



India Trade Promotion Organisation

Date: February 13, 2025

Sponsorship opportunities at 39th AAHAR- The International Food & Hospitality Fair, March 4-8, 2025

ITPO will be organising 39th edition of its flagship event **AAHAR-**The International Food & Hospitality Fair from **March 4-8, 2025** at Bharat Mandapam, New Delhi.

2. The following sponsorship opportunities are available during AAHAR 2025:

S.No.	Sponsorship Opportunity	Details
1.	Lanyard and Badges	The sponsor will gain visibility with logo displayed on the lanyards and badges. ITPO invites sponsorship of logos on lanyard and exhibitor/visitor badges (approx. 1,50,000 nos). The base price on which bidding will commence is set at Rs.5 lakh + GST. The bidder will supply 1.5 lakh (appx.) lanyards and pouches to ITPO. The exhibitor/visitor badges will be printed by ITPO.
2.	Visitor Badge Distribution Counter	The sponsor's logo with company's name will be displayed prominently on the visitor badge distribution counters at Gate 3 + Gate 4 + Gate 10 (3 Nos.). The sponsor would be allowed to put up their banner on all the two walls and one standees at the front of the counter. The base price on which bidding will commence is set at Rs.3 lakh + GST.

3.	Water Bottles	The sponsored bottles will be distributed to the exhibitors and visitors from various locations, including visitor badge distribution counters, VIP lounge and Media Lounge etc. (70,000 bottles of 250 ml) . The sponsor will procure and deliver the water bottles with the sponsor/event logo at its own expense including the cost of printing, and staff or distributing the same at the venue, etc. The base price on which bidding will commence is set at Rs. 1 lakh + GST.
4.	Visitor Carry Bags	ITPO offers 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 2025. The sponsor will print minimum 60,000 nos. of eco-friendly carry bags. The cost of procurement, printing, delivery, and staff for distributing the same at the venue, etc. of bags will be borne by the sponsor. The base price on which bidding will Commence is set at Rs.1.50lakh + GST.

2. Sponsorship will be awarded through an offline bidding process. Bidder may place a bid by dropping a sealed envelope containing bid details in the specified format given in Para 4 below, in the designated drop box placed at the Committee Room, Level 4 in Admin Building (ITPO), Bharat Mandapam, New Delhi-110001 within the specified time limit as per Para 5 below.

3. At the end of bidding, the box will be opened in presence of all bidders present and concerned ITPO officials. Thereafter, sponsorship for a specific sponsorship type will be awarded to the company submitting the highest bid for that particular type of sponsorship.

4. The following format may be used for placement of bids:

AAHAR 2025- SPONSORSHIP BID	
Name of Company:	
Contact Person:	
Email:	
Mobile:	
Bid Price:	
Sponsorship Type:	
Sign and Stamp of the Authorised Signatory	

5. The following timelines will be followed in this regard:

Event	Date
Approval and Publication of Notice	13 th February, 2025
Commencement of Offline Bidding	14 th February, 2025 (11:00 AM) at venue mentioned in Para 6 above (Bidding timings during business hours only, i.e. 11 AM - 5:30 PM on 14 th February 2025, and 11 AM - 2 PM on 17 th February 2025)
Completion of Offline Bidding	17 th February 2025 (2:30 pm)
Opening of Bids	17 th February 2025 (3:00 pm)
Declaration of Result	17 th February 2025
Award of Sponsorship Letter	Upon receiving payment of bid Amount in full.

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

7. Interested sponsors may approach ITPO through email address to Sh. Vivekanand Vivek, DGM, ITPO, Email: vivekanand@itpo.gov.in , Sh. Tarun Kant Pant, Senior Manager, ITPO, Email: tkpant@itpo.gov.in , Ms. Monica gehlot , Manager, ITPO, Email: monicagehlot@itpo.gov.in and Ms. Sweta Dogra, Young Professional, ITPO Email: shweta@itpo.gov.in.
