



ARTISTRY IN ARCHITECTURE

CURATED FOR INFLUENCE. DESIGNED FOR IMPACT.

COCHIN
30-31 OCT
2026

ICIAL TRADE FAIR & EXHIBITION CENTRE

COIMBATORE
29-30 JAN
2027

MERLIS HOTEL



INTRODUCTION

NAVIG8 CONFEX is not a mass exhibition.
It is a curated business platform for serious decision makers.

Invite only. Outcome driven. Influence focused.

We bring together:

- Architects & Interior Designers
- Developers & Builders
- Procurement & Hospitality Leaders
- Premium Building Material Brands

Designed for relevance.

Built for conversations that convert.

Structured for measurable business outcomes.

NAVIG8 VISITOR PROFILE & TARGET ZONES



ARCHITECTURE



INTERIOR
DESIGN



CONSULTANTS



BUILDERS



PMC

“Where Influence Meets Business”



NAVIG8

ARTISTRY IN ARCHITECTURE

Following the successful editions in Bangalore and Hyderabad, NAVIG8 has established itself as a focused platform at the convergence of architecture, design and building materials.

A Proven, Curated Business Environment

- 1,500+ senior decision makers engaged
- Leading architects, developers, Government officials & procurement heads
- Structured, requirement-led interactions
- Measurable business outcomes

NAVIG8 is built around relevance not scale.

Beyond a Conventional Exhibition

NAVIG8 integrates

- Curated design installations
- Thought leadership conferences
- International & industry recognised speakers
- Independent jury led awards
- Select buyer participation

A format designed for influence, visibility and strategic brand positioning.

Industry Backed. Business Focused.

Supported by premier industry associations and leading media partners, NAVIG8 has become a trusted platform for innovation, leadership and decision driven engagement.

Ideas gain direction.

Partnerships gain clarity.

Brands gain stature.

NAVIG8 sets a new benchmark for curated architectural platforms defined by authority, credibility and delivery.



CREATING MEMORABLE EXPERIENCES TOGETHER

At SHOWGRRID, we don't design events. We build high value business platforms.

Built on Precision, Not Scale

- 60+ years of combined industry expertise
- Deep integration across architecture, design & real estate
- Requirement driven engagement models
- Structured buyer brand alignment

**Every interaction is intentional.
Every platform is outcome focused.**

BEYOND NETWORKING

NAVIG8 enables:

- Curated introductions with verified decision makers
- Focused follow through beyond the event
- Post show requirement directory shared with partners
- Measurable engagement and continuity

Conversations don't end at the show floor.
They convert into structured opportunities.

What Defines SHOWGRRID?



RESTRAINT



PRECISION



RELEVANCE



DELIVERY

We create platforms where

- ▶ Brands gain stature.
- ▶ Conversations gain depth.
- ▶ Relationships translate into business results.



VISION & PURPOSE

Why NAVIG8 CONFEX Exists?

The industry does not need another crowded exhibition. It needs meaningful, outcome driven engagement.

NAVIG8 CONFEX is built to create a focused ecosystem connecting

- Leading Brands
- Architects & Interior Designers
- Builders & Developers
- Procurement & Hospitality Leaders
- Institutional Buyers & Policymakers

What the Platform Enables

- Strategic market expansion in South India
- Structured access to senior decision makers
- High impact product visibility
- Long term partnerships & collaborations

NAVIG8 is where design influence meets business decisions.

EVENT FORMAT

What Makes NAVIG8 Unique?

NAVIG8 operates in a CONFEX format combining conference depth with curated exhibition precision.



Core Elements

- Highly curated exhibition zones
- Design led brand installations
- Thought leadership conferences
- Industry led panel discussions
- Select global & Indian speakers
- Invite only networking Zones
- Curated buyer seller Introductions
- Dedicated product launch arena

Every participant is intentionally selected to ensure ROI, relevance and meaningful engagement.

WHO SHOULD EXHIBIT?



Exhibitors gain direct access to specification influencers and purchase decision makers.

VISITOR PROFILE

Curated. Invite Only. Decision Level.

NAVIG8 CONFEX hosts a closed loop audience of senior industry stakeholders, including:

- Principal Architects & Design Firm Owners
- Senior Interior Designers & Specification Consultants
- Developers, Builders & Project Directors
- Hospitality & Institutional Project Heads
- Procurement & Sourcing Leaders
- Project Management Consultants
- Government & PSU Decision Makers
- Corporate & Institutional Buyers
- Real Estate Investors & Asset Owners

Audience Quality

- Senior level representation
- Project linked participation
- Requirement driven interactions
- Structured buyer brand engagement

Footfall is controlled.

Access is curated.

Conversations are outcome oriented.



Why Leading Brands Choose NAVIG8?

NAVIG8 is built for brands that value influence over footfall and outcomes over exposure.

Strategic Advantages

1. Decision Level Access

Direct interaction with architects, developers, procurement heads, and institutional buyers linked to active projects.

2. Controlled, Clutter Free Environment

Limited categories. Limited brands. No dilution. Clear brand visibility.

3. Structured Buyer Introductions

Curated meetings aligned with product category and requirement relevance.

4. Market Penetration in South India

Targeted access to Cochin & Coimbatore's evolving luxury, real estate, and hospitality markets.

5. Launch with Authority

Dedicated product launch platform within a design led, leadership driven setting.

6. Credibility & Industry Backing

Association support, media visibility, and leadership positioning beyond the event.

NAVIG8 CONFEX is not designed for mass participation. It is built for serious brands seeking serious business.



Where The Industry Comes Together

NAVIG8 brings together architects, developers, institutional buyers, and industry leaders in a focused, decision driven environment.

These are not casual gatherings. They are structured interactions built around projects, partnerships and long term business alignment.

What These Moments Represent

- Senior level participation
- Leadership driven conversations
- Design & business convergence
- Brand launches with authority
- Curated networking with intent

Every interaction is aligned with relevance and measurable engagement.

Not just gatherings.
Strategic industry alignment.

CITY FOCUS

NAVIG8 CONFEX – COCHIN EDITION

Designed for Kerala's high value architecture, interiors and lifestyle markets.

Why Cochin?

- Strong NRI participation
- Growth in premium residential & hospitality projects
- Luxury and specification driven market
- Convergence of design, real estate & global influence

Knowledge & Conference Program

- Industry keynotes
- Architecture & design leadership conversations
- Technology & innovation dialogues
- Real estate & hospitality outlook sessions
- Closed-door leadership interactions

NAVIG8 COIMBATORE EDITION

The Coimbatore edition of NAVIG8 CONFEX is designed as a focused, relationship-led business platform.

Built around decision makers, project alignment, and regional leadership, this edition brings together architects, developers, consultants and premium brands in a structured, engagement driven environment.

What Defines the Coimbatore Edition

- Strong participation from regional industry leaders
- Senior level architects & project stakeholders
- Structured networking with intent
- Focused discussions around active and upcoming projects
- Leadership moments recognising excellence & collaboration

This is not a volume driven expo.

It is a controlled platform for meaningful business

PARTNERSHIP OPPORTUNITIES AT NAVIG8

NAVIG8 offers a limited set of strategic partnerships designed for brands seeking category leadership not mass exposure.

Every association is structured for clarity, exclusivity and measurable impact.

PARTNERSHIP CATEGORIES

Title Partner

Platform leadership. Maximum prominence. Industry authority.

Co-Partner

High visibility integration with senior decision makers.

Category Partner

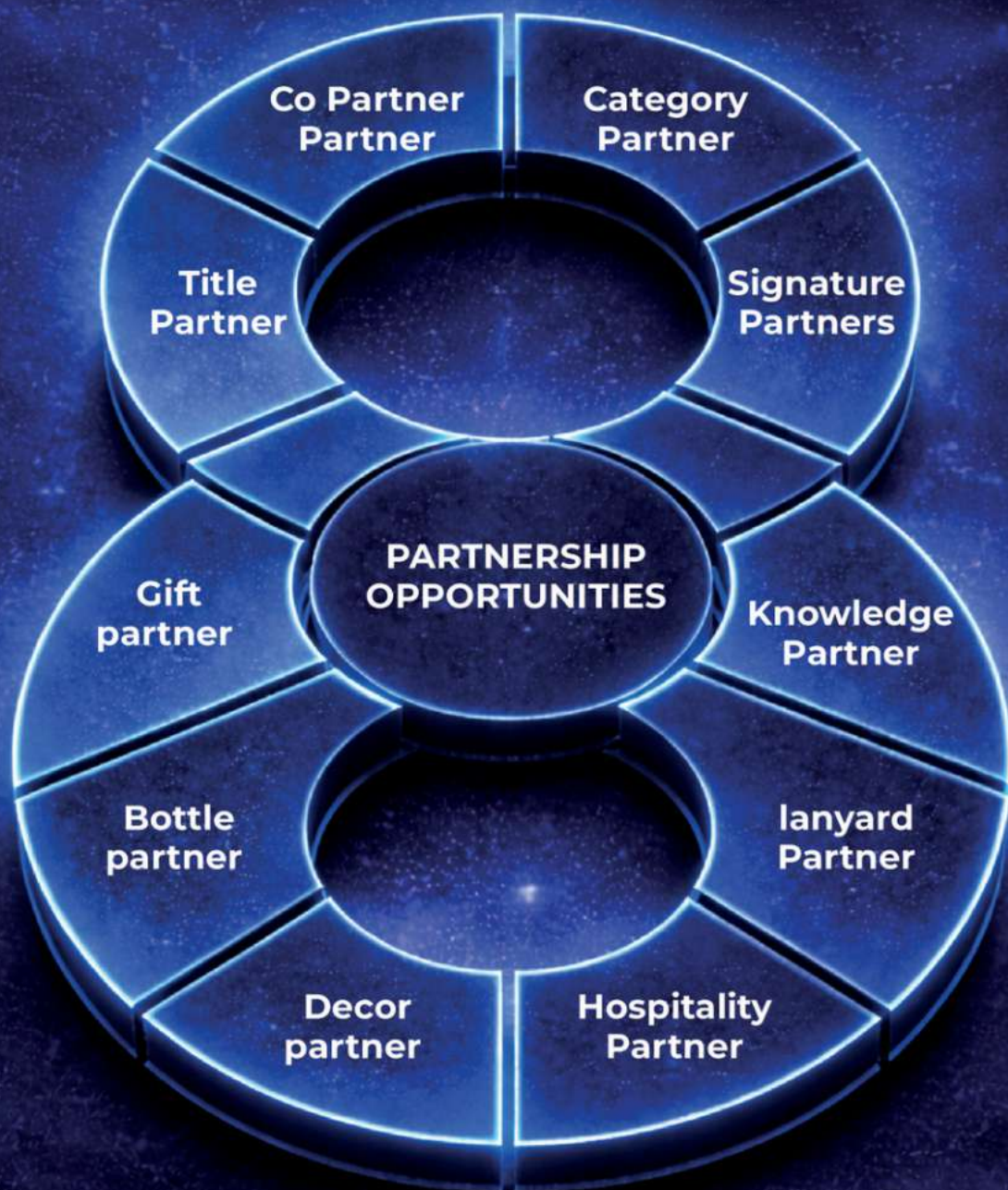
Exclusive representation within a defined product segment.

Signature / Knowledge Partner

Thought leadership positioning with curated engagement.

Experience Partners

Hospitality, Décor, Lanyard, Bottle & Gift integrations.



Partnerships are limited and exclusive to protect value.

TITLE PARTNER (40 LACS - PER CITY)

Own the Platform. Define the Narrative.

As Title Partner, your brand becomes the face of NAVIG8 positioned as a category leader across architecture, design and building materials.

**This is not sponsorship.
This is platform leadership.**

1. Category Ownership & Exclusivity

- Absolute exclusivity within your segment
- No competing brands permitted
- “Powered by Title Partner” attribution across the platform
You don’t participate. You lead.

2. Maximum Visibility & Brand Dominance

- Grand Entrance Arch branding
- Main Stage Backdrop (largest placement)
- Prime 30 sqm premium Location
- Registration counters & delegate touchpoints
- Vision Directory – 2 premium full page placements
- Event Directory integration

Your brand commands the highest recall across every

3. Thought Leadership & Stage Authority

- Official Welcome Address at NAVIG8 Opening
- 10-minute exclusive presentation (Day 1 & Day 2)
- Leadership Panel positioning for senior spokesperson
- Brand attribution across keynote sessions

Positioned not as a participant but as an industry voice.

4. Elite Access & Business Enablement

- 40 curated, requirement driven introductions
- Direct access to architects, developers & institutional buyers
- Priority access to curated delegate insights
- Structured post event engagement support

Move beyond visibility to measurable business outcomes.

5. Media & PR Amplification

- Regional media dominance (full-colour half-page feature)
- Official NAVIG8 PR campaigns
- TV & digital platform visibility
- Pre-event & post-event communication branding

Extended visibility beyond the event floor.

6. Hospitality & Protocol

- 2 rooms for senior decision makers
- Protocol support for leadership presence

The Title Partner does not exhibit. They define the platform.

CO-PARTNER (20 LACS - PER CITY)

Elevated Presence. Strategic Visibility.

As Co-Partner, your brand secures high impact visibility and structured access to senior decision makers within a premium, curated environment.

1. Strong Brand Presence

- 20 sqm premium stall in high visibility zone
 - Official stall inauguration by Chief Guest
 - Co-Partner tier branding across key event touchpoints
- Prominent positioning without platform dominance.

2. Platform Wide Visibility

- Main Stage Backdrop (Co-Partner placement)
 - Registration counters
 - Delegate kits & materials
 - NAVIG8 Event Directory feature
 - Vision Directory – 1 full-page advertisement
- Consistent brand recall across the event ecosystem.

3. Thought Leadership & Stage Access

- 5-minute brand presentation (Day 1 & Day 2)
- Panel participation opportunity
(aligned with industry themes)

Position your brand within leadership conversations not just exhibition space.

4. Targeted Business Access

- 20 curated, requirement driven introductions
- Direct engagement with architects, developers, hospitality leaders & procurement heads
- Structured access focused on meaningful interaction not casual footfall

Designed to translate visibility into measurable opportunity.

5. Media & Digital Amplification

- Recognition across official NAVIG8 PR campaigns
- Digital announcements & social media coverage
- Featured mentions in event communications

Extended reach beyond the venue.

6. Hospitality & Protocol

- 1 room for senior representative
- On-ground protocol support

The Co-Partner shares the platform with the Title Partner. benefiting from premium association while retaining distinct brand identity.

CATEGORY PARTNER (12 LACS - PER CITY)

Own Your Category at NAVIG8

As a Category Partner, your brand becomes the exclusive representative of its segment within NAVIG8 positioned as the preferred solution and protected from direct competition.

**This is not about visibility.
This is about category dominance.**

1. Absolute Category Exclusivity

- Sole representation within your product segment
- No competing brands permitted
- Positioned as the preferred specification partner

**You don't compete.
You lead your category narrative.**

2. Premium Stall Presence

- 18 sqm premium stall in high visibility curated zone
- Layout designed for product experience & specification discussions

Built for serious engagement not casual browsing.

3. Platform Visibility & Recognition

- Main stage backdrop (Category tier)
- Registration counters & delegate materials
- 1 full-page placement in NAVIG8 Vision Directory
- Recognition across NAVIG8 digital & PR platforms

Consistent brand recall within your segment.

4. Category Thought Leadership

- 5-minute solution focused presentation slot (educational format, not sales pitch)
 - Alignment with design, innovation or application themes
- Position your brand as a knowledge leader in your segment.

5. Targeted Business Access

- 15 curated, requirement driven introductions
- Access to architects, developers, hospitality groups & procurement heads mapped to your category

Ideal for brands seeking structured market penetration without headline sponsorship.

The Category Partner does not compete within NAVIG8. They eliminate competition and define their segment.

SIGNATURE PARTNER (6 LACS - PER CITY)

Creative Presence. Curated Visibility.

Designed for brands seeking focused engagement within NAVIG8's curated thematic zones.

1. Premium Stall & Curated Showcase

- 9 sqm premium stall (3m x 3m) within curated thematic zones
- Positioned within design-led layouts for higher quality engagement
- Ideal for focused product demonstration and specification discussions

2. Branding & Recognition

- Main stage backdrop (Signature tier placement)
- Registration counters & delegate kits
- 1 full page placement in NAVIG8 Event Directory
- Recognition across NAVIG8 digital & PR platforms

Consistent brand presence within a premium environment.

3. Targeted Business Access

- 10 curated, requirement driven introductions
- Access to architects, developers, hospitality groups & procurement consultants aligned with your category

**Focused engagement.
Structured access.
Measured visibility.**

GIFT PARTNER (6 LACS - PER CITY)

High Recall. Premium Association.

As the Gift Partner, your brand becomes part of the NAVIG8 takeaway experience extending visibility beyond the event floor.

1. Exclusive Gift Integration

- Exclusive branding on all VIP & delegate gifts
 - Recognition as "Gift Partner – NAVIG8"
 - Logo presence at gift distribution counters
- Direct association with every curated delegate interaction.

2. Extended Brand Recall

- Brand visibility through post event usage of curated gifts
 - Association with senior architects, developers & VIP attendees
 - Subtle yet sustained exposure beyond the venue
- This is long term recall not momentary exposure.

3. Digital Visibility

- Logo inclusion on official NAVIG8 website
- 2 digital promotions across NAVIG8 social platforms
- Featured mention in event communication as Gift Partner

**The Gift Partner does not compete for stage time.
They stay with the delegate long after the event concludes.**

STATIONERY PARTNER (5 LACS - PER CITY)

Present in Every Note. Every Interaction.

Your brand becomes part of every official writing and documentation touchpoint during NAVIG8.

Deliverables

- Exclusive branding on official NAVIG8 stationery
 - Delegate notepads
 - Pens
 - Writing pads used in sessions & meeting zones
- Recognition as "Stationery Partner – NAVIG8"
- Logo placement at registration & stationery distribution counters
- Logo inclusion on official NAVIG8 website
- 1 digital promotion across NAVIG8 social platforms

High frequency visibility through repeated delegate in-

Why Leading Brands Choose NAVIG8 CONFEX?

1. Decision-Level Access

Direct engagement with senior architects, developers, project owners, and influential specifiers.

2. Curated Environment

A premium, clutter free setting designed to elevate brand stature and recall.

3. Project Aligned Opportunities

Highly relevant audience aligned with active and upcoming projects.

5. Market Expansion with Authority

Strategic entry into South India's high growth architecture and construction markets.

- High impact product launches within a design led environment
- Structured post-event engagement through curated requirement directory

“Designed for brands that value relevance over reach, influence over footfall, and outcomes over exposure.”

WATER BOTTLE PARTNER (5 LACS - PER CITY)

High Frequency Visibility.

Your brand is integrated into one of the most used touchpoints throughout NAVIG8.

Deliverables

- Exclusive branding on all water bottles distributed
 - Branding at hydration stations across the venue
 - Recognition as “Water Bottle Partner – NAVIG8”
 - 1 digital promotion across NAVIG8 social platforms
- Continuous exposure across the entire event duration.

**Visible in every refresh moment.
Consistent recall throughout the venue.**

DÉCOR PARTNER (5 LACS - PER CITY)

Shape the Visual Identity of NAVIG8.

As the Décor Partner, your brand aligns with the aesthetics, ambiance, and experiential styling of the event.

Deliverables

- Branding credit as “Décor Partner – NAVIG8”
- Logo placement near décor elements & installations
- Visual association with curated event styling
- 1 digital promotion across NAVIG8 platforms

Continuous visual presence across high impact zones.

**Integrated into the atmosphere.
Associated with the experience.**

INDUSTRY LEADERS & KEY VOICES AT NAVIG8





A collective of brands.



KalingaStone®
TERRAZZO, MARBLE & QUARTZ



Mahkam poorviam

Eroline®



BUILD BETTER WITH
REMSON



PARÉ



ashirvad®
by aliaxis



norisys®



VARMORA
TILES • BATHWARE



Shaping the future of the built environment. With NAVIG8.



Loom Crafts



POCHO
LIVING



LEADING DEVELOPERS



Many more...

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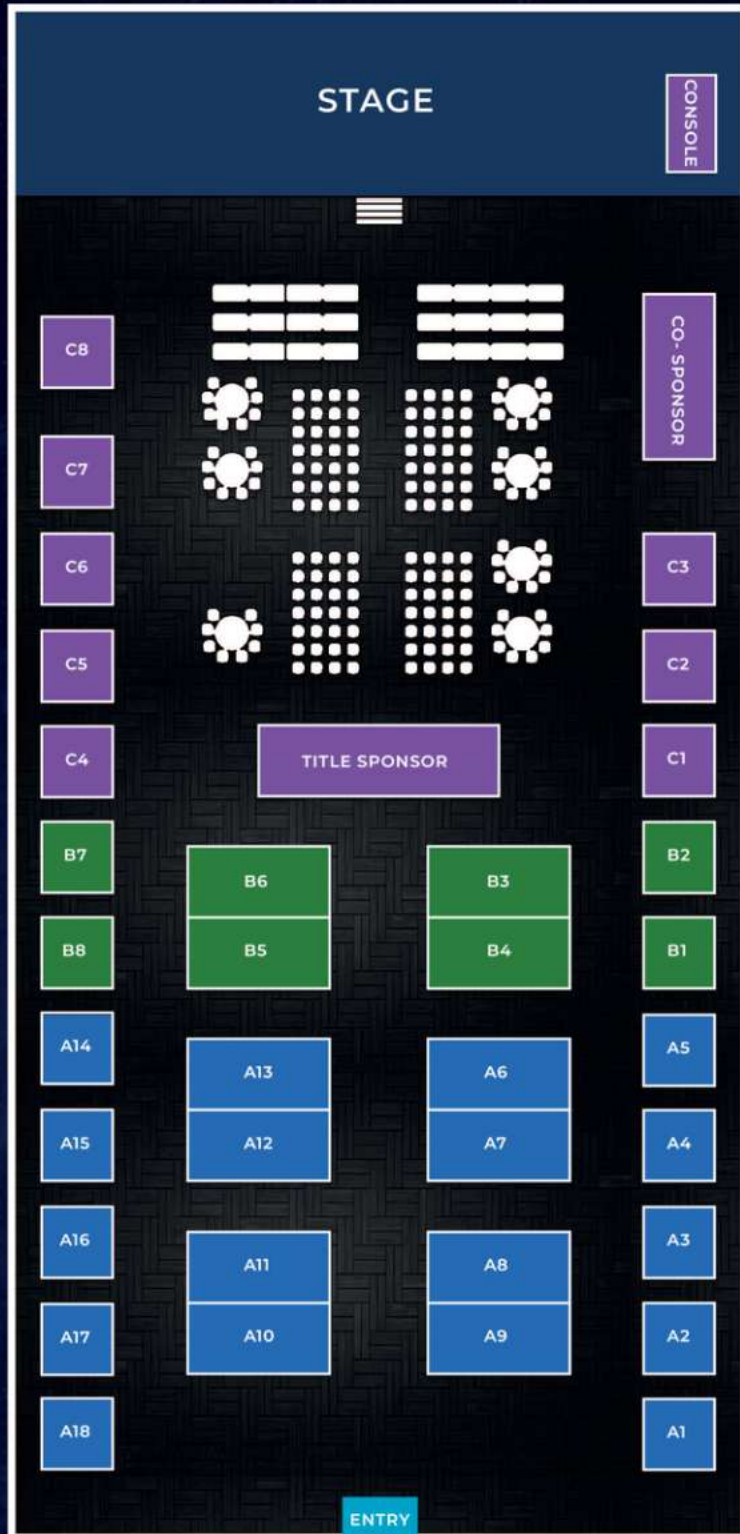
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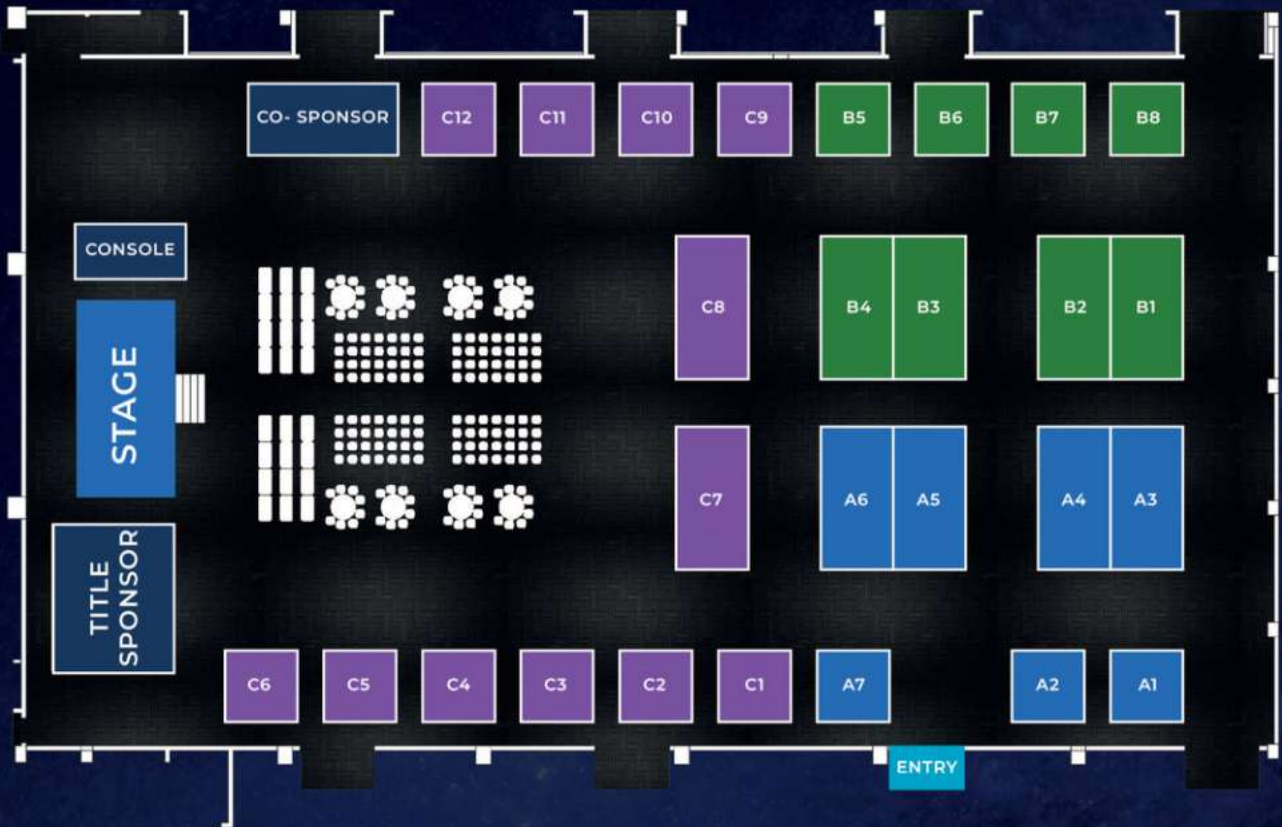
COCHIN



LEGEND

	8no. - 6m x 3m BOOTH
	4no. - 6m x 3m BOOTH
	28no. - 3m x 3m BOOTH
	12no. - 3m x 3m BOOTH
	8no. - 3m x 3m BOOTH
TOTAL STALLS	48no. - 3m x 3m

COIMBATORE



LEGEND

					
2no. 6m x 3m BOOTH	4no. 6m x 3m BOOTH	4no. 6m x 3m BOOTH	3no. 3m x 3m BOOTH	4no. 3m x 3m BOOTH	10no. 3m x 3m BOOTH

KNOWLEDGE PARTNER



INSTITUTIONAL & INDUSTRY BODIES



Event Crafted By

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