



India Trade Promotion Organisation

Date: February 26, 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.	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
2.	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
3.	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

