



India Trade Promotion Organisation

Date: February 23, 2023

Sponsorship opportunities at AAHAR-The International Food & Hospitality Fair Pragati Maidan, March 14-18, 2023

ITPO will be organising 37th edition of its flagship event **AAHAR-The International Food & Hospitality Fair** from March 14-18,2023 at Pragati Maidan New Delhi.

The following sponsorship opportunities are available during **AAHAR 2023** on first-come-first-served basis.

S.No.	Sponsorship Opportunity	Details
1.	Lanyard and Badges	The sponsor will gain visibility with logo displayed on the lanyards. We may invite sponsorship of logos on lanyard and Exhibitor / Visitor badges. The rates for sponsorship of lanyard and exhibitor/badges are proposed as Rs. 2.50 Lakhs + GST . Quantity – 100000 nos. The opportunity will be given on first-come-first-served basis from the date of notification on ITPO's website.
2.	Registration Counter	The sponsor's logo with company's name will be displayed prominently on the Registration counters at Hall 4, 5 Foyer + Gate 10 (three in Nos.). The sponsors would be allowed to put up their banner on the all three walls and one standee at the front of Registration counter. The proposed rate for sponsorship for Registration Counter is Rs. 6.50 Lakhs+GST on first-come-first-served basis. Further, the sponsor will also provide dresses / uniforms for Registration operating.

3.	Water Bottles	The sponsored bottles will be distributed to the exhibitors and visitors from various locations, including Registration counters, VIP lounge and Media Lounge etc. (50000 bottles of 250 ml). It is proposed to keep sponsorship of Rs. 60,000 + GST on first-come-first-served basis. The sponsor will procure and provide the water bottles with the sponsors logo at its own cost .
4.	Visitor Carry Bags	We may give out sponsorship opportunity for eco-friendly carry bags which will be distributed to trade visitors, media personnel and conference delegates, etc. Sponsors will use one side of the bag to advertise their brand and the other side will bear logo of ITPO and details of AAHAR 2023. Sponsor agency may also be required to get the design approved from ITPO's Design & Display Division. The sponsor agency has to print minimum 60000 nos. of eco-friendly carry bags as aforementioned. It is proposed to keep sponsorship of eco-friendly carry bags as Rs. 2.50 Lakhs + GST . The cost of procurement and printing of bags will be borne by the sponsor.
5.	Golf Cart and AC Cars	ITPO offers the opportunity to sponsor the running of Golf Carts/AC Cars to facilitate the movement of visitors from Gate No. 1, 4 & 10. The sponsor will arrange for Golf Carts/AC Cars with drivers. The Golf Carts/AC Cars can have a branding of the sponsoring Company/Association. The running/maintenance cost of the vehicles shall be borne by the sponsor and have to follow the shuttle route earmarked by ITPO.

		In addition to the above the sponsor shall provide Rs. 5000/- + GST per vehicle to ITPO towards the cost of sponsorship.
--	--	---

Please note that all designs and specifications will have to be as prescribed by ITPO.

Interested sponsors may approach ITPO through email address to Sh. Krishan Kumar, Sr. Manager, Ms. Saroj Nagpal, Deputy Manager, ITPO, Email: kk@itpo.gov.in. snagpal@itpo.gov.in The sponsorship will be confirmed to company whose full payment is received in ITPO bank account.

Name of Beneficiary	India Trade Promotion Organisation
Name of Bank	ICICI Bank Ltd.
Branch Address	9A, Phelps Building, Inner Circle, Connaught Place, New Delhi – 110 001
Account No.	000701271382
IFSC Code	ICIC0000007