



ESTD-1987

99 Business Media Group

INDIA'S NO. 1 B2B MEDIA GROUP

Now Present

1

CONNECTING
NEW BUSINESS
OPPORTUNITIES

INDIA'S NEW HUB FOR
ELECTRICAL INNOVATION.



99 Electra
ELECTRICAL - ELECTRONICS
POWER - LIGHTING
2027

99Electra.com

PREMIER EXHIBITION FOR ELECTRICAL, ELECTRONICS
POWER & LIGHTING TECHNOLOGIES



11 - 13
AUGUST 2027



PRAGATI MAIDAN
NEW DELHI, INDIA

450+
Exhibitors

15,000+
SQM Area

1,000+
Brands

10,000+
Products

Product Innovation • Industry Networking • Business Opportunities

Explore electrical, electronics, power & lighting technology. Connect with manufacturers, distributors and industry professionals, discover new products and build valuable business partnerships

"CONNECTING TODAY, POWERING TOMORROW"

Organised by



ESTD-1987

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POWERING INNOVATION - CONNECTING INDUSTRIES



CONNECTING TODAY POWERING TOMORROW

99 Electra

ELECTRICAL - ELECTRONICS
POWER - LIGHTING

2027



11-13 August, 2027



Pragati Maidan, New Delhi



ABOUT 99 ELECTRA

CONNECTING THE ELECTRICAL INDUSTRY. POWERING NEW BUSINESS.

99 Electra 2027 is a focused B2B exhibition dedicated to electrical products, equipment, components, accessories and materials. Designed to bring manufacturers, suppliers and industry professionals together, the exhibition creates opportunities to showcase innovations, discover solutions and build valuable business relationships.

The exhibition's product profile covers wires and cables, switches and wiring accessories, switchinggear, control panels, transformers, lighting, motors, distribution systems, testing instruments, electrical safety products and other essential electrical supplies.

With a focus on business development, 99 Electra 2027 aims to connect exhibitors with dealers, distributors, contractors, consultants, project buyers and industrial users. It offers a platform for product discovery, technical discussions, dealership opportunities and sourcing across residential, commercial, industrial and infrastructure applications.

Our vision is to create a meeting place where the electrical industry connects, collaborates and grows.

ABOUT THE VENUE

Pragati Maidan, New Delhi — A Landmark Destination for Trade & Business

Pragati Maidan, home to the Bharat Mandapam exhibition and convention complex, is one of India's established destinations for trade exhibitions and business gatherings. Located in New Delhi, the venue provides a recognised setting for companies to showcase products, exchange ideas and build commercial relationships.

For exhibitors, a New Delhi location offers opportunities to engage with the electrical trade and project markets of Delhi NCR and the wider region. For visitors, the exhibition brings product discovery, supplier discussions and business networking together in one destination.

Discover electrical solutions. Meet potential business partners. Explore new possibilities at 99 Electra 2027.



Discover electrical solutions. Meet potential business partners.
Explore new possibilities at 99 Electra 2027

WHY EXHIBIT AT 99 ELECTRA?

Showcase Your Products. Expand Your Network. Grow Your Business. 99 Electra 2027 offers your business a focused platform to present its capabilities and develop relationships across the electrical industry.



Connect with Relevant Buyers

Present your products to the people you want to reach—from electrical dealers and distributors to contractors, consultants, procurement professionals and industrial buyers.



Expand Your Dealer & Distributor Network

Explore channel partnerships, discuss dealership opportunities and establish connections to support your expansion into new markets.



Showcase Products & Innovations

Give buyers a closer look at your product range. Explain technical features, demonstrate practical applications and communicate what makes your solutions valuable.



Build Brand Visibility

Create a strong presence within a dedicated electrical exhibition and help prospective customers understand your expertise, product quality and service capabilities.



Explore Project & Institutional Business

Discuss requirements with professionals involved in construction, manufacturing, infrastructure and electrical installation projects.



Generate Business Enquiries

Use face-to-face conversations to understand purchasing needs, identify potential customers and develop a pipeline for follow-up after the exhibition.



Understand Market Requirements

Gather direct feedback on specifications, pricing, performance and service expectations to help shape your future offerings.



Strengthen Existing Relationship

Meet customers and business associates in person, introduce new products and explore opportunities for further collaboration.

Put your business at the centre of the conversation.
Exhibit at 99 Electra 2027.



ORGANISER



99 BUSINESS MEDIA GROUP

India's No 1 B2B Journals Publisher & Digital Solutions Provider

Established in 1987, 99 Business Media Group has grown to become India's Leading B2B Journals Publisher. Over the years, we have provided the electrical, electronics, power technologies and allied industries with valuable information, industry insights and business networking opportunities, helping thousands of

companies expand their business across India and global markets.

Having 1.5 lac strong B2B clients in India. After the grand success of our past initiatives, we are now organizing 99 Electra 2027, a unique and focused exhibition on Electrical, Electronics, Power Technologies. This mega event will bring together 450+ reputed exhibitors, showcasing their latest products, innovations and solutions in a massive 15,000+ sq. mtr. area, at India's most prestigious exhibition venue – Pragati Maidan, New Delhi

OUR STRENGTH



1.5+ Lac
B2B Clients
in India



40+ Years
of Industry
Experience



130+
Dedicated Team
Members in All India



11 Branch
Offices
Pan-India



Extensive
Business
Database



Proven Track
Record of
Successful Shows



Strong B2B
Network
Across India



Trusted Industry
Information
Source

WE INVITE YOU TO BE PART OF 99 ELECTRA 2027
AND LEVERAGE OUR EXPERIENCE, NETWORK AND INDUSTRY REACH TO GROW YOUR BUSINESS



ELECTRICAL COMPONENTS, MATERIALS & MANUFACTURING TECHNOLOGY

- Connectors, terminal blocks, relays & switches
- Copper & aluminium conductors, strips & busbars
- Electrical steel, laminations & magnetic materials
- Insulation papers, films, resins, varnishes & compounds
- Power semiconductors, capacitors & magnetic components
- Coil winding, cable processing & assembly machinery



WIRES, CABLES & CABLE MANAGEMENT

- Building wires, flexible & industrial cables
- Power, control, instrumentation & communication cables
- High-voltage, fire-resistant, solar & EV-charging cables
- Cable glands, lugs, terminals, joints & kits
- Cable trays, ladders, conduits, trunking & accessories
- Cable manufacturing, processing & testing equipment



SWITCHGEAR & CIRCUIT PROTECTION

- Low, medium & high-voltage switchgear
- MCBs, MCCBs, RCCBs, RCBOs & air circuit breakers
- Vacuum & gas-insulated circuit breakers
- Isolators, contactors, relays & motor starters
- Protection relays, surge protection & automatic transfers
- Ring main units & distribution switchgear



TRANSFORMERS & SUBSTATIONS

- Distribution, power, dry-type & instrument transformers
- Current & voltage transformers
- Compact, packaged & prefabricated substations
- Bushings, tap changers, cooling systems & accessories
- Transformer oils & insulation materials
- Monitoring, protection, automation & diagnostic solutions



ELECTRICAL PANELS & DISTRIBUTION SYSTEMS

- Main distribution panels & distribution boards
- Power control centres & motor control centres
- APFC & harmonic-filter panels
- AMF, synchronisation & changeover panels
- PLC, VFD & automation control panels
- Busbars, bus ducts, enclosures, cooling & accessories



LIGHTING & ILLUMINATION

- LED lamps, luminaires & drivers
- Commercial, architectural & residential lighting
- Industrial high-bay, flood & hazardous-area lighting
- Street, tunnel, outdoor & solar lighting
- Emergency & exit lighting
- Smart lighting, dimming & control systems
- Lighting components, optics & thermal management



BUILDING ELECTRICALS & SMART BUILDINGS

- Modular switches, sockets, plugs & accessories
- Wiring devices & installation products
- Home & building automation
- Occupancy sensors, timers & lighting controls
- Building-management & room-control systems
- Smart distribution boards & energy-management devices
- Access control, door-entry & fire-alarm systems



POWER QUALITY & ENERGY EFFICIENCY

- Power-factor correction & capacitor banks
- Active & passive harmonic filters
- Reactive-power compensation systems
- Voltage regulation & power-quality monitoring
- Energy-efficient electrical equipment
- Energy-audit instruments & software



METERING, TESTING & MEASUREMENT

- Smart meters, prepaid & multifunction meters
- Metering infrastructure & data management systems
- Digital multimeters, clamp meters & power analysers
- Insulation, earth-resistance & high-voltage test equipment
- Relay, transformer, cable & breaker testing systems
- Thermal-imaging cameras & partial-discharge diagnostics



TRANSMISSION, DISTRIBUTION & GRID INFRASTRUCTURE

- Overhead conductors & underground systems
- Transmission towers, poles, insulators & line hardware
- Overhead-line fittings & accessories
- Distribution automation & feeder management
- Fault detection, monitoring & grid-control solutions
- Utility asset management & inspection technologies



INDUSTRIAL AUTOMATION & CONTROL

- PLCs, HMIs, SCADA & distributed control systems
- Industrial sensors, encoders & transmitters
- Networking, gateways & communication devices
- Industrial IoT & remote-monitoring systems
- Robotics, machine vision & motion-control equipment
- Predictive maintenance & industrial cybersecurity



SOLAR & RENEWABLE-ENERGY SYSTEMS

- Solar PV modules, cells & mounting structures
- Solar inverters, optimisers & charge controllers
- Solar cables, connectors, combiner boxes & protection
- Rooftop, commercial & utility-scale solar solutions
- Polar pumping & off-grid systems
- Monitoring & maintenance solutions



EV CHARGING & ELECTRIC-MOBILITY INFRASTRUCTURE

- AC & DC EV chargers
- Fast-charging & fleet-charging systems
- Charging connectors, cables & charging guns
- Charging power modules, protection & metering
- Charging-station management, billing & payment software
- Battery-swapping equipment



MOTORS, DRIVES & INDUSTRIAL ELECTRICAL EQUIPMENT

- AC, DC, induction, synchronous & servo motors
- Energy-efficient & special-purpose motors
- Variable-frequency drives & soft starters
- Geared motors & motion-control systems
- Industrial power supplies, rectifiers & converters
- Braking systems, resistors & motor accessories



BATTERIES & ENERGY STORAGE

- Industrial, stationary & backup batteries
- Lithium-ion, lead-acid & other storage technologies
- Battery packs, modules & battery-management systems
- Energy-storage systems & power conversion
- Battery chargers, testing & diagnostic equipment



ELECTRICAL SAFETY, EARTHING & LIGHTNING PROTECTION

- Earthing electrodes, conductors & accessories
- Lightning protection systems
- Arc-flash protection & electrical PPE
- Insulating mats, gloves, tools & safety equipment
- Lockout/tagout systems & safety signage
- Electrical fire detection & suppression



POWER GENERATION & BACKUP SYSTEMS

- Generators, alternators & generating sets
- UPS systems, inverters & voltage stabilisers
- Power-conditioning & backup-power systems
- Portable & distributed power solutions
- Power-plant electrical equipment & monitoring



ENGINEERING, SERVICES & INDUSTRY INSTITUTIONS

- Electrical EPC & turnkey project contractors
- Electrical design & engineering consultants
- Installation, commissioning, repair & maintenance services
- Testing, inspection, certification & calibration laboratories
- Design, simulation & project-management software
- Distributors, dealers, importers & exporters



CONNECTING TODAY POWERING TOMORROW

99 Electra

ELECTRICAL - ELECTRONICS
POWER - LIGHTING

2027

INDIA'S PREMIER EXHIBITION FOR
ELECTRICAL, ELECTRONIC & POWER TECHNOLOGIES



Source
Products



Connect
with Suppliers



Explore
New Business
Opportunities



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99 Electra 2027 is designed for professionals who source, specify, purchase, install or maintain electrical products and systems. The exhibition offers a focused platform to explore products, compare solutions and discuss business requirements directly with manufacturers and suppliers.

From dealers expanding their product portfolios to contractors sourcing for projects and industrial buyers seeking reliable equipment, 99 Electra 2027 brings electrical sourcing and business networking together.

*A Complete
Sourcing & Networking
Platform for the
Electrical Industry*



WHO SHOULD VISIT?



Dealers, Distributors & Wholesalers

Electrical trade businesses exploring products, suppliers and dealership opportunities.



Electrical Retailers & Stockists

Businesses sourcing wires, cables, switches, lighting and electrical accessories.



Electrical Contractors & Installation Professionals

Specialists seeking products for installation, commissioning and maintenance.



EPC & MEP Companies

Engineering, procurement, construction and building-services professionals sourcing electrical solutions.



Electrical Consultants & Design Engineers

Professionals involved in product specifications, system design and technical recommendations.



Builders, Developers & Infrastructure Companies

Teams sourcing electrical products for residential, commercial and infrastructure projects.



Industrial Buyers & Procurement Teams

Decision-makers purchasing electrical equipment, components and materials for their organisations.



Panel Builders & Equipment Manufacturers

Businesses sourcing switchgear, protection devices, wiring accessories and related components



Plant, Facility & Maintenance Managers

Professionals responsible for electrical reliability, safety and operational efficiency.



Power Utilities & Government Procurement Teams

Professionals involved in power distribution, public infrastructure and institutional purchasing



Architects, Interior Designers & Lighting Consultants

Specifiers exploring lighting, switches and electrical fittings.



Importers, Exporters & Trading Companies

Businesses seeking sourcing partnerships and market opportunities.

WHY VISIT?



Explore a Broad Product Range

Discover wires and cables, switchgear, control panels, transformers, lighting, motors, testing instruments, safety products and electrical accessories.



Discuss Your Requirements Directly

Speak with suppliers about specifications, applications, pricing, delivery and after-sales support.



Compare Solutions for Your Projects

Evaluate product features and suitability to make better-informed sourcing decisions.



Explore Dealership & Distribution Opportunities

Connect with exhibiting companies to discuss channel partnerships and opportunities in your market.



Build Valuable Industry Connections

Meet industry professionals, exchange practical insights and develop relationships for future business.



"CONNECTING TODAY, POWERING TOMORROW"

99 Electrical Components

PAVILION

99electra.com

A COMPLETE SOURCING PLATFORM FOR ELECTRICAL COMPONENTS & ALLIED TECHNOLOGIES



EXHIBITOR PRODUCT PROFILE

WIRING DEVICE ACCESSORIES



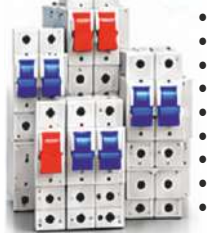
- Switch (Modular, Traditional)
- Sockets & Power Outlet
- Dimmer & Fan Regulators
- USB Charging Sockets
- Smart Switches & IoT Devices
- Switch Plates & Frames
- Industrial Plugs & Sockets
- Extension Boards & Adaptors
- Surface & Flush Mount Boxes
- Hotel & Hospitality Switches

TERMINALS, CONNECTORS & BUSBARS



- Cable Lugs & Terminals
- Terminal Blocks
- Connectors & Jointing Systems
- Busbars & Busbar Supports
- Distribution Blocks
- Insulation & Heat Shrink
- Wiring Accessories
- Crimping Tools & Systems
- Earthing & Bonding Products
- Marking & Labelling Solutions

CIRCUIT PROTECTION COMPONENTS



- MCBs, MCCBs, RCCBs, RCBs
- Isolation Switches
- Changeover Switches
- Motor Protection Devices
- Surge Protection Devices
- Fuses & Fuse Holders
- Thermal Overload Relays
- Distribution Boards
- Enclosures & Components

CABLE MANAGEMENT & INSTALLATION PRODUCTS



- Cable Trays & Raceways
- Cable Ducts & Trunking
- Conduit & Pipes
- Cable Glands & Clamps
- Flexible Conduits
- Cable Clips & Fixings
- Junction Boxes
- Support Systems
- Installation Accessories
- Earthing & Lightning Protection

CONTACTORS, RELAYS & CONTROL COMPONENTS



- Contactors & Auxiliaries
- Control Relays
- Timer Relays
- Overload Relays
- Control & Signalling Devices
- Limit Switches
- Push Buttons & Indicators
- Selector Switches
- Control Station Boxes
- Industrial Control Components

ALLIED PRODUCTS & SOLUTION



- Insulation Materials
- Cable Ties & Identification
- Panel Accessories
- Enclosures & Cabinets
- Power Supplies & SMPS
- Electrical Tapes & Sleeves
- Tools & Test Instruments
- Automation & Control
- Safety Products
- Smart & IoT Based Solutions

99 Transformer

PAVILION

99electra.com

THE COMPLETE TRANSFORMER & POWER TRANSMISSION ECOSYSTEM UNDER ONE ROOF



EXHIBITOR PRODUCT PROFILE

TRANSFORMER MANUFACTURERS



- Furnace & Industrial Transformers
- Traction Transformers
- Isolation & Earthing Transformers
- Solar & Renewable Energy Transformers
- Compact / Package Substation
- Power Transformers
- Distribution Transformers
- Dry-Type Transformers
- Oil-Immersed Transformers
- Special Purpose Transformers

ALLIED TECHNOLOGIES



- Transformer Design Software
- Manufacturing Machinery
- Winding Machines
- Core Cutting & Processing Machinery
- Vacuum Drying & Filtration Systems

TESTING & MAINTENANCE



- Transformer Testing Equipment
- Oil Testing Equipment
- Insulation Testing Systems
- Partial Discharge Testing
- Transformer Diagnostic Solutions

PROTECTION, MONITORING & CONTROL



- Buchholz Relays
- Pressure Relief Devices
- Temperature & Oil Level Indicators
- Online Transformer Monitoring
- Protection Relays
- Condition Monitoring Systems
- SCADA & Digital Monitoring Solutions

TRANSFORMER COMPONENTS & ACCESSORIES



- Transformer Bushings
- Tanks, Radiators & Conservator
- OLTC & Tap Changer
- Cores, CRGO & Magnetic Material
- Copper & Aluminium Conductors
- Cable Boxes & Glands
- Fans, Pumps & Cooling System

SPECIAL FOCUS



- Transformer Components
- Accessories
- Testing
- Protection Monitoring
- Maintenance
- Digital Technology

"CONNECTING TODAY, POWERING TOMORROW"

99 Control Panel PAVILION

99electra.com

Complete Control & Panel Solutions
for a Smarter, Safer and More
Efficient Tomorrow.



CONTROL & AUTOMATION PANELS

- Power Control Panels (PCC)
- Motor Control Centers (MCC)
- Automatic Power Factor Correction Panels (APFC)
- PLC & SCADA Panels
- Drive Panels (VFD)
- Process Automation Panels
- Fire Fighting Panels
- AMF / ATS Panels
- RTCC / Synchronizing Panels
- Customized Control Panels



INDUSTRIAL CONTROL SOLUTIONS

- DCS & PLC Based Panels
- Industry 4.0 / IIoT Solutions
- Remote Monitoring Systems
- HMI & Control Stations
- Servo & Motion Control Panels
- Temperature / Process Controllers
- Instrumentation Panels
- Safety & Interlock Panels
- Customised Automation Solutions



TESTING, MONITORING & ENERGY MANAGEMENT

- Protection Relays
- Power & Energy Meters
- Power Quality Analysers
- Condition Monitoring Systems
- Insulation Monitoring
- Temperature Monitoring
- Earth Fault Protection
- Energy Management Solutions



SWITCHEAR & DISTRIBUTION PANELS

- LT/HT Switchgear Panels
- Main Distribution Boards
- Sub Distribution Boards
- Bus Ducts & Busbar Systems
- Air & Vacuum Circuit Breakers
- Load Break Switches
- Isolators & Disconnectors
- Metering & Protection Panels
- Compact Substations
- Ring Main Units (RMU)



ENCLOSURES, ACCESSORIES & COMPONENTS

- Panel Enclosures
- Cable Trays & Raceways
- Busbars & Connectors
- Terminal Blocks
- Relays, Contactors & MCBs
- Meters & Energy Management
- Control Devices (Push Buttons, ACBs, VFDs)
- Panel Cooling & Ventilation
- Wiring Accessories
- Sealing & Protection Products



SOFTWARE & DIGITAL SOLUTIONS

- SCADA Software
- Panel Design Software
- Simulation & Digital Twin
- Remote Monitoring Platforms
- Predictive Maintenance
- Cloud & IIoT Based Solutions
- Data Analytics & Energy Optimization

99 Switch PAVILION

99electra.com

Complete Switch, Wiring Devices
& Building Electrical Solutions
Under One Roof.



SWITCHES & WIRING DEVICES

- Modular Switches
- Traditional Switches
- Designer Switches
- Switch Plates & Accessories
- Sockets & Power Outlets
- Dimmers & Fan Regulators
- Smart Switches & Wi-Fi Switch
- Hotel & Hospitality Switch
- Industrial & Heavy Duty Switch
- Weather Proof Switch
- Premium / Designer Switch



SMART & HOME AUTOMATION SWITCHES

- Touch Switches
- Smart Home Switches
- Wi-Fi App Based Switches
- Voice Controlled Switches
- Smart Dimming Systems
- Scene Control Panels
- Home Automation Solutions
- IoT Based Wiring Devices
- Energy Management Systems



WIRING ACCESSORIES

- Socket Outlets
- Multi Plug Adaptors
- Extension Boards
- Plug Tops & Connectors
- Surface / Flush Mount Boxes
- Change Over Switches
- Ceiling Rose & Holders
- Modular Plates & Frames
- Conduits, Cable Trunking
- Cable Glands & Fittings



CIRCUIT PROTECTION & CONTROL DEVICES

- MCBs, RCCBs, RCBs
- Isolators & Changeover Switch
- Distribution Boards
- Motor Protection Switch
- Surge Protection Devices
- Time Switches & Relays
- Contactor & Control Switch
- Automation & Control Switch



INDUSTRIAL & HEAVY DUTY SWITCHES

- Industrial Switches
- Rotary Switches
- Load Break Switches
- Isolators
- Weatherproof & IP Rated Switches
- Emergency Stop Switches
- Cam Switches
- Explosion Proof Switches
- Motor Control Switches



ALLIED PRODUCTS & SOLUTIONS

- Conduits & Cable Fittings
- Cable Trays & Trunking
- Junction Boxes
- Wiring Ducts
- Cable Glands
- Terminal Blocks
- Industrial Plugs & Sockets
- Installation Accessories
- Electrical Fittings & Hardware

"CONNECTING TODAY, POWERING TOMORROW"



24 Mtr. 25 Mtr. 27 Mtr. 30 Mtr. 33 Mtr. 36 Mtr. 63 Mtr. 77 Mtr.





99 Electra™

ELECTRICAL • ELECTRONICS
POWER • LIGHTING

2027

INDIA'S PREMIER
EXHIBITION FOR
ELECTRICAL, ELECTRONIC &
POWER TECHNOLOGIES

8

PROMOTIONS, BRANDING & PUBLICITY

Building Awareness. Reaching Trade Buyers. Connecting the Electrical Industry.

DIGITAL & SOCIAL MEDIA CAMPAIGNS



Promotional content across platforms such as Facebook, Instagram, LinkedIn and YouTube will highlight the exhibition, product categories, participating brands and reasons to visit. Campaigns will include event announcements, exhibitor introductions, product previews, short videos and countdown creatives.

OFFICIAL WEBSITE & ONLINE DISCOVERY



The official 99 Electra website will serve as a central source for exhibition information, exhibitor enquiries, visitor registration and event updates. Search-focused content and selected online advertising will help interested professionals discover the exhibition and plan their participation.

EMAIL & WHATSAPP OUTREACH



Targeted email campaigns and permission-based WhatsApp communications will share exhibition invitations, registration details, product highlights and visitor reminders with relevant trade contacts.

ELECTRICAL MARKET & DEALER OUTREACH



Direct outreach to electrical markets, dealers, distributors, wholesalers and retailers will support trade visitor mobilisation. Invitations and promotional materials will communicate the exhibition's product focus and business opportunities.

INDUSTRY ASSOCIATIONS & TRADE BODIES



Outreach to electrical industry associations, trade organisations and business chambers will seek their support in sharing exhibition information with relevant members and professional networks.

TRADE MAGAZINES & INDUSTRY PORTALS



Selected electrical trade publications, industry websites and business directories will be part of the publicity approach. Advertisements, event listings and editorial outreach will help introduce 99 Electra 2027 to specialist audiences.

CONTRACTOR, CONSULTANT & PROJECT BUYER OUTREACH



Focused invitations will target electrical contractors, consultants, EPC and MEP companies, panel builders, developers and project procurement teams, highlighting sourcing opportunities relevant to their work.

INDUSTRIAL & INSTITUTIONAL BUYER INVITATIONS



Outreach to manufacturing units, industrial procurement teams, facility managers and institutional buyers will encourage participation from professionals who purchase, operate and maintain electrical equipment.

EXHIBITOR-LED PROMOTION



Participating exhibitors will be encouraged to invite their customers, dealers and business associates. Shareable invitation creatives, event banners and stall announcements will help exhibitors promote their presence through their own networks.

PRINTED PROMOTIONAL MATERIALS



Brochures, posters, invitation cards and other promotional materials will support direct outreach at selected trade locations, industry meetings and business gatherings.

OUTDOOR & MARKET BRANDING



Selected banners, display boards and other outdoor placements will be considered around relevant trade markets and business locations, subject to permissions and campaign planning.

PRESS & MEDIA OUTREACH



Press announcements, exhibition updates and industry stories will be shared with relevant media to seek coverage and build wider awareness of the event.

VIDEO & EXHIBITOR SPOTLIGHTS



Promotional videos, exhibitor introductions and product-focused content will communicate what visitors can explore at the exhibition and encourage them to plan their visit.

VISITOR REGISTRATION & REMINDER CAMPAIGNS



As the exhibition approaches, communications will focus on visitor registration, exhibition timings, venue access and practical visit planning.

 MORE VISITORS

 STRONGER BUSINESS CONNECTIONS

 GREATER INDUSTRY VISIBILITY

Connecting Today.
Powering Tomorrow.



99electra.com