

# Participation Details

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## WHY PARTICIPATE

TILE is a unique, one of its kind platform in India . A property of this magnitude, with the ability to reach thousands of affluent individuals in such a short period of time and across such a broad geographical range, has never been seen in India. A wide assortment of luxury and affluent brands of global stature shall be exhibited ranging across various categories. The expo consists of a highly esteemed advisory board and personally invited guests, which make it a perfect opportunity for networking. To say the least, in a country where luxury brands are still struggling to optimally reach the target audience in such a huge population, TILE promises to make it easier, much easier

## BRAND EXPOSURE

- With over 50+ luxury brands and 3,000+ HNI visitors, this is an optimal platform for branding and placement in the luxury market.
- Two Facebook, Twitter and Instagram mentions before the event on The Indian Luxury Expo official social media pages.
- Press Conference: 2 invites to attend and interact with journalists.
- Lunch Coupons for the Exhibitors. (60/100 Sq.ft to get 2 per day, 200 Sq.ft to get 4 per day, 400 Sq.ft to get 6 per day)
- Tea/Coffee twice on each day for both days (same numbers as above)
- Visitor Booklet: Intro and mention of your brand (1 Paragraph, 1 Picture/Logo).
- 2 invites for the exclusive Luxury Evening hosted by The Indian Luxury Expo.
- Co-branding opportunities with other luxury brands, participants & non-competing segments (Priceless!)
- Opportunity to meet the core consumer base with direct capture.
- Exclusive Whatsapp invites on request.
- Extensive Press coverage across various mediums- online, offline & electronic during the expo.
- Prominent newspaper advertisements for TILE.
- Brand hold rights to run promotions & launches at the arena.
- Core impressions on TILE & other popular websites.