

Organisers

Innovations do not happen in the normal course, you have to motivate people to create it. Triune Exhibitors Pvt. Ltd. - India's leading organiser of INDUSTRIAL exhibitions excels in creating high profile, highly targeted industrial exhibitions to establish and maintain business relations and generate new business. Triune was established in the year 2000 with the sole objective of making it easier for Indian companies to gain business foothold in the highly competitive environment and ensure the Exhibitors interest are well looked after.

Triune's portfolio includes some of India's most prestigious events in the field of machine tools, plastics, automobile, electrical, electronics, printing, packaging and general engineering bringing together manufacturers, suppliers, professionals, buyers and academicians from around the globe, offering unprecedented access to national and international markets. A strong network and excellent relationship with government bodies and trade associations add to the growing success of Triune in industry sector.

Triune Exhibitors Pvt. Ltd. organizes over 20 events, serves 19 key market sectors. Whether you are seeking new customers in a domestic market, new business opportunities in an export market or a global presence on the world stage, we have an event to meet your needs.

TRIUNE Defining the dynamics of growth



Organisers:

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Driving your expectations...

INTERNATIONAL
AUTO SHOW

2009



16 - 19 JANUARY

CHENNAI TRADE CENTRE, INDIA

INTERNATIONAL AUTO SHOW - 2009 "Driving your expectations"

The Indian Automobile Industry is one of the fastest growing sectors of the Indian Industry. With its high quality consciousness and the ability to provide high-end engineering solutions with low cost capability, India has today gained recognition as a "leading competitive country" in the production of auto-components.



The hosting of INTERNATIONAL AUTO SHOW (IAS-2009) will contribute significantly towards raising the profile of the Indian Automobile Industry globally, both in qualitative and quantitative terms. The Automobile sector is also playing an increasingly prominent role in the national economy while providing employment to nearly 4.50 million people of which 30% are women.

The presence of overseas participants in this Exposition is an index of popularity and global appeal of this event and will emerge as a worthy forum that connects buyers from all over the country and abroad in the field of AUTOMOBILES, besides contributing to the economy as its fifth largest foreign exchange earner.

IAS-2009 is the most dazzling extravaganza of automobiles in the Southern part of the Country. A launch pad for vehicles around the globe in the Southern part of the Country.

IAS-2009 will provide a platform for exhibiting the technical expertise achieved by the Indian Automobile Industry and also the developments taking place elsewhere in the world.

THE IDEAL LOCATION - Chennai (The Detroit of India)

The most "Indian" of Indian cities Chennai - whose earlier name was "Madras", is enjoying a high name in its own right from the time immemorial. Even now among all the four Southern States, which are separate entities, Chennai continues to enjoy supremacy as the industrial capital of the whole South India.

There is a worthy word that South India is an ideal location for the AUTOMOBILE INDUSTRY and Tamil Nadu is holding out more promises to them.

Tamil Nadu is emerging as a trend-setter in the Automobile Industry. Purchasing power among the people is rapidly growing and a craze for buying more and more of new products is manifestly evident.

CHENNAI TRADE CENTRE

Chennai Trade Centre set up at a fine location at Nandambakkam adjacent to St. Thomas Mount offers its exhibitors services and amenities of the highest quality on par with international standards. Located within 5 kms from the city and beautifully landscaped over 25 acres, this multi-purpose facility is a common ground for industry exhibitions, product demonstrations and training programmes.

The air conditioned halls have no pillars and are thus suitable for multipurpose use of organizing exhibitions, conferences and conventions and conducting other trade, commerce and industry related events.

Chennai Trade Centre is about 3 km from International / Domestic Airport of Chennai.



Display Highlights

- | | |
|---|---|
| Automobile Vehicles | Insurance Companies |
| Components, Auto Electricals | Battery Operated Vehicles |
| Accessories | CAD/CAM Solutions |
| Four Wheeler Pavilions | CNG UNITS |
| Two Wheeler Pavilions | Coach Builders / Design Vehicles |
| IT for Auto Industry | Design Concepts |
| Garage & Workshop Equipments | Dies & Moulds |
| Oil & Lubricants | Automotive Paints / Special Coating. |
| Safety & Maintenance Equipment | Subassemblies, Tractor & Farm Equipment. |
| Material for the Automotive Industry | Petroleum Products |
| LPG/Conversion Kits | Audio, Video, Auto, Electronics, Navigation |
| Testing and Pollution Control Equipment | Systems. |
| Tyres & Tubes | Security Systems |
| Leasing / Financial Companies | |

Visitors Profile - IAS-2009 will be attracting a large number of visitors / entrepreneurs like:

- | | |
|---|-----------------------------|
| Overseas buyer delegations | Managers / Department Heads |
| Engineers, Consultants | Dealers Delegation |
| Technicians, Mechanics, Drivers | Government Officials |
| Delegation from State Transport Depts. | Senior Executives of PSUs |
| Delegations from Technical Institutions | Garage & Workshop Owners |
| CEO's / Decision makers | Associations |
| Division Heads | General Visitors |

The marketing campaign will target both board level business decision makers and technical specifiers ensuring that exhibitors meet the right audience

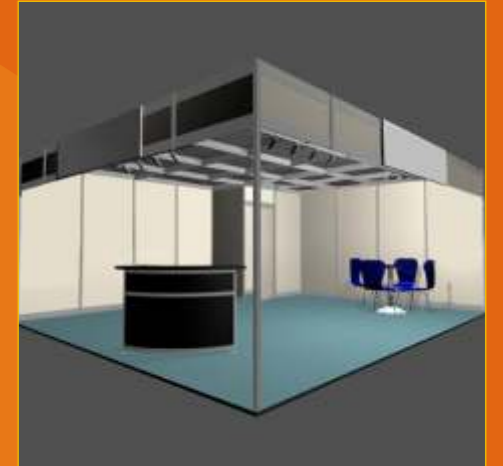
Participation Expenses

Type of Stall (Rate per Sq. Mtr)	US\$
Shell Scheme	US\$ 240
Bare space*	US\$ 220
*Bare space - minimum area to be booked - 36 Sqmtrs	

Open Side Charges:

- 2 side open - 15% of the space charges
- 3 side open - 25% of the space charges

Payment in favour of "Triune Exhibitors Pvt. Ltd.,"
Note: Service Tax 12.36%
Service Tax Regn. No. AABCT8763BST001.



Shell Scheme – Facilities- 3 mtr x 3 mtr

Back & side partitions with modern prefabricated system similar to Octonorm panels, Synthetic carpets, Name board on Fascia, Two Spot lights, One 5A plug point, One Table, Two Chairs, One copy of the Exhibitors Directory.

*In case of Bare space only booked area will be provided.

Official Show Directory

Description	Area (print size) H x W (in mm)	Rate US\$	Description	Area (print size) H x W (in mm)	Rate US\$
● Back Cover	110 x 200	1500	● Full Page Colour	110 x 200	400
● Inside Back	110 x 200	900	● Full Page BW	110 x 200	300
● Inside Front	110 x 200	900	● Half Page BW	110 x 100	200

Size of the referral: 120 x 220 mm
Note: Advertisement material in CDR / PDF Format.

Advertisement & Media

Organisers will be providing the Exhibitors the right communication plan to create an awareness to bring the right target audience to enhance the business atmosphere.

Details are as follows:

- Advertisement through Newspapers, Journals, Industrial Trade Magazines & Association Magazines.
- Radio jingles and online visitor promotion.
- PR Campaign covering national and regional news channels & newspapers.
- Promotional literatures, Letters, Posters, Stickers, Banners etc.
- Outdoor promotions: Hoardings, Bus Panels, Helium Balloons, Mobile Vans, Airport Trolleys etc.,
- Direct mailing & distribution of News Letters among Industrial players to create awareness of the exhibition.
- Advertising previews in Industrial Magazines & Televisions.
- Visitor invitation inserts in leading business magazines.
- Direct e-mail invitation to targeted key buyers.
- Personal invitations to top Executives and Captains of the Industry, Trade Groups, Associations, Govt. Officials, Embassies etc.
- Facilitation counters at the airport and railway stations.
- Extensive use of Internet to update information and promote the show globally.