

2022 THE YEAR OF REVIVING TRAVEL

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# BLTM

BUSINESS+LEISURE TRAVEL+MICE

10 & 11 September 2022

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The Leela Ambience Convention Hotel, **Delhi**



India's leading trade show on **Business + Leisure Travel + MICE**

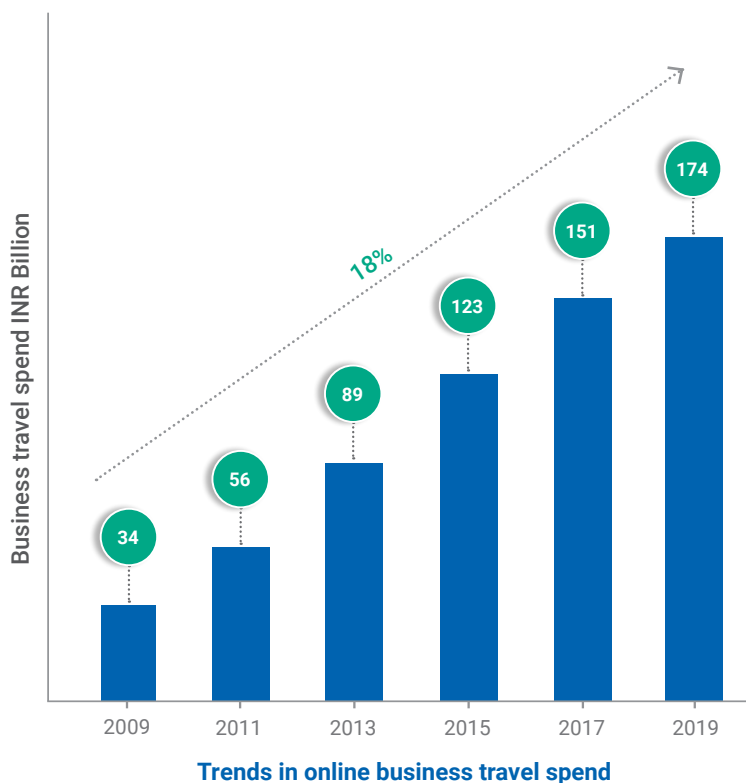
# THE INDIAN **BUSINESS + LEISURE** TRAVEL MARKET

India is already the third largest business travel market in APAC. A study by FCM finds that 95% of Indian business travellers either opt for or would want to combine their trip with a leisure destination or activity. Nearly half of these business travellers (49 percent) have extended their business trip to a different destination for leisure, ranking India second amongst 'Bleisure' travellers across 31 countries.

BLTM offers a unique platform for sellers, to capture this fast growing South Asian outbound Business and Leisure travel market.

*Maldives is participating in BLTM to meet key players from India. Our strategy is to bring MICE and wedding buyers to Maldives. That is why BLTM is a great show for us. We have met top buyers specialising in corporate and MICE travel at the show."*

**Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation**



## BLTM **BY THE NUMBERS**



**130+**  
EXHIBITORS



**14**  
COUNTRIES



**275+**  
HOSTED BUYERS



**1,000+**  
TRADE BUYERS



**9,000+**  
MEETINGS SCHEDULED

*"JTB is looking to establish itself as a major meetings and events player in the Indian market. The corporate buyer turnout is very good. The online appointments tool is great. BLTM helped us not just to reach out to new buyers but also reconnect with customers we've worked with in the past!"*

**Nupur Chandra, National Head of Sales - MICE/SMM, JTB (India)**

## DELHI AND **THE VENUE**

BLTM takes place in one of India's best luxury convention hotels, in the heart of Delhi - the capital of India.

Sellers from all over the world along with South Asia's top corporate and MICE buyers are hosted at the hotel venue, offering invaluable networking opportunities in the right setting.

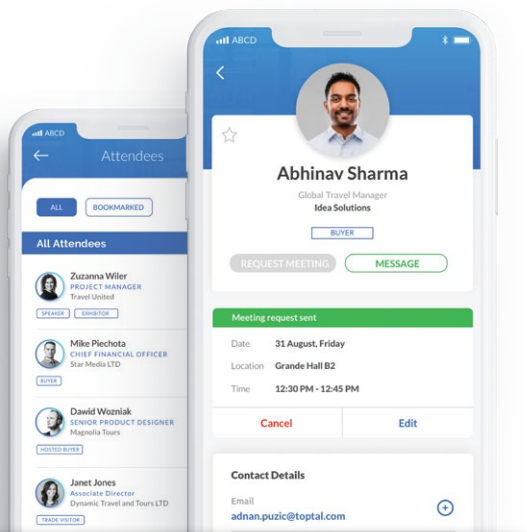
## EXHIBITING AT BLTM

BLTM is India's leading tradeshow on Business+Leisure Travel and MICE. BLTM gives you access to the right mix of corporate and MICE buyers, with real purchasing power.

BLTM means quality of buyers, sellers and business interactions, all under one roof in a world-class setting.



## UNIQUE FEATURES



BLTM's appointment scheduling app

**Pre-scheduled Appointments:** BLTM's state-of-the-art online tool and mobile app lets sellers and buyers schedule appointments pre-show. It helps sellers find the right buyers, save valuable time and make the most out of their event experience. The matchmaking tool, powered by AI, recommends top buyers and sellers in a simple and easy-to-use way.

**2:1 Hosted Buyer to Seller Ratio:** BLTM is the only show of its kind in India which guarantees a 2:1 Buyer to Seller ratio, supported by its unique Hosted Buyer programme.

**Speed Networking:** Sellers meet travel trade and corporate buyers in a speed networking format, a perfect setting to meet multiple top buyers in a short time. Introductions made here help sellers start business interactions that can carry on throughout the event.

*"BLTM does a fantastic job of bringing the MICE travel fraternity under one roof. We curated three knowledge panels on destination weddings here at BLTM, and some of the top destination wedding planners were in the audience!"*

**Ginny Kohli, Founder & CEO, WedWise**



94%

Exhibitors confirmed they are likely to return to the next BLTM.



96%

Exhibitors felt that BLTM delivers the right target audience for their business.



99%

Hosted buyers were satisfied with the business meetings at BLTM.



## SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

### Partner Countries



### Destination Partner



### Partner States



### Feature States



### Venue Partner



### MICE Travel Partner



### Institutional Partners



### Institutional Partners



### Media Partners



### Media Partners



### Official Publication



### Organised by



# CORPORATE BUYERS

150+ qualified Travel Managers, Meetings and Events Professionals and Incentive Travel Planners from some of India and South Asia's largest companies are hosted at BLTM.

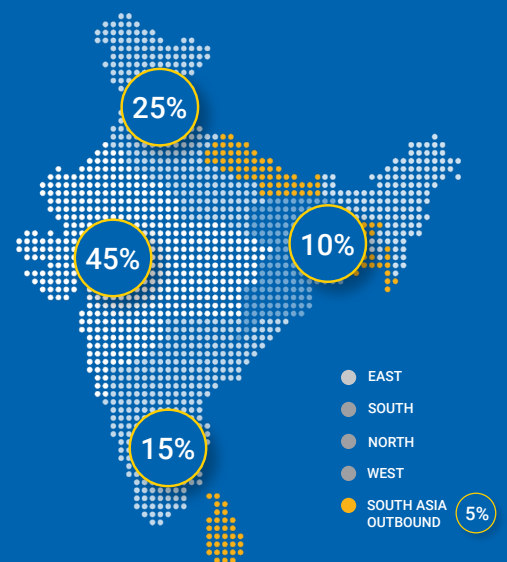


# MICE BUYERS AND WEDDING PLANNERS

200+ qualified buyers from India and South Asia, with real purchasing power are hosted at BLTM to plan and book incentives, conferences, weddings, large meetings, groups and more.

Through key industry partnerships and long-standing relationships, 1,000+ qualified trade buyers from Delhi and beyond visit BLTM every year.

*"BLTM is a high-quality event! I got to meet with my peers and partners from the MICE industry at BLTM. Apart from the established brands, I also met startups from the industry."*  
**Vinati Tyagi, Global Travel Manager, BYJU'S**



Buyers from all over India and South Asia

# PARTICIPATION **PACKAGE (RATE PER SQ.M.)**

**Seller Space Package offer for every 9 sq.m.: One complimentary room at the show venue, on double occupancy for 2 nights, with all meals for 2 (APAI) on first-come basis. (Conditions apply)**

	<b>Early Bird Offer</b>	<b>Rate (USD*/INR*)</b>	<b>Corner (USD*/INR*)</b>	<b>Peninsular (USD*/INR*)</b>	<b>Island (USD*/INR*)</b>
<b>Super Early Bird</b>	1st Nov 2021 to 28th Feb 2022	US\$ 395 / Rs. 27500	US\$ 435 / Rs. 30250	US\$ 475 / Rs. 33000	US\$ 515 / Rs. 35750
<b>Early Bird</b>	1st Mar 2022 to 30th June 2022	US\$ 445 / Rs. 28500	US\$ 490 / Rs. 31350	US\$ 535 / Rs. 34250	US\$ 580 / Rs. 37150
<b>Standard</b>		US\$ 495 / Rs. 29500	US\$ 545 / Rs. 32450	US\$ 595 / Rs. 35400	US\$ 645 / Rs. 38350

Add 25% surcharge for Extra Upper Floor Area, if any.

## **ALL INCLUSIVE** ENTRY LEVEL PACKAGE

<b>9 sq.m</b>	US\$ 4,455*	₹ 2,65,000*
<b>6 sq.m</b>	US\$ 2,970*	₹ 1,77,000*

Inclusions:

- Standard Shell Scheme comes with: Spotlights, display panels, chairs & table, plug points
- 3 nights Double Room on AP basis
- 30 appointments
- Optional flex branding mounted on booth panels, as per graphics provided by you

## **SPONSORSHIP** OPPORTUNITIES

<b>Premium Partner Country / State</b>	US\$ 150,000*	₹ 96.5 lakhs*
<b>Partner Countries / States</b>	US\$ 75,000*	₹ 48 lakhs*
<b>Focus Countries / States</b>	US\$ 45,000*	₹ 28.5 lakhs*
<b>Feature Countries / States</b>	US\$ 28,000*	₹ 18 lakhs*
<b>Official Partner</b>	US\$ 19,000*	₹ 12.5 lakhs*
<b>Exclusive Partner for 200 Hosted Buyers</b>	US\$ 30,000*	₹ 22.5 lakhs*
<b>Networking Lunch / Dinner for 200 Buyers &amp; Sellers</b>	US\$ 30,000*	₹ 22.5 lakhs*
<b>Registration Area</b>	US\$ 15,000*	₹ 11 lakhs*
<b>Hosted Buyer Lounge / Media Lounge</b>	US\$ 10,000*	₹ 7.5 lakhs*
<b>Buyers / VIP Kit Bags / Lanyards</b>	US\$ 10,000*	₹ 7.5 lakhs*
<b>Meeting Diary Partner</b>	US\$ 6,000*	₹ 4 lakhs*

\* Payment is due at the time of booking with GST extra @ 18%.

**BOOK NOW**

Please fill up the enclosed **Space Booking Form** and email to [contact@fairfest.in](mailto:contact@fairfest.in) or send to **Fairfest Media Ltd., 74/2 AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 017, India.**

**Fairfest Media Limited** (CIN - U74140WB1988PLC045101)

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