

Pavilion Zone

A place to showcase your brand

📅 9th - 10th Dec'24 📍 New Delhi

smbhav.amazon.in

Confidential Information



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.



Smbhav Venue

BHARAT MANDAPAM



Hall No. 5



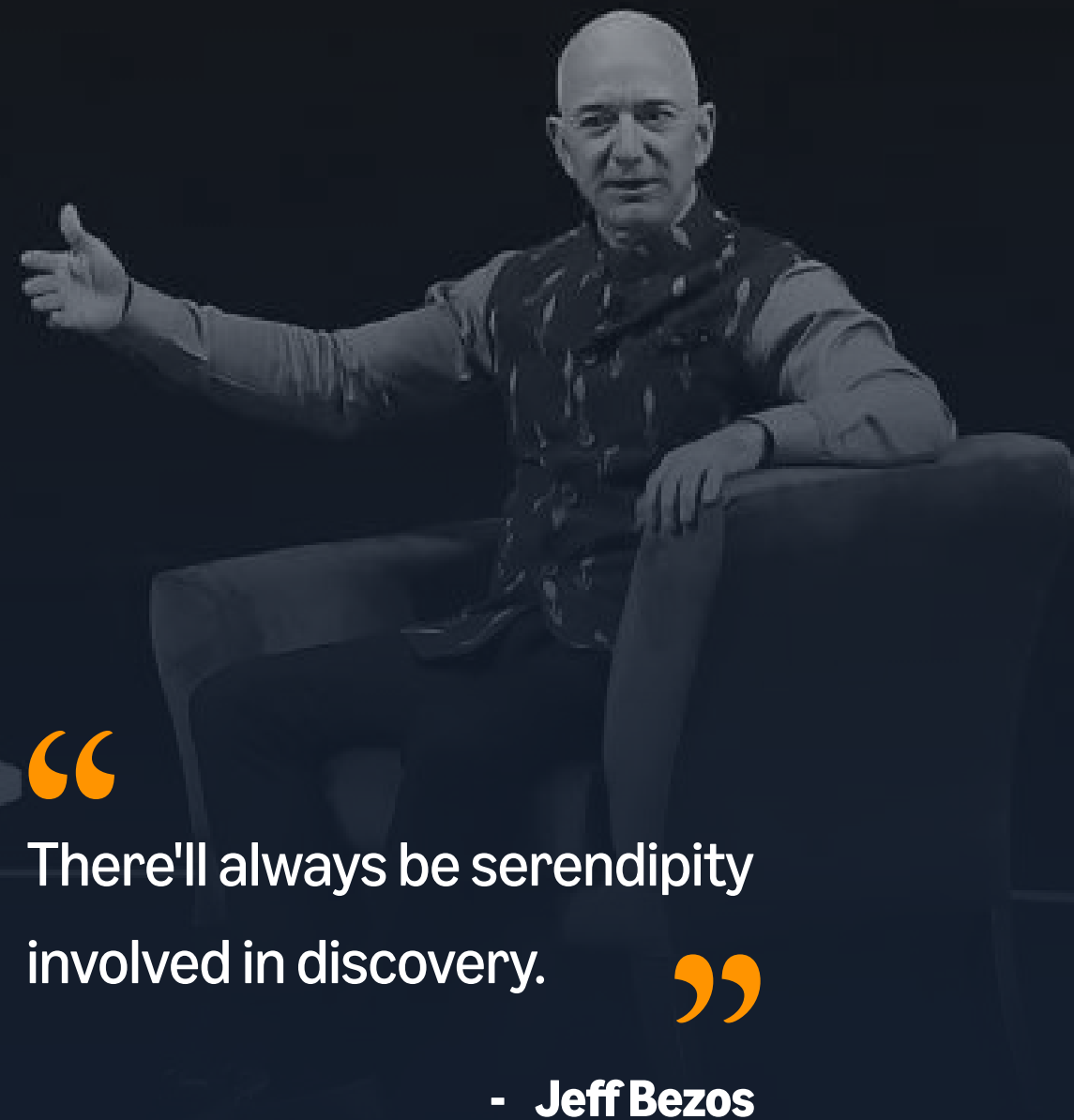
9th - 10th December 2024



New Delhi

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

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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



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

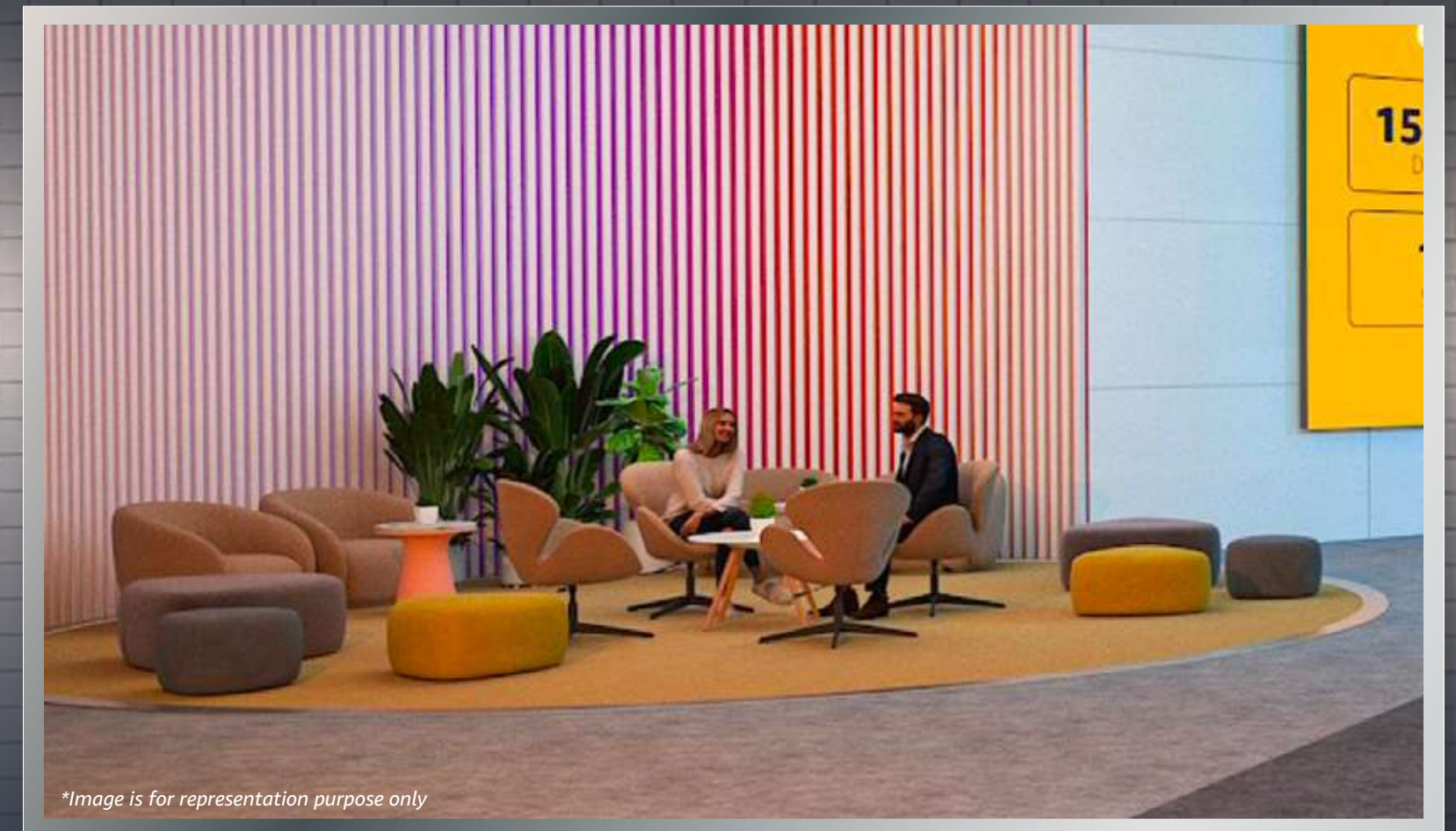
- ★ Deliver live presentations to SMBs & MSMEs that are looking for ways to maximize their business growth
- ★ Potentially Acquire new customers using on-site activation collaterals
- ★ Help forge meaningful partnerships by networking with Industry peers, stakeholders, and policy makers
- ★ Set up a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

Price

₹ 20,00,000

₹ 30,00,000

₹ 10,00,000

Availability

15

5

30

Booth Location

High Traffic

Prime

Moderate

Booth Size

169 sqft

250 sqft

120 sqft

Partner Presentation^{NEW}

Exclusive Partner presentation (15-min session) in the Smbhav Pavilion

✗

2

✗

Speaker session promotion on social media channels

✗

✓

✗

Meeting room access

✗

✓

✗

Branding & Promotion

Website recognition

Logo

Logo

Logo

Onsite recognition

Logo

Logo

Logo

Access to social media kit

✓

✓

✓

60 second video play at the Smbhav Pavilion

1

2

✗

Listing in the event guide with provision to book appointments

✓

✓

✗

Inclusion in the attendee emails

Logo

Logo

✗

Inclusion in placeholder slides (pre-breakout)

Logo

Logo

✗

Conference Access

Exhibitor passes

10

15

5

Reserved seats in keynote hall

3

5

1

Post Event

Customized movie for the sponsor

✗

✓

✗

A dedicated email to all conference attendees thanking the sponsor partner

✓

✓

✗



Platinum Booth



250
sqft



Welcome
signage totem



8' x 28" 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



**Image is for representation purpose only*



Smbhav Pavilion

A virtual tour of the pavilion

**Image is for representation purpose only*

Smbhav Pavilion

A virtual tour of the pavilion

Exhibitor Islands

Island Breakouts

Peripheral
Exhibition cluster

FnB Pockets

Island Exhibition
Cluster

Partner
Presentations

Programmable
Pixel Light Ribbon

Lounge for seller
cafes

Central Installation

Amazon Smbhav 2024

Entrance

**Image is for representation purpose only*

**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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amazon
smbhav
Infinite possibilities for SMBs

See you at Amazon Smbhav 2024