



SPONSORSHIP OPPORTUNITIES

Explore sponsorship opportunities with us to give your brand great visibility and boost your outreach in the booming Indian travel market.



Country / State Title Sponsorship

| PARTNERSHIP BENEFITS | PREMIUM PARTNER COUNTRY / STATE (EXCLUSIVE) | PARTNER COUNTRIES / STATES | FOCUS COUNTRIES / STATES | FEATURE COUNTRIES / STATES | OFFICIAL PARTNER |
|----------------------|---|----------------------------|--------------------------|----------------------------|------------------|
|----------------------|---|----------------------------|--------------------------|----------------------------|------------------|

Logo will appear as Premium Partner / Partner / Focus / Feature Country / State / Official Partner in

| | | | | | |
|--|-------------------------------|-------------------------------|-------------------------------|------------------------------|------------------------------|
| Event Publicity Campaign | Yes | Yes | Yes | Yes | Yes |
| E-Invitation | Yes | Yes | Yes | Yes | Yes |
| Partners Page on Event Website | Yes | Yes | Yes | Yes | Yes |
| Onsite Branding | Yes | Yes | Yes | Yes | Yes |
| Partners Page in Exhibition E-Directory | Yes | Yes | Yes | Yes | Yes |
| Mention in Press Release | Yes | Yes | Yes | Yes | Yes |
| Emailer to 50,000+ travel agents and tour operators from pan India | Four Emails | Three Emails | Two Emails | One Email | One Email |
| Social Media Promotion on OTM, BLTM, TTF large channels | Four Posts | Three Posts | Two Posts | One Post | One Post |
| Advertisement in Travel News Digest: Website and App | Four | Three | Two | One | One |
| Advertisement in Exhibition E-Directory | Yes | Yes | Yes | Yes | Yes |
| Partnership Charges | INR 41,25,000* USD 55,000* | INR 20,50,000* USD 27,500* | INR 12,10,000* USD 16,500* | INR 8,25,000* USD 11,000* | INR 8,25,000* USD 11,000* |

*plus GST @ 18%, partnership charges are exclusive of space cost and minimum space required for partnership status: Premium Partner Country / State - 500 sqm, Partner Countries / States - 300 sqm, Focus Countries / States - 200 sqm, Feature Countries / States - 100 sqm, Official Partner - 50 sqm

Official Partner Hotel Sponsorship (Exclusive)



Be the **Official Partner Hotel** of the Show. Maximise your visibility amongst a targeted audience of buyers, decision makers and business heads from Pan-India. Highlight your brand, properties and offers to 30,000 trade visitors in the best setting.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 20,50,000 | 27,500 |
| BLTM Delhi | 18,50,000 | 25,000 |
| TTF Per Location | 11,25,000 | 15,000 |

Official Partner Airline Sponsorship (Exclusive)



Become the **Official Partner Airline** of the Show. Maximise your visibility amongst a targeted audience of buyers, decision makers and business heads from Pan-India. Highlight your brand and offers to 30,000 trade visitors in the best setting.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 20,50,000 | 27,500 |
| BLTM Delhi | 18,50,000 | 25,000 |
| TTF Per Location | 11,25,000 | 15,000 |

Lanyard Sponsorship



Attractive **lanyards** are produced to hold the entry badges and distributed to all exhibitors, trade visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

(Quantity: 10,000 Nos)

| PRICING: exclusive of GST @18% | INR | US\$ |
|-----------------------------------|-----------|--------|
| OTM Mumbai (Quantity: 20,000 Nos) | 22,50,000 | 30,000 |
| BLTM Delhi | 7,50,000 | 10,000 |
| TTF Per Location | 7,50,000 | 10,000 |

Badge Sponsorship

The badge is the most widely distributed and most visible element in the show, used extensively during the span of 3 days. Your logo will appear in the main section of the badge, giving it unparalleled prominence.

Every time a show attendee scans his/her card by using the event app SnapCard, your logo will catch their eye.



(Quantity: 10,000 Nos)

| PRICING: exclusive of GST @18% | INR | US\$ |
|-----------------------------------|-----------|--------|
| OTM Mumbai (Quantity: 20,000 Nos) | 22,50,000 | 30,000 |
| BLTM Delhi | 7,50,000 | 10,000 |
| TTF Per Location | 7,50,000 | 10,000 |

Show Carry Bags Sponsorship



(Quantity: 10,000 Nos)

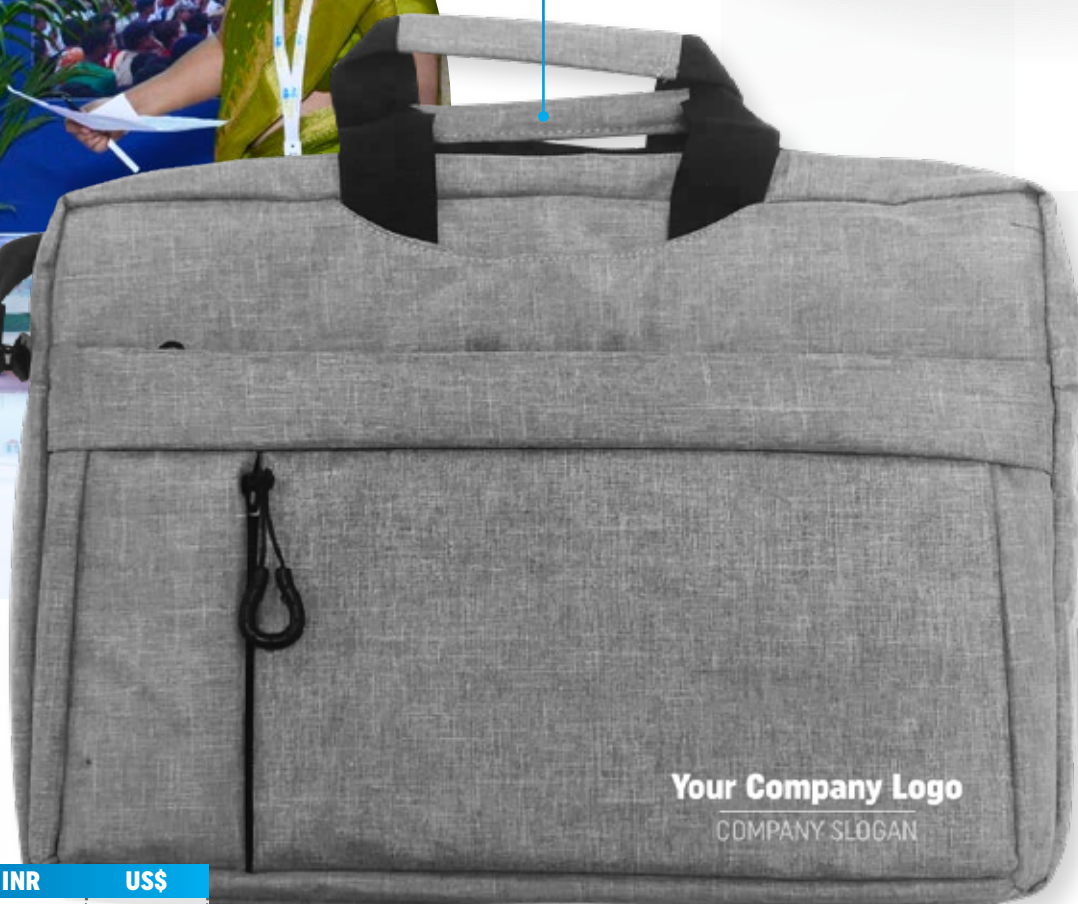
| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 22,50,000 | 30,000 |
| BLTM Delhi | 15,00,000 | 20,000 |
| TTF Kolkata & Ahmedabad | 12,00,000 | 17,000 |

Provide visitors with **show bags** to help them collect information. Your logo and message will appear on the show carry bags to be distributed from the registration area and help desk counters.

Buyers & VIP Kit Bags Sponsorship



Handed to every buyer and VIP who attends the show, these bags will be **imprinted with your logo**. Your branding stays with the buyers and VIPs even after the show is over. Provides great long-term visibility.



(Quantity: 500 Nos)

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|--------|
| OTM Mumbai | 8,25,000 | 11,000 |
| BLTM Delhi | 7,50,000 | 10,000 |
| TTF Per Location | 6,00,000 | 8,500 |

Entrance Branding Sponsorship



Grab the attention of the OTM audience right from the start. The **Entrance Branding** guarantees prime visibility just as visitors, VIPs and special invitees enter the show. Entrance Branding includes: Drop down from L1 Glass Wall (4 nos), Side walls of Pavilion Entrance (3 nos.), Branding at Hall Entrance (2 nos.), Circular Pillar in concourse (2 nos.). The deliverables can be customised as per your requirements. Total opportunities: 4.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai (Per Entrance) | 24,75,000 | 33,000 |

In-Hall Drop Down Banner (Bunting) Sponsorship



Stay on top of the mind of all visitors within the Exhibition Floor! The **In-Hall Drop Down Banner** branding guarantees prime visibility just as visitors, VIPs and special invitees meet and conduct business on the OTM floor.

In-hall Side Wall Bunting (6 nos.),

In-hall Centre Bunting (6 nos.).

Total opportunity: 1.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 16,87,500 | 22,500 |

Registration Area Sponsorship



Give your logo a headstart. Multiple **registration counters** are situated at the entrance for the registration of delegates, business visitors and general visitors. Your logo will appear on the registration front fascia, pillar and of the registration counter. You will be provided with a self-standing display wall at vantage locations for putting up your publicity posters/logo/branding. Total opportunities: 2.

| PRICING: exclusive of GST @18% | INR | US\$ |
|------------------------------------|-----------|--------|
| OTM Mumbai (Per Registration Area) | 16,50,000 | 22,000 |
| BLTM Delhi | 11,00,000 | 15,000 |
| TTF Per Location | 7,50,000 | 10,000 |

VIP/Business Lounge Sponsorship



Created to facilitate buyer-seller business interactions, the **VIP/Business Lounge** is frequented by both. Your logo will be displayed at various prominent locations in the business lounge, putting your brand in front of decision-makers.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 25,00,000 | 33,000 |
| BLTM Delhi | 22,50,000 | 30,000 |
| TTF Per Location | 7,50,000 | 10,000 |

CineLocales Sponsorship



Films are an excellent way of marketing destinations and production houses are big buyers of travel services. **CineLocales** at OTM brings together premium film producers and location scouts from Bollywood and beyond. The CineLocales Networking evening is a unique opportunity to meet with 30+ top film producers in an exquisite setting. The program is composed of few destination presentations, a panel discussion with producers sharing insights and a networking evening where discussions can be taken forward around dinner.

Premium partner package includes:

Exclusive Logo Positioning on event collaterals | Presentation slot – 10 mins | Post event, 8-10 one-to-one meetings at Production houses offices | 5 event invites | 1 Insert in event kit | 3 standees in event area | 3 emailers | 3 social media posts.

Gold partner package includes:

Logo Positioning on event collaterals | Presentation Slot – 5 mins | Post event, 5-6 One-to-one meetings at Production houses offices | 3 event invites | 1 Insert in event kit | 1 standee in event area | 1 emailer | 1 social media post.

| PRICING: exclusive of GST @18% | INR | US\$ | PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|--------|--------------------------------|----------|-------|
| Premium Partner | 8,00,000 | 10,000 | Gold Partner | 5,00,000 | 7,500 |

Exclusive Video Advertisements on LED Wall Sponsorship



LED Screen Details:

- Pixel Pitch : 1.56
- Size (mm) : 6000 x 3375
- Resolution (px) : 3840 x 2160 (4K)
- File Size should be less than 1 GB

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai (Per LED Wall) | 12,37,500 | 16,500 |

Your **video advertisements** will be displayed on the **LED wall** built into the Entry Gate. This is the best way to gain crucial mind space just as visitors, VIPs and special Invitees are entering the show. Your brand will be the first thing they will be exposed to at the show, generating invaluable recall. The deliverables can be customised as per your requirements. Total opportunities: 3.

Evening Function Sponsorship



Sponsor an **Evening Function** after a busy networking day to help buyers close off their day in the most pleasant way! You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. You will be provided with self-standing displays at vantage locations for putting up your publicity posters/logo/branding.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 16,50,000 | 22,000 |
| BLTM Delhi | 15,00,000 | 20,000 |
| TTF Per Location | 10,00,000 | 13,400 |

Networking Lunch / Dinner for 200 Buyers & Sellers

Sponsorship



Sponsor a **networking lunch/dinner for 200 buyers & sellers** to gain one-to-one brand visibility among your target audience. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the lunch/dinner area. You will be provided with a self-standing display wall at vantage locations for putting up your publicity posters/logo/branding. You will also be given 15 minutes for A/V presentation.

| PRICING*: exclusive of GST @18% | INR | US\$ |
|---------------------------------|-----------|--------|
| OTM Mumbai | 25,00,000 | 33,000 |
| BLTM Delhi | 22,50,000 | 30,000 |
| TTF Per Location | 7,50,000 | 10,000 |

* Additional USD 20,000 / INR 15,00,000 for Cocktail

Exclusive Hosted Breakfast / Lunch / Tea Break (Upto 50pax.) Sponsorship



Welcome your buyers with a treat! Sponsor a **Networking Breakfast / Luncheon / Coffee Break** for a selective interaction with 30-50 buyers & sellers to gain one-to-one brand visibility among your target audience. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the breakfast / lunch / tea break area.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|--------|
| OTM Mumbai | 8,25,000 | 11,000 |
| BLTM Delhi | 7,50,000 | 10,000 |
| TTF Per Location | 5,00,000 | 6,700 |

Hosted Buyer Sponsorship

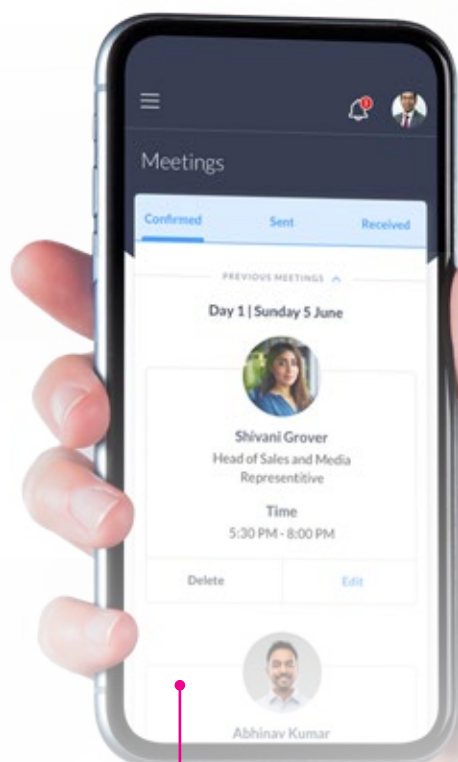


Hundreds of hand-picked **pre-qualified buyers** from important source markets in India are flown from all the major cities of India and neighbouring countries to our shows. These include top buyers from the travel trade, MICE and business travel segments, who are selected through a rigorous process. Sponsors and co-sponsors of the Hosted Buyer Program will capture their attention, at a relatively low cost, on the first-come basis.

It provides you with exclusive branding experience to a highly-targeted segment.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 25,00,000 | 33,000 |
| BLTM Delhi | 22,50,000 | 30,000 |
| TTF Per Location | 15,00,000 | 20,000 |

Event App Sponsorship



The **Event App** is the ultimate companion of each and every participant of the show. Get unprecedented visibility in the app. Exhibitors, visitors and speakers will be logging in to schedule their meetings, check the event agenda, view the floorplan and get the relevant show information. Your logo will be displayed right at the launch of the app, throughout the navigating experience generating fabulous brand recall. Every meeting request and confirmation email sent carries your branding and your banners appear on every screen inside the app, keeping you at the forefront of every buyer interaction before the show even starts.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 25,00,000 | 33,000 |
| BLTM Delhi | 22,50,000 | 30,000 |
| TTF Kolkata & Ahmedabad | 11,25,000 | 15,000 |

Forum Keynote Sponsorship



Get your brand exclusive prime time with a 30 min **Forum Keynote** on the Open Stage of the show. Be part of the pioneers of Reviving Travel and share your views with a dedicated audience. The Forum is one of the most well-attended programmes of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 20,50,000 | 27,500 |
| BLTM Delhi | 18,50,000 | 25,000 |
| TTF Per Location | 12,50,000 | 16,700 |

Forum Knowledge Partner Sponsorship



Get your brand exclusive visibility at the Forum. Your logo and brand will be featured as the **Forum Knowledge Partner** of the Forum. Be part of the pioneers of Reviving Travel and share your views with a dedicated audience. The Forum is one of the most well-attended programmes of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 16,50,000 | 22,000 |
| BLTM Delhi | 15,00,000 | 20,000 |
| TTF Per Location | 10,00,000 | 13,500 |

Roadshow for Travel Trade Sponsorship

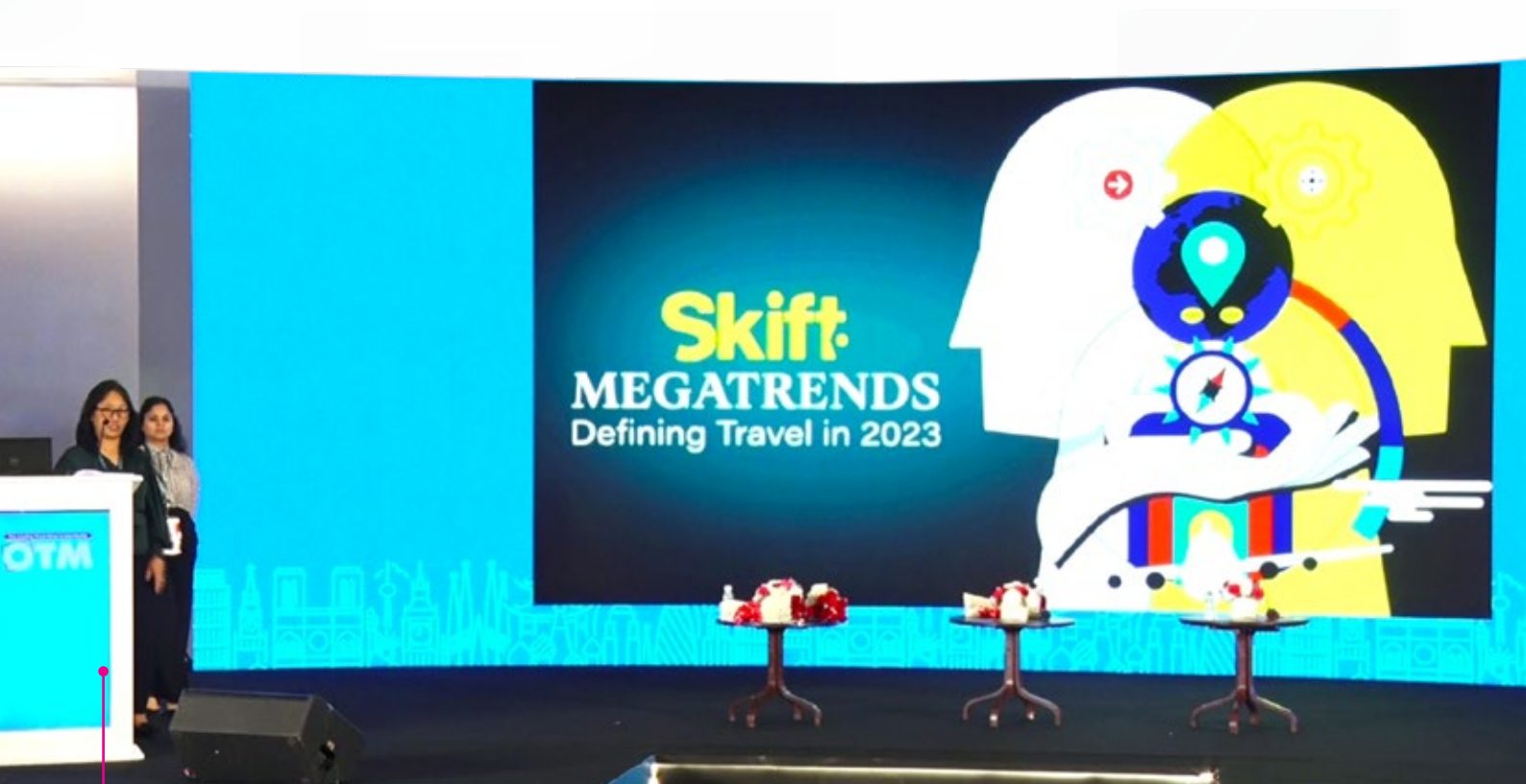


You can conduct an **exclusive roadshow** for the travel trade, which will be facilitated by Fairfest. You get an opportunity to showcase the destination to a filtered audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. We will provide a complete roadshow solution for 100 travel trade members.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 16,50,000 | 22,000 |
| BLTM Delhi | 15,00,000 | 20,000 |
| TTF Per Location | 7,50,000 | 10,000 |

Presentation at the Show

(30 - 45 min)
Sponsorship

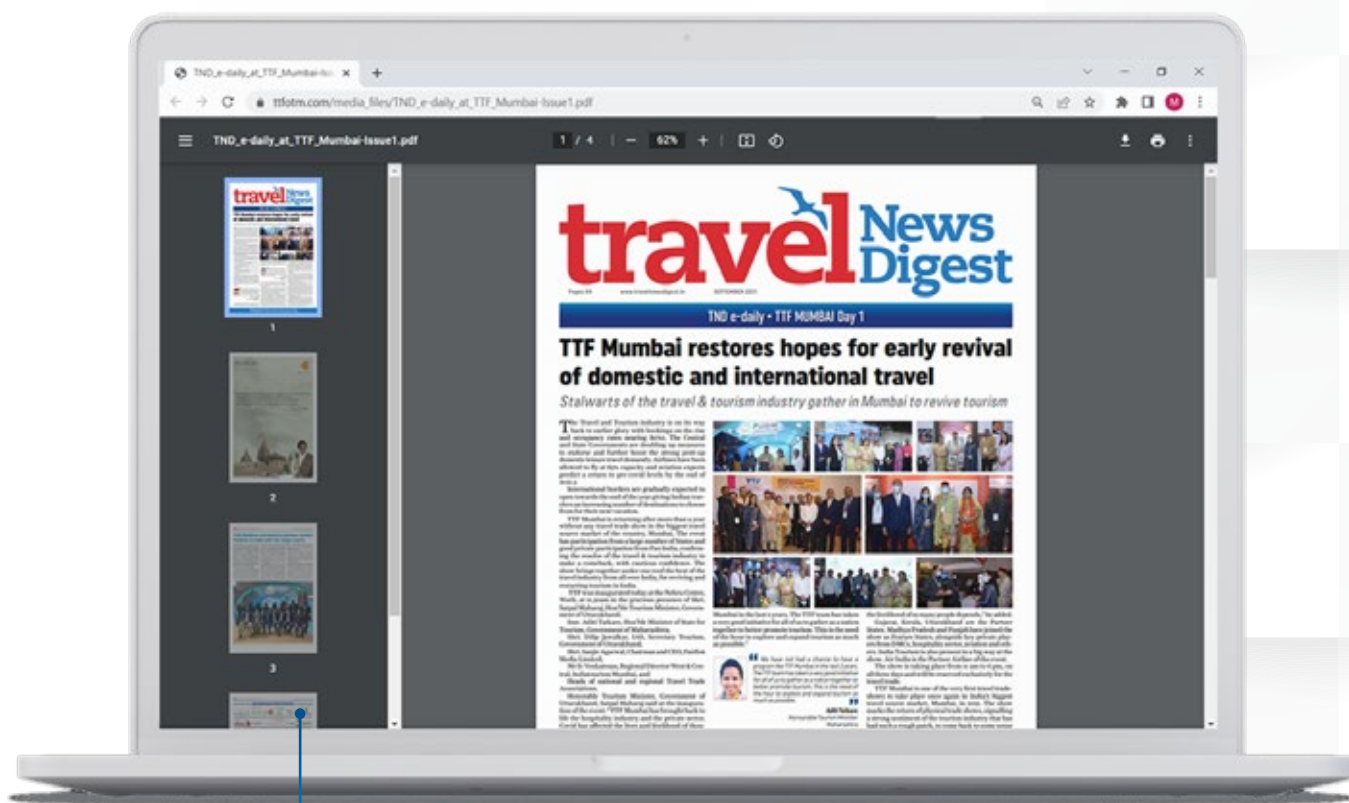


Get your brand on prime time at the show with a 30 to 45 min exclusive presentation: **Destination Presentation - Travel Tech - MICE - Product Presentation**. Be part of the pioneers of Reviving Travel and share your insights / products/ services with a dedicated audience.

Ensure undivided attention to your brand, products and/or promotions and maximum visibility during the exhibition.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|-------|
| OTM Mumbai | 4,12,500 | 5,500 |
| BLTM Delhi | 3,75,000 | 5,000 |
| TTF Per Location | 2,25,000 | 3,000 |

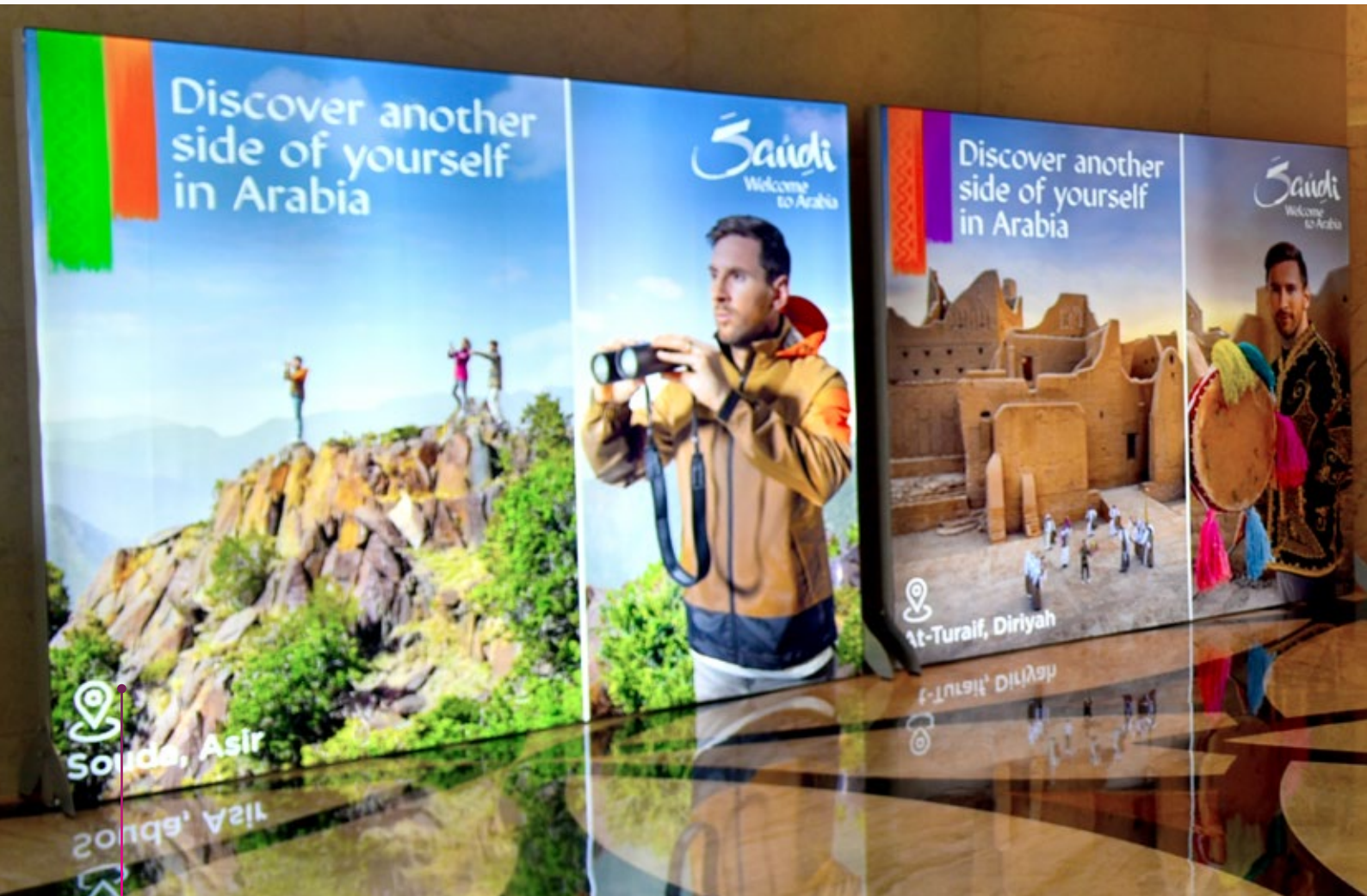
Travel News Digest e-daily Sponsorship



TND e-daily is the daily show magazine in our travel marts, featuring leading exhibitors, press releases, adverts and all you need to know at the show. Distributed online to all exhibitors, visitors, buyers, and to our travel industry database at large, it is the absolute must-have platform, garnering tens of thousands of eye-balls, and premium brand visibility and awareness.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|-------|
| OTM Mumbai | 1,10,000 | 1,375 |
| BLTM Delhi | 1,00,000 | 1,250 |
| TTF Per Location | 1,00,000 | 1,250 |

Wall Branding / Walkway Billboards Sponsorship



Showcase your company's advertisement on a 3048mm (w) x 2438mm (h) **Wall Branding / Walkway Billboards** placed at key locations of the Exhibition Hall. Increase your brand visibility while capturing a maximum of eyeballs on the show floor.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|-------|
| OTM Mumbai | 2,06,250 | 2,750 |
| BLTM Delhi | 1,87,500 | 2,500 |
| TTF Per Location | 1,25,000 | 1,700 |

Billboards Sponsorship



Exclusive Branding around the venue in Mumbai's busy Bandra Kurla Complex district. This is the best opportunity to showcase your brand to thousands of eyes as visitors, speakers and exhibitors make their way to OTM and the Jio World Convention Centre! Don't miss this unique showcase of your destination/brand/product on **Billboards** strategically located in and around Bandra Kurla Complex (BKC).

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|-----------|--------|
| OTM Mumbai | 16,55,000 | 20,000 |



Hall Layout Plans Sponsorship



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Give your company a never before exposure. A site much referred to by all visiting delegates. The **layout plans** will be placed at prime locations in the fair ground. Your logo will appear below the layout plan, giving your company an instant edge.

| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|--------|
| OTM Mumbai | 8,25,000 | 11,000 |
| BLTM Delhi | 3,50,000 | 5,000 |
| TTF Kolkata & Ahmedabad | 1,87,000 | 2,500 |



Business Card Holder Sponsorship

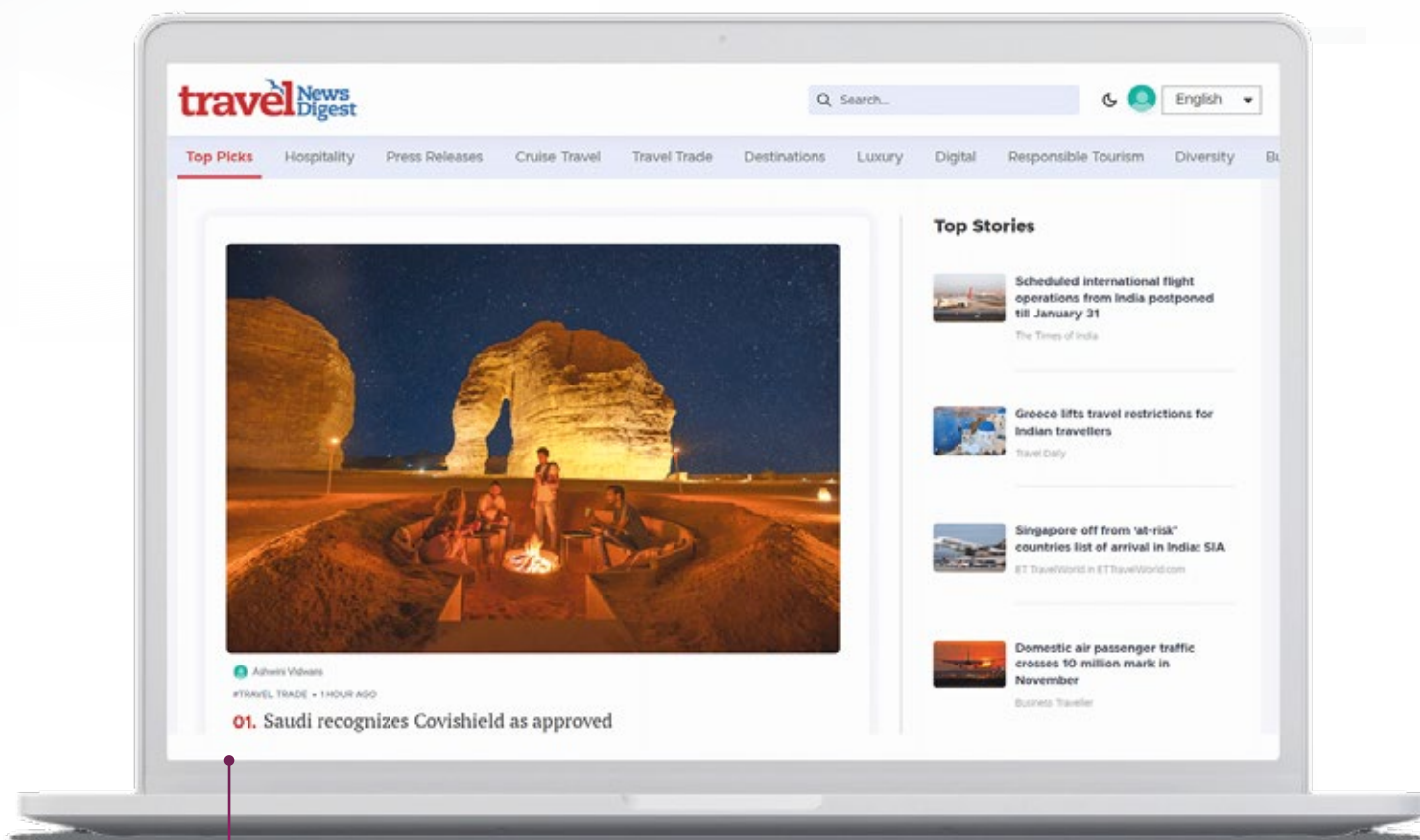
500 registered visitors and buyers at the exhibition will be given an attractive **business card album**.

Sponsoring this may be the most effective means to register your brand to the most important visitors in the exhibition, for a long time.



| PRICING: exclusive of GST @18% | INR | US\$ |
|--------------------------------|----------|-------|
| OTM Mumbai | 7,00,000 | 9,500 |
| BLTM Delhi | 6,30,000 | 8,500 |
| TTF Per Location | 3,75,000 | 5,000 |

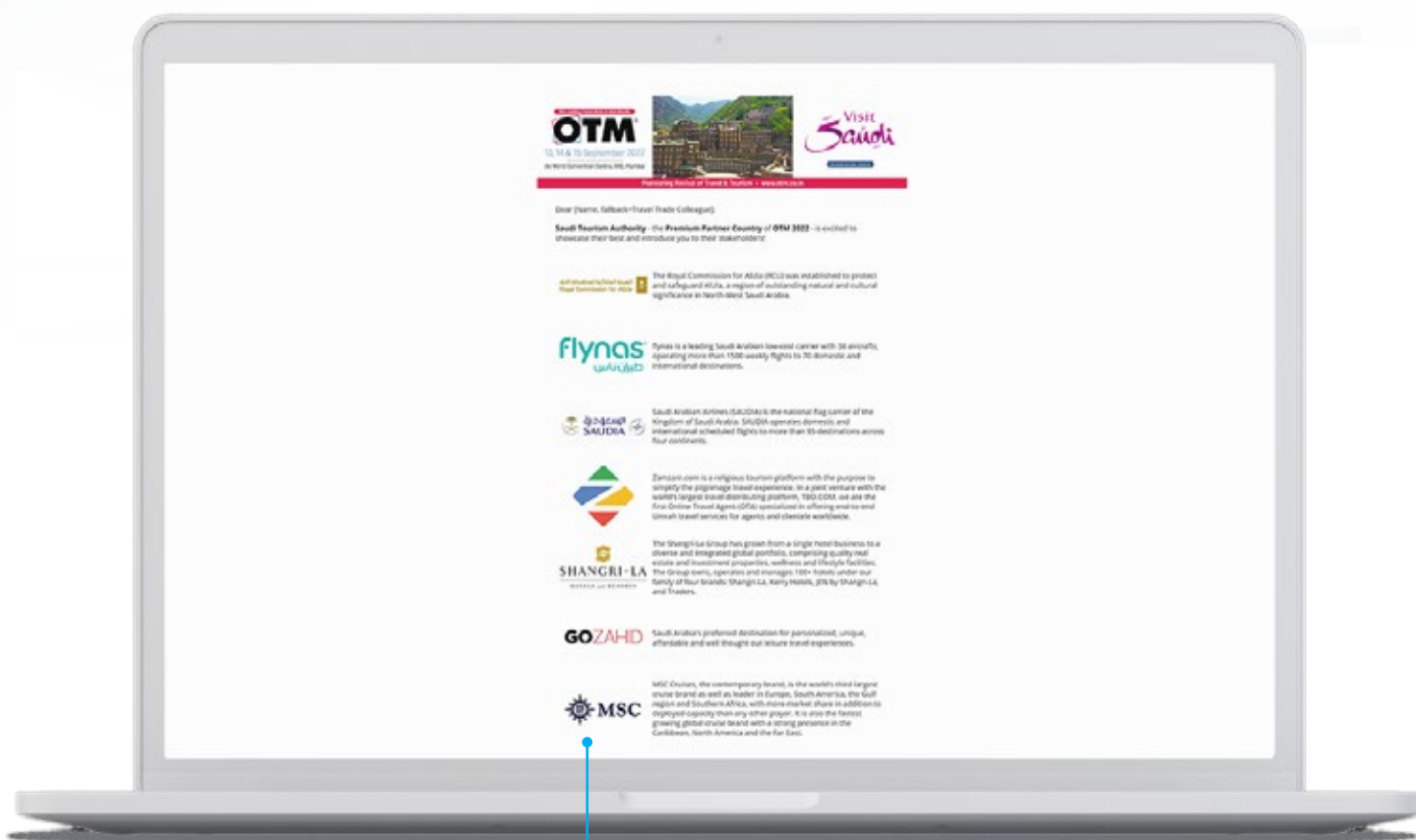
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| OTM Mumbai | 75,000 | 1000 |
| BLTM Delhi | 50,000 | 700 |
| TTF Per Location | 50,000 | 700 |

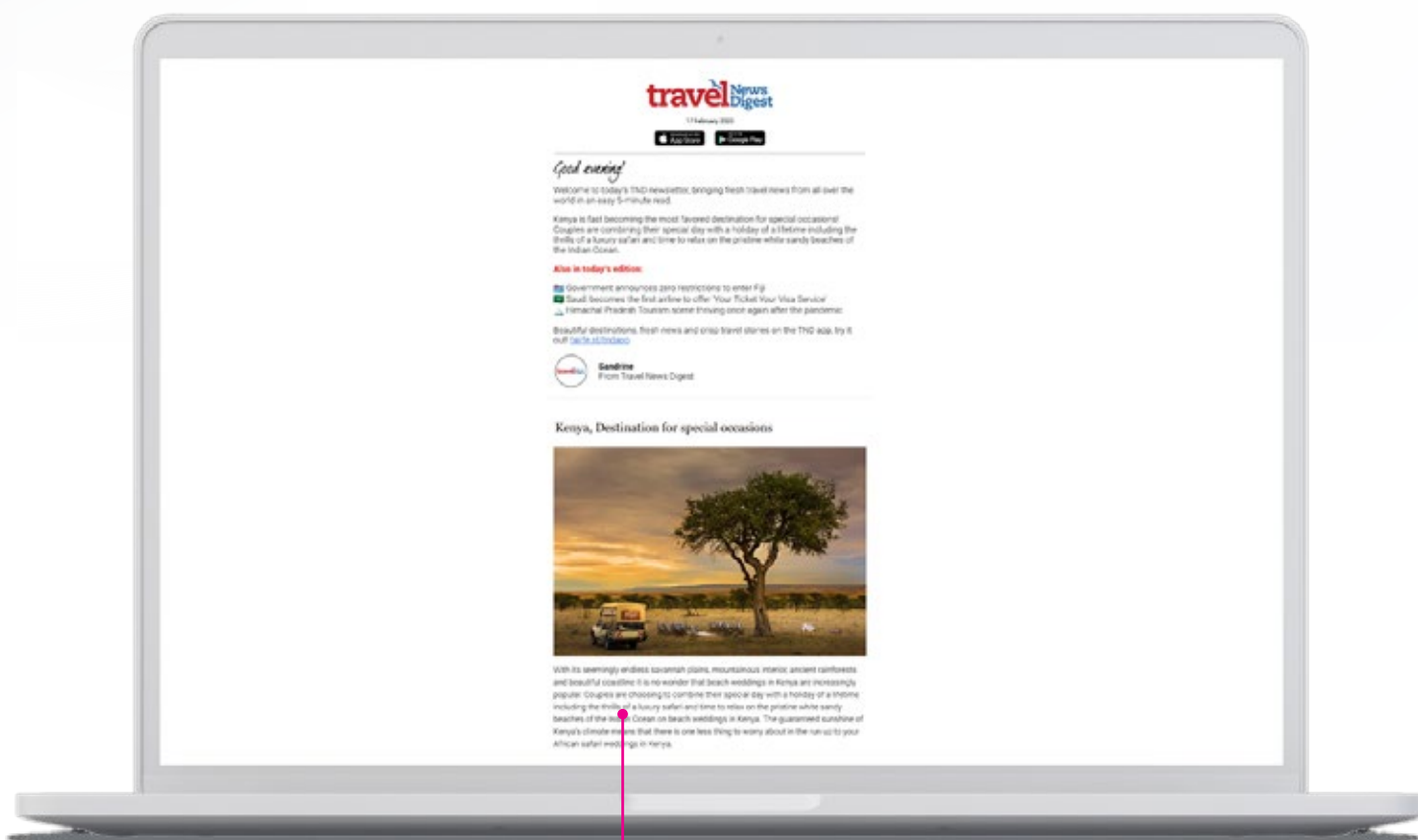
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| OTM Mumbai | 75,000 | 1000 |
| BLTM Delhi | 50,000 | 625 |
| TTF Per Location | 50,000 | 625 |

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