



PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

8-10 JANUARY 2027

ITC GRAND CHOLA | CHENNAI

Place your brand at the centre of the industry's next conversation.



THE OPPORTUNITY

The room where the industry moves forward

A concentrated setting for meaningful access, category conversation and premium visibility.



700+

POTENTIAL DELEGATES

3

DAYS OF INFLUENCE

2

CONFERENCE STAGES

Three days. One strategic journey.

**DAY
1**

AUTHORITY & ARRIVAL

Press conference | leadership | opening evening

**DAY
2**

INSIGHT & ENGAGEMENT

Main stage | technical forum | exhibition | gala

**DAY
3**

INSPIRATION & CLOSE

Motivational session | closing | final recall

A complete paint-and-coatings ecosystem

● Paint manufacturers

● Chemistry & materials

● Plant & process

● Quality & innovation

● Packaging & supply

● CEOs, policy & media

SPONSORSHIP ARCHITECTURE

Choose the level of leadership your brand deserves

Shape the partnership around your objective, audience priority and desired level of ownership.

TITLE (EXCLUSIVE)	Defining brand relationship Naming association dominant 3-day visibility curated leadership platform	SPONSORSHIP AMOUNT INR : 40 lacs
DIAMOND (LIMITED)	Premium hierarchy Priority stage presence content opportunity premium hospitality	SPONSORSHIP AMOUNT INR : 30 lacs
PLATINUM (LIMITED)	Conference leadership Conference branding curated forum exhibit + hospitality	SPONSORSHIP AMOUNT INR : 20 lacs
GOLD (LIMITED)	Broad visibility Shared LED venue touchpoints exhibit presence	SPONSORSHIP AMOUNT INR : 13 lacs
SILVER (LIMITED)	Partner ecosystem Recognition souvenir visibility delegate access	SPONSORSHIP AMOUNT INR : 8 lacs

Ownable conference moments

DAY 1	Press conference opening ceremony welcome reception registration & delegate kit
DAY 2	Main hall technical forum keynote & panel exhibition CEO lounge lunch & tea
GALA	Presenting partner entertainment cocktail reception dinner red carpet & photo wall
DAY 3	Motivational session closing ceremony farewell networking final brand recall

Core Package Benefit Matrix

Benefit	Title Sponsor	Diamond Partner	Platinum Partner	Gold Partner	Silver Partner
Available inventory	1	2	5	12	20
Official association	Exclusive Presenting Sponsor	Premium Co-Presenting Partner	Platinum Partner	Gold Partner	Silver Partner
Conference naming rights	Included	Not included	Not included	Not included	Not included
Sector exclusivity	Written sector exclusivity	May be agreed by subcategory	Not standard	Not standard	Not standard
Press conference visibility	Top-tier backdrop and media-kit logo	Premium backdrop logo	Partner logo band	Shared logo grid	Shared logo grid
Inauguration address	8 minutes	Senior representative acknowledgement	Acknowledgement	Selected-block acknowledgement	Partner reel
Main-stage thought leadership	1 × 5 minutes	Panel nomination	Panel nomination	Not included	Not included
Technical presentation	1 × 20 minutes	1 × 20 minutes	1×15 minutes or panel	Not included	Not included
Sponsor AV plays	Up to 4 × 30 sec	Up to 3 × 30 sec	Up to 2 × 20 sec	1 × 20 sec	Not included
Stage LED visibility	Dominant across anchor moments	Premium rotation	Strong rotation	Shared rotation	Shared logo grid
Venue branding zones	Up to 8	Up to 6	Up to 4	Up to 3	Up to 2 shared
Pre-function Area Pavilion	432 sqft	288 sqft	216 sqft	120 sqft	100 sqft
Outdoor Branding	Composite Logo Presence across all branding	Composite Logo Presence across all branding	Composite Logo Presence across all branding	Composite Logo Presence across all branding	Composite Logo Presence across all branding
Delegate passes (Non Resident)	10	8	6	4	2
Hosted rooms for 2 nights	2 DOUBLE OCCUPANCY, 1 SINGLE OCCUPANCY	1 DOUBLE OCCUPANCY 1 SINGLE OCCUPANCY	1 Twin Sharing	1 Twin Sharing	NA
CEO-lounge passes	4	3	2	1	NA
Souvenir advertising	2-page spread	1 premium full page	1 full page	1 half page	1 half page
Technical article	Up to 2 pages	Up to 2 pages	Up to 1 page	Not standard	Not included
Digital/social acknowledgements	Up to 8	Up to 6	Up to 4	Up to 3	Up to 2
Gala-night recognition	Featured	Premium	Standard	Logo acknowledgement	Logo acknowledgement
Consent-based lead capture	At own booth/activation	At own booth/activation	At own booth/activation	At own booth/activation	At own booth/activation
Felicitations	On-stage memento	On-stage memento	On-stage memento	On-stage acknowledgement	Certificate / acknowledgement
Website Presence	Yes	Yes	Yes	Yes	No
Sponsorship Value (₹ lakh)	40	30	20	13	8

Important: speaker slots are subject to IPA's programme curation; artist name/image usage requires separate contractual approval.

THE BRANDING CANVAS

A connected presence across every delegate moment

25 curated touchpoints from arrival through content, hospitality, celebration and farewell.

ARRIVAL & WELCOME

- Approach & entrance
- Registration desk
- Badge & lanyard
- Delegate kit
- Screens & media wall
- CEO lounge / pre-function

CONTENT & ENGAGE

- Main-stage LED
- Stage environment
- Technical-stage LED
- Technical-hall entrance
- Exhibition arrival
- Sponsor booths

HOST & CELEBRATE

- Tea & lunch branding
- Gala entrance & red carpet
- Gala-stage LED
- Cocktail & dinner
- Charging lounge
- Wi-Fi landing page

EXTEND & GOVERN

- Conference souvenir
- Email / mobile agenda
- Sustainability touchpoints
- IPA master playlist
- Venue / hotel approvals
- Consent-led data capture

SPONSORSHIP INVESTMENT

Let's design the right partnership.

Tier-wise amount fields are provided on the sponsorship architecture page for final commercial insertion.

SPONSORSHIP CONTACT NAME - Mr. Ramesh Thothadri

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