

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



BLTM
BUSINESS & LUXURY TRAVEL MART

26 - 27 October 2017
Hyatt Regency Gurgaon,
New Delhi NCR.



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

India is the fastest growing business travel market in the world.

Delhi is a major business hub of India, with decent buyer potential of Business, MICE and Luxury Travel spending. In addition to hundreds of buyers from the Delhi National Capital Region (NCR), BLTM will provide you guaranteed visit of hundreds of Hosted Buyers from all major cities in India.

India: The Next Big Thing?

According to GBTA: "More than any other country, India is poised for breakout growth. It forecasts 11.6 percent growth in business travel spending in 2017, to reach \$36.8 billion USD. GBTA projects India will become the 6th largest business travel market in the world by the end of 2019, to reach \$45 billion mark." (From its present position of 10th largest market in the world) "Fifteen years from now, India will likely be a top-five market in business travel spending"



Based on BLTM 2016 participant surveys

152

Sellers from 94 exhibiting companies met with over 144 Hosted Buyers and 146 Trade Invitees.

Over 5000

appointments were scheduled online and on-the spot.

98%

of Buyers where satisfied.

Seller Space Package with Complimentary Rooms

For every 9 sq m, 1 complimentary room at show venue Hyatt Regency, on double occupancy for 2 nights, with all meals for 2 (APAI) on first-come basis. *Conditions apply.*

	Tariff *	Special Offer *#	
		Before 31 Aug'17	Multiple Booths
Shell Scheme	US\$ 495 / sq m INR 29,000 / sq m	US\$ 395 / sq m INR 24,000 / sq m	US\$ 345 / sq m INR 21,000 / sq m

- Add 10% for Corner, 20% for Peninsula and 30% for Island locations. Add 25% surcharge for extra upper floor area. Deduct US\$ 10 per sq m for bare space. * Add GST @ 18% w.e.f. 01.07.2017

* Payment is due at the time of booking # Special Offer is strictly as per date of payment

Pavilion Space:

45 sq m and above for USD 295 / INR 18,000 per sq m plus taxes.

Entry Level Package

- 9 Sq m walk-in booth
- 2 nights Double Room on AP basis
- 30 appointments
- Mounted Flex branding

Artwork Dimension:

117 inch (W) X 96 inch (H)

File Format : JPG / TIFF

Resolution : 72 DPI Colour Mode: CMYK

US\$ 4500 / INR 2,95,000

(6 sqm: USD 2999 / Rs. 199,000)

Exhibitor Profile

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

Partnership Opportunities

Whether you take seller space or not, sponsoring is a great way to highlight your presence at the BLTM. Several options are available that can be further customized as per your needs for prime visibility

Exclusive Partner Country / State	USD 70000 / INR 45 lacs
Exclusive Partner for 200 Hosted Buyers	USD 20000 / INR 12.5 lacs
Focus Countries / States	USD 30000 / INR 19.5 lacs
Feature Countries / States	USD 20000 / INR 12.5 lacs
Networking Dinner for 500 Buyers & Sellers	USD 17000 / INR 10 lacs
Hosted Buyer / Media Lounges / Registration Area	USD 10000 / INR 6.5 lacs each
Networking Breakfast/Lunch/High tea for 500 Buyers & Sellers	USD 8500 / INR 5 lacs
Buyers' Kit / Lanyards / Business Card Holders	USD 5000 / INR 3.5 lacs each

(The above rates are per location and exclusive of GST. Please contact us for a customized proposal)

Visitor Profile

Corporate Travel Planners with Purchasing Authority | Travel Agents catering to Business, MICE and Luxury Segments | MICE Travel Managers and Buyers | MICE Organisers and Managers | Business Travel Managers & Buyers | Film Destination Buyers | Associations | Wedding Planners

Why Exhibit

We make it easy for you to grow your sales

Selling Business, MICE and Luxury travel in India can be complex. We will make it easier for you with our knowledge and experience of over 25 years as the leading travel trade show organiser in India.

The Right Buyers - We will identify high value target buyers which can give you serious business. **The Right Time** - We help you meet a large number of your target audience face-to-face, within couple of days which would be otherwise impossible. **The Right Place** - You; your customers; media and your networks, all under one roof in a world class setting!

Top Reasons to Attend

- ➔ **Business Travel, MICE and Luxury buyers:** Pre-schedule up to 25 face-to-face meetings every day, with the highest quality buyers. There is no limitation on your networking with thousands of high quality buyers on the show floor, and fixing meetings on the spot.
- ➔ **Networking:** Network during breakfast, lunch and evening events with more than 500 buyers.
- ➔ **Media:** Access editors and journalists exclusively from top travel media publications.
- ➔ **The Organisers:** Brought to you by organisers of OTM and TTF - India's oldest and biggest travel show organiser Fairfest Media Ltd. Backed by experience of over 100 travel shows in the last 27 years!
- ➔ **The Package:** Excellent value and return on investment. The participation package includes quota for hosting buyers of your choice.

Meet the Best at BLTM

At the BLTM you will meet India's leading business, MICE and luxury travel buyers, and some of the high profile media editors. Our team is rigorously qualifying and personally inviting up to 500 top hosted buyers from all over India and additional 500 local buyers, in the top business travel and MICE travel markets in West, South and North India.

BLTM is brought to you by Fairfest Media Ltd, the oldest and the leading travel trade show organiser in India.

BLTM Mumbai is co-located with OTM - India's biggest travel trade show, with participation of 1,000+ sellers from 50+ countries. BLTM South-India is co-located with TTF Hyderabad, with hundreds of buyers and sellers already committed to visit. The Delhi NCR edition of BLTM is being repeated at the Hyatt Regency Gurgaon, after the spectacular debut in 2016.

Highlights of BLTM 2016, Hyatt Regency Gurgaon, Delhi NCR

- Over **4700 appointments** conducted between the Sellers and Buyers
- **50 Seller Booths and Destination Pavilions** with **150 Individual Sellers**
- **150** qualified **Hosted Buyers** from all over India
- **150+** **Invitees** from travel trade associations and members of the media
- India's first **MICE CLUB** launched

Some of our Partners & Supporting Organisations at BLTM 2016

Partner Countries



Feature Countries



Supported by



Feature States



Official Travel Partner



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Premium Partners



Venue Partner



Official Publication



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Book Now

To book your vantage stand at BLTM, please fill up the enclosed Fast Action Order Form and

- Mail to **Fairfest Media Ltd.** 216A/1 Gautam Nagar, Gulmohar Park, New Delhi 110 049, India
Tel: (91) (11) 2686 6874, 2686 6875 or
- Fax to (91) (11) 2686 8073 | E-mail: contact@fairfest.in

Onsite appointments being made at BLTM '16



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