



**India Trade Promotion Organisation**  
Pragati Maidan, New Delhi

---

**Sub: Sponsorship opportunities at AAHAR-The International Food & Hospitality Fair, Pragati Maidan, April 06-10, 2021**

ITPO will be organising 36<sup>th</sup> edition of its flagship event **AAHAR**-The International Food & Hospitality Fair, from April 06-10, 2021 in halls 2, 3, 4, 5 (GFs and FFs) at Pragati Maidan, New Delhi. The event is a great opportunity for the exhibitors to showcase their products, networking, launch of new products, brand building etc. The following will be the sponsorship opportunities available for AAHAR 2021:

**1. Lanyard and Badges**

The sponsor will gain visibility with logo displayed on each lanyard. The sponsorship is invited for logos on lanyard and Exhibitor/visitor badges. The reserve price for sponsorship of lanyard and exhibitor/badges (50,000 nos.) is **Rs.2.00 Lakh + GST**.

**2. Registration Counter**

The sponsor's logo with company's name will be displayed prominently on the Registration counters at Hal 4, 5 foyer and gate 10. 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 reserve price for sponsorship for Registration Counter will be **Rs.6.00 Lakh + GST**.

**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. (**40,000 bottles of 250 ml**). The sponsorship reserve price is **Rs.50,000 + GST**.

**4. Visitor Carry Bags**

The sponsorship opportunity is available 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 2021. Sponsor agency may also be required to get

the design approved from ITPO's Design & Display Division. The sponsor agency has to print minimum **50,000 nos.** of eco-friendly carry bags as aforementioned. The reserve price for the sponsorship of eco friendly carry bags is **Rs.1.00 Lakh + GST.**

**5. VIP Lounge/Buyers Lounge/Meeting Rooms/Seminar Room/Media Lounge**

The sponsor may avail opportunity to etch their brand name in the event by making their presence at the VIP lounge/meeting rooms/seminar room in front of industry leaders including conference speakers, VIPs, special invitees etc. The sponsor may put their standees prominently displayed in the VIP Lounge/Meeting Rooms/Seminar Rooms( two seminar halls at Hall 5 (First floor) on all 5 days of fair at the designated locations. The reserve price of this sponsorship is **Rs.3.0 Lakh + GST.**

**6. Mask, Wet Tissues, Sanitizer sachets**

The sponsored masks, wet tissues, and sanitizer sachets will be distributed among exhibitors and visitors:

- a. Masks – **50,000** (Surgical mask with logo of the sponsor on one side) at reserve price of **Rs.50,000 + GST.**
- b. Wet Tissues – **70,000** pouch (two wet tissues in one pouch) at reserve price of **Rs.50,000+ GST.**
- c. Sanitizer Sachets – **70,000** nos. sachets at reserve price of **Rs.50,000+ GST.**

**7. Dresses for Volunteer/Usher**

The sponsor may avail excellent opportunity to maximise visibility to reinforce their corporate identity by sponsoring customized dresses for usher/volunteer with their company's name and logo. The sponsor agency has to provide **150 no.** of customized dresses. The reserve price for sponsorship is **Rs.50,000 + GST.**

The interested sponsors may send their queries to [kk@itpo.gov.in](mailto:kk@itpo.gov.in) / [ashokkumar@itpo.gov.in](mailto:ashokkumar@itpo.gov.in) / [rashmipanwar@itpo.gov.in](mailto:rashmipanwar@itpo.gov.in)

---\*\*\*---