

# TALENT MANAGEMENT AGENCY ZONE

## India's Live Creator Deal-Making & Talent Discovery Hub

The Talent Management Agency Zone at CLS 2026 is a dedicated ecosystem for creator management agencies to scout talent, showcase rosters, build brand relationships, and drive real commercial outcomes over two high-impact days. It positions agencies at the center of North India's creator economy—bringing together brands, creators, platforms, and decision-makers in a structured environment designed for collaboration and deal-making.

## Investment

Starting from ₹40,000

- 8x8 branded agency stall
- Up to 4 creators per agency
- Access to 50+ brands and marketing head executives
- Access to 1,500+ creators
- Full delegate access for agency participation
- Inclusion in Agency Zone visibility ecosystem
- Upto 6 people full access including a minimum of 4 creators

## CORE AGENCY OPPORTUNITIES

### 1 DEDICATED 8x8 AGENCY STALL

Each participating agency receives a fully allocated 8x8 functional stall within the Agency Zone.

- Branded physical space for agency identity and visibility
- Dedicated area for creator meetings and brand discussions
- Space for talent showcases, portfolio presentations, and pitches
- On-ground base for business development and networking

### 2 CREATOR INTEGRATION (Up to 4 Creators Per Stall)

Each agency can bring up to 4 creators from their roster.

- Showcase managed talent to brands and marketing teams
- Facilitate direct creator-brand introductions
- Enable on-ground collaboration discussions
- Strengthen visibility and positioning of represented creators

### 3 ACCESS TO 50+ BRANDS & MARKETING LEADERS

Direct access to a curated pool of:

- Brand Heads & Marketing Directors
- Influencer Marketing Teams
- Agency & Media Buyers
- Campaign Decision-Makers

Agencies can position their creators for:

- Campaign partnerships
- Long-term brand collaborations
- Retainer-based creator deals
- New brand onboarding opportunities

### 4 ACCESS TO 1,500+ CREATORS

Engage with a large, multi-category creator ecosystem including:

- Lifestyle, Fashion & Beauty
- Food, Travel & Hospitality
- Tech, Finance & Education
- Fitness, Wellness & Parenting
- Entertainment, Comedy & Pop Culture

Agencies can:

- Scout emerging creators
- Expand talent rosters
- Identify niche and category-specific creators
- Build future representation pipelines

### 5 TALENT DISCOVERY & ROSTER EXPANSION

A structured environment for:

- High-intent creator scouting
- Early-stage talent identification
- Direct evaluation of creator potential
- Building long-term creator pipelines

### 6 BUSINESS & REVENUE OPPORTUNITIES

The zone is designed for active commercial conversion, enabling:

- Brand introductions for managed talent
- Creator campaign discussions
- Talent representation conversations
- Partnership and collaboration deals
- Long-term revenue-generating relationships

### 7 PREMIUM VISIBILITY & POSITIONING

Agency participants benefit from:

- Dedicated placement within the Agency Zone
- High footfall from creators, brands, and delegates
- Continuous visibility across both event days
- Positioning within a curated industry ecosystem

### 8 FULL CLS ECOSYSTEM ACCESS

Includes participation in:

- Keynote sessions and panels
- Workshops and masterclasses
- Networking lunches and mixers
- Expo zone interactions
- Creator Lounge engagement

### 9 DEAL-MAKING ENVIRONMENT

CLS 2026 is structured to enable real business outcomes, including:

- On-ground creator signings
- Brand-agency introductions
- Campaign discussions
- Partnership negotiations
- Talent onboarding conversations

### 10 DELEGATE ACCESS INCLUDED

Each agency receives delegate access for representatives to:

- Attend conference programming
- Participate in networking sessions
- Engage in expo and lounge zones
- Access full CLS ecosystem experiences