

BLTM DELHI 2020

January 31 - February 1

The Leela Ambience Convention Hotel

www.bltn.co.in



BUSINESS & LUXURY TRAVEL MART

India's leading trade show on **Business, MICE and Luxury Travel**



150+

Sellers

23

Countries

15

Indian States

250+

Hosted Buyers

6,000+

Scheduled Appointments

75+

VIP Buyers

PARTICIPANTS FROM **23 COUNTRIES** IN **BLTM 2019**

Azerbaijan, Bangladesh, Bhutan, Canada, Dubai, Egypt, Ethiopia, Georgia, India, Maldives, Mongolia, Nepal, Oman, Philippines, Portugal, Qatar, South Africa, Spain, Sri Lanka, Taiwan, Tanzania, Thailand, United Kingdom.

15 INDIAN STATES PARTICIPATING AT **BLTM 2019**

Andhra Pradesh, Goa, Gujarat, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Kerala, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand, West Bengal.

WHY **EXHIBIT**

Meet key decision-makers with real buying power.

Selling Business, MICE and Luxury Travel in India can be complex. We give you access to the right mix of buyers in the right setting.

The Right Buyers: We identify high-value target buyers and decision makers with real buying power.

The Right Time: We help you meet your target audience face-to-face within two days, to make valuable new contacts and strengthen existing relationships.

The Right Place: You, your customers, your peers and the media, all under one roof in a world-class setting.

EXHIBITING AT **BLTM**

Online Appointments: Reach out to your target audience using our state-of-the-art online tool to pre-schedule appointments with key buyers.

Speed Networking Session: 500+ qualified buyers meet exclusively with exhibitors in a speed networking session. The most sought-after hour-long program at BLTM.

Buyer-Seller Ratio: BLTM maintains a 2:1 Buyer to Seller ratio, benchmarking it with the best in global MICE focused shows.

The Package: Maximise value and ROI. The participation package includes a quota for hosting buyers of your choice.

The Organisers: Brought to you by India's oldest and the leading travel trade show organiser Fairfest Media, organisers of OTM and TTF. Backed by experience of over 100 travel shows in the last 29 years!

THE HOSTED BUYER PROGRAM AT BLTM

BLTM's unique hosted buyer program gives you access to 500+ qualified buyers of Business, MICE and Luxury Travel and high-profile media editors.

Our team identifies and personally invites key decision-makers from all over India. 250+ buyers are hosted, in addition to 250+ local buyers from the Delhi NCR attending the show.

Buyers pre-schedule appointments using our state-of-the-art online tool.

They attend interactive, knowledge-sharing sessions, workshops and expert panels organised by associations like SITE and NIMA.



EXHIBITOR PROFILE

National Tourist Organisations, Convention and Visitors Bureaus, State Government Tourism Departments, Business/MICE/Luxury Tour Operators and Travel Agents, Hotels and Resorts, Destination Management Companies, Adventure Tourism Companies, Airlines, Car Rentals, Luxury Trains, Luxury Coach Operators, Cruises, Theme Parks and Attractions, Technology, Communication, Information and Reservation Systems, Insurance, Foreign Exchange, Incentive Travel Destinations, MICE Venues.

VISITOR PROFILE

Corporate Buyers, Meeting Planners, Professional Convention Organisers (PCO), Professional Exhibition Organisers (PEO), Event Management Companies (EMC), Incentive House/Agency, Independent Planners, Travel Agents catering to Business, MICE and Luxury Segments, MICE Travel Managers and Buyers, Business Travel Managers & Buyers, Film Destination Buyers, Associations, Wedding Planners.



INDIA: THE NEXT BIG THING?

According to GBTA, "More than any other country, India is poised for breakout growth. It forecasts **11.6% growth in business travel** spending in 2017, to reach \$36.8 billion. GBTA projects India will become the 6th largest business travel market in the world by the end of 2019, to reach **\$45 billion mark**. 15 years from now, **India will likely be a top-five market in business travel spending.**"

94%

of exhibitors were likely to participate again at BLTM in 2019.

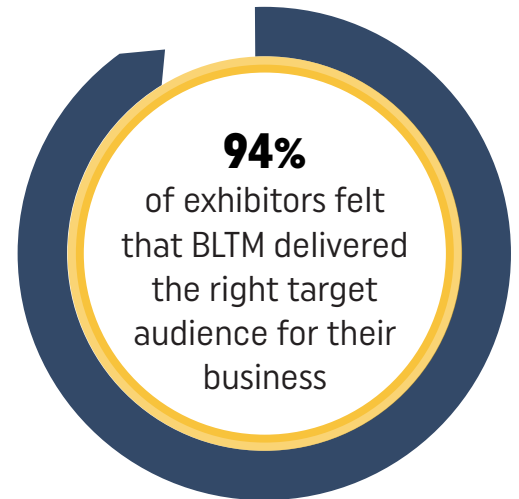
98%

of the hosted buyers found the business meetings at BLTM satisfactory.

34%

of the hosted buyers previously attended MICE events like IMEX, IT&CMA and IBTM.

Based on BLTM 2017 participant surveys



SOME OF OUR KEY BUYERS AT BLTM



SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS AT BLTM



Brought to you by India's oldest and the leading travel trade show organiser.



PARTICIPATION **PACKAGE** (Rate/sq.m.)

Seller Space Package offer for every 9 sq.m.: One complimentary room at the show venue, on double occupancy for 2 nights, with all meals for 2 (APAI) on first-come basis. (Conditions apply)

Tariff US\$ 495* / Rs. 29,000*

Early Bird Offer

Before 31 May 2019 US\$ 345* / Rs. 21,000*

01 June to 31 October 2019 US\$ 395* / Rs. 24,000*

Firm contract for 3 or more years with rate freeze** US\$ 295* / Rs. 18,000*
(per year)

ALL INCLUSIVE ENTRY LEVEL PACKAGE

9 sq.m US\$ 4,500* / Rs. 2,95,000*

6 sq.m US\$ 2,999* / Rs. 1,99,000*

Inclusions:

- . Standard Shell Scheme comes with: Spotlights, display panels, chairs & table, plug points
- . 2 nights Double Room on AP basis
- . 30 appointments
- . Optional flex branding mounted on booth panels, as per graphics provided by you

SPONSORSHIP OPPORTUNITIES

Premium Partner Country / State US\$ 70,000* / Rs. 45 lakhs*

Exclusive Partner for 200 Hosted Buyers US\$ 20,000* / Rs. 12.5 lakhs*

Focus Countries / States US\$ 30,000* / Rs. 19.5 lakhs*

Feature Countries / States US\$ 20,000* / Rs. 12.5 lakhs*

Networking Dinner for 500 Buyers & Sellers US\$ 17,000* / Rs. 10 lakhs*

Hosted Buyer lounge / Media Lounge / Registration Area US\$ 10,000* / Rs. 6.5 lakhs*

Networking Breakfast / Lunch / High-tea for 500 Buyers & Sellers US\$ 8,500* / Rs. 5 lakhs*

Buyers' Kit / Lanyards / Business Card Holders US\$ 5,000* / Rs. 3.5 lakhs*

. Add 10% for Corner, 20% for Peninsula and 30% for Island Stand. Add 25% surcharge for Extra Upper Floor Area, if any.

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

BOOK NOW

Please fill up the enclosed **Space Booking Form** and email to contact@fairfest.in or send to Fairfest Media Ltd., 25 C/1 Belvedere Road, Alipur, Kolkata, 700 027, India.

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