



**ENERGIZE
EMPOWER
EAST**

Unfolding the Unexplored – Where Need Meets Solutions

January 20-21, 2022
at Biswa Bangla Convention Centre, Kolkata

THE JOURNEY SO FAR

E3 the flagship programme of IEEMA, Eastern Region (ER) started its journey in 2008 with a moderate beginning. The programme have always had its focus on pioneering new concept and initiatives. There was no regional flagship programme of IEEMA across regions but IEEMA Eastern Region (ER) have always been bestowed with visionary leaders who have gathered together to put their innovative minds in creating a platform where the future roadmap of power sector would be discussed at length and deliberated upon. The biggest advantage it gave, was not to only identify the pain points but also the biggest opportunities, those challenges offered. In its various editions, E3 have assembled some of the coveted minds of the industry to deliberate upon burning topics, some of the new technologies and also the products and services. It has always been able to attract the who's who of the power sector because of its uniqueness and innovativeness.

Since 2008, E3 have evolved with the time and added new feathers in its cap and the stakeholders have always looked forward to the next edition because every single time it produced something new and exciting which have increased the curiosity and eagerness. In its past editions, it has talked about T&D sector, Business opportunities in ASEAN and SAARC, the potential of North-East as a region in terms of development in the power sector and many more such thought provoking ideas. These initiatives have always been first of its kind in terms of its positioning and offering. Be it Buyer-Seller Meet or outreach to overseas market or even creating a platform for bringing Power Ministers of eastern region under one umbrella.





THE ROAD AHEAD

As we know, that power sector is reeling under the havoc caused by the pandemic and looking for directions to reenergize the industry. IEEMA, ER have once again taken the baton in its hand.

The 3rd edition of E3, is coming back in 2022 in Biswa Bangla Convention Centre, Kolkata on 20th & 21st Jan'22 in physical mode and once again it is back with absolutely fresh ideas and value additions for the members and the stakeholders. This edition talks about new and direct business opportunities in sectors which is beyond the conventional business route of state electrical utilities. The focus is to identify and penetrate large sourcing requirement of electrical equipment of various organization apart from state electrical utilities.

The forthcoming journey is once again going to be really exciting and we feel should leave our stakeholders with huge landscape to reach out to new stakeholders and new businesses.



STAR ATTRACTIONS OF THIS EDITION

ER Power Minister's Meet

E3 2022, will bring out a unique opportunity for the members and the stakeholders to interact with the policymakers, listen to their visions about the power landscape in their respective states and its implications on ground. This kind of session is happening once again for the very first time in IEEMA where Power Ministers from various Eastern states would be there to address the august gathering.



Discussion and Interaction with Powergrid

National Transmission giant, Powergrid, have ambitious plans of expanding their transmission network in the North East and it presents our members with a mouth-watering prospect of listening to their future projects and come to know about their CAPEX plans in the next 3-5 years. We are sure that members would be glued to their seats as they unfold their plans gradually.



Tete-a-Tete with promineny Utilities of the East

Next take on in the new and direct business opportunities will be direct discussion with prominent utilities of the east who would be presenting their respective direct opportunities and the procurement plans in short term.



Knowledge Conclave

E3 has been a pioneer in bringing new aspects for the direct and indirect stakeholders and one of the essential part of it, is Industry-Academia Connect. The forerunners among the top technical training institutes of the east will be there to enlighten the industry on how the synergy will be created to cater to the needs of the industry. It would also bring forth some of the prominent start-ups in the electrical sector who have made a name in the industry with their products and services and introduced innovative technologies.



Road to Atmanirbhar Bharat

Today the biggest need of the hour for our members to get business from every possible areas and to cater to that E3 has once again stepped forward and created a conducive platform for our members to open new business opportunities in new and unconventional sectors.



We have invited sectors such as:

 <u>Steel</u>	 <u>Coal & Mining</u>	 <u>Cement</u>	 <u>Railways</u>
 <u>Ports</u>	 <u>Smart Cities & UD</u>	 <u>Defence</u>	 <u>Airports</u>

E3 have opened door to the unlimited business opportunities these sectors will present with focused presentation and discuss on their CAPEX Plans.



Buyer-Seller Meet

The most awaited and never seen before activity will be in this edition will be the most unique and first of its kind Buyer-Seller Meet which will give insight to the participants into the direct business opportunities in sectors where the buyers and the sellers will be engaged into discussions real time procurement need and how they can empanel themselves into their vendor registration process. E3, is making the impossible the possible to bring so many stakeholders with their various need and requirement under one umbrella over an action packed two day programme.

SPONSORSHIP CATEGORIES

Grab this opportunity before it is taken by others

Powered By Sponsor

Members Amount ₹7,50,000

• Event Gate Branding • Multiple Venue Branding - Inside & Outside (Positions would be finalised after recce by OC) • Inside venue LED Panel Branding • IJ Advertisement (soft copy) • Corporate film • BSM Hall Branding • Thank You Sponsor panels • VIP Lounge Branding • Conference Hall Branding • Stationary Branding • Octanorm stall • Branding in Virtual platform • Branding in Promotional Collaterals • 10 Complimentary Delegates in Conference sessions • 20 Complimentary BSM Meetings

Principal Sponsor

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Session Sponsor

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• Session Branding (physical & virtual) • 2 Complimentary Delegates in Conference sessions • 5 Complimentary BSM Meetings

Table Space

Members Amount ₹25,000 | Non-Members Amount ₹30,000

• Physical display of brochure & company collaterals • 1 Complimentary Delegates in Conference sessions • 5 Complimentary BSM Meetings"

BSM Table Top

Members Amount ₹2,00,000

• Branding on BSM Meeting Tables • 4 Complimentary Delegates in Conference sessions • 10 Complimentary BSM Meetings

BSM Cubicle

Members Amount ₹2,00,000

• Branding on BSM Hall Cubicals • 4 Complimentary Delegates in Conference sessions • 10 Complimentary BSM Meetings

BSM Registration

Members Amount ₹1,25,000 | Non-Members Amount ₹1,50,000

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Members Amount ₹1,50,000 | Non-Members Amount ₹1,75,000

• Branding on Delegate Kit • 3 Complimentary Delegates in Conference sessions • 6 Complimentary BSM Meetings

Lanyard

Members Amount ₹1,00,000 | Non-Members Amount ₹1,25,000

• Branding on Lanyard • 3 Complimentary Delegates in Conference sessions • 5 Complimentary BSM Meetings

Lunch Sponsor

Members Amount ₹2,50,000 | Non-Members Amount ₹2,75,000

• Thank You Sponsor Standee at Lunch area • 5 Complimentary Delegates in Conference sessions • 5 Complimentary BSM Meetings

CEO Night Dinner

Members Amount ₹4,00,000

• Thank You Sponsor Standee at Dinner area • Branding in the Backdrop • Branding on CEO Night Invitation Card • 10 Complimentary Delegates in Conference sessions • Complimentary BSM Meetings

Water Bottle

Members Amount ₹60,000 | Non-Members Amount ₹1,00,000

• Branding on Water Bottles/Water Jars • 2 Complimentary Delegates in Conference sessions • 5 Complimentary BSM Meetings

**WE ARE SURE
YOU WOULD NOT
LIKE TO MISS OUT ON
THE OPPORTUNITY.
SO LET'S LOOK
FORWARD TO MEET
AND GREET AT E3 2022**

**STEP FORWARD AND
BE A PROUD PARTNER OF**



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January 20-21, 2022

at Biswa Bangla Convention Centre, Kolkata

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