



**ITB**  
INDIA

Connecting  
you to the  
Indian Travel  
Market



# SPONSORSHIP PACKAGES

11 - 13 SEPTEMBER 2024 | [ITB-INDIA.COM](http://ITB-INDIA.COM)

CO-LOCATED WITH:



ORGANISED BY:



# OFFICIAL SPONSORSHIP PACKAGES

Showcase your organisation at ITB India, the exciting spotlight of the travel industry, annually held in India. Take advantage of the great opportunities offered through networking, business meetings with hosted buyers, media, conferences, technology and innovation!

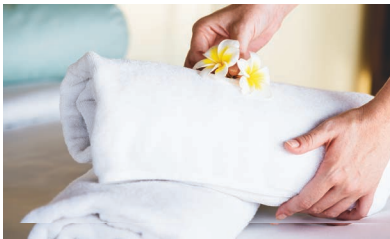
## Official Partner Country



Showcase your destination in an exclusive and comprehensive year-round marketing campaign in the Indian Travel Market. Reap the benefit of capturing the attention of thousands of travel trade professionals as well as media from around the world. Leverage on multiple branding and engagement platforms before/during/after the show to position and brand your destination.

Exclusive  
US\$30,000

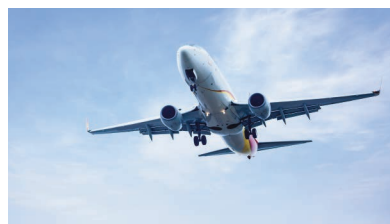
## Official Partner Hotel



Take advantage of this exclusive opportunity to reach out to potential buyers from various cities in India and other South Asian countries as well as benefit from a year-round marketing campaign. Leverage on multiple branding and engagement platforms before/during/after the show to position and brand your hotel as a serious market leader.

Exclusive  
US\$30,000

## Official Partner Airline



Leverage on this exclusive opportunity to connect with buyers from various cities in India and other South Asian countries as well as benefit from a year-round marketing campaign. Leverage on multiple branding and engagement platforms before/during/after the show.

Exclusive  
US\$25,000

# OFFICIAL NETWORKING PACKAGES

## Official Hosted Buyers Breakfast Sponsor



Maximise your ROI with this sponsorship to gain exclusive access and networking opportunities with hosted buyers. Enhance your exposure with in-room branding, a corporate video showcase and more.

*\*Inclusive of F&B Cost*

Exclusive  
US\$12,000

## Official Buyers & Speakers Luncheon Sponsor



Gain exclusive exposure and networking rights to attendees over lunch. Enhance your exposure with branding in the conference room, a short 3-minute corporate video showcase and a 10-minute speaking slot. Joint marketing with ITB India such as exclusive emailers to selected or all delegates will be provided.

*\*Exclusive of F&B Cost*

Exclusive  
US\$12,000

## Official Evening Function - Cocktail & Dinner Sponsor (6PM - 9PM)



Leverage on the opportunity to enhance brand awareness at this highly appreciated networking function where attendees meet and network. This is a great chance to mingle and unwind with key stakeholders, especially buyers in a more casual setting. Sponsor has a choice of hosting the function at your preferred location.

*\*Sponsor has choice of Day 1 or Day 2*

*\*Exclusive of F&B Cost*

Exclusive  
US\$10,000

## Private Hosted Luncheon/Coffee Break Sponsor (Maximum 40 pax)



Host a private networking session with a more targeted group of attendees of your company's interest. Enhance your exposure with branding in the conference room, a short 3-minute corporate video showcase and a 10-minute speaking slot. Take advantage of this elite sponsorship to organise an by-invitation-only session with key clients.

*Day 1 – Available*

*Day 2 – Available*





*Day 3 – Available*

*\*Exclusive of F&B Cost*

*\*One (01) exclusive emailer to selected attendees*

US\$5,000

# CONFERENCES & SHOWCASES

	<h3>Knowledge Theatre Sponsor</h3> <p>A holistic branding approach within the show floor and at Knowledge Theatre. A notable brand awareness to all conference attendees and delegates within the show floor.</p> <p><i>*Inclusive of production costs for branding</i></p>	Exclusive US\$12,000
	<h3>Keynote Sponsor</h3> <p>Position your company as a thought leader in the Day 2 Keynote Session of ITB India. Speak alongside high level industry professionals and bellwethers on key industry trends and best practices.</p> <p><i>*Only applicable for Day 2 Keynote Session</i></p>	Exclusive US\$10,000
	<h3>Workshops (2-hour Session)</h3> <p>Opportunity for in-depth networking and interaction with attendees on workshops, training sessions, focus group, etc. Sponsors would have a choice to conduct RSVP to selected profiles to maximise ROI and address key target audiences.</p> <p><i>*One (01) exclusive emailer to selected attendees</i></p>	US\$7,000
	<h3>Speaking Slot</h3> <p>Showcase what your destination has to offer to ITB India attendees through a speaking slot at the on-floor conference theatre. Speaking presentations are to be 90% educational.</p> <p><i>Limited Slots Available</i></p>	US\$3,000
	<h3>Travel Technology Showcase</h3> <p>Showcase your company's technology products and services in this dedicated speaking slot at the on-floor conference theatre. Speaking presentations are to be 90% educational.</p> <p><i>Limited Slots Available</i></p>	US\$1,500

# ON-SITE BRANDING



## Buyers Lounge

Receive premium recognition at ITB India Hosted Buyers Lounge, located in a high traffic area within the exhibition hall. The opportunity offers brand exposure and visibility to buyers from tier I, II and III cities all over India and other South Asian countries. Connect with your key target audience at an exclusive lounge area where buyers relax, network and work between their busy appointment schedules.

- \*Exclusivity is tagged to sponsored lounge only
- \*Inclusive of production cost

Exclusive  
Single Lounge  
US\$12,500  
Multi-Lounge  
US\$17,500



## Mobile Charging Kiosk

Enjoy endless visits and brand awareness at the highly appreciated mobile charging station that keep busy attendees charged and ready to go. The mobile charging station sponsorship entitles your company to display collaterals and branding within the location.

- \*Inclusive of production costs

Exclusive  
US\$5,000



## Buyers Reimbursement

This is the only on-site branding package that is targeted to Hosted Buyers. This sponsorship allows you to capture the attention of all hosted buyers as all flight reimbursements are made in cash in this one location. Maximise your brand exposure to hosted buyers while enhancing corporate visibility within the exhibition hall.

- \*Inclusive of setup costs and licensing fees
- \*Exclusive of production cost of sponsor's collaterals

Exclusive  
US\$5,000

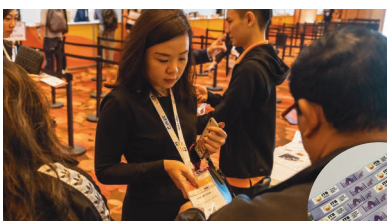


## Delegate Bags

A tremendous promotional opportunity with great brand visibility and corporate branding. The ITB India delegate bags have an outreach of over 8,000 attendees for all 3 days of the show.

- \*Design approval to be agreed upon with organisers
- \*Exclusive of production costs

Exclusive  
US\$5,000



## Lanyards

An excellent promotional opportunity with great visibility and branding awareness. ITB India lanyard would be distributed to more than 8,000 attendees for all 3 days of the show.

- \*Design approval to be agreed upon with organisers
- \*Exclusive of production costs

Exclusive  
US\$5,000

# ON-SITE BRANDING

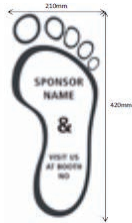


## Wall Branding

Increase your brand presence by showcasing your company's advertisement at key networking areas (i.e. cafeteria).

US\$1,500

*\*Exclusive of production costs*

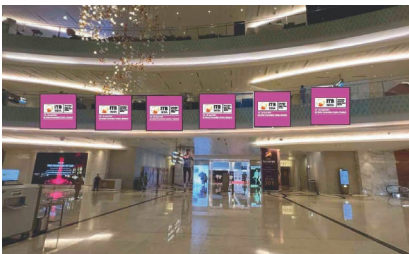


## Floor Stickers

Boost your brand presence with customised floor stickers for directional purposes or tailored messages.

US\$1,500

*\*Price inclusive of 10 stickers  
\*Inclusive of production costs*



## Drop-Down at Level 1 Entrance

Specifications: Upon application  
No. of Units: 4

Exclusive  
US\$6,000

*\*Inclusive of production costs*



## Hall Entrance Branding

Specifications: Upon application  
No. of Units: 2

Exclusive  
US\$4,000

*\*Inclusive of production costs*

# ON-SITE BRANDING



## In-Hall Bunting - Hanging

Specifications: Upon application  
No. of Units: 1

US\$3,000

*\*Inclusive of production costs  
\*Limited to maximum of 3 units*



## In-Hall Bunting - Side Wall

Specifications: Upon application  
No. of Units: 1

US\$2,000

*\*Inclusive of production costs  
\*Limited to maximum of 3 units*



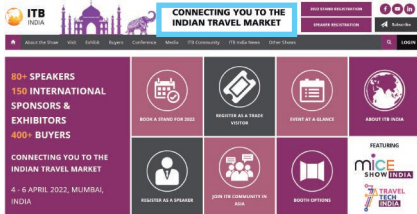
## Pavilion Side Walls

Specifications: Upon application  
No. of Units: 2

Exclusive  
US\$2,000

*\*Inclusive of production costs*

# DIGITAL BRANDING



## Website Banner

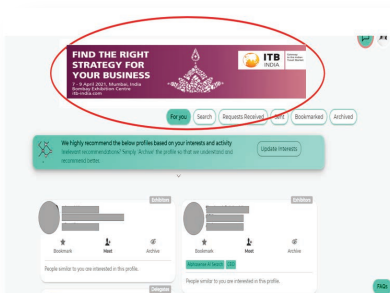
One website banner at ITB India website. One hyperlink to a webpage on your company's website. Artwork & hyperlink will be provided by sponsor.

Exclusive  
US\$10,000



## Business Matching Sponsor

Prominent feature of Sponsor's banner on the Business Matching dashboard of ITB India registered attendees. Sponsor's banner will be displayed from Day 1 of Business Matching until the last day of ITB India.



### i) "In App" Leaderboard Banner

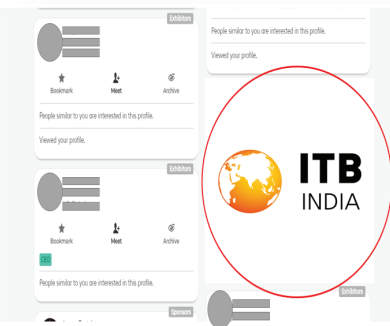
#### Package Benefits

- One (1) x non-hyperlinked banner to be displayed on the top of the Business Matching platform page

US\$5,500

#### Duration

- Banner will be displayed from Day 1 of Online Diary till end of ITB India
- Up to two (2) x artworks for the "In App" Leaderboard to be rotated
- Banner specifications: 2000px (w) x 400px (h)



### ii) "Run of List" Rotating Banner

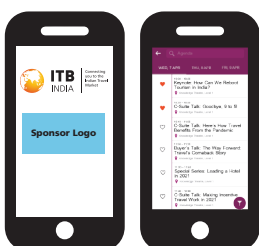
#### Package Benefits

- One (1) x non-hyperlinked banner to be displayed within the list of exhibitors' contacts of the Business Matching platform

US\$3,500

#### Duration

- Banner will be displayed from Day 1 of Online Diary till end of ITB India
- Rotating banner specifications: 500px (w) x 350px (h)



## Splash Screen Sponsor

Make a strong impression with our attendees by featuring your brand name whenever the mobile application is accessed.

Exclusive  
US\$3,500



# DIGITAL BRANDING

## Dedicated Emailer



Dedicated emailer to targeted audience (e.g. buyers, exhibitors, trade visitors) or all registrants. HTML version to be provided by sponsor 10 working days prior to email blast.

US\$3,000

View Samples:

<http://bit.ly/ITBAsiaSTBEmailer>, <http://bit.ly/ITBAsiaMarinaBaySandsEmailer>

*\*Limited slots available*

# Your Travel Trade Shows in Asia



## Travel Meet Asia

3 - 4 July 2024  
Jakarta, Indonesia

[travelmeetasia.com](http://travelmeetasia.com)



Co-located with:



## ITB India

11 - 13 September 2024  
Mumbai, India

[itb-india.com](http://itb-india.com)



Co-located with:



## ITB Asia

23 - 25 October 2024  
Singapore

[itb-asia.com](http://itb-asia.com)