



India Trade Promotion Organisation

Date: February 23, 2024

Sponsorship opportunities at 38th AAHAR-The International Food & Hospitality Fair, March 7-11, 2024

ITPO will be organising 38th edition of its flagship event **AAHAR**-The International Food & Hospitality Fair from **March 7-11, 2024** at Bharat Mandapam, Pragati Maidan New Delhi.

2. The following sponsorship opportunities are available during AAHAR 2024:

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. 1,00,000 nos). The base price on which bidding will commence is set at Rs. 2.50 lakh + GST
2.	Registration Counter	The sponsor's logo with company's name will be displayed prominently on the Registration counters to be set up at Gate 4 and Gate 10 (two in Nos.) . The sponsors would be allowed to put up their banner on the walls and one standee at the front of Registration counter. The base price on which bidding will commence is set at Rs. 6.50 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. (50,000 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 for

		distributing the same at the venue, etc. The base price on which bidding will commence is set at Rs. 60, 000 + 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 2024. 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. 2.50 lakh + 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), Pragati Maidan, 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 2024 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	23 rd February, 2024
Commencement of Offline Bidding	26 th February, 2024 11:00 AM
Completion of Offline Bidding	26 th February, 2024 02:00 PM
Opening of Bids	26 th February, 2024 02:30 PM
Declaration of Result	26 th February, 2024
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 and Sh. Manish Yadav, Manager, ITPO, Email: manishyadav@itpo.gov.in.
