



Label & Barcode EXPO

09 | 10 | 11
APRIL 2027

BIEC, Bengaluru, India



A premier exhibition featuring barcode systems, RFID tech, smart labels and tracking solutions, with exhibitors from printing, scanning and packaging automation sectors.



Organizer



MEDIA DAY
MARKETING

www.labelnbarcodeexpo.com

About the Expo

The barcode and label industry in India plays a pivotal role in supply chain management, retail, manufacturing, pharmaceuticals, logistics, and warehousing. With increasing emphasis on automation, traceability, and regulatory compliance, the sector has witnessed steady growth and diversification in applications.

Label and Barcode Expo is a premier B2B platform bringing together key stakeholders from the Barcode, Labeling, and allied industries. The expo showcases cutting-edge technology, sustainable materials, and intelligent packaging solutions driving India's fast-evolving industrial landscape.



Factors supporting the Label and Barcode Industry in the country

- ✓ Boom in E-commerce and Organized Retail
- ✓ Pharmaceutical and Healthcare Regulations
- ✓ Adoption of Warehouse & Supply Chain Automation
- ✓ Government Push for Standardization
- ✓ Food Safety & Compliance Norms
- ✓ Rising Demand for Anti-Counterfeit & Security Labels
- ✓ Technology Advancements
- ✓ Growth in Sustainable & Smart Packaging
- ✓ Export Market Expansion
- ✓ Consumer Engagement through Digital Labels



Key focus of the event

This unique platform will facilitate networking, knowledge sharing, and business opportunities in the Indian Label and Barcode Industry ultimately benefiting all participants.

The event provides a B2B platform for Barcode & Label Equipment Manufacturers, Label Material and Consumables Suppliers, RFID and Smart Label Solution Providers, Label design and printing software, Software for Asset tracking, and warehouse management, Automation and Integration Companies.

The Label and Barcode Expo aims to stimulate investment, fostering a platform for local and national investors and experts to share knowledge, exchange business ideas, and ultimately drive business growth. By bringing together industry stakeholders, the expo aims to promote trade, improve competitiveness, and increase the overall value of the sector.

Label and Barcode Expo helps in

- ✓ Exploring new technologies
- ✓ Finding solutions for home automation
- ✓ Networking with industry professionals
- ✓ Comparing products/prices
- ✓ Learning about energy efficiency and sustainability
- ✓ Discovering innovative lifestyle products

Industry Overview

India's label and barcode industry has evolved from basic product tagging to a critical component in digital supply chains, automation, and regulatory compliance. With growth in sectors like retail, pharmaceuticals, e-commerce, logistics, automotive, and food processing, the industry is on a sharp upward trajectory.

- ✓ Estimated Market Size (2025): ₹4,500–₹5,000 crore (USD ~550–600 million)
Growth Rate: CAGR of 10–12% over the past five years
- ✓ Employment: Over 50,000 people directly or indirectly
These sectors has tremendous scope for business development and growth.
- ✓ The industry is highly competitive, with several domestic and international players operating in the space.



Why should you exhibit in Label and Barcode Expo

Exhibiting in our events provides you a very good opportunity for growing your business and creating brand awareness. Exhibiting in our events will lead to

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- ✓ Lead Generation
- ✓ Branding
- ✓ Business generation through on-spot B2B meetings
- ✓ Tie-ups with FMCG and retail buyers
- ✓ An Excellent opportunity to showcase your company's latest innovations and products to leading Clients and visitors
- ✓ Brand exposure across India's booming Tier-II/III markets
- ✓ An Excellent opportunity to engage Face-to-Face with Prospective Clients.
- ✓ An Apt Platform to Connect with Right Partners for your business Needs
- ✓ Create new distribution channels and agents for your products in the region.

Our exhibitions provide you one of the best ways to build relationships with your customers. The credibility and exposure you gain in our exhibitions could be just what you need to increase sales.

Visitor Profile

- ✓ Visitors for Looking for barcode/RFID-based POS, packaging, and logistics solutions.
- ✓ Retail chain owners and managers
- ✓ E-commerce warehousing and logistics heads
- ✓ Supermarket and hypermarket buyers
- ✓ Logistics, Warehousing & Cold
- ✓ Chain companies needing labeling solutions for tracking, automation
- ✓ Cold storage operators
- ✓ Inventory and supply chain managers
- ✓ Label printing houses and flexo printers
- ✓ End-of-line automation engineers
- ✓ Packaging machinery importers and distributors
- ✓ IT, ERP & Software integrators
- ✓ System integrators
- ✓ Label software developers
- ✓ IT solution architects for retail, pharma, logistics
- ✓ Barcode scanner and printer distributors
- ✓ RFID tag
- ✓ Regulatory professions
- ✓ Quality, and Compliance Professionals
- ✓ Designers and Branding Agencies
- ✓ Brand consultants
- ✓ Advertising and label design agencies
- ✓ FMCG & Consumer Goods Companies
- ✓ Design & packaging development heads
- ✓ Product managers & brand teams
- ✓ E-commerce, D2C & Retail Brands
- ✓ Fulfillment and logistics heads
- ✓ Private label & procurement managers
- ✓ Commercial Printers & Print Service Providers
- ✓ Newspaper & magazine publishers
- ✓ Flexible packaging units (laminates, sachets)
- ✓ Industrial Buyers & OEMs
- ✓ Automotive parts manufacturers
- ✓ Electronics manufacturers
- ✓ Consumer durables manufactures
- ✓ Logistics and bulk packaging heads
- ✓ Warehousing and storage managers
- ✓ R&D Institutes
- ✓ Students & Academicians
- ✓ Packaging and printing technology students
- ✓ Magazines

Exhibitor Profile

- ✓ **Label Manufacturers & Converters**
 - Self-adhesive / pressure-sensitive label producers
 - Shrink sleeve label manufacturers
 - In-mold labels, heat transfer labels, wrap-around labels
 - Tamper-evident, security, and holographic labels
 - Biodegradable and sustainable label solutions
- ✓ **Barcode and RFID Technology Providers**
 - Barcode label manufacturers (1D, 2D, QR codes)
 - RFID tag, inlay, and smart label manufacturers
 - Near Field Communication (NFC) label suppliers
 - Integrated barcode + RFID solution developers
- ✓ **Software & IT Solutions Providers**
 - Label design and printing software (desktop & cloud-based)
 - Serialization, track & trace, anti-counterfeit solutions
 - Inventory & warehouse management systems (WMS)
 - POS and retail billing software integrated with barcode/RFID
 - Asset management and real-time location systems
- ✓ **Scanners, Readers & Mobile Data Collection Devices**
 - Barcode scanners (handheld, industrial, omnidirectional)
 - RFID readers and handheld terminals
 - Mobile data collection devices & rugged tablets
 - Vision and inspection systems for label verification
- ✓ **Printing & Labeling Equipment Manufacturers**
 - Barcode printers (thermal transfer, direct thermal, inkjet, laser)
 - Label printing machines (flexo, digital, hybrid)
 - Label applicators, dispensers, and rewinding systems
 - RFID printers and encoders
 - Print & apply automation systems
- ✓ **Consumables & Raw Material Suppliers**
 - Label substrates (paper, film, synthetic)
 - Thermal transfer ribbons, inks, and toners
 - Adhesives and coatings
 - Lamination and finishing films
- ✓ **Automation & Integration Solution Providers**
 - End-of-line automation for labeling and scanning
 - Conveyor-based label applicator integrations
 - Robotic label application systems
 - MES/ERP integration providers
- ✓ **Packaging & Identification System Providers**
 - Product identification systems
 - Packaging and labeling line solution providers
 - Brand authentication and tamper-proofing systems
- ✓ **Testing, Inspection & Compliance Solutions**
 - Barcode verifiers and graders
 - Label quality control equipment
 - Certification and regulatory compliance services (GS1, FSSAI, FDA, etc.)

SPONSORSHIP OPTIONS

Your participation as a sponsor will ensure your brand visibility among the stake holders in the industry and will help you in creating a Global Image and better market penetration. MDM offers a variety of sponsorship opportunities that are tailored to suit your needs. Team MDM will be happy to offer you a package that will be of maximum benefit to your organization. The team is happy to discuss any new proposals you may wish to put forward.

Organizer



MEDIA DAY
MARKETING

TITLE SPONSOR

Booth Space: 200 sqm (Central Prime Location)

₹ 25 Lacs + GST

Key Benefits:

- Sponsor's Name will be highlighted in the event name (example: ABC Limited presents EXPO NAME in all publicity materials and website)
- Sponsor's CEO to be on Dias at Inaugural function
- Sponsor's Logo prominently displayed as "Title Sponsor" in printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Inside front cover advertisement in Exhibition Directory (to be provided by the sponsorer)
- Two Sponsor's Hoarding in the Exhibition (10 feet x 10 feet) (to be provided by the sponsorer)
- 4 standees of the Sponsor at the Exhibition ((to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc.
(to be provided by the sponsorer)
- Announcement in Press release / Newsletters
- Special e-mailer for visiting Sponsor stall



EVENT PARTNER

Booth Space: 160 sqm (Premium High-Traffic Zone)

₹ 20 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Event Partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- 2 standees of the Sponsor at the Exhibition (to be provided by the sponsorer)
- Literature of the Sponsor to be distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Literature of the Sponsor to be Distributed and displayed at the registration desk, VIP Lounge etc. (to be provided by the sponsorer)
- Highlighted as the "Event Partner" in the post-show report and event website



PLATINUM SPONSOR

Booth Space: 120 sqm

₹ 15 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Platinum Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Platinum Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)



DIAMOND SPONSOR

Booth Space: 100 sqm

₹ 12 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed on events' website as Diamond Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Sponsor's Logo prominently displayed as "Diamond Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Diamond Sponsor" in the post-show report and event website



GOLD SPONSOR

Booth Space: 72 sqm

₹ 10 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Gold Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Gold Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Gold Sponsor" in the post-show report and event website



SILVER SPONSOR

Booth Space: 50 sqm

₹ 7 Lacs + GST

Key Benefits:

- Sponsor's Logo to be prominently displayed as Silver Sponsor on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Silver Sponsor" on on-site signages and backdrop
- One page advertisement in the Exhibition Directory (to be provided by the sponsorer)
- Highlighted as the "Silver Sponsor" in the post-show report and event website



EXHIBITOR BADGE SPONSOR

Booth Space: 09 sqm

Logo on the front side and company product profile and contact details on the back side will create wide publicity and help in reaching the markets effectively

Key Benefits:

- Exclusive branding of the sponsor's logo as badge partner on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Logo and desired literature on the Exhibitor batch (backside)
- Mention as logo partner on the website
- Special mailer invitation to visit sponsor's stall
- One page advertisement in the Exhibitor directory (to be provided by the sponsorer)
- Exclusive campaign on social media platforms



₹ 3 Lacs + GST

WATER BOTTLE SPONSOR

Booth Space: 09 sqm

Key Benefits:

- Sponsor's Logo to be prominently displayed as Water Bottle Sponsor on events' website on printed literature, publicity campaign and VIP invitations, Social Media Posts, and Website and cover page of Exhibitor directory (softcopy), Standees, and Post show report
- Branding in printed literature, publicity campaign and invitation tickets
- Sponsor's Logo prominently displayed as "Water Sponsor" on on-site signages and backdrop
- One page advertisement in the e-Exhibition Directory (to be provided by the sponsor)
- Highlighted as the "Water Sponsor" in the post-show report and event website
- 500 ml water bottles will be delivered to all exhibitors with sponsor's branding



₹ 3 Lacs + GST

*All Art work for Promotional material has to be given by the sponsorer

THANK YOU

For Sponsorship Contact: +91 93421 85915 | +91 93414 73494

E-mail: expo@mediaday.co.in, **Website:** www.mediaday.co.in



About Organizer

"Media Day Marketing is a premier Hyderabad-based B2B event organizing firm, driven by a seasoned management team with over 20 years of hands-on experience in delivering successful events across diverse sectors, including – Automotive, E-Mobility, Dairy, Food Processing, Bakery & Kitchen Equipment, Poultry, Renewable Energy, Paint & Coating, Doors Windows and Facades, Lifts, Cable and wires, Cyber security, Logistics and Ware housing etc.

With a steadfast commitment to excellence, we strive to connect with an ever-growing network of stakeholders through our events, providing unparalleled value and expertise to our clients."

STALL CHARGES (PSM)

SHELL SPACE

For Indian Exhibitor

Rs. 9,500/- per sqm + GST

For Foreign Exhibitor

USD 250 per sqm + GST

BARE SPACE

For Indian Exhibitor

Rs. 9000/- per sqm + GST

For Foreign Exhibitor

USD 220 per sqm + GST

GET IN TOUCH



**MEDIA DAY
MARKETING**

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