



 fusionera^{the}

04,05,06,07 July

JULY 2026

AT PRAGATI MAIDAN


HOUSEWARE/ HOME - DECOR / TEXTILE/ FURNITURE SHOW

PERFECT BUSINESS PLATFORM

From the desk of

FOUNDER AND CEO

V-Tech Innovation Services provides efficient Business to Business networking platforms and solutions for Indian Market through - Trade Shows, Virtual Exhibitions, Market Research, Brand Management and Publications. As a result of thorough strategic launch by an experienced team, was founded in 2020. V-Tech Innovation Services is a powerhouse of people with vast experience in diversified business-to-business market segments including B2B Services through intense and thorough exploration. We conducted market research programs for many global brands in India and overseas. And thus, gained expertise in creating an ideal working platform to understand the Indian market by providing a resourceful and accessible solutions for Indian and global enterprises to launch brands and products in the Indian Market.



Thorough understanding of the Indian Markets. Conducted multiple Market Research programs PAN India. Our Expert in home team understands our clients' specific requirements and accordingly caters suitable solutions. Our In-house Creative Team including professional Photographers, helps in building stunning designs to meet creative requirements in Website development, Digital Media Marketing, Professional product photography, etc., Our exclusive Stall Fabrication team have produced out of the box booth designs for our clients worldwide.

Vision

“Fusion the Era” be a transparent platform connecting the exhibitor and the buyers with utmost good faith with a vision to make a unique platform a mirror replica between exhibitor and buyers as a bridge over to the cost effectiveness for the global pathway excess. To make “Fusion the Era” a forefront brand name for the hand shake between the exhibitors and the buyers through Unique platform globally.



OUR Policy

- **To be in the process of continuous development and improvement with a quality management system that conforms to the universal standards.**
- **To provide services above the customer expectations set by the standards and regulations**
- **To provide transparent and accurate services in-lined with the expectations and goals of our customer, within their budgets**
- **To add value with innovative ideas and projects for the institutions and organizations we are partnering with.**



- **To be involved with internationally oriented development programs as much as possible by giving importance to the personal development of our team.**
- **To contribute to the development of our country and to use our international network as a tool for projects that will generate social benefit..**
- **To try to provide appropriate adaptation by following the sectoral developments**



PRODUCTS Profolio



Indian and International brands, importers, manufacturers & distributors, private label suppliers, startup brands & specialized producers from the houseware are the key categories which follow house ware



HOUSE *Ware*

**Glass ware / Steam ware / Chillers / Bar Mats /
Tumbler / Hip Flask / Squeezer / Cocktail Pour
Sets / Cocktail Shaker Copper Tong / Peg
Measure / Drinking Bottle / Ice Tray**

**Tableware / Cutlery Sets / Dinner Sets /
Cookware / Plastic & Storage**



STAINLESS STEEL



Stainless steel is the future—advancing modern food infrastructure for a growing world.



NEED FULL ESSENTIALS



COOKING RANGE & CHIMNEY

Modern homes equipped with essential amenities.



MELAMINE WARE

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PLASTIC WARE

Thoughtfully crafted, budget-friendly essentials for contemporary living.



SILVER

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the



BRASS

**Modernelegance infused with a royal touch,
inspiredbyancient culinary heritage.**



Experience dining redefined – luxurious and elegantly redefined.



GLASSWARE



PRODUCTS Profolio



Indian and International brands, manufacturers, importers & distributors, Start-ups of home appliances as key categories. Private label suppliers, Brands & Specialized producers



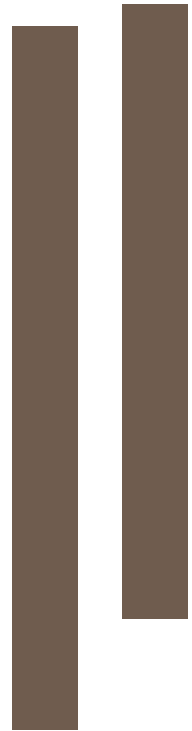
HOME Appliances

**Home appliances category - Refrigerator ,
Kitchen Appliances - Hand Blender, Mixer Grinders , juicer, etc**

**Breakfast Appliances and includes all Houseware
Home Appliances Category**



HOME APPLIANCES



Smart essentials designed to elevate today's lifestyle.

PRODUCTS Profolio



Indian and International brands, manufacturers, importers & distributors, Start-ups of Horeca Textile, & Housewares, Décor and Interior as key categories. Private label suppliers, Brands & Specialized producers



HORECA ware

**Mattresses & Protectors / Pillows & Bolster Sets / Mosquito Nets
Bath Robes / Bath Mats / Kitchen Towels / Blankets & Quilts
Comforters / Bath Towels / Bath Wrappers / Aprons / Table Covers**

**Bed Sheets & Cover / Bed Protectors / Bamboo Cotton
Hand Towels / Table Napkins / Table Mats.**



BAKING

 fusionera_{the}



ALLUMINIUM

A perfect harmony of cherished heritage and modern sophistication.



RO WATER



ARRATED WATER

Access to pure water remains one of the most essential needs of modern civilization.



PRODUCTS *Portfolio*



Indian and International brands, manufacturers, importers & distributors, Start-ups of Home Decor and Interior as key categories. (Private label suppliers, brands & specialized producers)



HOME *Decor*

**Wall Papers / Wall Stickers & Art / Murals / Wall Hangings /
Designer Wall Clocks / Rubber Mats / Artificial Grass / Carpets &
Rugs / Decorative Lights / Smart Light Solutions / Mirrors /
Artificial Flowers**

**Candles / Essentials Oils & Fragrances / Festive Decor / Humidifiers
& Diffusers / Photo frames / Party Articles**





SMALL FURNITURE

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the



WALLPAPER

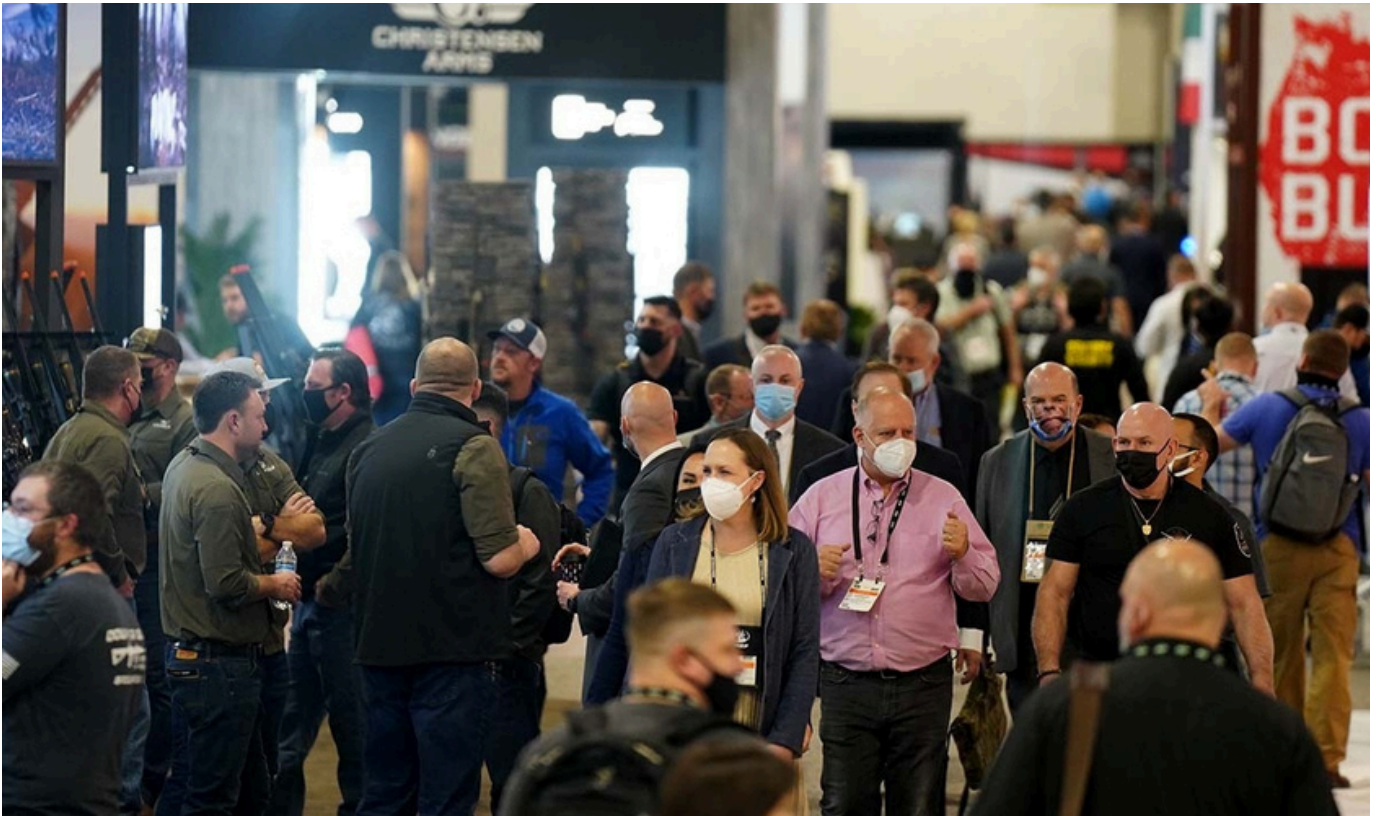
DECORATIVE VASES

Modernart of decoration gives soothingeffect for mental peace to the human civilization



SHOW *Highlights*

The Fundamental goal of our organizing the show is to create a new market trends and benchmark amongst Manufacturer, OEM, Importers & exporter from across global market and Indian markets for presenting their new range of products, technology, innovation and latest collection.



SHOW *Objectives*

- Attracts More than 600+ Indian & International Brands.
- More than 25,000+ products.
- More Than 45,000+ trade visitors for all over world.
- 50,000 Sq. Mt. dedicated show area.
- Separate country pavilion.
- Buyer – Seller networking area.



PHYSICAL Promotion

BANNER, HOARDING, STICKERS
Advertisement
Major Market/City



10,000+
Advertisement
in Magazine
Circulation
By Courier
or Post

DISTRIBUTE PAMPHLETS AT ALL MARKET AREA



Send By Courier To Individual



Hire Promotion Agency For Distribution



AWARENESS SEMINAR
To Invite More
Potential Trade
Visitor Schedule
Awareness Meetings



ASSIGN LEADER
To Arrange
Free Buses
For Visitors From
Surrounded State/City

PRESS RELEASE
Planning For
Business
Press Conference
at Hyderabad



NEWS PAPER AD
Planning For
Advertisement
Business
News Paper



INVITATION
Invitation
Distribution
By Courier/ Post
Promotion Agency



METRO ADVERT.
Planning For
Advertisement
Hyderabad Metro
(Budget Based)



DIGITAL Promotion

52,798

Whatsapp
Active Audience
Instant Fair
Communication



54,705

S M S
Mobile Contacts
Keep Regular
S M S Updates



40,583

E - MAIL
Industry Emails
Engaged Through
Info Campaigns



53,245

R C S
Mobile Users
Engaged via
RCS Messaging



54,705

VOICE SMS
Mobile Users
Voice Message
Info Updates

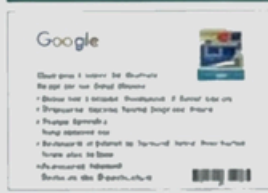


TELECALLER



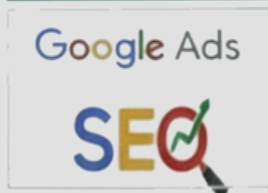
**Informative Fair
Awareness Voice
Call By Official
Telecaller Team**

GOOGLE AD



**Google Search
Google Display
Advertisements
Strategy Run**

WEBSITE SEO



**Organic SEO
Marketing
for Better
Discoverability**

PR AGENCY



**PR Agency
Support for
Wider Media
Coverage**

TV ADVERTISE



**Business TV Channel
Ads (Budget-Based)**

RADIO ADVERTISE



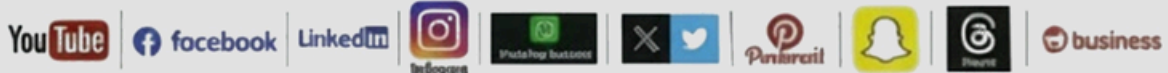
**RADIO Advertisement
(Budget-Based)**

MAGAZINE ADS.



**Digital Advertisement
on Trade Magazines**

Paid Promotion On Social Media & Trade Event Platform



VISITOR Profile

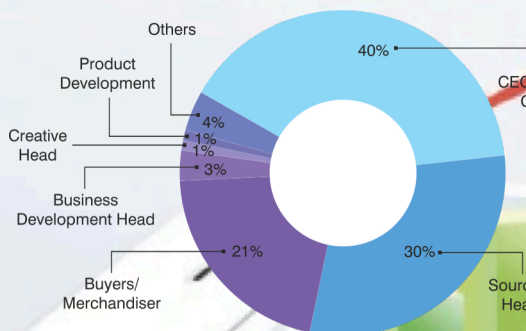


Directors, CEO's, Business Owners, Sourcing Heads from all relevant category. Distributors, Wholesalers, Retailers, Franchises, Importers, Hospitality & Service Industry. Specialty Store, Interior design Store, Home Décor Store, House ware store, Home and Kitchen Appliances store, Gift Store, Mattress Store. Architect & Interior Designer. Despite subdued business activities due to Covid Pandemic, 50,000 qualified trade visitors from 460 cities and towns across India are expected for visiting FUSIONTHEERA.

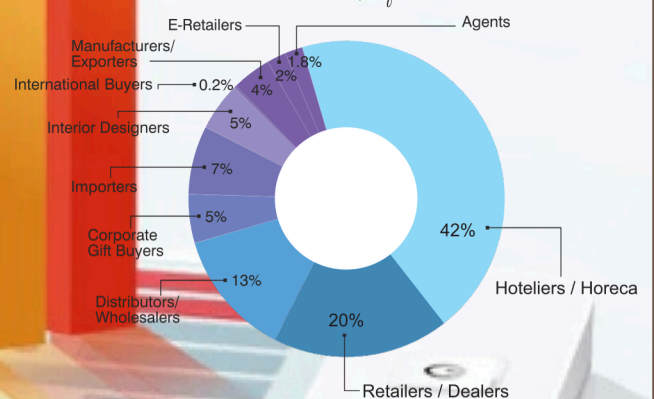


VISITOR Business Profile

Visitors Outline Profile



Visitors Business Profile



INVITED POTENTIAL HYPER Super Market Retail Chain

 Lulu More Assorted Items @ One	 SPAR	 METRO Click n Carry	 RATNACEEP
 Sechini	 VISHAL	 FUTURE RETAILII	
 HyperCITY Authentic Food every day P.A.V. S.K.O. E.S.S.E.C.	 STAR Clubs of 22000 Income	 spencer's Make See Daily affordable	 more
 BIG BAZAAR	 D Mart	 V MART	 MR.DIY Allage Low Prices
 Jego Mart	 Carrefour	 Walmart	 Indian HYPERMARKET
 7 SEVEN	 Online Store	 NATIONAL HANDLOOM	 ADITYA BIRLA RADONA BIRLA
	 easyday	 target	

INVITED POTENTIAL LOCAL Retailers Hotel Chain Brands

SPONSORSHIP

Opportunity



MAIN SPONSOR

Rs. 75 Lacs

- One Complimentary Stall of Bare Space 300 Sqm.
- Brand Logo and name presence on company website homepage as Main sponsor.
- Banner, Hording, Brand Logo at Invitation Card.
- Brand Logo in VIP Lounge area as main sponsor.
- - Complimentary inner front or backside full colour page advertisement in E-Catalogue or Catalogue.
- 1 Suit & 4 room for 4 nights in any 5-7 Star hotels near venue during exhibition date.
- Brand logo as a main sponsor on complete social media platforms (Twitter, Instagram, LinkedIn, Facebook) during the market promotion of show.
- Brand Logo of main sponsor on 10 marketing video activities for the show promotions on monthly basis till show tenure on all social media platforms.

Co-SPONSOR

Rs. 65 Lacs

- One Complimentary Stall of Bare Space 200 Sqm.
- Brand Logo and name presence on company website homepage as
- Co-sponsor.
- Banner, Hording, Brand Logo at Invitation Card.
- Brand Logo in VIP Lounge area as Co- sponsor.
- Complimentary Inside middle full two colour page advertisement in e-catalogue or catalogue.
- 1 Suit & 3 room for 4 nights in any 5-7 Star hotels near venue during exhibition date.
- Brand Logo of main sponsor on 5 marketing video activities for the show promotions on monthly basis till show tenure on all social media platforms.

CHANNEL PARTNER

Rs. 47 Lacs

- One Complimentary Stall of Bare Space 150 Sqm.
- Banner, Hording, Brand Logo at Lanyard,
- Brand Logo in Registration area as channel partner.
- Complimentary Back Inside and Inside full colour page advertisement,
- 1 Suit & 2 room for 4 nights in any 5-7 Star hotels during exhibition date.
- Brand logo on all Visitor vehicles parking stickers.

Co-STAR SPONSOR

Rs. 57 Lacs

- One Complimentary Stall of Bare Space 175 Sqm.
- Banner, Hording, Brand Logo at E-Invitation Card.
- Brand Logo in Visitor Lounge area as Co-Star Sponsor.
- Complimentary one inside full colour page advertisement,
- 1 Suit & 1 room for 4 nights in any 5-7 Star hotels during exhibition date.
- Branding on all Visitor vehicles parking stickers. thly basis till show tenure on all social media platforms.

OTHER SPONSOR

Rs. 37 Lacs

- One Complimentary Stall of Bare Space 120 Sqm.
- Brand Logo presence on Visitor Promotional Bags.
- Complimentary one inside full colour page advertisement, 2 room for 4 nights in any 5-7 Star hotels during exhibition date.

SPONSORSHIP

Opportunity



Fusion the Era offers stellar ways to help you achieve your branding goals and really stand out from others. Whether you are looking for to be recognized as a thought-leader or want to build up awareness of your brand, we are here to give you the best platform to do it. With a choice of sponsorship opportunities available, there is something to suit every business goal and we will work with you to offer unique, tailor-made packages that bring you additional success.

CategoryViseMainSponsorship Rs. 27 Lacs

- One Complimentary stall of Bare Space 100 sqm. (two/three side open)
- Company Name & logo presence on FUSION the ERA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Company logo to be acknowledged in "thank you Sponsor panel on prominent locations
- 4Room Nights complimentary in any of the 5-7 Star Hotels, during the exhibition dates.
- Complementary Two Page Colour Advertisement with company profile in the show catalogue..

CategoryViseCo-Sponsorship Rs. 20 Lacs

- One Complimentary stall of Bare Space 74 sqm. (two/three side open)
- Company Name & logo presence on FUSION the ERA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Company logo to be acknowledged in "thank you Sponsor panel on prominent locations
- 4Room Nights complimentary in any of the 4-5 Star Hotels, during the exhibition dates.
- Complementary Two Page Colour Advertisement with company profile in the show catalogue..

DiamondSponsorship Rs. 15 Lacs

- One Complimentary stall of Bare Space 48 sqm. (two/three side open)
- Company Name & logo presence on FUSION the ERA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Company logo to be acknowledged in "thank you Sponsor panel on prominent locations
- 3Room Nights complimentary in any of the 3-4 Star Hotels, during the exhibition dates.
- Complementary Two Page Colour Advertisement with company profile in the show catalogue..

EmeraldSponsorship Rs. 11 Lacs

- One Complimentary stall of Bare Space 36 sqm. (two/three side open)
- Company Name & logo presence on FUSION the ERA website's homepage as sponsor
- Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials
- Company logo to be acknowledged in "thank you Sponsor panel on prominent locations
- 2Room Nights complimentary in any of the 3-4 Star Hotels, during the exhibition dates.
- Complementary Two Page Colour Advertisement with company profile in the show catalogue..

Registration Sponsorship : INR 7.5 lacs

The privileges sponsorship option in the event that provides you a unique opportunity to greet the visitor just before he is ready for the exhibition visit. The registration area sponsor will enjoy below Benefits. ••

- One complimentary 09 sqm. Stall
- Exclusive branding rights in the registration area 50% branding of the sponsors and 50% of the organizers and exhibition.
- One Side branding on exhibition distribution 20000 non woven bags.
- Company's name and logo on 50,000 lanyards
- Complementary Two Page Colour Advertisement in the show catalogue.
- Company Name & logo presence on **FUSION THE ERA** website's homepage as sponsor
- Company logo to be acknowledged in "thank you Sponsor panel on prominent locations
- 100% target audience reach through the registration counter
- Only one organization will be entertained for this sponsorship.

COMMERCIALS



Exhibitors can book space under any of the following categories:

Option 1	
Raw Space:	Construct your booth
Booth Size:	Minimum 18 sq. meters. Bigger booths as per floor plan
Booth Charges:	12,000/- per sqm + GST* (Excluding electricity charges) USD 265 /- per sqm + GST *(Excluding Electricity Charges)

Option 2	
shell Scheme:	Built-up booth
Booth Size:	Minimum 9 sq. meters. Additional space in multiples of 3 sq. meters
Booth Charges:	13,500 /- per sqm + GST* (Including 1 kw electricity charges) USD 325 /- per sqm + GST *(Excluding Electricity Charges)
Standard Package:	For every 9 sq. meter booth: 1 Fascia, white wall under shell scheme panels, 5 spotlights, carpet, 1 discussion table or front desk, 3 chairs, 1 dustbin, 3 display shelves, one 5 amh socket, free electricity 1 kilowatts (additional electricity will be chargeable)
Services & Facility:	Several of other facilities, services, extra fitting & furniture are offered by the organizers & their official service providers at extra cost. Details of these are listed in the exhibitor's manual, which will be sent after you confirm your booth space.
Security Deposit:	Exhibitor are required to pay 10% of the booth value or minimum Rs. 40000/- (whichever is higher) as security deposit, along with their final payment. Pending Dues, if any will be deducted by the organizer before refunding the same.

Option 3 Ultra Luxury	
Designers' Area:	Specially designed area for leading designer labels
Booth Size:	Minimum 36 sq. meters. Bigger booths as per floor plan
Booth Charges:	16,000 /- per sqm + GST* (Excluding electricity charges) USD 550 /- per sqm + GST *(Excluding Electricity Charges)
Payment Schedule:	*30% On Confirmation *30% before 31st March

Extra Charges for Option 1, 2 and 3 for Premium Locations	
Two sides open Booth:	Minimum area 36 sq. meters + 10% premium on the base rate
Three sides open Booth:	Minimum area 54 sq. meters + 12% premium on the base rate
Island Booth:	17% of booth charges. Minimum booth size for all four side open booths must be 150 sq. meters
Electricity Charges:	All exhibitors have to pay electricity charges extra as per tariff given in the exhibitor's manual
GST:	GST applicable would be *18% on the above rates.



INTERNATIONAL
EXHIBITION

cum

CONVENTION
CENTRE (IECC)

Pragati Maidan, New Delhi

