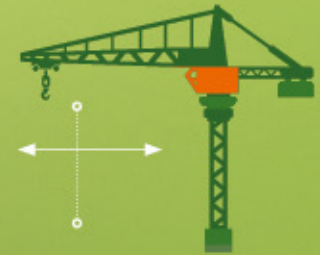


**OUR QUALITY,
YOUR BENEFIT.**

EUROPEAN PAVILION 2020

Organized by Messe München



International Trade Fair for Construction Machinery,
Building Material Machines, Mining Machines
and Construction Vehicles.

November 3-6, 2020, New Delhi

→ www.bcindia.com

bauma CONEXPO **INDIA**

European Pavilion

We will offer you the possibility to exhibit at a joint European Pavilion as an alternative to your individual registration at bauma CONEXPO INDIA 2020.

Why we organize an European Pavilion



- To support companies from Europe to gain access to Indian Market
- To facilitate show participation due to full service offer
- To offer selected alternative for exhibitors who do not get support from their country
- Good experience at bauma CHINA and bauma CONEXPO AFRICA

Who can join the European Pavilion



- Exhibitors from continental Europe
- Exhibitors, who do not have the opportunity of a national pavilion participation due to the lack of subsidies of their own country
- Exhibitors, who missed the application deadline for their own national pavilion

What does the European Pavilion offer

EUROPEAN PAVILION

- Comprehensive trade show participation: stand space including stand construction, additional marketing communication under the scope of the European Pavilion
- Experienced contact person during the trade show participation as well as on-site at the show.

Where is the European Pavilion located



- Allocated indoors at bauma CONEXPO INDIA
- November 3-6, 2020 in New Delhi
- **Application deadline August 24th, 2020**
- Apply www.bcindia.com/documents

European Pavilion

Booth Options and Price

Deadline for application is **August 24th, 2020**.

draft layout



Booth size options (min. 9 sqm)

Type of booth*	Row stand	Corner stand	End stand (min. 18sqm)
Price in EUR incl. VAT/ sqm	297,-	299,-	301,-

*Please note: All type of booths are subject to availability, that will be checked by the pavilion organizer and in case we can not fulfil your requested stand preferences, we will contact you at the earliest.

Your package

Deadline for application is
August 24th, 2020

Stand package	<ul style="list-style-type: none">• Raw space incl. stand construction• White system walls with aluminum beams• Wall panel graphics• Carpeting (Blue)• Furniture includes: 3 pcs office chair, 1 pc square table, 1 bar stool, 1 brochure rack, 1 info counter (lockable)• European branding• Flag of your country on fascia board• Fascia board with company name (in English, not more than 20 characters)• Electricity includes: 3 pcs spotlights LED, 1 pc plug point, ¼ single phase DB, 1 electrical COC• Stand cleaning on all show days
Communication materials	<ul style="list-style-type: none">• Basic entry (company name, website and stand number) in digital and display advertisement• Listed with company name on European Pavilion information for visitors on www.bcindia.com website + brochure
Additional service	<ul style="list-style-type: none">• Up to 5 exhibitor badges free of charge• Info counter with Host/Hostess• Organized by contact person of Messe München• Contact person on-site

Specifications of Stand package

Specifications Max. stand height 2.5m	9 sqm	12 sqm	15 sqm	18 sqm	21 sqm
Carpet, new synthetic, Blue (standard)	✓	✓	✓	✓	✓
Wall panels, white 2.5m h, system	✓	✓	✓	✓	✓
Complimentary Furniture	✓	✓	✓	✓	✓
Counter (lockable)	1	1	1	2	2
Square table	1	1	1	1	1
Cushion chairs	3	3	3	6	6
Bar stool	1	1	1	1	1
Brochure display stand	1	1	1	1	1
Waste paper basket	1	1	1	2	2
100 W spotlight	3	4	5	6	7
13A/220 V 500 W * Power Socket	1	1	1	2	2
Company Name on Fascia (vinyl self adhesive sticker)	✓	✓	✓	✓	✓
Company Name on / logo on front counter	✓	✓	✓	✓	✓
Cleaning: daily cleaning of stand area only- no exhibits, furniture etc.	✓	✓	✓	✓	✓



Additional Services and Equipment can be booked separate within the exhibitor service manual at a later stage.

Specifications of Wall panel graphics

Deadline for graphic submission is **October 25th, 2020**

Graphic formats: AI, EPS or PDF format (Resolution: 300dpi in size 1:1)



Graphic back wall

3m (W) * 2.5m (H) will be generally paved centrally on the back wall.

Graphic side wall

2.5m (W) * 2.5m (H) is for the side wall

Your advantage

As an European company you will be supported by bauma CONEXPO INDIA management of Messe München to join the European Pavilion as an alternative to your individual registration. This is to facilitate your trade show participation, especially for those exhibitors, who do not get governmental support from their country.

Make business in India



Participating in a pavilion is the first and best step to **gain access in the Indian market**. Benefit from **India as a key growth market** for construction equipment over the coming years.

Increase your visibility



The European Pavilion attracts lots of professional **visitors and pressmen** by its individual presentation. Under the European pavilion your country flag can be placed next to your company name and you benefit from **additional marketing communication** like Separate Flyers and website coverage.

Safe money



Joining the European pavilion is an **absolute cost-efficiency option**. Your booth will be built and you only need to adapt your booth company-specific wise.

Full service support



You get **comprehensive support** in the preparation phase of your show participation as well as of course on-site by the pavilion organizer.

Your contact

bauma CONEXPO INDIA



EUROPEAN PAVILION

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The European Pavilion was successful introduced at bauma CHINA 2018 and bauma CONEXPO AFRICA 2018

