

# Pavilion Zone

A place to showcase your brand

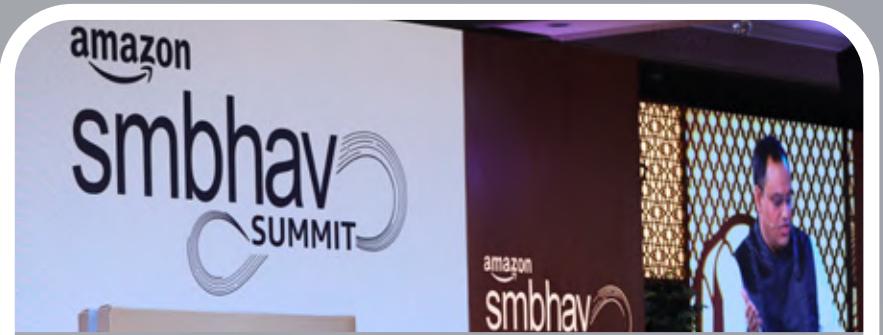
📅 9<sup>th</sup> - 10<sup>th</sup> Dec'24

📍 New Delhi

[smbhav.amazon.in](http://smbhav.amazon.in)

Confidential Information

Let's hear from some  
young people



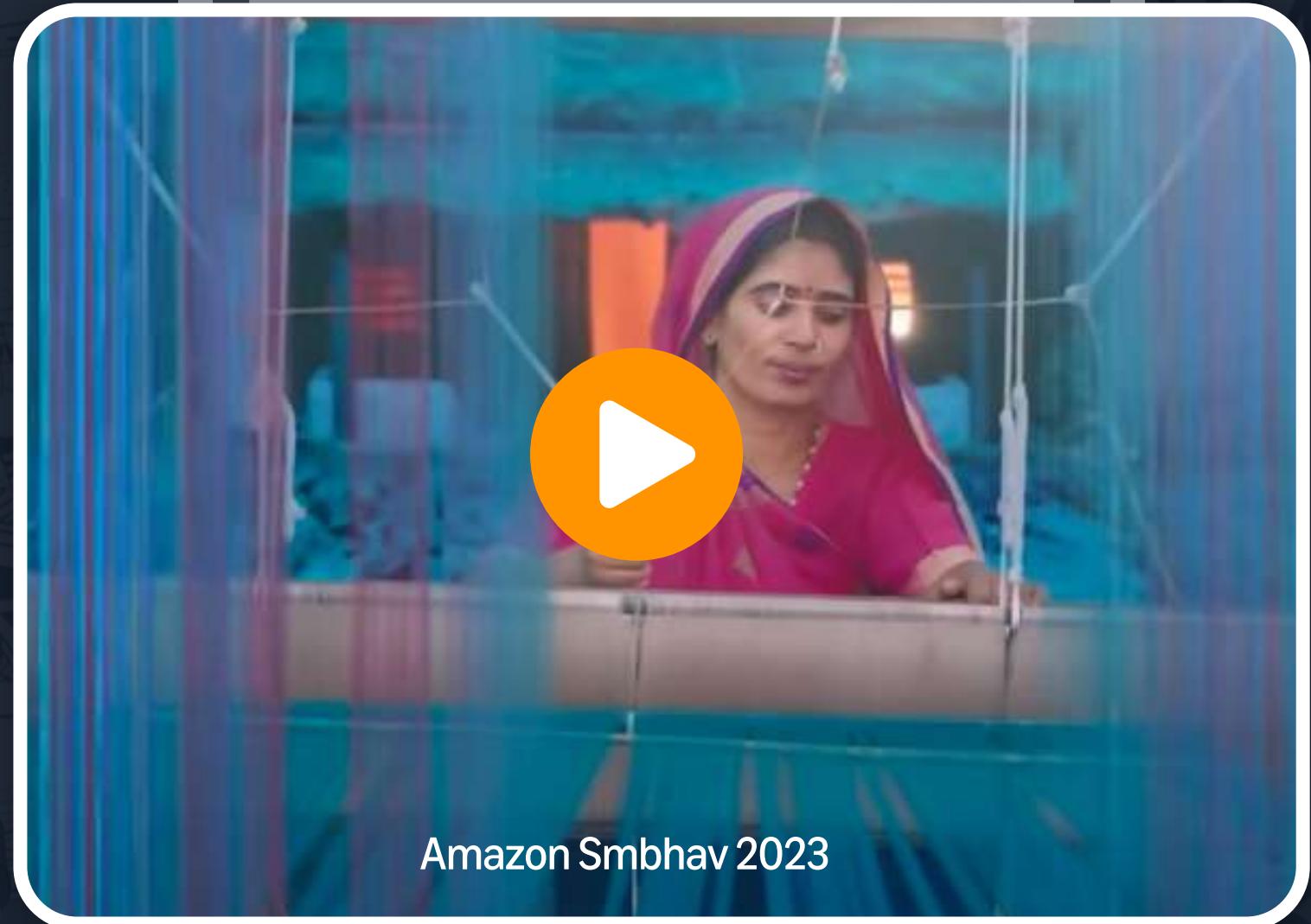
# Amazon Smbhav Overview

Amazon Smbhav, our annual summit is specifically designed for SMBs & MSMEs to learn about upcoming technologies, new innovations, speak with Amazon Experts, and network with other industry partners to help fuel their business growth.

The first four editions of Smbhav were attended by over **200,000** participants, and over these years, Smbhav has established itself as a platform for SMB digitization, convening policymakers, industry visionaries and MSMEs. This year we are raising the bar at Smbhav by adding new ways for sellers to connect with and learn from the industry peers.

We have introduced **Smbhav Pavilion**, an immersive and interactive space which will provide an opportunity to exhibit a brand via dedicated branded booths, connect through partner presentations, and expand network to grow business.

Amazon Smbhav 2024



Amazon Smbhav 2023



02

# Smbhav Venue



## BHARAT MANDAPAM

 Hall No. 5

 9<sup>th</sup> - 10<sup>th</sup> December 2024

 New Delhi

\*Tentative conference schedule, hotel locations, availability, and booking available upon conference registration.

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There'll always be serendipity involved in discovery.

- Jeff Bezos

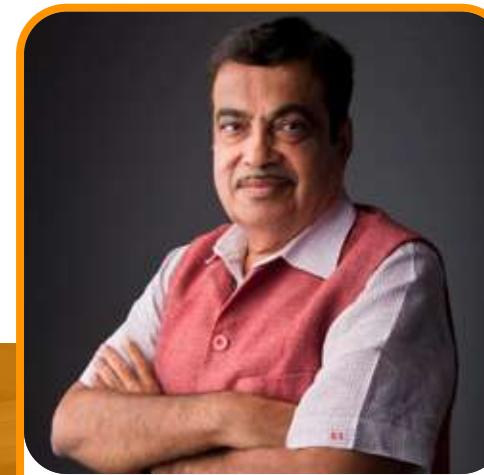
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# Key Speakers over the Years



**Jeff Bezos**

Founder and Executive Chair



**Nitin Gadkari**

Minister of Road Transport and  
Highways of India  
Government of India



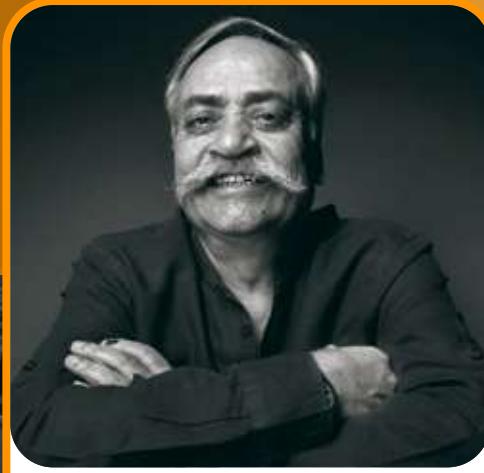
**Jaya Varma Sinha**

Member (Operations and Business  
Development), Railway Board  
Government of India



**Indra Nooyi**

Former CEO of PepsiCo



**Piyush Pandey**

Chairman of Global Creative,  
Ogilvy Worldwide



**Amit Agarwal**

Senior Vice President India and  
Emerging Markets, Amazon



**Gautam Adani**

Founder and Chairman  
of Adani Group



**N. R. Narayana Murthy**

Founder and Chairman  
Emeritus of Infosys

# Get ready for Smbhav 2024: Event Snapshot

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Estimating **1,500+**  
Seller attendees



**40+** Sponsorship  
opportunities



**12+** Hours of  
networking time



Appearances made by  
senior **Amazon leaders**



Knowledge  
sessions



**8+** Key learning  
tracks



Success insights by  
**Sports Legends**



**Smbhav**  
**Hackathon**



Breakout  
sessions



Seller Cafe

# Smbhav Pavilion

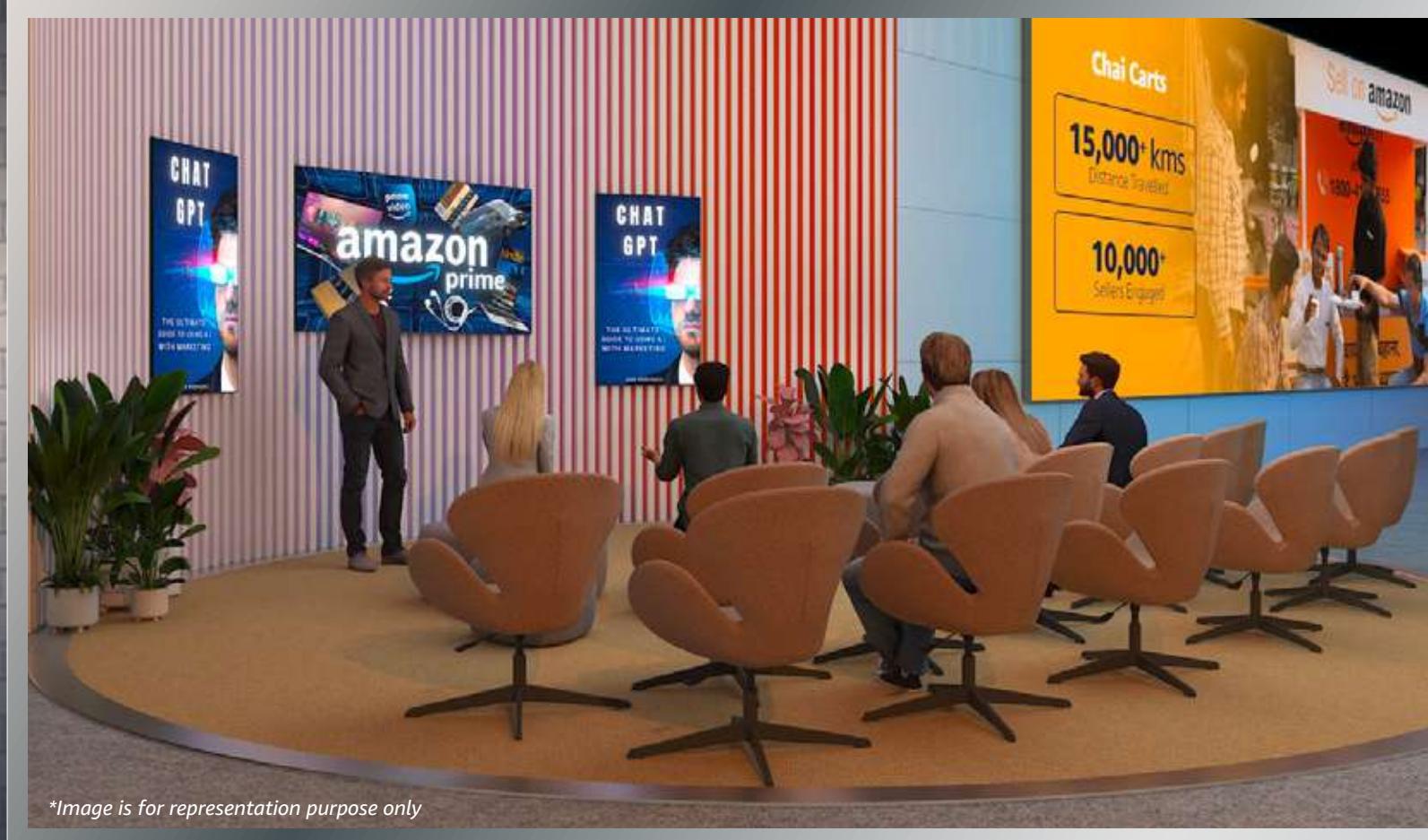


\*Image is for representation purpose only

A centralized space designed to showcase cutting-edge technology and innovations transforming the SMB industry in India

- ★ Deliver live presentations to SMBs & MSMEs that are looking for ways to maximize their business growth
- ★ Potentially Acquire new customers using on-site activation collaterals
- ★ Help forge meaningful partnerships by networking with Industry peers, stakeholders, and policy makers
- ★ Set up a dedicated & exclusive branded booth

# What's New in 2024



## Partner Presentations (Platinum sponsors only)

- ★ 15mins presentation slot on Day 1 and Day 2 of the conference
- ★ Offers learning and networking opportunities for sellers
- ★ Organized in a theater setting that can accommodate up to 40 guests
- ★ Digital invitations will be provided in the social media kit for sponsors to use

## Networking lounge

- ★ Organize 1-on-1 meetings with existing or prospective clients
- ★ Drive sales and customer success meetings

Be part of Amazon Smbhav 2024

# Sponsorship Packages



**PLATINUM**



**GOLD**



**SILVER**

# Sponsorship package overview

	 GOLD	 PLATINUM	 SILVER
<b>Price</b>	₹ 20,00,000	₹ 30,00,000	₹ 10,00,000
<b>Availability</b>	15	5	30
<b>Booth Location</b>	High Traffic	Prime	Moderate
<b>Booth Size</b>	169 sqft	250 sqft	120 sqft
<b>Partner Presentation<sup>NEW</sup></b>			
Exclusive Partner presentation (15-min session) in the Smbhav Pavilion	<span style="color: red;">X</span>	2	<span style="color: red;">X</span>
Speaker session promotion on social media channels	<span style="color: red;">X</span>	<span style="color: green;">✓</span>	<span style="color: red;">X</span>
Meeting room access	<span style="color: red;">X</span>	<span style="color: green;">✓</span>	<span style="color: red;">X</span>
<b>Branding &amp; Promotion</b>			
Website recognition	Logo	Logo	Logo
Onsite recognition	Logo	Logo	Logo
Access to social media kit	<span style="color: green;">✓</span>	<span style="color: green;">✓</span>	<span style="color: green;">✓</span>
60 second video play at the Smbhav Pavilion	1	2	<span style="color: red;">X</span>
Listing in the event guide with provision to book appointments	<span style="color: green;">✓</span>	<span style="color: green;">✓</span>	<span style="color: red;">X</span>
Inclusion in the attendee emails	Logo	Logo	<span style="color: red;">X</span>
Inclusion in placeholder slides (pre-breakout)	Logo	Logo	<span style="color: red;">X</span>
<b>Conference Access</b>			
Exhibitor passes	10	15	5
Reserved seats in keynote hall	3	5	1
<b>Post Event</b>			
Customized movie for the sponsor	<span style="color: red;">X</span>	<span style="color: green;">✓</span>	<span style="color: red;">X</span>
A dedicated email to all conference attendees thanking the sponsor partner	<span style="color: green;">✓</span>	<span style="color: green;">✓</span>	<span style="color: red;">X</span>



# Platinum Booth



**250**  
sqft



Welcome  
signage totem



**8'x28"** Logo  
and tagline



Co-branded  
Smbhav backdrop



**65"** monitor with  
presentation capability



Barista Coffee  
machine with server  
**(Additional cost)**



**8** Couch chairs  
with **2** Center tables



**2** Lead  
generation devices



\*Image is for representation purpose only



# Gold Booth



**169**  
sqft



Welcome  
signage totem



**6' x 20"** Logo  
and tagline



Co-branded  
Smbhav backdrop



**55"** monitor with  
presentation capability



Nescafe Coffee  
machine  
**(Additional cost)**



**6** Premium chairs  
with **2** Coffee tables



**1** Lead  
generation device



\*Image is for representation purpose only



# Silver Booth



**120**  
sqft



Welcome  
signage totem



**4' x 15"** Logo  
and tagline



Co-branded  
Smbhav backdrop



**49"** monitor with  
presentation capability



**3** Ant chairs  
with **1** Coffee table



**1** Lead  
generation device

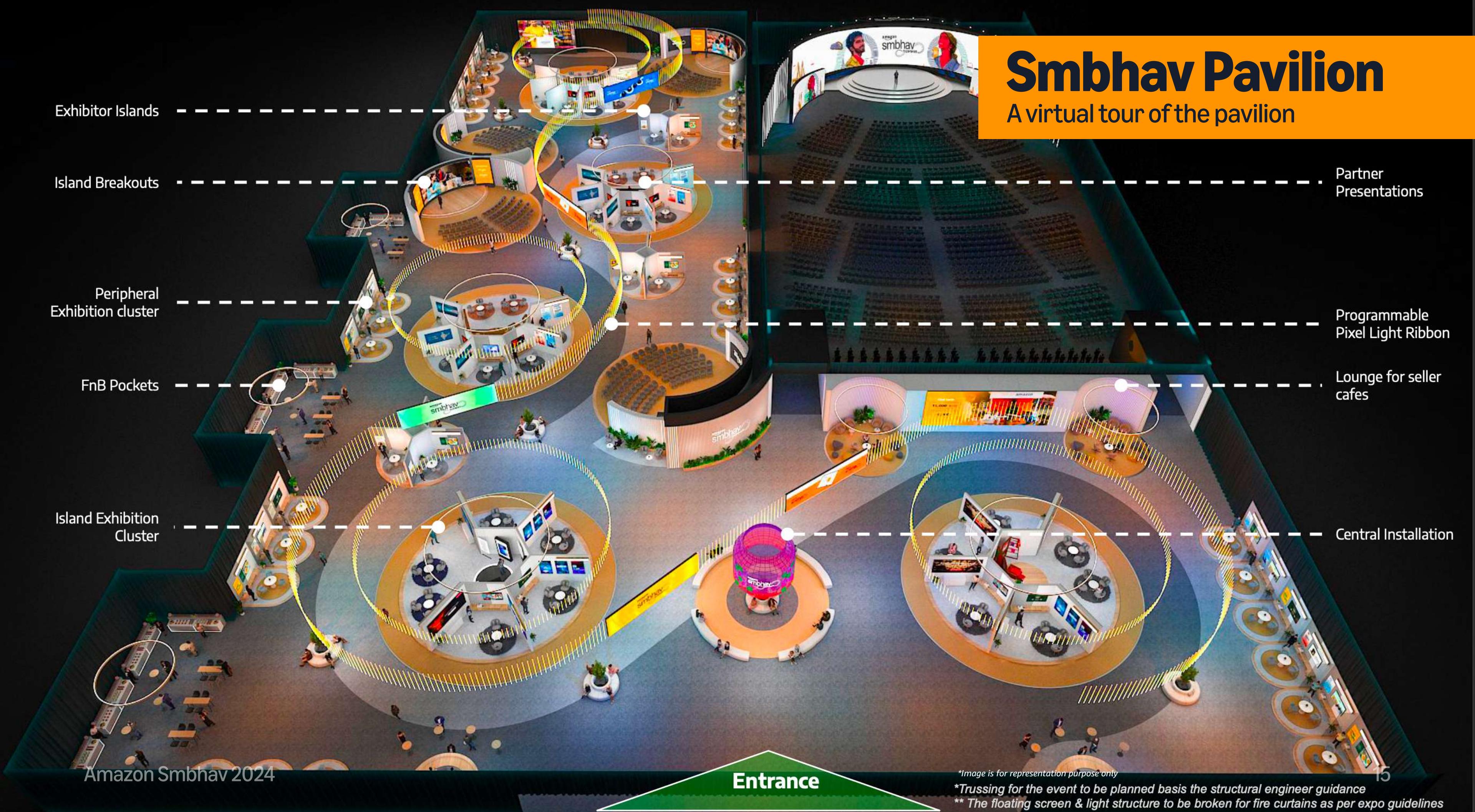


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# Smbhav Pavilion

A virtual tour of the pavilion



Amazon Smbhav 2024

Entrance

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\*Trussing for the event to be planned basis the structural engineer guidance

\*\* The floating screen & light structure to be broken for fire curtains as per expo guidelines

# Contact us



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