



TomTom your brand & product

to your target audience in India's
only trade show platform aimed at
Housing and Apartment Associations

BOOKINGS OPEN FOR 3RD EDITION !!!

Housing Society Management Show

7th, 8th & 9th February 2020
Nehru Centre, Worli, Mumbai, INDIA..



Housing Society Management Show

HSMS 2020

7 8 9 FEBRUARY

Nehru Centre, Worli, Mumbai.

WHO SHOULD PARTICIPATE IN HSMS

- Access Control Equipment
- Accounting Software / Solutions
- Automatic Gates Barriers / Boom Barriers
- Birds Fencing Nets
- Borewells
- Boundary walls
- Building Repairs
- Cable / Electrical Wiring
- Cable Tv Operators
- Car Parking Equipment / Solutions
- Car Washing Service
- CCTV And Surveillance Systems / Wire And Wireless
- Cement / Concrete Companies
- Childrens Park Play Equipment
- Coconut Plucking Service
- Construction Material Manufacturers And Dealers
- Club Houses
- Domestic Pumps Suppliers
- Doors & Windows Manufacturers And Dealers
- Dustbins / Garbage Diposal Solutions
- Electrical Lightning Manufacturers
- Elevator Maintenance And Services
- Facility Management Services
- Fire And Safety Equipments
- Fire Sprinklers And Garden Sprinklers
- Flooring Contractors
- Garden Equipment / Tools
- Gates Door / Shed / Grill Windows
- Gym Accessories / Equipments
- Hardware Manufacturers
- Housekeeping Service Providers
- Housekeeping Tools
- Housing Society Investments / Banking
- HVAC Contractors
- Hydraulic Lifts / Staircase Lifts
- Internet Solution Providers
- Institutes
- Ladders & Emergency Exits
- Landscaping Companies
- Letter Box Manufacturers
- Libraries
- Lockers & Safes
- Meter Reading Solutions
- Milk Adultration Testing Solutions
- Movers & Packers
- Music / Yoga / Sports
- Online Housing Society Portals
- Outdoor And Public Space Furnitures
- Paint Manufacturers / Painting Contractors
- Pavers
- Pipes And Sanitation Solutions
- Plastic Waste Management
- Playschools
- Rainwater Harvesting
- Road & Taring Solutions
- Road Safety Equipment Manufacturers And Dealers
- Roofing Ceiling Contractors
- Safety Nets For Building Constructions
- Security Guards / Security Solutions
- Septic Tanks Cleaning Service Providers
- Sanitary Pad Disposals
- Sewage And Effluent Treatment Plants
- Signages
- Society Software / Tech / App
- Solar Power Solutions
- Speed Bumps And Parking Mirror
- Sports Goods And Accessories Dealers
- Swimming Pool Solutions & Maintenance
- Telephone Service Providers
- Traffic Equipments
- Uniforms
- Utilities
- Vastu Consultants
- Vegetable / Groceries / Milk
- Water Foundation Dealers
- Water Proofing
- Water Tank Cleaning
- Water Treatment / Equipment Management
- Waste Management



WHO VISITS HSMS



Chairman of Housing Society



Members of Housing Society



Managers of Housing Society



Hon. Secretary of Housing Society



Commercial Industrial Estate



Home - Owner And Buyer



Real State And Developers



Estates And Facility Managers



Media / Press



Hospitals & Healthcare Facilities



Schools & Universities



Clubs & Gymnasium

WHO VISITS HSMS



Hotels & Restaurants



Municipal & Government Officials



Commercial Buildings



Hotels & resorts



Shopping Malls



Manufacturing Facilities



Major Sports Facilities



Multi-Housing Complexes



Warehouses



Airports



Worship Facilities



Municipal & Government Officials



Architects

EXHIBITOR FEEDBACK FOR HSMS' 18



We at My Gate have participated for the 1st time at the second edition of HSMS. I personally feel it's a great initiative where all the Housing Societies are brought together at one place. We have received an overwhelming response from all the visitors at the exhibition. In a span of 3 days we have met over 400 housing societies. We have got the opportunity to meet the Managers, the Chairman, the Secretary and they have given a great response for our product. I think we should conduct more such exhibitions in the coming future. – *Ankit Gupta (MyGate)*



AURILIA MARKETING

This is the first time we participated at HSMS and the response of the visitors from our point of view was very encouraging. We are very happy that we chose to participate at this event. As far our products were concerned, I think we managed to create a lot of awareness for our products and our products also generated a lot of interest. We strongly believe that this interest would translate to potential sales in the days to come. Secondly the most important thing was networking. Networking in terms with fellow vendors which I feel was great to catch up with people in similar businesses and I think we have an opportunity to look at cross sales with each of these vendors. So overall was very happy to have participated in this edition of HSMS and also look forward to participate in the future editions. – *Suresh Iyer (Aurillia Marketing LLP)*



CHS ONE received 800 plus visitors over the 3 days period of the exhibition. More than 1600 questions were asked. Absolutely satisfied and look forward to participate on a larger scale at the next edition. – *CHS ONE*



EXHIBITOR FEEDBACK FOR HSMS' 18



Visitor response was good. We have received an approximate of 250 plus Interested leads from these 3 days of this exhibition. The visitors were very enthusiastic and enquiring. They were very excited about the products we had to offer. Thumbs up to the entire HSMS Team for organising such a successful event. This is the second time we have participated at HSMS edition. This year we promoted ourselves from 9sqm to 18sqm stall. Next year we look forward for an even larger stall. – *Chitray Doshi (Apna Complex)*



This is our first participation at HSMS and we have received a lot of enquires from visitors. We look forward for a great sales conversion. The visitor's category was similar to what our target audience is. We are very much satisfied and surely look forward to participate at the next edition. – *Sintex Corporation.*



Housing Society Management Show is a great initiative taken by the organiser to cover the huge requirements of the housing societies. The visitors can use this platform to enlighten themselves with the various products and services available using which they can smoothly function their societies. The visitors that walked into our stalls, shared their requirements with us and we provided them with the best solutions. This will surely help in the growth of the exhibition. We surely look forward for a bigger stall at the next edition of HSMS. Congratulations on a successful edition of HSMS. – *Signages & Graphics Solutions*



VISITOR FEEDBACK FOR HSMS' 18

- Was looking for a few services and thought due to competition would get good rates and services which is why we attended this exhibition. But after visiting this exhibition we became aware of services and products that we hadn't even thought of. Will surely research and do a study on these products and think of implementing it in our society. I would like to request all to visit this exhibition and meet all the professional services under one roof.

- This is the first time I have visited this exhibition and I must appreciate the organiser for the wonderful initiative. Currently our society is utilising most of the solutions on offer but this will surely help us upgrade and update ourselves. Will surely ask my other committee members to attend the exhibition too.

- This exhibition is great thought executed which will surely help the committee managing the societies. It will help us update us on the latest mobile applications and digital solutions available to run the societies better. The best services I liked were the ones offered by Paytm & Dr. Fixit. Would surely love to see more participants in the Parking Solutions and Landscaping categories.

- We have almost covered 60 % of the services that we were looking for our society at this exhibition itself. Was excited to see the various digital solution available to run the societies. This is a great exhibition for all housing society members to attend and get to know the various services and products on display.

- Fantastic attempt. I was accompanied by my other committee members and we have got very valuable inputs from here. We liked the Fire Management & Parking Solutions. This show has indeed helped us and we surely will visit the next edition.

GOOD REASONS TO PARTICIPATE

Reach out to more than **1.5 lakh** housing societies in Maharashtra alone.

360
Degree
Marketing

Last two editions has seen visitors from **5000+** unique housing societies.

Hsms has been a fabulous platform covering **200+** exhibitors categories.

60% repeats participation from the frist editions.

WHY WILL **YOU** CHOOSE TO PARTICIPATE ?

Received support from more than **10** industry associations.

Only tradeshow where even **co-exhibitors** can be business to eachother.

Onsite tech for exhibitors aiming to help participants **ROI**.

In terms of visitors from vast areas shows **30%** growth compare to frist edition and also visitors from **200+** different locations of MMR.

Conference on more than **50+** topics & **70** speakers on issues and problems related to housing society.



GOOD REASONS TO PARTICIPATE

WE ARE GROWING IN THE LAST TWO EDITIONS

Business Generated for Exhibitors

As compared to last edition there was growth in business generated for exhibitors.



Space

In terms of space HSMS 2017 covered 520 sq.mts area wherein edition 2 covered 720 sq.mts area which shows a growth of stall participation.

Exhibiting Categories

HSMS has been a fabulous platform covering 200+ Exhibitor categories. This makes it a very interesting content for visitors to come and explore.

Visitors From Different Areas

The demographic reports in terms of visitors from vast areas shows 30% growth compare to the first edition. HSMS in the past 2 editions witnessed record number of visitors from 200+ different location of MMR.



ABOUT HSMS

Housing Society Management Show (HSMS) is India's first and only tradeshow platform that's aiming and positioning itself to be the sourcing platform for professional services, products and advices for Housing Societies and apartments. HSMS now in its 3rd Edition and growing has been on the offensive educating the office bearers that their prime assets their "family" and their life's biggest asset "home" both very much are part of the Housing Society, it is imperative that professionalism also should be part of our living space.

Access to the office bearers and decision makers in societies and apartments is near impossible, HSMS is the only environment which gives you a valuable opportunity not just for direct sales and marketing but also to catapult your business position as a leader in this vertical.

In its 1st edition HSMS had 70+ Exhibitors which covered 500 sq. mtr space and a visitor turnout of more than 2500 unique housing societies. Wherein 2nd edition HSMS grew by 80+ Exhibitors which covered 700+sq.mtr space and a visitor turnout of more than 2700 unique housing societies which shows exhibition growth by 10%.

DAILY VISITORS OF HSMS' 18

DAY 1



900
Visitors

DAY 2



1,320
Visitors

DAY 3



1,205
Visitors

3,425

THE TOTAL NUMBER OF VISITORS OVER 3 DAYS



72
EXHIBITORS



SPEAKERS AND
35 TOPICS OVER 2 DAYS



77%
PURCHASING
AUTHORITY

*India's only tradeshow platform
to reachout Housing Societies and
Apartments*



Housing Society Management Show
HSMS 2020
7 | 8 | 9 FEBRUARY
Nehru Centre, Worli, Mumbai.

GOOD REASONS TO PARTICIPATE

ROI TOOLS / ONSITE TECH HSMS' 18

LMS

Lead management system is one of the powerful tool where exhibitor captures realtime data scanning visitor badge using their own smartphone. This ROI tools is well tried and tested.



Beacons

Beacon technology is used as onsite navigation tools track attendee movement, time spent in each booth, create conference alerts or any announcement or offers alerts to the attendee.



Product Locator

Every visitor walking in provided with this feature where-in on search for product or service they receive a list of exhibiting companies offering the product or service



Welcome SMS / Email

As additional reach for you, a welcome email is sent on registration to every visitor highlighting products and services at the exhibition



GOOD REASONS TO PARTICIPATE

PRE-EVENT OUTDOOR PROMOTIONS HSMS' 18

Roadshows

Direct reach to more than 1500+ Housing Societies.



Billbox in Housing Society

Advertisement within society
Billbox branding in none than 1000+ societies.



#hsms



Bus Shelter

More than 15+ Bus Shelter across Mumbai.

Auto Back

Mobile branding on more than 2000+ rickshaws.



GOOD REASONS TO PARTICIPATE

MARKETING CAMPAIGN HSMS' 18

INVITATION DISTRIBUTION



500 VIP
5000 Flier

Invitations were distributed

VIP invitations and fliers to high rise societies and medium size societies leading industry associations and top companies.

SOCIAL MEDIA



1000 Facebook
500 Instagram
Likes.

Social media campaign on Facebook, Instagram, LinkedIn, Twitter, Whatsapp to enhance awareness.

PHONE CALLS



19000 Min.

Spent reaching more than 3000 decision makers of housing society by phone.

Telecalling are data of potential visitors comprising of Hon.Secretary, Chairman and other Committee Members of housing society.

PAPER POUCHES DISTRIBUTION



1,00,000

Paperpouches distribution to more than thousand medical stores all over maharashtra.

NEWSPAPER ADVERTISEMENT



30 Newspaper, Magazines Advertisement

Advertisements and editorial coverage in top newspapers and trade magazines.

RADIO



50 Daily Spot

50 spots a day for a month prior to the show on Radio City 91.1 - India's #1 Radio Network.

ADVERTISEMENT IN COMMUNITY MAGAZINES



10

Ads in more than 10 community magazines. Also ads in niche community magazines medium was used to reach out decision makers of housing society.

PUBLIC RELATION



500+ News Coverage

More than 500 mentions in various mainline prints, TV, radio and online medium.

NEWSPAPER INSERTS



50+ Areas Covered
5000+ Newspaper Inserts

More than 500 mentions in various mainline prints, TV, radio and online medium.

ADDITIONALY

Support from leading industry association and government bodies to promote the show to their members. Our media partners, category partners & supporting associations also invites their clients and members to attend the show, thus enhancing the reach exponentially. Customized banners and personalize paper invites were created and made available for exhibitors to invite their clients.



GOOD REASONS TO PARTICIPATE

PRE-EVENT PROMOTIONS HSMS' 18
Newspaper Advertisements



Mainline Press Advertisement in more than 25 leading English and other language newspapers and periodicals.

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

MAHARASHTRA TIMES - MUMBAI PG 4 - 13/12/2018

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

TIMES OF INDIA MUMBAI PG 10 - 13/12/2018

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

LOKMAT (HELLO MUMBAI) MUMBAI PG 3 - 14/12/2018

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

LOKSATTA - MUMBAI PG 6 - 14/12/2018

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

GUJARATI MID DAY - MUMBAI PG 27 - 15/12/2018

Let's Make Our Housing Society A Better Living Space

Housing Society Management Show 2018
 Exhibition | Conference | Meetings

14-15-16 DECEMBER 2018 | 10am - 6pm
 Nehru Centre, Worli, Mumbai.

3 DAYS EXHIBITION | 2 DAYS OF CONFERENCE | ELITE PANEL OF EXPERTS AND SPEAKERS | 70+ EXHIBITOR CATEGORIES ON DISPLAY

Register Now @ www.hsms-india.com
 or Call +91 9321868928 | 9321168928 | Email: urvasi@hsms-india.com

intelle expo | pav. 102

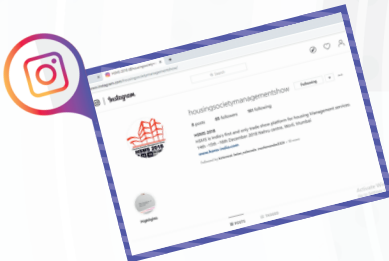
INQUALAB - MUMBAI PG 11 - 15/12/2018



GOOD REASONS TO PARTICIPATE

PRE-EVENT PROMOTIONS HSMS' 18

Online promotions



Housing Society Management Show
HSMS 2020
7, 8, 9 FEBRUARY
Nehru Centre, Worli, Mumbai.

VISITOR'S REPRESENTATION FROM HIGH RISE BUILDING @HSMS 2018

| SOCIETY NAME | LOCATION |
|--|----------------------|
| VISITORS CAME FROM CENTRAL / WESTERN / SUBURBS / SOUTH MUMBAI | |
| ACROPOLIS CHSL | NAVI MUMBAI |
| AGA KHAN BAUG CO-OP HOUSING SOCIETY, | YARI ROAD |
| AKRUTI ORCHID PARK | ANDHERI |
| ANITA SOCIETY | MALABAR HILL |
| ARIHANT ABHILASHA CHS | KHARGHAR |
| ASHTABHUJA CHSL | KANDIVALI |
| ASMITA CRESENT CHS | MIRA ROAD |
| AVISHKAR IMPRESS | DADAR |
| BALLENA CHS LTD | CHEMBUR |
| BHAWESHWAR DARSHAN | PEDDER ROAD |
| CASA GRANDE CO OPERATIVE HSG SOC LTD | LOWER PAREL |
| CHAITANYA TOWERS | PRABHADEVI |
| CHANDANBALA SOCIETY | WALKESHWAR |
| CHOWPATTY TEJKIRAN CHSL | BANDRA |
| CRESCENT BUSINESS PARK | SAKI NAKA |
| DHEERAJ DREAMS COMPLEX | BHANDUP |
| DOSTI FLAMINGOS | SEWREE |
| EL CID CHSL | MALABAR HILL |
| GAJAAN BHAVAN CHSL | THANE |
| GEETA CHSL | WADALA |
| KIRTI SOCIETY/SPLENDOR | KALYAN |
| KOHINOOR SQUARE | SHIVAJI PARK |
| LE PALAZZO | NANA CHOWK |
| LILLY WHITE CHS | JOGESHWARI |
| MAHALAXMI MAHAL HS SOCIETY | MAHALAXMI |
| MAHAVIR BHAKTI APT | KOPARKHAIRANE |
| NAVNIIRMAN SOCIETY | NAVI MUMBAI |

ASSOCIATION'S SUPPORT

Credibility of any exhibition is accounted from the industry association support it receives. HSMS in the past editions has received support from following association.



Maharashtra Society Welfare Association



V Citizens Action Network



Women's Legal Forum Co-operative Housing Society



Indian Pest Control Association



Indian Green Building Council



Credai - MCHI



Indian Pump Manufacturer's Association



National Solid Waste Association of India



Soch Sayani



Panvel - Urban Taluka Co-op Housing Societies Federation Ltd.



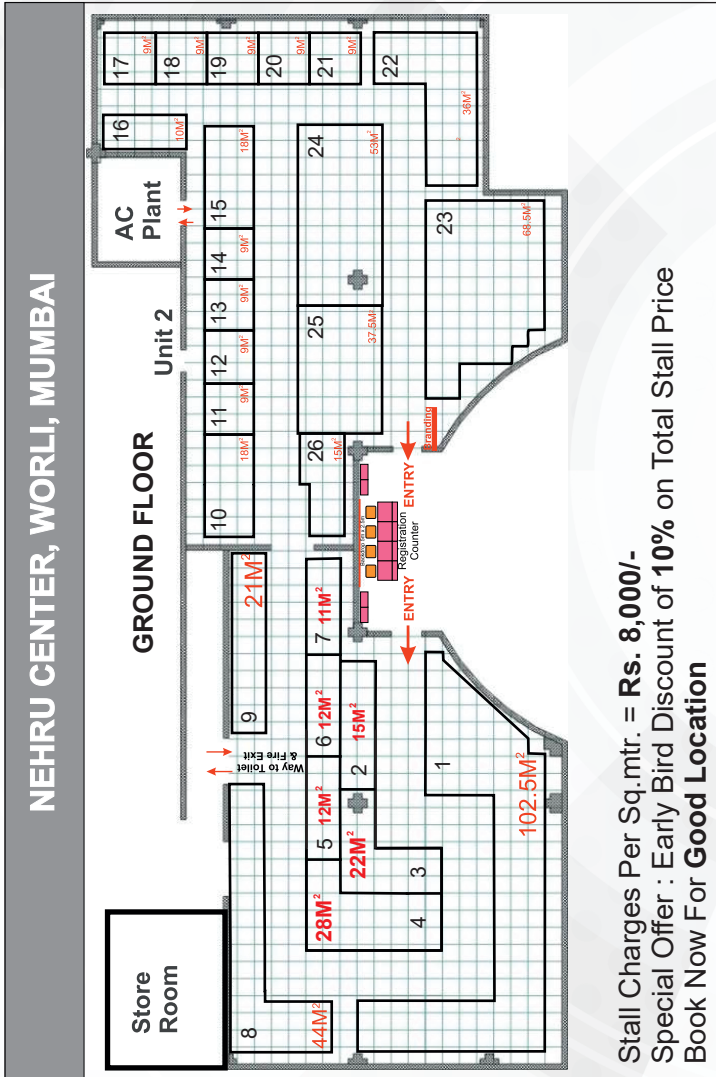
PANEL OF ADVISORS @HSMS 2020

- **CA. Ramesh Prabhu**
Chairman, Maharashtra Society Welfare Association (MSWA)
- **Smt. Indrani Malkani**
Chairman, V Citizens Action Network (VCAN)
- **Smt. Sadhana Edvankar**
Volunteer Soch Sayani
- **Shri. Raju Parulkar**
Immediate Past President, Indian Pest Control Association (IPCA)
- **Shri. TAK Mathews**
Principal Consultant, TAK Consulting Pvt. Ltd.
- **Dr. Sanjay Koyande**
CCRT Laboratories
- **Smt. Sunita Godbole**
President Women's Legal Forum for Co-operative Housing Society
- **Shri. Amiya Kumar Sahu**
President, National Solid Waste Association of India (NSWAI)
- **Smt. Mala Singh**
Vice Chairperson, Indian Green Building Council (IGBC)



FLOORPLAN 2020

Ground Floor



Stall Charges Per Sq. mtr. = **Rs. 8,000/-**
 Special Offer : Early Bird Discount of **10%** on Total Stall Price
 Book Now For **Good Location**



FLOORPLAN 2020

Second Floor

