

Shop
Celebrate
Connect

FESTIVOTM 2026

Pre-Diwali Shopping & Lifestyle Carnival

Shop • Celebrate • Connect

THE BIGGEST EXHIBITION OF NOIDA EXTENSION



30 OCT - 1 NOV 2026
10:00 AM - 10:00 PM



The Wedding Planet
Sector 1, Noida Extension



1500+
Expected Visitors

A three-day exhibition bringing together brands, businesses, families and consumers under one roof.

Good Shopping
Brighter Festivals



BECOME A SPONSOR



BOOK YOUR STALL



Download Event Profile



FASHION
& APPAREL



JEWELLERY
& ACCESSORIES



HOME DÉCOR
& LIFESTYLE



GIFTS, ART
& HANDICRAFTS



BEAUTY
& WELLNESS



EDUCATION
& LEARNING



KIDS &
BABY CARE



REAL ESTATE

SUPPORT LOCAL BRANDS | EMPOWER COMMUNITIES



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GET TO KNOW US

ABOUT EXPOVATE

Where Brands Meet People. Where Experiences Create Opportunities.

EXPOVATE 2026 is a premium, consumer-focused exhibition designed to bring together brands, businesses, entrepreneurs and consumers on one platform.

Set against the vibrant festive season, EXPOVATE creates an engaging environment where visitors can discover products, explore new brands, shop, interact and experience a diverse range of offerings under one roof.

More than just an exhibition — EXPOVATE is designed as a brand discovery and customer engagement platform, helping businesses connect directly with their target audience, generate meaningful enquiries and build stronger local visibility.

What Makes EXPOVATE Different?

01

Multi-Category Platform

A diverse mix of Fashion, Jewellery, Home Décor, Gifts, Beauty, Education, Kids & Baby Care, Real Estate and more.

02

Consumer-Focused Experience

A vibrant environment designed to encourage shopping, discovery, interaction and family engagement.

03

Brand Visibility

Opportunities for businesses to showcase their products, services and identity directly to potential customers.

04

Business & Networking Opportunities

Connect with new customers, local businesses, entrepreneurs and potential partners.

05

Festive Season Advantage

A high-energy pre-Diwali environment that creates a natural opportunity for shopping, gifting and lifestyle discovery.

EXPOVATE 2026 AT A GLANCE

**3 DAYS**

30 Oct – 1 Nov 2026

**1500+**

Expected Visitors

**8+**

High-Potential Categories

**1 PLATFORM**

Brands • Business • Consumers

OUR VISION

"To create Noida's most engaging exhibition platform — where businesses get visibility, consumers discover new experiences, and brands build meaningful connections."

THE FESTIVE VIBE

EVENT HIGHLIGHTS

More Than Shopping. It's a Celebration.

EXPOVATE 2026 brings together shopping, entertainment, family activities and festive experiences—creating an energetic environment where visitors can shop, participate, enjoy and connect.



LIVE MUSIC

Live musical performances that keep the festive atmosphere energetic throughout.



STAGE PERFORMANCES

Engaging stage acts and entertainment designed to hold audience attention.



KIDS DANCE COMPETITION

Young performers showcase their talent and compete on stage.



FREE MEHENDI

Complimentary Mehendi for female visitors—a traditional festive touch.



KIDZ ZONE

A dedicated fun zone packed with activities and entertainment for children.



CONTESTS & GAMES

Interactive contests and games creating excitement across the venue.



LUCKY DRAW

Exciting rewards and surprises that keep visitors engaged.



FASHION & LIFESTYLE

Discover fashion, jewellery, beauty, décor and gifting from top brands.



FAMILY-FRIENDLY

A vibrant destination for families, couples and young professionals alike.

THE EXPOVATE EXPERIENCE



SHOP

Discover brands & products



CELEBRATE

Music, performances & festivities



PARTICIPATE

Competitions, games & activities



CONNECT

Brands, businesses & people

Come for the Shopping. Stay for the Experience.

EXPLORE THE MARKETPLACE

EXHIBITION CATEGORIES

Explore a World of Brands, Products & Opportunities

EXPOVATE 2026 brings together a diverse mix of shopping, lifestyle, business and consumer-focused categories, creating one destination for discovery, interaction and festive shopping.



FASHION & APPAREL

- Ethnic & Western Wear
- Sarees & Suits
- Men's & Kids' Fashion
- Footwear
- Fashion Accessories



JEWELLERY & ACCESSORIES

- Gold & Silver Jewellery
- Fashion Jewellery
- Artificial Jewellery
- Watches
- Bags & Accessories



HOME DÉCOR & LIFESTYLE

- Home Décor
- Furniture & Furnishings
- Interior Solutions
- Home Accessories
- Lifestyle Products



GIFTS, ART & HANDICRAFTS

- Festive Gifting
- Handicrafts
- Art & Décor
- Corporate Gifts
- Diwali Specials



BEAUTY & WELLNESS

- Skincare & Cosmetics
- Haircare
- Beauty Services
- Wellness Products
- Personal Care



EDUCATION & LEARNING

- Schools & Coaching
- EdTech
- Skill Development
- Educational Products
- Career Guidance



KIDS & BABY CARE

- Kids Fashion
- Toys & Games
- Baby Products
- Learning Products
- Kids Activities



REAL ESTATE

- Residential Projects
- Commercial Properties
- Plotted Developments
- Investment Opportunities
- Property Services

ALSO WELCOME

Business & Professional Services • Startups • Local Brands • Consumer Services & More

Your Brand. Your Audience. Your Opportunity.

Showcase it at EXPOVATE 2026.

KNOW YOUR AUDIENCE

AUDIENCE PROFILE

A High-Potential Audience. Right Around the Event.

EXPOVATE 2026 is strategically positioned to attract residents from Sector 1, Techzone IV and the wider Greater Noida West / Noida Extension catchment, creating direct access to a growing residential and consumer market.

WHO WE EXPECT TO REACH



Families & Society Residents

Residents looking for shopping, lifestyle products, entertainment and family-friendly experiences close to home.



Women & Primary Shoppers

A strong audience for fashion, jewellery, beauty, gifting, home décor and lifestyle categories.



Young Professionals

Working professionals from the growing corporate, IT and commercial ecosystem around Greater Noida West and Noida.



Homeowners & New Home Buyers

Residents actively investing in interiors, furniture, lifestyle products, education, healthcare and real estate.



Children & Parents

Families attracted by the Kidz Zone, Kids Dance Competition, contests, games and interactive activities.



Festive Shoppers

Consumers looking for fashion, jewellery, gifting, décor and lifestyle purchases during the pre-Diwali season.



Affluent & Aspirational Consumers

Consumers interested in premium fashion, jewellery, beauty, lifestyle, home décor and experience-led brands.

PRIMARY CATCHMENT

Sector 1 • Techzone IV • Greater Noida West

Positioned within a rapidly growing residential corridor, with large housing communities and an expanding ecosystem of schools, healthcare, retail and commercial destinations.

EXTENDED CATCHMENT

Sector 2 • Sector 4 • Sector 16B • Sector 16C • Gaur City • Nearby GNW Communities

WIDER NCR REACH

Noida • Greater Noida • Ghaziabad • Delhi-NCR

WHY THIS AUDIENCE MATTERS TO BRANDS



High Residential Density

Large residential communities create a concentrated local consumer base.



Family-Oriented Market

The surrounding ecosystem has a significant family and end-user audience.



Growing Consumer Market

Greater Noida West continues to attract families, professionals and new residents.



Local Purchase Potential

Visitors are within immediate catchment of participating brands – ideal for local customer acquisition.

1500+ EXPECTED VISITORS

A focused audience. A growing market. A powerful opportunity for brands.

EXPOVATE 2026 — Connect with the people who live, shop and invest around you.

THE OPPORTUNITY

WHY EXHIBIT?

25,000+ Families. One Powerful Market.

EXPOVATE puts your brand in front of a high-potential residential catchment comprising 30+ societies and 25,000+ families across Sector 1, Techzone IV and the wider Greater Noida West area.

TURN LOCAL REACH INTO BUSINESS

**TARGETED AUDIENCE**

Reach consumers living within your immediate market.

**30+ SOCIETIES**

Connect with residents across a large network of nearby residential communities.

**25,000+ FAMILIES**

A substantial family-driven consumer base with everyday and festive purchase needs.

**FESTIVE PURCHASE INTENT**

Tap into pre-Diwali demand across fashion, jewellery, gifting, décor, beauty, education, real estate and more.

**FACE-TO-FACE CONNECTIONS**

Meet potential customers personally and build trust beyond digital advertising.

**LOCAL BRAND GROWTH**

Build awareness, generate enquiries and establish your brand within a rapidly growing market.

THE MARKET AROUND YOU

30+

Residential Societies

25,000+

Families

1500+

Expected Visitors

3 DAYS

of Brand Engagement

Your next customer could already be living just minutes away.

EXPOVATE 2026 — Bring Your Brand Closer to Your Customers.

PARTNER WITH US

SPONSORSHIP OPPORTUNITIES

Put Your Brand at the Heart of EXPOVATE 2026

Partner with EXPOVATE 2026 and position your brand in front of a high-potential local audience across 30+ residential societies and 25,000+ families in the Greater Noida West catchment.

From headline branding to on-ground visibility, choose a sponsorship opportunity that matches your brand's objectives.

TITLE SPONSOR

₹1,00,000
ONLY 2 AVAILABLE

Maximum Brand Visibility

- ★ Event naming association
- ★ Prime branding across key event creatives
- ★ Prominent stage & venue branding
- ★ Logo placement on major promotional assets
- ★ Social media & digital promotion
- ★ MC/stage mentions
- ★ Premium stall/brand space
- ★ Brand activation opportunity
- ★ Category exclusivity*

*Subject to confirmation

GOLD SPONSOR

₹75,000
ONLY 4 AVAILABLE

Premium Brand Presence

- Prominent event branding
- Stage & venue visibility
- Logo on selected marketing creatives
- Social media promotion
- MC/stage mentions
- Premium stall/brand space
- On-ground brand visibility
- Brand activation opportunity

SILVER SPONSOR

₹50,000
ONLY 8 AVAILABLE

Strong Brand Visibility

- Event branding
- Venue branding
- Logo placement on selected creatives
- Social media visibility
- MC/stage mentions
- Dedicated stall/brand space
- On-ground promotional opportunity

STALL PARTNER

₹25,000
LIMITED

Get Your Brand in Front of Visitors

- Exhibition stall/space
- Partner branding
- Logo visibility
- Social media mention
- Opportunity to engage directly with visitors
- Product/service showcase

SPONSORSHIP AT A GLANCE

Category	Investment	Availability
 Title Sponsor	₹1,00,000	2
 Gold Sponsor	₹75,000	4
 Silver Sponsor	₹50,000	8
 Stall Partner	₹25,000	Limited

25,000+ Families • 30+ Societies • 1500+ Expected Visitors • 3-Day Exhibition

More Visibility. More Engagement. More Opportunities.

Sponsorship slots are limited and available on a first-confirmed basis. Final branding deliverables and category exclusivity will be agreed upon based on the selected sponsorship package.

Choose Your Sponsorship. Own the Spotlight.

GO-TO-MARKET STRATEGY

MARKETING & BRAND VISIBILITY PLAN

A Multi-Channel Campaign to Drive Footfall & Brand Exposure

CAMPAIGN TIMELINE: 6–8 WEEKS | TARGET: NOIDA • GREATER NOIDA • NOIDA EXTENSION • GHAZIABAD

01 DIGITAL MARKETING

Build awareness & generate registrations

- Meta Ads — Facebook & Instagram
- Google Ads
- YouTube / Video Promotions
- WhatsApp Marketing
- Event Landing Page & Online Registrations
- Retargeting Campaigns

Target Audience: Families • Young Professionals • Home Buyers • Shoppers • Students • Local Residents • Business Owners

02 SOCIAL MEDIA PROMOTION

Create continuous buzz around the event

Instagram • Facebook • YouTube • LinkedIn

- Event Announcement Campaign
- Category-wise Promotions
- Exhibitor & Sponsor Announcements
- Reels & Short Videos
- Countdown Campaign
- Behind-the-Scenes Content
- Influencer / Creator Collaborations
- Daily Event Coverage

Sponsor Advantage: Logos & brand mentions integrated into selected promotional creatives.

03 LOCAL & OOH PROMOTION

Reach the audience where they live, shop & commute

- Outdoor Hoardings
- Pole Kiosks / Banners
- Society Branding
- Flyers & Leaflets
- Local Market Promotions
- RWA Outreach
- Nearby Commercial Areas
- Auto / Local Transport Branding

Focus Catchment: Noida Extension • Greater Noida • Noida • Ghaziabad

04 PARTNERSHIPS & COMMUNITY OUTREACH

Leverage existing local audiences

- RWAs & Housing Societies
- Schools & Educational Institutions
- Corporate Offices
- Local Businesses
- Real Estate Networks
- Community Groups
- Local Associations
- Media & Promotional Partners

Multi-Channel Reach. One Unified Campaign.

05 EVENT-DAY BRAND ACTIVATION

Turn sponsorship into a physical brand experience — depending on sponsorship category



BRANDING

Stage • Entry Gate • Venue •
Directional Signage •
Backdrops



ENGAGEMENT

Stalls • Games • Contests •
Sampling • Lead Generation



DIGITAL

Live Stories • Reels • Sponsor
Mentions • Photo/Video
Coverage



AUDIENCE INTERACTION

Coupons • Offers • Giveaways
• QR Scans • Product Demos

06 POST-EVENT AMPLIFICATION

Keep the sponsor visible after the event

- Event Highlights Reel
- Sponsor Thank-You Posts
- Sponsor Visibility Report
- Photo & Video Coverage
- Winner / Contest Posts
- Social Media Mentions & Tags
- Event Recap

SPONSOR VISIBILITY FUNNEL

AWARENESS

Social Media + Digital Ads +
OOH

CONSIDERATION

Event Content + Sponsor
Announcements +
Influencers

FOOTFALL

Registrations + WhatsApp +
Community Outreach

ENGAGEMENT

On-Ground Activation +
Contests + Lead Generation

RETENTION

Post-Event Content +
Sponsor Recap

Your Brand. Our Audience. One High-Impact Platform.

Festivo 2026 will combine Digital + Social + Outdoor + Community + On-Ground Activations to create meaningful visibility for participating brands.

Sponsor visibility will be customized according to the sponsorship category and deliverables.

JOIN THE CELEBRATION

BE PART OF EXPOVATE 2026

Your Brand. Your Audience. Your Opportunity.

EXPOVATE 2026 is where brands meet customers, businesses build visibility and experiences create connections. Join us for three days of shopping, entertainment, engagement and discovery and put your brand in front of a growing local audience.

CHOOSE YOUR OPPORTUNITY



BOOK YOUR STALL

Showcase your products & services directly to visitors.



BECOME A SPONSOR

Give your brand premium visibility across the EXPOVATE experience.



CREATE A BRAND ACTIVATION

Engage visitors with an interactive and memorable brand experience.

LET'S CONNECT



CALL / WHATSAPP
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30 OCTOBER – 1 NOVEMBER 2026

The Wedding Planet, Sector 1, Noida Extension

SHOP • CELEBRATE • CONNECT

"Don't just showcase your brand. Create an experience people remember."

STALLS & SPONSORSHIP OPPORTUNITIES ARE LIMITED

BOOK YOUR SPACE TODAY **9354245927**