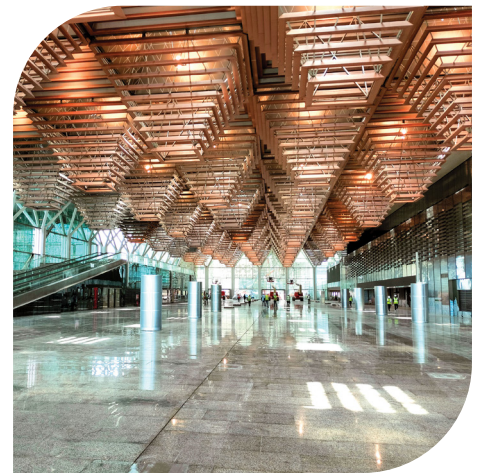


INDIA'S LEADING SHOW ON BUSINESS+LEISURE TRAVEL & MICE

**BLTM**

**29, 30, 31 AUGUST 2024**

**INDIA INTERNATIONAL  
CONVENTION & EXPO CENTRE (IICC), NEW DELHI**



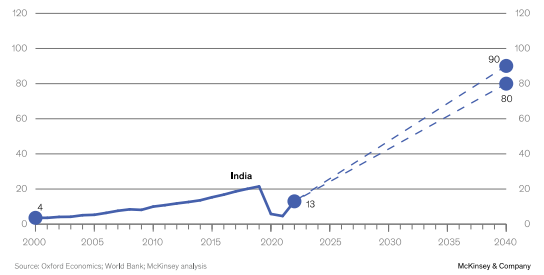
 **MEET in INDIA**

## THE INDIAN MICE & BUSINESS + LEISURE TRAVEL MARKET

As Morgan Stanley's famous report says, this is India's decade. Boosted by rising economic prosperity and a strong pandemic recovery, India, along with Asia-Pacific, is the largest regional travel market in the world. The business and leisure travel segments are increasingly intertwined — a study by FCM reveals that 95% of business travellers either currently prefer or aspire to merge their business trips with leisure destinations or activities.

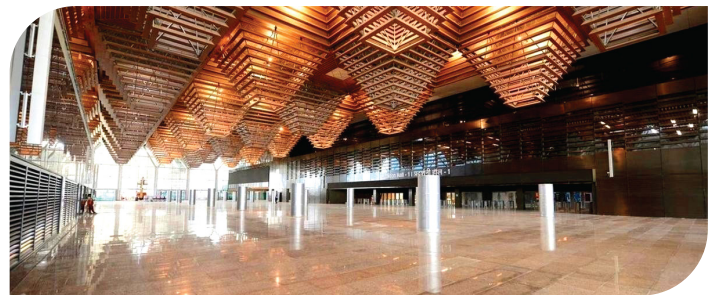
India's outbound travel has potential to grow from 13 million trips in 2022 to over 80 million in 2040.

Annual international departures, millions



## NOW AT ICC, NEW DELHI — ASIA'S LARGEST CONVENTION CENTRE

In its 7th edition, BLTM 2024 has moved to the India International Convention & Expo Centre (IICC) in New Delhi, also known as Yashobhoomi. Operated by Korea's KINTEX, IICC is Asia's largest convention centre by area and now ranks among the world's leading MICE facilities. It provides the perfect setting for world-class events like BLTM.



## BLTM — LEADING SHOW IN MICE & BUSINESS + LEISURE TRAVEL

BLTM is India's leading travel trade show on MICE & Business + Leisure travel. The event gives unparalleled access to hundreds of pre-qualified, hand-picked buyers from the business/MICE and leisure travel segments, which are now more intertwined than ever.

BLTM 2024 will host over 500 top buyers from India, Asia, the Americas, Europe and other prominent travel markets. It is set to be even larger than before, with an attendance of over 10,000 pre-qualified travel trade professionals.

The event guarantees an exceptional gathering of quality buyers and sellers, fostering invaluable networking opportunities, all within a world-class setting. BLTM is purely a business-focused event, where each visitor's buying power is pre-qualified. Its strategic location will also give exhibitors access to buyers from the lucrative source markets of Delhi NCR and Northern India.



**600+**  
EXHIBITORS



**20**  
COUNTRIES



**10,000+**  
TRADE  
BUYERS



**500+**  
HOSTED  
BUYERS



**12,000+**  
PRE-SCHEDULED  
MEETINGS



**SG SINGAPORE**  
Passion Made Possible

We are very happy to be here, to meet corporate buyers and other MICE intermediaries. We think this is a good platform for us to meet people in an intimate setting. The Indian market is crucial for Singapore, especially for MICE and leisure. To the BLTM team, keep it up; we like the venue and the infrastructure at the show. We look forward to working together again!

**Kean Bon Lim**

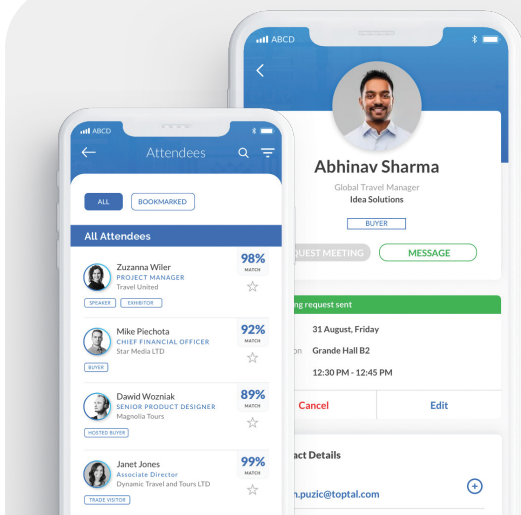
Area Director, India, South Asia, & Africa,  
International Group, Singapore Tourism Board

## UNIQUE FEATURES

**Pre-scheduled Appointments:** BLTM offers a state-of-the-art online tool and mobile app that enables sellers and buyers to arrange appointments ahead of the show. This tool matches sellers with the right buyers, saving valuable time. This helps attendees make the most of their time at the event, boosting their ROI.

**2:1 Hosted Buyer to Seller Ratio:** BLTM distinguishes itself as the only event in India that ensures a 2:1 Buyer to Seller ratio, made possible through its proven Hosted Buyer program.

**Speed Networking:** At BLTM, sellers engage with travel trade and corporate buyers in a speed networking format, providing a perfect setting to meet multiple top buyers in a short period. Introductions made here facilitate the initiation of business interactions that continue throughout the event.



It is our second time participating in BLTM. We believe following this show, more Indians will come to Saint Petersburg. Tourists from India are extremely important for us; there's a huge flow of Indian tourists coming to Russia and we are ready!"

**Sergei Azarenkov**

General Director, St. Petersburg Convention Bureau



DISCOVER  
MOSCOW

BLTM is a great opportunity, a great platform to make new business. The Indian market is a top priority for Moscow. And I believe and I'm sure that being here at BLTM is a great step towards a greater future.

**Evgeny Kozlov**

First Deputy Head of the Office of the Mayor and the Government of Moscow, Chairman of Moscow City Tourism Committee



ASHOK LEYLAND

BLTM had wonderful sessions, I got to meet a lot of buyers and sellers, under one roof, which helped me with my aspect of work. I think BLTM plays a very important role in the MICE and Bleisure travel industry as we must have a sync between buyers and sellers.

**Annabel Christine**

AGM - Head of Travel, Ashok Leyland Ltd.



## BLTM FORUM

The BLTM Forum presents insightful destination presentations, world-class panel discussions, and workshops conducted by renowned travel organisation and industry leaders in the travel, hospitality, and wedding sectors.

94%

Exhibitors have expressed their likelihood to return for the next BLTM

96%

Exhibitors found that BLTM effectively reaches the right target audience for their business

99%

Hosted Buyers indicated satisfaction with the business meetings at BLTM.

# New convention centre in Delhi

## Yashobhoomi

**73,000**

sqm area  
convention centre

**107,000**

sqm area  
exhibition centre

**15** convention  
rooms

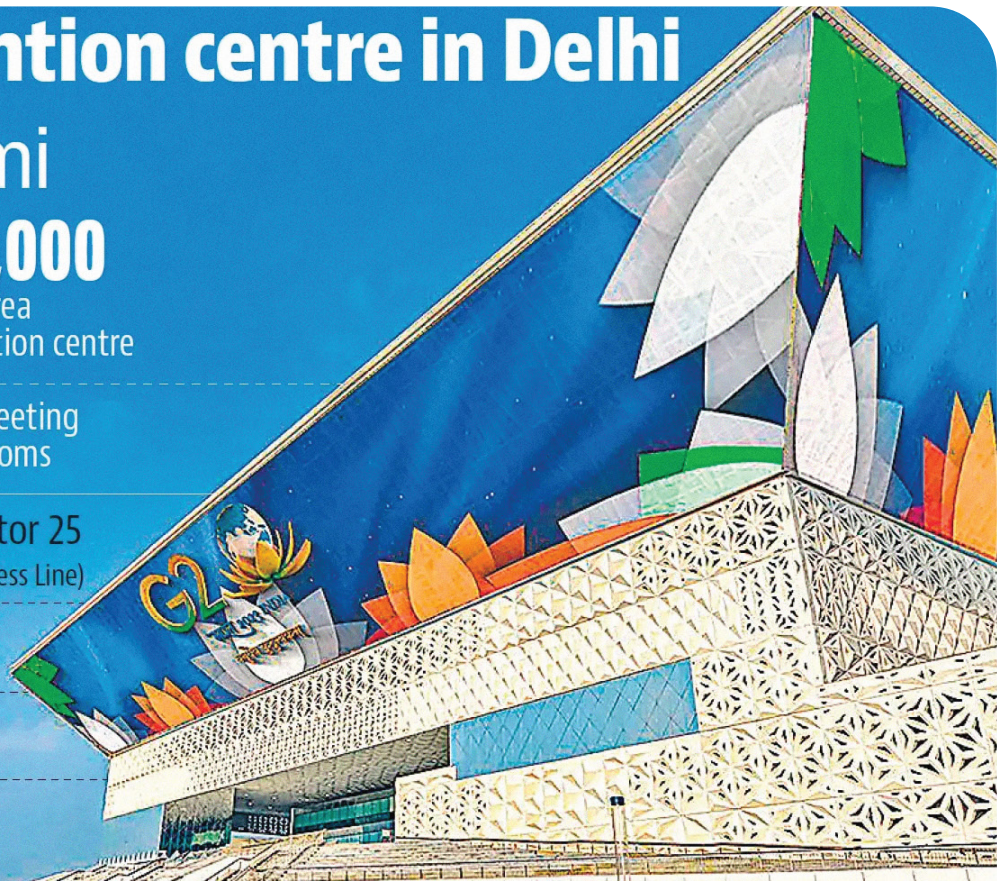
**13** meeting  
rooms

Yashobhoomi Dwarka Sector 25  
Metro station (On Airport Express Line)

**17m** below the surface

**7** entrances and exits

**21** minutes travel time from  
New Delhi Metro station



## INDIA'S MICE POTENTIAL

The Ministry of Tourism's National Strategy for MICE Industry in India has highlighted the importance of the sector.

The domestic and inbound MICE industry is currently estimated at USD \$ 4.5 billion.

The India Outbound MICE market is expected to reach US \$ 13.4 billion by 2031

## SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Partner Country

Partner Destination

Partner State

Feature Country



Feature Destination

Feature States



Institutional Partners



Institutional Partners

Media Partners

Official Publication

Organised by



# CORPORATE BUYERS

BLTM hosts over 250 qualified Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from some of the largest companies in India and Asia.



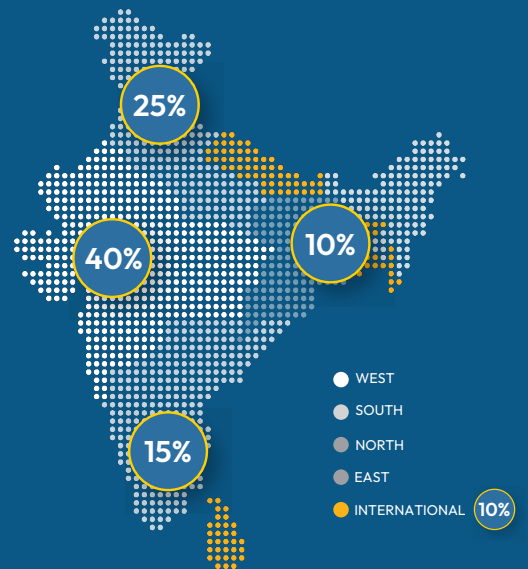
## MICE BUYERS AND WEDDING PLANNERS

BLTM's hosted buyers are from all over India and the world, all with real and qualified buying power. They attend BLTM to plan and book incentives, conferences, destination weddings, large meetings, groups, and more. In addition to these buyers, BLTM draws more than 10,000 qualified trade buyers and top wedding planners from Delhi NCR and beyond, thanks to key industry partnerships and longstanding relationships.



"I think this is a very successful event; so far we have met a lot of potential customers. This is huge! This year at BLTM, we have brought a 25-member delegation from Sri Lanka, and we hope to double this number next year. The Indian market is massive for us!"

**Krishantha Fernando**  
General Manager, Sri Lanka Convention Bureau



Buyers from across India and the world

# PARTICIPATION PACKAGE (RATE PER SQ.M.)

	Early Bird Offer	Rate (USD*/INR*)	Corner (USD*/INR*)	Peninsular (USD*/INR*)	Island (USD*/INR*)
Super Early Bird	Before 31st Jan 2024	US\$ 395 / Rs. 32000	US\$ 435 / Rs. 35500	US\$ 475 / Rs. 39000	US\$ 515 / Rs. 42500
Early Bird	1st Feb 2024 to 31st May 2024	US\$ 445 / Rs. 33500	US\$ 490 / Rs. 37000	US\$ 535 / Rs. 40500	US\$ 580 / Rs. 44000
Standard		US\$ 495 / Rs. 35000	US\$ 545 / Rs. 38500	US\$ 595 / Rs. 42000	US\$ 645 / Rs. 45500

Add 25% surcharge for extra upper floor area, if any.

\* Payment is due at the time of booking with additional GST @ 18%.

## SPONSORSHIP OPPORTUNITIES

Partner Countries / States	US\$ 200,000*	₹ 142 lakhs*
Focus Countries / States	US\$ 125,000*	₹ 89 lakhs*
Feature Countries / States	US\$ 65,000*	₹ 46 lakhs*
Official Partner	US\$ 35,000*	₹ 25 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 33,000*	₹ 25 lakhs*
Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 33,000*	₹ 25 lakhs*
Registration Area	US\$ 16,500*	₹ 12.5 lakhs*
Hosted Buyer Lounge / Media Lounge	US\$ 11,000*	₹ 8.5 lakhs*
Buyers / VIP Kit Bags / Lanyards	US\$ 11,000*	₹ 8.5 lakhs*
Meeting Diary Partner	US\$ 7,500*	₹ 4.5 lakhs*

For more exciting sponsorship opportunities, please visit [www.bltn.co.in/sponsorship](http://www.bltn.co.in/sponsorship)

\* Payment is due at the time of booking with additional GST @ 18%.

## BOOK NOW

Please fill the enclosed **Space Booking Form** and email us at [contact@fairfest.in](mailto:contact@fairfest.in) or send the hard copy to **Fairfest Media Ltd., 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 017, India.**

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