SPONSORSHIP OPPORTUNITIES

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

The Leading Travel Show in Asia
OTM®

BLTM
BUSINESS+LEISURE TRAVEL+MICE

India's Biggest Travel Show Network
TTF®
TRAVEL & TOURISM FAIR

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

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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

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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

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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

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Show Carry Bags
Sponsorship

PRICING: exclusive of GST @18%	INR	US$
OTM Mumbai (Quantity: 10,000 Nos)	22,50,000	30,000
BLTM Delhi (Quantity: 5,000 Nos)	15,00,000	20,000
TTF Kolkata & Ahmedabad (Quantity: 5,000 Nos)	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

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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

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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$
Premium Partner	8,00,000	10,000

PRICING: exclusive of GST @18%	INR	US$
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

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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

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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

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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

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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

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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

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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

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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

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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

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

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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

Website Banner
Sponsorship

Your **Website Banner** is highlighted in the Top 5 stories of the Travel News Digest website for 1 month, giving it the maximum reach amongst our 30,000+ online readers.

PRICING: exclusive of GST @18%	INR	US$
OTM Mumbai	75,000	1000
BLTM Delhi	50,000	700
TTF Per Location	50,000	700

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Dedicated Emailer
Sponsorship

Your latest promotions, deals, offers and product news delivered to a highly targeted audience via a **Dedicated Emailer** to over 50,000+ travel trade industry subscribers.

PRICING: exclusive of GST @18%	INR	US$
OTM Mumbai	1,11,000	1,500
BLTM Delhi	1,00,000	1,250
TTF Per Location	1,00,000	1,250

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Newsletter
Sponsorship

A fantastic opportunity to get your news in front of 50,000+ eyes, part of our travel trade database from Pan-India, who receive our daily **newsletter.**

PRICING: exclusive of GST @18%	INR	US$
OTM Mumbai	75,000	1000
BLTM Delhi	50,000	625
TTF Per Location	50,000	625

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SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Premium Partner Country

Partner Countries

Partner Countries

Destination Partners

Focus Destination

Feature Countries

Host State

Partner States

Partner States

Feature States

Feature States

Featured Exhibitors

Featured Exhibitors

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