



17th -19th July 2026
Chennai Trade Centre, Chennai
India

Show Proposal



Why you should exhibit

Broadcast Media & Cinema Expo (previously Cinema Today) is a premier trade show for **production and post-production** tech. The 2026 edition will be held in Chennai, South India's media hub. The region hosts **3 of India's 4 largest film industries, 4,600 cinema screens (~50% of India's total), and 180 TV channels**, reaching **a third of viewers** nationwide. It is also home to a growing network of **digital content creators**, who are redefining broadcast, storytelling, and audience engagement across platforms. Co-located with Image Today Asia, a leading photography and videography exhibition, the show is a gateway to a key hub for film, television, and digital media.

Exhibit profile

Cameras | Camera Lenses | Lighting | Cinematography Equipment (e.g., rigs, cranes) | Animation & Special Effects | Audio Equipment | LED Walls | Production Switchers & Control Systems | Editing Software | VFX Software | Colour Grading Software | Audio Post-Production Software | MAM & Archiving Software | Post-Production Hardware (e.g., workstations, storage media) | Immersive Technologies | Virtual Studios | Streaming & IP Production Tools | Monitors & Displays | Cables, Connectors & Power Solutions

Visitor profile

Television Networks | Film & Television Studios | Streaming Platforms | Production Houses | Post-Production Studios | Cinematographers | VFX & Animation Studios | Gaming Studios | Digital Content Creators & Influencers | Film Distributors | Regional Content Aggregators | Podcast Platforms | Creative & Advertising Agencies | Journalists | Training Institutes (e.g., VFX, film) | Relevant Industry Associations

Past visitors

(non-exhaustive)



PUTHIYA
THALAIMURAI
NEWS CHANNEL



TAMIL
FILM
PRODUCERS
COUNCIL



Exhibiting Opportunities

Space Only (per sqm) (Min. 18 sqm)	Shell Scheme Stand (per sqm) (Min. 9 sqm)
INR 9200 Domestic exhibitors	INR 9500 Domestic exhibitors
USD 250 International exhibitors	USD 270 International exhibitors
Space only rate includes: <ul style="list-style-type: none">Floor space ready for you to design and build your own custom standBasic stand cleaningInclusion in the show exhibitor list and other show promotional materialFree entry tickets for your customers1 x exclusive social media posts on show and organizers' pagesAccess to a wide range of sponsorship, promotional and event opportunities throughout the year and during the showAbility to organise private meeting space at additional cost	Shell scheme rate includes: <ul style="list-style-type: none">Exhibitor benefits as listed in the space only ratesPremium quality stand walls (8ft (h))Company name and stand number1 x table, 2 x chairs. 3 x spotlights, 1 x 5 amp power point for every 9 sqmOption to upgrade and add graphics to wall panels at additional cost

Additional Power: INR 2,500 / 30 USD per KVA (Cabling & Consumption)
Connection Charges : INR 1,500 / 20 USD per KVA
All rates are subject to an additional 18% GST

Special benefits*

- 1** 2025 Exhibitors : INR 9,000 / USD 100 Discount per 9 sqm
- 2** **Early Bird Benefit:** INR 9,000 / USD 100 Discount per 9 sqm (only applicable if 100% payment is received before 31st December 2025)
- 3** **Referral Benefit:** INR 9,000 / USD 100 Discount per 9 sqm for both the referring and referred company

All three benefits are cumulative and can be availed together.

*Terms and conditions apply, for further details please write to divya@buysellinteractions.com

Strategic Partnership Opportunities

Title Partner x 1 INR 15,00,000 / USD 17,000

Stall Area

- Domestic exhibitor: 60 sqm space in prime location
- International exhibitor: 45 sqm space in prime location

Conference

- Partner video to be played ahead of each conference day (<1 min)
- 2 x 25 minute conference slots of preferred type (keynote session / workshop slot / panel participation)

Digital and Media Outreach

- Co-branding with event logo across all marketing material
- Title Partner banner on the show website with partner's web link
- 2 exclusive email blasts to target visitor database
- 1 exclusive SMS promotion with Partner's offer (text limit 160 characters) to target visitor database
- 10 x exclusive social media posts on show and organizer's pages
- 1 x quarter page ad space in show newsletter (both digital and physical)

On-site branding

- Logo branding on on-site banners (main arch, hall arch)
- 2 x 14ft (h) x 10ft (w) exclusive banners at show entry
- 4 x (7ft (h) x 3ft (w)) buntings inside the exhibition hall

All rates are subject to an additional 18% GST



Entrance arch



Newsletter

Strategic Partnership Opportunities

Platinum Partner x 1

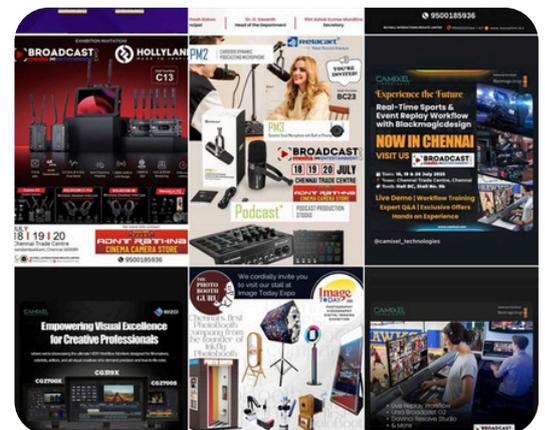
INR 10,00,000 / USD 11,500

Stall Area	<ul style="list-style-type: none"> Domestic exhibitor: 45 sqm space in prime location International exhibitor: 33 sqm space in prime location
Conference	<ul style="list-style-type: none"> Partner video to be played ahead of each conference day (<30s) 1 x 25 minute conference slots of preferred type (keynote session / workshop slot / panel participation)
Digital and Media Outreach	<ul style="list-style-type: none"> Co-branding with event logo across all marketing material Platinum Partner banner on the show website with partner's web link 1 exclusive email blast to target visitor database 1 exclusive SMS promotion with Partner's offer (text limit 160 characters) to target visitor database 7 x exclusive social media posts on show and organizer's pages 1 x quarter page ad space in show newsletter (both digital and physical)
On-site branding	<ul style="list-style-type: none"> Logo branding on on-site banners (main arch, hall arch) 1 x 14ft (h) x 10ft (w) exclusive banner at show entry 2 x (7ft (h) x 3ft (w)) buntings inside the exhibition hall

All rates are subject to an additional 18% GST



Hall arch



Social media promotions

Strategic Partnership Opportunities

Gold Partner x 2

INR 5,00,000 / USD 5,500

Stall Area	<ul style="list-style-type: none"> Domestic exhibitor: 36 sqm space in prime location International exhibitor: 18 sqm space in prime location
Conference	<ul style="list-style-type: none"> Partner video to be played ahead of each conference day (<30s) Panel participation
Digital and Media Outreach	<ul style="list-style-type: none"> Co-branding with event logo across all marketing material 5 x exclusive social media posts on show and organizer's pages Logo in show newsletter (both digital and physical)
On-site branding	<ul style="list-style-type: none"> Logo branding on on-site banners (main arch, hall arch) 1 x 14ft (h) x 10ft (w) exclusive banner at show entry 1 x (7ft (h) x 3ft (w)) bunting inside the exhibition hall

Silver Partner x 3

INR 3,50,000 / USD 4,000

Stall Area	<ul style="list-style-type: none"> Domestic exhibitor: 30 sqm space in prime location International exhibitor: 15 sqm space in prime location
Conference	<ul style="list-style-type: none"> Partner video to be played ahead of each conference day (<30s) Panel moderator opportunity
Digital and Media Outreach	<ul style="list-style-type: none"> Co-branding with event logo across all marketing material 3 x exclusive social media posts on show and organizer's pages Logo in show newsletter
On-site branding	<ul style="list-style-type: none"> Logo branding on on-site banners (main arch, hall arch)

Conference Opportunities

Conference Title Partner x 1

INR 10,00,000 / USD 11,500

Stall Area	<ul style="list-style-type: none"> Domestic exhibitor: 30 sqm space in prime location International exhibitor: 18 sqm space in prime location
Conference	<ul style="list-style-type: none"> Partner video to be played ahead of each conference day (<1 min) 2 x 25 minute conference slots of preferred type (keynote session / workshop slot / panel participation)
Digital and Media Outreach	<ul style="list-style-type: none"> Conference Title Partner banner on the conference page of show website with partner's web link 2 exclusive email blasts to target visitor database 1 SMS promotion with Partner's details (text limit 160 characters) to target visitor database 10 x social media posts on show and organizer's pages 1 x quarter page ad space in show newsletter (both digital and physical)
On-site branding	<ul style="list-style-type: none"> Logo Branding on the Conference notepads Logo Branding on the back drop in the Conference Hall Logo Branding on the Conference schedule

Conference Slot

INR 15,000 / USD 175

- 25 minute seminar slot



On-site Branding

Visitor Lanyards and Badges (Online + Print)

INR 6,50,000 / USD 7,000

- Logo branding on visitor lanyards and badges to maximise brand exposure. Quantity: 30,000 badges @ INR 22
- Artwork will be shared for approval



Registration Counter

INR 2,50,000 / USD 3,000

- Logo branding on registration counter panels to ensure instant visibility with all visiting stakeholders

VIP/Exhibitor Lounge

INR 1,50,000 / USD 1,750

- Logo branding on the inside and outside panels of the VIP/Exhibitor Lounge to increase visibility of your organisation with high-value stakeholders



Exhibition Hall Bunting - 7 ft (h) x 3 ft (w)

INR 10,000 / USD 115

- Limited quantity available
- 2 ft space in height will be added by the organizer to the branding for the show logo
- Print ready CDR and PDF files of the artwork are to be provided by the company via email

On-site Branding

Exclusive Banner at entry

INR 25,000 / USD 285

- 14 ft (h) x 10 ft (w) exclusive banner at show entry
- Limited quantity available
- Print ready CDR and PDF files of the artwork are to be provided by the company via email



Branding on Lamp Pole - 9 ft (h) x 3 ft (w)

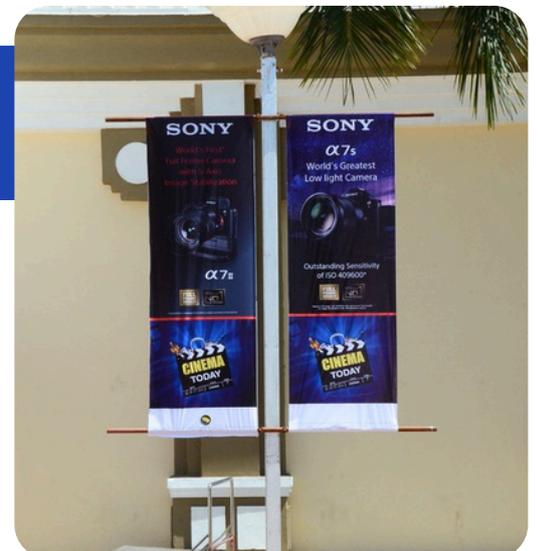
NR 15,000 / USD 175

- Double-sided banners will be placed on poles on the main road leading from the entrance gate of the venue to the exhibition hall
- Limited quantity available
- 3 ft space in height will be added by the organizer to the branding for the show logo
- Print ready CDR and PDF files of the artwork are to be provided by the company via email

Branding on Lamp Pole - 3 ft (h) x 2 ft (w)

INR 10,000 / USD 115

- Double-sided banners will be placed on the lamp poles in the walkways near the exhibition hall
- Limited quantity available
- 2 ft space in height will be added by the organizer to the branding for the show logo
- Print ready CDR and PDF files of the artwork are to be provided by the company via email



Digital and Media Outreach Opportunities

Ad Space in Show Newsletter

50,000 INR / 570 USD

- 1 x quarter page ad space in show newsletter (both digital and physical) show newsletter which will be circulated to visitor database
- CDR and PDF files of the artwork are to be provided by the company via email



Product News

Exciting New Showcase at Broadcast Media Cinema Expo 2026



Company Ltd. will showcase its latest innovations in broadcast and cinema technology—including advanced 4K cameras, live production tools, and post-production solutions—at the Broadcast Media Cinema Expo 2026, held July 17-19 at Chennai Trade Centre (Stand X.YY).

Email Marketing

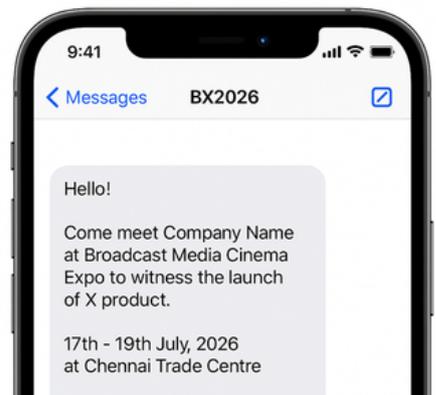
20,000 INR / 225 USD

- Email blast with Partner's details to visitor database
- Mail ready version of the content is to be provided by the company via email

SMS Marketing

25,000 INR / 285 USD

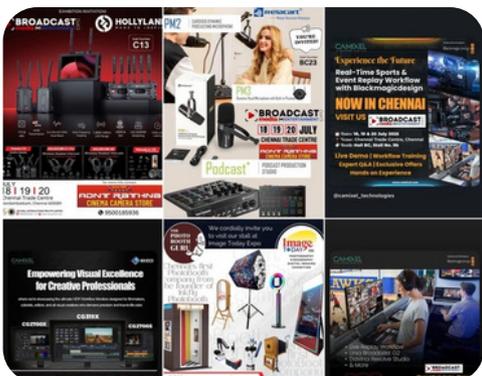
- SMS promotion with Partner's offer (text limit 160 characters) to visitor database
- Content to be shared by the company by email



Social Media Marketing

10,000 INR / 115 USD

- Design and paid promotion of a social media post for the partner
- Artwork will be shared for approval



Very good show, all the aspects of the Cinema & Television industry are present under one roof. I am really happy to have come here.

Devi Sri Prasad, Music Director



What an incredible response at Broadcast Media & Cinema Expo 2025. Thank you for making our booth a creative hotspot!

Camixel Technologies



I came here, hearing the positive response from the film industry. I am very impressed. This is needed and useful for people like us.

T.G. Thyagarajan, Producer



Our booth is buzzing with content creators, system integrators & media professionals discovering what's next in AV and live production tech.

Skywire Broadcast



For bookings, please contact:

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