

# BLTM

BUSINESS & LUXURY TRAVEL MART



**2019.**

**January 18 & 19**

The Leela Ambience Convention Hotel, Delhi

## SPONSORSHIP OPPORTUNITIES

[www.bltn.co.in](http://www.bltn.co.in)



**Sponsorships increase the attraction of your target audience by 104%**  
**Source : Centre for Exhibition Industry Research (CEIR)**

## SPONSORSHIP OPTIONS

Sponsorship opportunities provide cost-effective ways of reaching a targeted audience with a greater impact. These not only offer excellent branding opportunities to a quality audience, but also give you a wider reach across various media vehicles. By integrating exhibition and Sponsorship Opportunities, you can increase your visibility to your target audience, and position your company as an industry leader. Sponsorship provides a variety of innovative branding, marketing and promotional opportunities. No matter what size of budget you have, we ensure that we work with you to select and develop an option tailored to meet the specific needs of your company and brand.

## SPONSORSHIP OPPORTUNITIES

### PREMIUM PARTNER COUNTRY / STATE

Exclusive or Premium Partner status is reserved for the topmost participant in the show. It includes prime branding in all advertising and publicity of the show. The package includes 100 sq m of prime exhibit space in the 1st aisle near the entrance of the show. Additional space can be hired on preferential rates.

**₹ 45,00,000\* / US\$ 70,000\***

### EXCLUSIVE PARTNER FOR 200 HOSTED BUYERS

Partner status is available for up to 4 participants. It includes prime branding position in all advertising and publicity of the show, next only to the Exclusive / Premium Partner. The package includes 64 sq m of prime exhibit space at the show. Additional space can be hired on preferential rates.

**₹ 12,50,000\* / US\$ 20,000\***

### FOCUS COUNTRIES / STATES

Focus Country/State status includes prime branding position in all advertising and publicity of the show, below the Partner Countries/States. The package includes 45 sq m of prime exhibit space at the show. Additional space can be hired on preferential rates.

**₹ 19,50,000\* / US\$ 30,000\***

### FEATURE COUNTRIES / STATES

Feature Country/State status includes prime branding position in all advertising and publicity of the show, below the Focus Countries/States. The package includes 30 sq m of prime exhibit space at the show. Additional space can be hired on preferential rates.

**₹ 12,50,000\* / US\$ 20,000\***

*\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017*

### HOSTED BUYER LOUNGE

A top of the line business lounge will be created wherein exhibitors will be discussing important deals with key decision makers. Your logo will be displayed at various prominent locations in the business lounge. Apart from this, you can place your literature in the business lounge.

₹ 6,50,000\* / US\$ 10,000\*



### MEDIA LOUNGE

A fully equipped media lounge will be made functional for the perusal of the exhibitors & press / media. Your logo will be displayed at various prominent locations in the internet cafe. Apart from this, you can place your literature in the media lounge.

₹ 6,50,000\* / US\$ 10,000\*



### DESTINATION FEATURE / WRITE-UP IN EXHIBITION DIRECTORY

The exhibition directory is one of the most sought after reference guide. Exhibition directory is used by travel decision makers from time to time and remains as a reference book in their library. A destination feature or write-up is a unique way of attracting the attention of these decision makers and acts as an additional medium of marketing your destination / package.

₹ 60,000\* / US\$ 1,000\*



### ADVERTISEMENT / WRITE-UP IN EXHIBITION NEWSLETTER

Exhibition newsletter is the most widely distributed communication. The newsletter is released during the exhibition and it contains a detailed report on the inauguration, conference / presentation / roadshow schedule, etc. An advertisement / write-up in the newsletter creates a buzz and attracts attention of the participants, trade visitors and general visitors.

₹ 60,000\* / US\$ 1,000\*



\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017





### BUYERS & VIP KIT BAGS

Welcome bags containing information about the exhibition will be distributed to VIP's, Press & Buyers. Your logo will appear on the bag.

Quantity : per 1000 nos. Charges : ₹ 3,50,000\* / US\$ 5,000\*

### LANYARD

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 : per 10,000 nos. Charges : ₹ 3,50,000\* / US\$ 5,000\*



### BUSINESS CARD ALBUM

3000 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.

₹ 3,50,000\* / US\$ 5,000\*

### SHOW CARRY BAG

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.

Quantity : per 5,000 nos. Charges : ₹ 3,00,000\* / US\$ 5,000\*



### DRINKING WATER

5000 drinking water bottles are distributed to all exhibitors and kept in Buyers' lounges. Sponsoring it is a cost-effective means to generate goodwill.

₹ 65,000\* / US\$ 1,000\*

### BADGE

The badge is one of the widely distributed and most visible element. Badges will be provided to all participants, trade visitors, press, delegates, VIPs. Your logo will appear in the main section of the badge.

Quantity : per 10,000 nos. Charges : ₹ 3,00,000\* / US\$ 5,000\*



\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017



₹ 30,000\* / US\$ 500\* (per piece)

## WALK-WAY BILLBOARDS

Have your message/ad on 10ft ht x 12ft wide billboards in main walkway leading upto the main entrance.



Quantity : 5 nos. Charges : ₹ 60,000\* / US\$ 1,000\*

## HALL LAYOUT PLANS

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.



Charges : ₹ 15,000\* / US\$ 250\* (per piece)

## DISPLAY PANELS (STANDEES)

Have your company name and message prominently displayed across the event at vantage locations on self standing 8' high x 3' wide panel.

\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017





At the Show Venue : ₹ 5,00,000\* / US\$ 8,500\*  
At 5 Star Hotel : ₹ 10,00,000\* / US\$ 17,000\*

### ROADSHOW FOR TRAVEL TRADE/PRESS

Conducting an exclusive roadshow for travel trade provides an opportunity to showcase the destination to visiting travel trade and meetings & incentive buyers. We will provide a complete roadshow solution for 100 travel trade members. Press will not be invited in Mumbai and New Delhi (it will be only trade and no media). In other locations also, though press will be invited, there is no surety of coverage.



₹ 6,50,000\* / US\$ 10,000\*

### REGISTRATION AREA

Give your logo a headstart. Registration counters will be situated at the entrance for the registration of delegates, business visitors and general visitors. Your logo will appear on the registration backdrop and front fascia of the registration counter. You will be provided with self standing display wall at vantage locations for putting up your publicity posters / logo / branding.



Quantity : 500 Buyers & Sellers  
Breakfast / Lunch / High-tea: ₹ 5,00,000\* / US\$ 8,500\*  
Dinner: ₹ 10,00,000\* / US\$ 17,000\*

### NETWORKING LUNCH/DINNER/BREAKFAST

Networking lunch / breakfast / dinner is attended by the decision makers from the exhibiting companies and other companies from the travel trade. Your logo will be displayed at various prominent locations in the dining area. You will be provided with self standing display wall at vantage locations for putting up your publicity posters / logo / branding. You will also be given 15 min's for A/V presentation.

*\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017*

## OFFICIAL PARTNER OR OFFICIAL SUPPLIER

We invite participation as Official Partner or Official Supplier from the following categories:

- ◆ Airlines : Domestic, International
- ◆ Banks
- ◆ Beverages
- ◆ Car Rentals
- ◆ Credit Cards
- ◆ Electronic Channels
- ◆ Hotels
- ◆ Money Transfer Services
- ◆ Travel Insurance
- ◆ Travel Portals
- ◆ Vehicles
- ◆ Any other travel related product or service

### BENEFITS THAT YOU RECEIVE AS AN OFFICIAL PARTNER

- ◆ Logo will appear as Official Partner in all press advertisements, hoardings, cable television advertisements and banners
- ◆ Logo on promotional materials like posters, tickets, stickers and invitation cards
- ◆ Logo at the entrance arch & registration backdrop
- ◆ Logo on front cover page of exhibition directory
- ◆ Space / time in the conference area for promotional events \*
- ◆ Logo on hall layout displayed in the venue at busy locations
- ◆ Mileage in press release
- ◆ Complimentary entry tickets / invitations
- ◆ Promotional material in all exhibitors / press / delegate kit \*
- ◆ Full page colour advertisement in exhibition directory
- ◆ Prime exhibit space of 9 sq. m.

₹ 6,00,000\* / US\$ 10,000\*

*\*Subject to availability*

### TEA PARTNER

Quantity : 500 Invites  
Charges : ₹ 2,00,000\* / US\$ 3,300\*

### COCKTAIL PARTNER

Quantity : 500 Invites  
Charges : ₹ 5,00,000\* / US\$ 8,500\*

### 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 travel trade, MICE and business travel segments, who are selected through a rigorous process.

Sponsors and Co-sponsors of the Hosted Buyer Program will steal one of the most important part of the show, at a relatively low cost, on first-come basis.

Exclusive Sponsorship : ₹ 12,00,000\* / US\$ 20,000\*  
Co-sponsorship (with another) : ₹ 6,00,000\* / US\$ 10,000\*

*\*The rates quoted are for each show. Add GST @ 18%. w.e.f. 01.07.2017*



## SPONSORSHIP OPPORTUNITIES BENEFIT YOU IN THE FOLLOWING WAYS:

Experience a high-profile presence among the travel trade, MICE, business travel and media | Strengthen your branding | Increase levels of awareness of your brand and products among travel trade and travellers | Showcase your products to a highly targeted audience | Create opportunities for interaction between your brand and its potential consumers

### Some of our Partners & Supporting Organisations at BLTM 2017

#### Partner Countries



#### Feature Countries



#### Partner Airlines



#### Feature States



#### Partner Hotel



#### Venue Partner



#### Knowledge Partner



#### Institutional Partners



#### Official Publication



#### Media Partners



#### Organised by



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