

3rd
Edition

Organised by



Ace Exhibitions

An International Expo
for the Growth of Indian

Coating & Painting Industry

3rd Edition

COAT INDIA 2022®

22 23 24

August 2022

Pragati Maidan,
Hall No. 7, 8, 9, 10 & 11
New Delhi

www.coatindia.co.in



2018



70+
Top Brands



120+
Exhibitors



6000+
Visitors

2019



100+
Top Brands



150+
Exhibitors



8000+
Visitors

2022

Expecting



150+
Top Brands



200+
Exhibitors



10,000+
Visitors

After the first two successful editions, India's largest and dedicated exhibition on painting and coating technologies—**Coat India 2022**—is into its third edition this August.

The three-day international platform will cover every facade of the painting and coating industry—right from raw materials, formulation, application, technology, equipment, finishing, quality assurance, recycling and disposal.

Manufacturers in this industry are constantly reeling under the pressure to innovate, to advance their technologies and to work with new materials applications and quality assurances.

In such a scenario, Ace Exhibitions aims to facilitate is the stakeholders of the industry through the dedicated **Coat India 2022** show. The expo spans the entire range of international products and services in the supply chain for industrial painting and coating technology. The wide spectrum of products extends from spray guns, equipment and materials to automation technology—everything related to the industry will be on display at the show.

Exhibitor Benefits

- Have cost-effect access to over 150 top brands
- Exhibit your latest and innovative products and services, future technologies to over 10,000 enthused audience
- Launch new products and services
- With the entire painting and coating community under one roof, it will help to gauge instant market reactions and feedback on latest products and services
- Can engage directly with a large gathering of global industry buyers and investors, and can build strategic business alliances
- Unrivalled networking and business matchmaking opportunity with industry professionals from across the globe
- Can elevate market position and intensify brand visibility instantly

Don't miss the opportunity to showcase your brand, products and services as a leader within the industry.

Exhibitors Profile

- Manufacturers of paints and coatings such as liquid paints, powder enamals, decorative paints
- Manufacturers of pre-treatment and corrosion prevention chemicals
- Manufacturers of drying and hardening agents, etc
- Manufacturers and distributors of raw materials for coatings, inks and adhesives such as oils, fatty acids, natural/synthetic resins, intermediates, pigments, fillers, extenders, dyes, solvents, plasticisers, etc
- Manufacturers of paint and coating application systems
- Manufacturers, importers and dealers of equipment, machine, automation, conveying and handling systems, etc
- Manufacturer and distributors of raw materials and ingredients, processing, packaging and labelling
- Manufacturers of testing, inspection and validating equipment
- Certification services, regulatory environment

Visitors Profile

Paint and surface coating being widely used across many other industry verticals, the show will provide an opportunity for the exhibitors to create new business opportunities across chemical processing, biopharma, oil and gas, shipping and ports, power, speciality chemicals, industry automation, water, EPC, etc. Buyers are also expected from sectors like aerospace, automobile, boiler and turbines, cement, chemical and pharma industry, construction, defence, electronics, energy, engineering, food processing, iron and steel, oil and gas, railways, etc

How We Attract Visitors

- Promotion is done through various media partners like Tradeindia, Tender 247.com, 10 Times, Four Square Media, Alibaba.com and Trade4India.com
- We promote through Radio FM, different print media, online portals, and industry magazines
- Our media partner also does promotions for us
- We also promote through e-mailer campaigns, SMS to the industry data, more than 1 lakh hard copy invitations to the industry, telephonic invitations
- Promotions via social media platforms and through PR agency
- We market through Big Buyer Program
- Promotion is done through industry associations
- Promotion of the show is done in industrial clusters through ATL (above the line marketing) and BTL (below the line marketing,) activities. These activities entail mass media methods so as to target a wider audience. We also target a small but specific industrial group.

Exhibit Space Cost



- **Shell Space Rate:**
USD \$ 400 / sqm
(Minimum booth: 9 sqm)

- **Raw Space Booth:**
USD \$ 300 / sqm
(Minimum 18 sqm)

Sponsorship

- **Platinum Sponsorship:**
USD \$ 30000

- **Gold Sponsorship:**
USD \$ 20000

- **Silver Sponsorship:**
USD \$ 15000

- **Dinner Sponsorship:**
USD \$ 15000

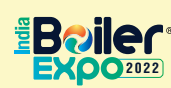
- **Lanyard & Badge:**
USD \$ 5000

- **Bag Partner:**
USD \$ 4000

*GST applicable on above rates



Co-Located Shows



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For Booth Booking & Sponsorship Enquiries, Contact:

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