

POST-SHOW REPORT 2023

mediaexpo NEW DELHI

14 | 15 | 16 September 2023

Hall 9, 10 & 11, India Expo Centre
& Mart (IEML), Greater Noida



SHOW PROFILE

The 51st edition of Media Expo New Delhi 2023 concluded with a bang!


Offering the advertising and media industry experts and enthusiasts an enriching experience, Media Expo New Delhi 2023 ended with a comprehensive showcase of the evolving landscape of indoor-outdoor advertising, branding and signage. The event featured advanced products and technologies that are revolutionizing the way brands design and produce large format marketing materials.

Media Expo New Delhi once again proved to be a valuable platform for visitors to network, gain knowledge, find collaborators and identify new approaches for their business.

Date : 14 – 16 September, 2023

Venue : India Expo Centre & Mart Ltd (IEML), Greater Noida

Organised by:

 messe frankfurt

SHOW STATISTICS



150
Exhibitors



11,187
Trade Visitors



10,000 sqm
Exhibition Area

EXHIBITOR OVERVIEW

350+ Brands
to explore

500+ Products
displayed

96%

Exhibitors
were satisfied
with their
participation
at the fair

96%

Exhibitors
were satisfied
with new
contact
development

94%

Exhibitors expect
post fair business

93%

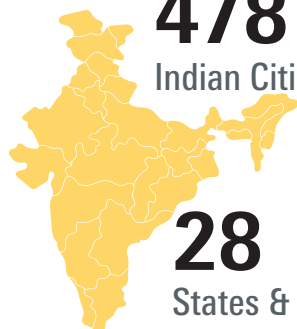
Exhibitors were
satisfied by meeting
the relevant visitor
target group

VISITOR OVERVIEW



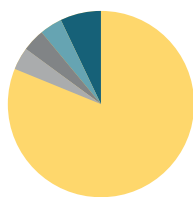
21 Countries

5 Continents



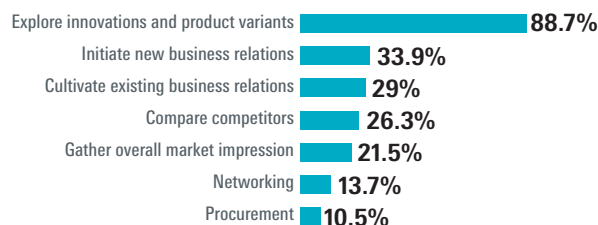
478
Indian Cities

28
States &
8 UTs



West 9.3%
South 5.3%
North 74.5%
Central 5.6%
East 5.3%

Business objectives of the visitors



97%

Visitors were
satisfied by the
attainment of
their objectives

97%

Visitors were
satisfied overall
with their visit
to Media Expo
New Delhi
2023

95%

Visitors were
satisfied by the
vendor-supplier
contact
development

94%

Visitors we
satisfied by
finding out new
products and
technologies
displayed

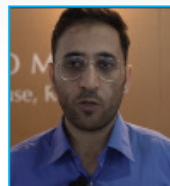
EXHIBITOR TESTIMONIALS

We are the largest flag banner, fabric signage and LED backlit fabric light box manufacturers in India along with a 55,000 sq ft fabric factory in Mumbai and six branches across India and a manufacturing unit in Dubai. It's been a while I have participated in Media Expo New Delhi but, this time I am very glad to have participated in the show. It has been an amazing experience overall in terms of great footfall, the quality of people, the right kind of clientele you need and no riff-raff crowd. I would rate Media Expo New Delhi 2023 9 on a scale of 1-10 and would definitely love to participate next year in the show.



Mr Dalvir Singh Nagi
Director,
The Flag Company

Mostly the printing industry is dominated by the use of flex and we know we cannot recycle flex. So here by participating at Media Expo New Delhi we are offering alternates to flex and other solutions for indoor signages and indoor furniture. The type of response that we got from Media Expo New Delhi was quite amazing. We are very much happy and satisfied with the type of clientele we received at the expo.



Mr Abhinesh Khullar
Director,
Janus Communication

The overall experience has been very nice. We have been exhibiting and taking part in this exhibition since last five years and the crowd that comes over here is very good. The visitors are from all across India particularly from South India which helps us in expanding our business in the southern region as well. We are exhibiting digital printable substrates and LED modules, acrylic sheets, polymeric products, and are importing inks and power supply. We have also come up with new brands like Adver – a premium brand and Inox which we are displaying here.



Mr Mayank Agarwal
Director,
Signmax EXIM Pvt Ltd

VISITOR TESTIMONIALS

I had an opportunity to partner with Media Expo New Delhi and Mumbai earlier. Today, I came here to attend especially to understand the importance of fabric in future. I think if fabric association through Messe Frankfurt Trade Fairs India also invites outdoor advertisers then the sales will boost and the pollution that happens from PVC flex can reduce upto or more than 50% in next one year. This market needs fabric flex and fabric printers because we want to make the nation free from pollution and offer future generations lot more. I thank Messe Frankfurt Trade Fairs India for the newness they bring every time, offering various media sources and bring together various countries in the indoor-outdoor advertising and media industry. We can see the spirit of the show aligned with the governments' vision of Swachh Bharat and Vocal for Local.



Mr Satya Prakash
Director, Reshu
Advertising Pvt Ltd

On my visit to Media Expo New Delhi, I got to see a lot of new technologies. I wanted to start something new and on my visit to the show, I got to see what is coming up in the market. I saw several new machines for signage and different media and I got in touch with some companies. The best part is that all the good companies are here and we get to know them personally. In the market it is generally the agents who deals and here it is the company itself that comes in contact with the client which makes a big difference. Overall, it has been a great experience at Media Expo New Delhi.



Mr Deepak Sharma
KD Graphics

SEE YOU IN 2024

MUMBAI

9 | 10 | 11
MAY 2024



MEDIA PARTNERS



SUPPORTING ASSOCIATIONS



For more information, please contact:

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