M Sumalatha	Honeywell Automation India Ltd.	Hyderabad
Lakshmana Rao Pydi	Institute For Steel Development & Growth	Hyderabad
P Ramalingeshwar	Integrated Cleanroom Technologies Ltd.	Hyderabad
P.R. Lakshmana Rao	Kakatiya Energy Systems Ltd.	Hyderabad
Soumitri Das	LANCO Hills Technology Park Pvt. Ltd.	Hyderabad
T Krishna Kumar	M2 Technologies & Services Pvt. Ltd.	Hyderabad
J. Ganesh Rao	M2 Technologies & Services Pvt. Ltd.	Hyderabad
M.N. Jaya Kishore	Magna Quest	Hyderabad
Srinivas Rao	Meraevents.com	Hyderabad
Shesha Babu	Nilkamal Ltd.	Hyderabad
S.C Pushpalatha	Nilkamal Ltd.	Hyderabad
Balakrishna Korapati	Ocimum Biosolutions	Hyderabad
Srinivas	Optiwave Photonics	Hyderabad
Umesh Bhoite	Pennar Engineered Building Systems Ltd.	Hyderabad
Manjari T	Pennar Engineered Building Systems Ltd.	Hyderabad
Vijith Kumar N	Pennar Engineered Building Systems Ltd.	Hyderabad
Ramesh Mogiliseti	Tecsis GMBH India Pvt. Ltd.	Hyderabad
Y.S Rao	Tecsis GMBH India Pvt. Ltd.	Hyderabad
C.S.N Murthy	Unicorn Industries Pvt. Ltd.	Hyderabad

Glimpse of the program

EXHIBITORS KNOWLEDGE FORUM

EKF South Tour 2010



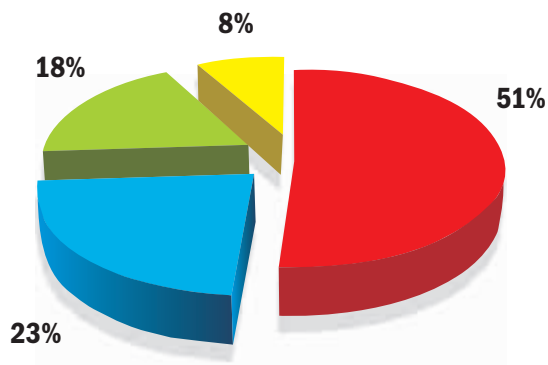
Glimpse of the program

EXHIBITORS KNOWLEDGE FORUM

EKF South Tour 2010

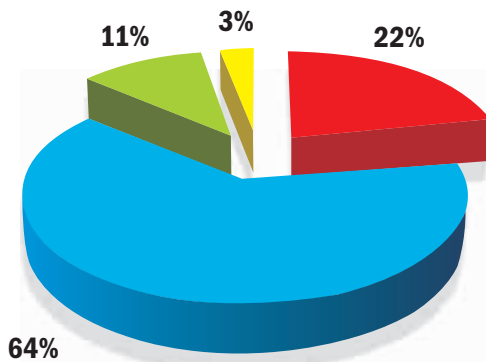


Program Quality



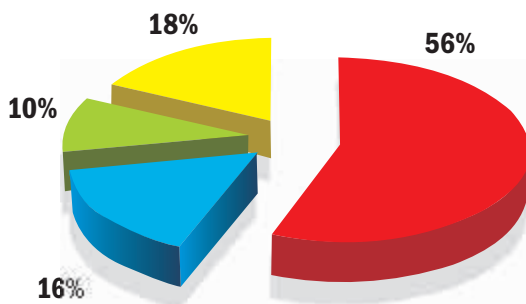
- Trainer Knowledge & Experience
- Content
- Intrectiveness
- Flow of Presentation

Program Success



- Excellent
- Good
- Average
- Below Average

Participants ROI



- In Depth Insight on Topic
- Best Practices in Exhibiting
- Networking
- New Learnings

Testimonials

EXHIBITORS KNOWLEDGE FORUM

“Gaining core knowledge on exhibitors, nuances, target audience, overall business model of exhibitions & trade fairs.”

Balaji Rammurthy
Vivek Limited, Bangalore

“The knowledge imparted was crisp & clear. The presenter had a good grasp about the subject & this knowledge can be incorporated in our workplace.”

Kishore Kumar S.C.
K7 Computing, Chennai

“Very nicely organized. Ms. Juegal was very experienced and was well versed with the topics that she discussed. For a company like Kalkitech, the event was very useful and the information can be practically applied as we are participating in several power oriented events across the globe.”

Anoop George
Kalkitech, Bangalore

“The way the entire session was presented. Ms. Karla was an effective trainer who led the delegates through the daylong session in an interactive manner. I would like to attend similar events by her.”

Venkat Prabhu
E-Con Systems India Pvt. Ltd, Chennai

“Ms.Juegal's depth of experience enabled her to connect with the participants. Her style of presentation was very engaging & enjoyable.”

Akhilesh Suresh
FANUC India Pvt. Ltd., Bangalore

“The entire process of exhibition management was explained in a structural manner. The training will be very useful for companies that are venturing into exhibitions & fairs.”

Narottam Reddy Guda
Ramky Group, Hyderabad

Testimonials

EXHIBITORS KNOWLEDGE FORUM

“The programme content was extremely interesting, very enlightening & the faculty also taught us all the basics of fairs & exhibitions & at the same time encouraged participants to regularly participate in fairs & exhibitions.”

Murthy C.S.N.
Unicorn Industries Pvt. Ltd., Hyderabad

“Audio visual presentation to emphasize the effectiveness of exhibitions, fine examples & highly interactive sessions were very good. It also provided an insight of the practices followed by large organizations.”

Manjari Tallapragada
Pebs Pennar, Hyderabad

“The variety of booths that were shown & the overall presentation by Ms. Karla was very good. The overall creative aspect of the event was also very good.”

S.C. Pushpalata
Nilkamal Ltd., Hyderabad

“Ms. Juegal's presentation was inspiring and boosted our confidence. It will help our ideas to take shape and help us to convince our management, especially the finance department.”

Ramalingeshwar P.
Iclean Tech, Hyderabad

“The session was quite informative, especially the part that talked about; setting targets, selection of fairs & exhibitions, cost calculation etc. Also the part about innovative ideas to set up the booth & clips of shows that were screened during Ms. Karla's presentation viz., Mercedes Benz, Yellow Bit shoes was also very good.”

Naqul Husain
Eaton Technologies Pvt. Ltd., Hyderabad

“On the whole, the presentation was simply superb, the content that was used during the presentation was also of top quality. The knowledge imparted was very crucial and to the point. It will change the way we go about participating in an exhibition & it will also help us to improve our performance during our participation in any future events. Ms. Karla also provided vital information about managing leads effectively.”

Shrinivas Rao
Esquire-CMAC, Hyderabad

● EKF Season 3 Announcement:

At the time of organizing season 1 of EKF, we were skeptical for the 2nd season. Since EKF was being organized for the first time, it was difficult to predict its eventuality beforehand. However, all our fears were dispelled by the tremendous response that the event generated, thus paving the way for Season 2.

With this encouragement and tremendous response from Exhibitors, we have confirmed and will soon announce the dates for EKF season 3 in over 10 cities. EKF Season 3 will be covered in the Northern, Western and Southern regions of India. Event details will be provided to you shortly and will also be available on www.inkbusinessmedia.com website.



● EKF Plan for 2011 - 2012:

As it was the second time that EKF was organized, it was comparatively easier to execute. At the same time, it also presented a unique learning experience. The knowledge and experience that has been gained in the process of organizing this event will be critically applied during similar events that will be organized in future. This will ensure that the overall quality of the event is continuously upgraded.

According to our operational procedures, we also make it a point to gather feedback and suggestions from the delegates. Feedbacks generated and suggestions that we receive will be strategically implemented during the third season of EKF. It is our earnest endeavour to customize this training module to the latest trends and requirements of our delegates.

We also welcome any innovative ideas and suggestions from EXHIBITORS, which can be incorporated in the season 3 of EKF. In case you have any valuable suggestions, please do not hesitate to convey the same to us. Any assistance that we receive towards enhancing the overall quality of the event will be highly appreciated.

Coming Soon

**EKF - 3
Across 10+ Cities
March - August 2011**





We will be back soon....

Conceived, Produced & Organized by

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information • networking • knowledge

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