

[www.terrapinn.com/metrorailasia](http://www.terrapinn.com/metrorailasia)



**8-9 October 2014**  
**Mumbai, India**

**Featuring India's most reputable  
metro authorities & operators**

India's leading metro rail industry  
gathering

created by  
**terrapinn**  
use your brain

# THE Big Idea

*Metro Rail Asia* is where C-level rail authorities, operators and solutions providers come together to gain and share the latest updates on industry development, challenges and opportunities. Supported by all key stakeholders, it is the definitive high-level conference for the metro rail industry.

It is a place where C-level networking and innovation is showcased, learning is done and new business contacts are made.

For organizations seeking to gain a competitive edge and demonstrate expertise, *Metro Rail Asia* is the event that will secure your business' growth in India's metro rail industry.

## **It focuses on everything metro authorities and operators need to know:**

- How to implement optimum rolling stock and signaling systems to meet metro expansion plans
- How to drive operational efficiency, safety and patronage through O&M best practices
- How to deploy the right energy efficient systems to reduce operational costs
- How to optimize project management strategies across construction and tunneling to minimize costs and drive on-time project delivery

## **Comprised of:**

- Two-day strategic conference
- An international exhibition open only to high-level delegates
- Online networking tool
- Fun cocktail parties

*"Metro Rail Asia 2012 conference was thought provoking, experiences sharing on Indian Metro scenarios, well organized & exceptionally good."*

Surjit Madan, Head – Rail Systems  
Louis Berger Group

## **Why Metro Rail Asia?**

Railway authorities and operators are continuously looking to deliver more innovative services, invest in new markets, streamline operational process and improve their network infrastructure.

## **Your customers are here to:**

- Identify and evaluate new technologies, markets and products
- Understand new business methods and processes
- Learn how to increase ROI from existing and new products
- Reduce operational costs
- Drive greater profits
- Learn best industry practices

To sponsor or exhibit call Sophia Ku on +65 6322 2720 or email [sophia.ku@terrapinn.com](mailto:sophia.ku@terrapinn.com)

4th annual  
**MetroRail 2012**  
 ASIA

10th Anniversary  
 Hyatt Regency, New Delhi



**SALIENT FEATURES OF DELHI METRO**

Inter station distance	1 to 1.1 km
Schedule speed	32 to 35 kmph
Frequency of train	3.0 min.
Design	underground elevated
PHPDT	60,000
Future PHPDT	80,000

4th annual  
**MetroRail 2012**  
 ASIA

Autark



# THE conference

*Metro Rail Asia* is a content-packed, two-day conference.

The event covers opportunity and strategy for operators and their partners to have face-to-face time with India's metro owners and capitalize on business opportunities particularly in India. Meet the decision-makers and industry executives who understand your solution at this highly interactive event.



#### **Key conference themes on the agenda:**

- Enhancing efficiencies
- Financing and funding models
- Project showcase
- Operations & Maintenance
- Construction – Project Management & Execution

#### **Other conference highlights include:**

- Best practice case studies
- Interactive round table discussions

#### **Supported by the key Indian authorities and operators, our speakers at Metro Rail Asia 2012 included:**

- P.R. K. Murthy, Chief – Transport & Communications, **Mumbai Metropolitan Region Development Authority**
- S.V.R. Srinivas, Additional Municipal Commissioner, **Mumbai Metropolitan Region Development Authority**
- N. Sivasailam, Managing Director, **Bangalore Metro Rail Corporation**
- G.R. Madan, Director, MRTS, Transport and Communications Division, **Mumbai Metropolitan Region Development Authority**
- N.C. Goel, Chairman and Managing Director, **Jaipur Metro Rail Corporation**
- Elias George, Managing Director, **Kochi Metro Rail Ltd.**
- N.K. Kumar, Chief General Manager, Project Finance, **Chennai Metro Rail Limited**
- C.K. Prasad, Deputy Chief Signal & Telecom Engineer, **Indian Railways**

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Silver Sponsors



serco

Bringing service to life



# YOUR opportunity

The exhibition hosts the world's leading solution providers and is attended by decision makers from across the world. In scale and experience, this event is unrivalled in especially in India.

The 2012 conference convened 120 high-level attendees, with 49% CXOs, Directors and Vice Presidents.

We bring your target market under one roof at one time so that you can generate new business leads and turn your prospects into customers.



## **We bring the customers to you**

*Metro Rail Asia* brings you face-to-face with key customers and prospects.

## **What a great opportunity to:**

- Make sales
- Debut new products to a targeted audience of decision-makers
- Profile your brand as a leader in the metro rail industry space
- Get face-to-face meetings with your best prospects
- Meet new business partners and suppliers
- Develop key relationships

## **Who will sponsor and exhibit**

- Rolling stock manufacturers
- Signaling solutions provider
- Communications and network solutions providers
- Ticketing, payments and billing technology
- Track maintenance/manufacturers
- Braking systems providers
- Power solutions, distribution and system providers
- Testing and safety assessors
- Steel manufacturers
- Construction companies
- Consultants
- CCTV providers
- Investment banks
- Any other leading organization that wants to do business with Asia's leading metro rail authorities and operators!

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# packages

## sponsorship & exhibitor

### Platinum sponsor

Take ownership of the event and demonstrate your prominence in the market.

#### Industry thought leadership

- 20-minute stand alone presentation on Day 1 morning of the conference program
- An additional client case study presentation OR your speaker on a panel session

#### Branding

- Free-standing banner positioned within the conference room (banner supplied by sponsor)
- Priority positioning of your corporate logo to appear on front of the conference brochure
- Priority positioning of your corporate logo to appear on all event advertisements
- Priority positioning of your corporate logo will be included on the on-site signage
- Priority positioning of your corporate logo to appear on the event website, with hyperlink to and from your website
- Seat drop of literature just before stand alone presentation

#### Company profiling

- Corporate insert (maximum 2 double-sided A5 pages) in the conference delegate documentation
- White paper or editorial content on the website and online blog
- 100-word company profile to appear on the relevant page of the website

#### Exhibition

- Table top exhibition stand for personal networking and product display opportunity (3m x 3m)

#### Enhanced networking opportunities

- 10 complimentary conference passes for your company's executives (excludes workshop entry)
- Up to 10 VIP invites to the conference, offering 15% discount courtesy of the sponsor (telesales support if required)
- Personalized emailing of conference brochures to sponsor's wish-list of contacts offering registration discounts of 15% courtesy of the sponsor (up to a maximum of 150 names)
- Full access to the online networking system





# packages

## sponsorship & exhibitor

### Gold sponsor

Enhance your market presence with the opportunity to showcase your industry experience and insight.

#### Industry thought leadership

- 20-minute stand-alone presentation on Day 1 afternoon of the conference program
- Chair or speak in a panel session

#### Branding

- Free-standing banner positioned within the conference room (banner supplied by sponsor)
- Your corporate logo to appear on front of the conference brochure
- Your corporate logo to appear on all event advertisements
- Your corporate logo will be included on the on-site signage
- Your corporate logo to appear on the event website, with hyperlink to and from your website

#### Company profiling

- Corporate insert (maximum 2 double-sided A5 pages) in the conference delegate documentation
- White paper or editorial content on the website and online blog
- 100-word company profile to appear on the relevant page of the website

#### Exhibition

- Table top exhibition stand for personal networking and product display opportunity (3m x 2m)

#### Enhanced networking opportunities

- 8 complimentary conference passes for your company's executives (excludes workshop entry)
- Personalized emailing of conference brochures to sponsor's wish-list of contacts offering registration discounts of 15% courtesy of the sponsor (up to a maximum of 150 names)
- Full access to the online networking system



# packages

## sponsorship & exhibitor

### Silver sponsor

Generate awareness and build your profile by contributing to the most critical industry issues.

#### Industry thought leadership

- 20-minute stand-alone presentation on Day 2 of the conference program

#### Branding

- Free-standing banner positioned within the conference room (banner supplied by sponsor)
- Your corporate logo to appear on front of the conference brochure
- Your corporate logo to appear on all event advertisements
- Your corporate logo will be included on the on-site signage
- Your corporate logo to appear on the event website, with hyperlink to and from your website

#### Company profiling

- Corporate insert (maximum 2 double-sided A5 pages) in the conference delegate documentation
- White paper or editorial content on the website and online blog
- 100-word company profile to appear on the relevant page of the website

#### Exhibition

- Table top exhibition stand for personal networking and product display opportunity (3m x 2m)

#### Enhanced networking opportunities

- 5 complimentary conference passes for your company's executives (excludes workshop entry)
- Personalized emailing of conference brochures to sponsor's wish-list of contacts offering registration discounts of 15% courtesy of the sponsor (up to a maximum of 150 names)
- Full access to the online networking system



# packages

## sponsorship & exhibitor

### Hospitality sponsor options

Conference lunch, refreshments and cocktail reception sponsorships are high impact and cost-effective.

#### Event presence

- An exclusive banner acknowledging sponsor as the Networking Cocktail sponsor to be displayed throughout the dinner (banner supplied by Terrapinn)
- Option: 1 banner supplied by the sponsor positioned within the lunch or drinks/cocktail area
- Branded placards on each buffet/cocktail table during lunch or drinks/cocktail reception
- Welcome address to introduce the hospitality function

#### Branding

- Your corporate logo to appear on front of the conference brochure
- Your corporate logo to be displayed as lunch/cocktail sponsor on the conference program. For example, "12:30, Lunch sponsored by.... (logo)"
- Your corporate logo to appear on all event advertisements
- Your corporate logo will be included on the on-site signage
- Your corporate logo to appear on the event website, with hyperlink to and from your website

#### Company profiling

- White paper or editorial content on the website and online blog
- 50-word company profile to appear on the relevant page of the website

#### Enhanced networking opportunities

- 2 complimentary conference passes for your company's executives.
- Personalized emailing of conference brochures to sponsor's wish-list of contacts offering registration discounts of 15% courtesy of the sponsor (up to a maximum of 150 names)
- Full access to the online networking system



# packages

## sponsorship & exhibitor

### Exhibitor

#### Exhibition

- Table top exhibition stand for personal networking and product display opportunity (3m x 3m)

#### Company profiling

- Logo to appear on all event advertisements, conference brochure, event website, front cover of conference proceedings and onsite signage
- 50 word company profile to appear on the sponsors' page of the website
- Hyperlink between the event website sponsor/exhibitor page and your website
- VIP invites to your clients to attend the conference, offering 15% discount courtesy of the sponsor (telesales support if required)

#### Networking

- 1 conference pass for company executive (excluding workshop entry)
- 2 exhibitor passes to host the stand (excluding conference and workshop entry)
- Full access to online networking tool for setting up sales meetings



get involved

If you'd like to become an exhibitor  
sponsor or speaker at the 2014's event  
Call Sophia Ku on +65 6322 2720 or  
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