



SPONSORSHIP OPPORTUNITIES

Explore sponsorship opportunities with us to give your brand great visibility and boost your outreach in the booming Indian travel market.



Make Your Brand Stand Out

OTM reinforced its leadership in Asia as the leading travel trade show in the region.

OTM 2025, Asia's largest and most influential travel trade show, concluded triumphantly, bringing together participants from over 80 countries, 50,000+ trade visitors, and 2,100+ exhibitors.

OTM is held at the magnificent Jio World Convention Centre in Mumbai, offering exhibitors and visitors a world-class business environment.

Why OTM?

OTM 2025 set new benchmarks as it welcomed 1,000+ hosted and VIP buyers and had over 32,000 pre-scheduled meetings fostering a great platform unlocking new partnerships. OTM is the meeting hub for India and Asia's travel industry, where industry leaders and exhibitors gather annually to seal deals.

Sponsoring OTM ensures premium visibility, exclusive branding opportunities, and direct access to high-value buyers, including top travel agents, MICE and corporate travel managers, wedding planners, and film, TV, and OTT producers.

Make your brand stand out at Asia's largest travel trade show—leverage OTM's powerful platform to drive business, build credibility, and create lasting industry impact.

Explore Sponsorship Opportunities Today!



"OTM is one of the greatest platforms where we can meet a lot of decision-makers, tour operators, it helps us showcase Qatar, highlighting its culture and the tourism capabilities it offers. We are here and excited about this opportunity."

Mr. Jassim Mahmoud, PR & Communication Director, Visit Qatar (Lanyard Sponsor for OTM 2025)



"We find OTM to be a great platform to meet with the Indian travel industry, helping us enhance our presence in the market. OTM has definitely played an important role in making Morocco better known in the market."

Jamal Younes, Country Manager India, Morocco (Sponsor of the Gala Dinner for OTM 2025)

Host Country / State Sponsorship



Be the Official **Host Country** of the show and maximize your reach among 50,000+ travel trade attendees, VIPs, and tourism representatives from around the world. Add a premium spotlight to your destination by highlighting the best of what your destination has to offer, showcasing your culture and heritage, and distinguishing yourself from other participating nations. As the official Host Country, you will be provided with multiple opportunities to present yourself to the B2B audience offering the highest leverage for your brand through significant involvement in the show's Inauguration and the hosting of parallel networking events, in digital & social media campaigns.

- Pre-event Press Conference with host nation - **Exclusive**
- Onsite branding as host country - **Exclusive**
- Your Logo as host country on the OTM Website - **Exclusive**
- Dedicated Press Release as host country through our PR partners - **Exclusive**
- Dedicated slot for Cultural Presentation during the OTM Inaugural program - **Exclusive**
- Digital, PR & Media Coverage pre-event, during and post-event - **Exclusive**
- Pinned posts for Social Media Promotion on OTM channels - **Exclusive**
- Pinned advertisements in Travel News Digest: Website and App - **Exclusive**
- Your Video on OTM social media handles
- Logo in all marketing campaigns (email, social media) as host country
- 1 Advertisement in OTM Exhibition E-Directory

The above inclusions for Host Country can be customised as per your requirements.

PRICING: exclusive of GST @18%	INR	US\$
OTM	2,00,00,000	250,000
BLTM	1,00,00,000	125,000
TTF Per Location	1,00,00,000	125,000

Lanyard Sponsorship



Attractive **lanyards** are produced to hold the entry badges and distributed to all exhibitors, trade visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

(Quantity: 10,000 Nos)

PRICING: exclusive of GST @18%		INR	US\$
OTM	(Quantity: 20,000 Nos)	25,00,000	33,000
BLTM		7,50,000	10,000
TTF Per Location		7,50,000	10,000

Badge Sponsorship

The badge is the most widely distributed and most visible element in the show, used extensively during the span of 3 days. Your logo will appear in the main section of the badge, giving it unparalleled prominence.

Every time a show attendee scans his/her card by using the event app SnapCard, your logo will catch their eye.



(Quantity: 10,000 Nos)

PRICING: exclusive of GST @18%	INR	US\$
OTM (Quantity: 20,000 Nos)	25,00,000	33,000
BLTM	7,50,000	10,000
TTF Per Location	7,50,000	10,000

Show Carry Bags

Sponsorship



PRICING: exclusive of GST @18%	INR	US\$
OTM (Quantity: 10,000 Nos)	22,50,000	30,000
BLTM (Quantity: 5,000 Nos)	15,00,000	20,000
TTF Per Location (Quantity: 5,000 Nos)	12,00,000	17,000

Provide visitors with **show bags** to help them collect information. Your logo and message will appear on the show carry bags to be distributed from the registration area and help desk counters.

VIP Welcome Kit Sponsorship



Be the first brand each VIP buyer connects with from the moment attendees arrive. As VIPs register or collect their badges on-site, they will receive an exclusive co-branded Welcome Kit, the very first touchpoint of their event experience. Sponsoring the VIP Welcome Kit is a great way to create an impression directly on the VIP buyers, even before the show starts.

The **VIP Welcome Kit** will include a co-branded tote bag with the agenda of the event, floor plan, curated giveaways from your destination, and a dedicated QR code with special offers promoting your offerings.

PRICING: exclusive of GST @18%	INR	US\$
OTM (1000 Nos)	22,50,000	30,000
BLTM (500 Nos)	20,00,000	22,500
TTF Per Location (250 Nos)	13,00,000	15,000

Entrance Boulevard Bunting Sponsorship



Make an immediate impact with your brand messaging through the **Entrance Pole Bunting**. Strategically positioned along the venue's driveway near the main entrance, this branding opportunity offers strong visibility to attendees as they arrive at the event.

Your branding will be featured on elegant fabric buntings attached to the poles in this area that lines the main entrance driveway, creating an impressive visual corridor that welcomes all attendees.

Size: 457.2 mm (Width) x 1981.2 mm (Height)

PRICING: exclusive of GST @18%	INR	US\$
OTM (Per Entrance)	17,00,000	20,000

Entrance Branding Sponsorship



Grab the attention of the OTM audience right from the start. The **Entrance Branding** guarantees prime visibility just as visitors, VIPs and special invitees enter the show. Entrance Branding includes: Drop down from L1 Glass Wall (4 nos), Side walls of Pavilion Entrance (3 nos.), Branding at Hall Entrance (2 nos.), Circular Pillar in concourse (2 nos.). The deliverables can be customised as per your requirements. Total opportunities: 4.

PRICING: exclusive of GST @18%	INR	US\$
OTM (Per Entrance)	24,75,000	33,000

In-Hall Drop Down Banner (Bunting) Sponsorship



Stay on top of the mind of all visitors within the Exhibition Floor! The **In-Hall Drop Down Banner** branding guarantees prime visibility just as visitors, VIPs and special invitees meet and conduct business on the OTM floor.

In-hall Side Wall Bunting (6 nos.),
In-hall Centre Bunting (6 nos.).

PRICING: exclusive of GST @18%	INR	US\$
OTM	16,87,500	22,500

Hanging LED Screen Sponsorship



Position your video advertisements on a large **LED screen** prominently displayed inside the exhibition hall. This is the best opportunity to capture the attention of all visitors, VIPs, and special invitees as they walk the exhibition floor. Your branding will be showcased on the LED screens situated in Pavilion Halls, providing extensive exposure and fostering brand recall throughout the event. Total opportunities: 3.

Size: 9144 mm (w) x 4572 mm (h)

PRICING: exclusive of GST @18%	INR	US\$
OTM (Per LED Screen)	12,37,500	16,500

Registration Area Sponsorship



Give your logo a headstart. Multiple **registration counters** are situated at the entrance for the registration of delegates, business visitors and general visitors. Your logo will appear on the registration front fascia, pillar and of the registration counter. You will be provided with a self-standing display wall at vantage locations for putting up your publicity posters/logo/ branding.

Details:

1. Outside registration area (from parking): 1828 mm (w) x 2438 mm (h) - 3 nos.
2. Registration area pillar front & back side covering 1: 2133 mm (w) x 2438 mm (h) - 6 nos.
3. Registration area small pillar side covering: 1219 mm (w) x 2438 mm (h) - 6 nos.
4. Registration area big pillar side covering: 3048 mm (w) x 2438 mm (h) - 6 nos.
5. Registration area left & right wall: 3048 mm (w) x 2438 mm (h) - 2 nos.
6. Back wall between desk: 3048 mm (w) x 2438 mm (h) - 3 nos.
7. Branding wall in registration area left & right: 3048 mm (w) x 2438 mm (h) - 4 nos.
8. Branding wall below escalator: 3048 mm (w) x 2438 mm (h) - 2 nos.
9. Drop down from way to registration down & up: 2133 mm (w) x 2438 mm (h) - 2 nos.

A detailed layout will be shared as per request.

PRICING:	exclusive of GST @18%	INR	US\$
OTM (Per Registration Area)		24,75,000	33,000
BLTM		11,00,000	15,000
TTF Per Location		7,50,000	10,000

Pillar Branding Sponsorship



Your brand will be prominently displayed on the pillars right outside of the Jasmine Hall entrance. The **Pillar Branding** guarantees prime visibility just as visitors, VIPs, and special invitees walk into the show. Your branding will be strategically positioned, ensuring high visibility and strong brand association.

Jasmine Hall Entrance Lobby Pillar Branding (6 nos)
Square Pillar - Wrap Around - P1, P2, P3, P4, P5, P6
Size: 3,657 mm (w) x 3,657 mm (h) x 2 nos for each pillar
(L Shape, with a separator line after 1828 mm)

PRICING: exclusive of GST @18%	INR	US\$
OTM (Per Registration Area)	16,50,000	22,000

Exclusive Video Advertisements on LED Wall Sponsorship



LED Screen Details:

- Pixel Pitch : 1.56
- Size (mm) : 6000 x 3375
- Resolution (px) : 3840 x 2160 (4K)
- File Size should be less than 1 GB
- Loop : 120 seconds
- Sponsor's Content : 60 seconds

PRICING: exclusive of GST @18%	INR	US\$
OTM (Per LED Wall)	12,37,500	16,500

Your **video advertisements** will be displayed on the **LED wall** built into the Entry Gate. This is the best way to gain crucial mind space just as visitors, VIPs and special Invitees are entering the show. Your brand will be the first thing they will be exposed to at the show, generating invaluable recall. The deliverables can be customised as per your requirements. Total opportunities: 3.

Wall Branding / Walkway Billboards Sponsorship



Showcase your company's advertisement on a 3048mm (w) x 2438mm (h) **Wall Branding / Walkway Billboards** placed at key locations of the Exhibition Hall. Increase your brand visibility while capturing a maximum of eyeballs on the show floor.

PRICING: exclusive of GST @18%	INR	US\$
OTM	2,06,250	2,750
BLTM	1,87,500	2,500
TTF Per Location	1,25,000	1,700

Billboards

Sponsorship



Exclusive Branding around the venue in Mumbai's busy Bandra Kurla Complex district. This is the best opportunity to showcase your brand to thousands of eyes as visitors, speakers and exhibitors make their way to OTM and the Jio World Convention Centre! Don't miss this unique showcase of your destination/brand/product on **Billboards** strategically located in and around Bandra Kurla Complex (BKC).

PRICING: exclusive of GST @18%	INR	US\$
OTM	16,55,000	20,000

Co-Branded Volunteer & HelpStaff Gear Sponsorship

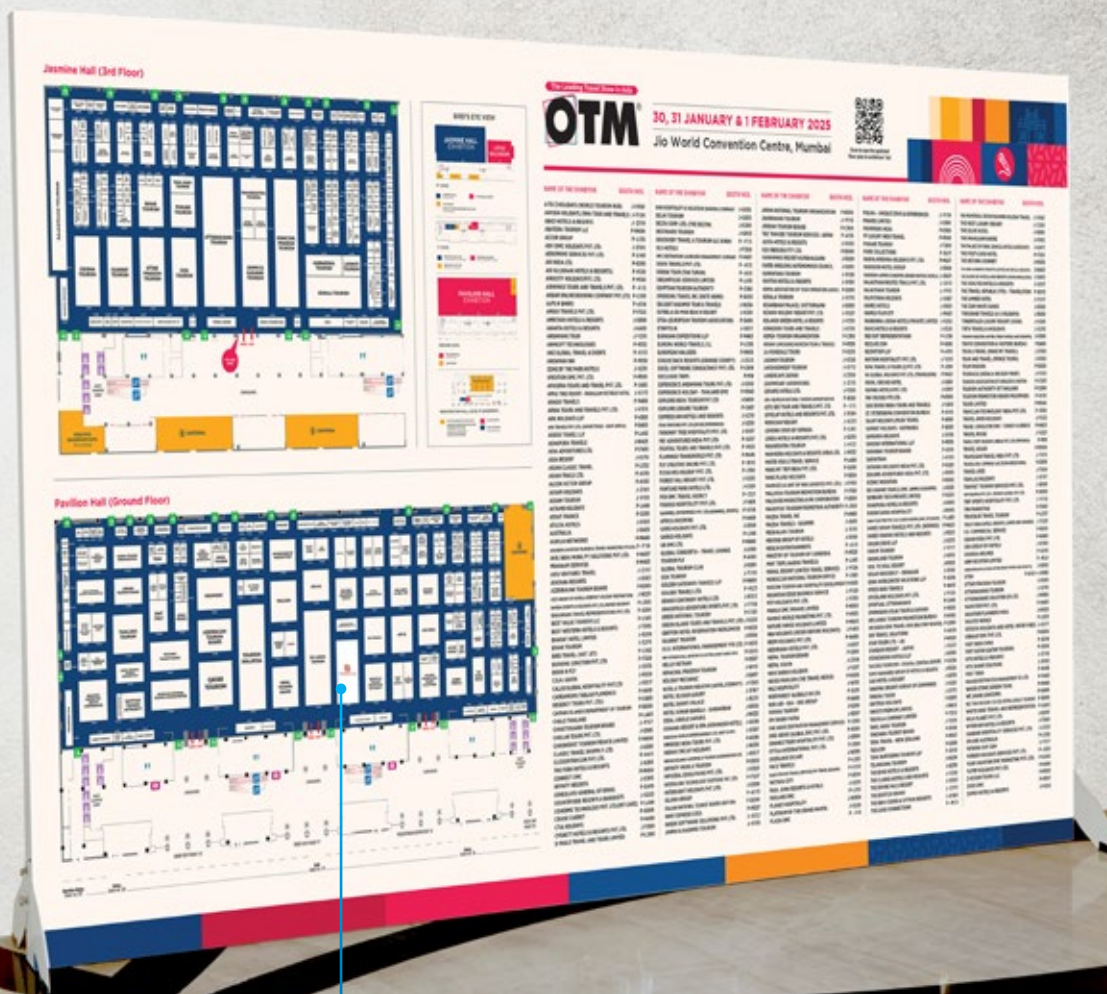


As the official sponsor of guest relations executive uniforms, your brand will set the tone for meaningful engagement throughout the event. Enjoy unmatched visibility as the most prominent mobile presence across the entire show floor for all three days.

From registration counters to stage zones, **volunteers and event crew** are stationed at every high-traffic point and proudly carrying your brand gear. Imagine them as your walking brand ambassadors!

PRICING: exclusive of GST @18%	INR	US\$
OTM	11,00,000	15,000
BLTM	10,00,000	11,000
TTF Per Location	7,00,000	7,500

Hall Layout Plans Sponsorship



Give your company a never before exposure. A site much referred to by all visiting delegates. The **layout plans** will be placed at prime locations in the fair ground. Your logo will appear below the layout plan, giving your company an instant edge.

PRICING: exclusive of GST @18%	INR	US\$
OTM	8,25,000	11,000
BLTM	3,50,000	5,000
TTF Per Location	1,87,000	2,500

VIP/Business Lounge Sponsorship



Created to facilitate buyer-seller business interactions, the **VIP/Business Lounge** is frequented by both. Your logo will be displayed at various prominent locations in the business lounge, putting your brand in front of decision-makers.

PRICING: exclusive of GST @18%	INR	US\$
OTM	25,00,000	33,000
BLTM	22,50,000	30,000
TTF Per Location	7,50,000	10,000

CineLocales Sponsorship



Films are an excellent way of marketing destinations and production houses are big buyers of travel services. **CineLocales** at OTM brings together premium film producers and location scouts from Bollywood and beyond. The CineLocales Networking evening is a unique opportunity to meet with 30+ top film producers in an exquisite setting. The program is composed of few destination presentations, a panel discussion with producers sharing insights and a networking evening where discussions can be taken forward around dinner.

Premium partner package includes:

Exclusive Logo Positioning on event collaterals | Presentation slot – 10 mins | Post event, 8-10 one-to-one meetings at Production houses offices | 5 event invites | 1 Insert in event kit | 3 standees in event area | 3 emailers | 3 social media posts.

Gold partner package includes:

Logo Positioning on event collaterals | Presentation Slot – 5 mins | Post event, 5-6 One-to-one meetings at Production houses offices | 3 event invites | 1 Insert in event kit | 1 standee in event area | 1 emailer | 1 social media post.

PRICING: exclusive of GST @18%	INR	US\$
Premium Partner	8,00,000	10,000

PRICING: exclusive of GST @18%	INR	US\$
Gold Partner	5,00,000	7,500

Inaugural CEO Lunch Sponsorship



The **Inaugural CEO Lunch** offers a unique opportunity to connect with influential decision-makers. Showcase your destination and products in front of a high-profile audience. The theme of the Inaugural CEO Lunch can be tailored to the sponsor's preferences, offering a fantastic opportunity for distinguished guests to experience the culture and hospitality of your destination.

A special menu will be curated for the occasion. The Tourism Minister, CEO or Head of Department will be invited to join the OTM/BLTM Inaugural panel discussion, bringing your destination on a global stage.



PRICING*: exclusive of GST @18%	INR	US\$
OTM (600 pax)	37,50,000	50,000
BLTM / TTF (500 pax)	22,50,000	30,000

Gala Dinner Sponsorship



The **Gala Dinner** provides an elegant platform where hosted buyers, senior dignitaries from participating tourism boards, and industry leaders will gather for a sophisticated cocktail dinner, offering your brand unparalleled exposure in a high-profile environment.

This event allows the sponsor to highlight their culture through captivating performances, gastronomy and entertainment from their destination, enchanting VIP guests throughout a lively evening. We will also provide an opportunity to showcase your destination through a presentation, ensuring maximum impact and attention.

PRICING*: exclusive of GST @18%	INR	US\$
OTM (500 pax)	50,00,000	60,000
BLTM / TTF (300 pax)	37,00,000	45,000

Networking Lunch / Dinner for 200 Buyers & Sellers

Sponsorship



Sponsor a **networking lunch/dinner for 200 buyers & sellers** to gain one-to-one brand visibility among your target audience. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the lunch/dinner area. You will be provided with a self-standing display wall at vantage locations for putting up your publicity posters/logo/branding. You will also be given 15 minutes for A/V presentation.

PRICING: exclusive of GST @18%	INR	US\$
OTM	25,00,000	33,000
BLTM	22,50,000	30,000
TTF Per Location	7,50,000	10,000
* Additional USD 20,000 / INR 15,00,000 for Cocktail		

Exclusive Hosted Breakfast / Tea Break (Upto 150pax.) Sponsorship



Welcome your buyers with a treat! Sponsor a **Networking Breakfast / Coffee Break** for a selective interaction with 30-50 buyers & sellers to gain one-to-one brand visibility among your target audience. You get an opportunity to showcase the destination to an exclusive audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. Your logo will be displayed at various prominent locations in the breakfast / tea break area.

PRICING: exclusive of GST @18%	INR	US\$
OTM	8,25,000	16,000
TTF Per Location	8,25,000	16,000

Hosted Buyer Program Sponsorship

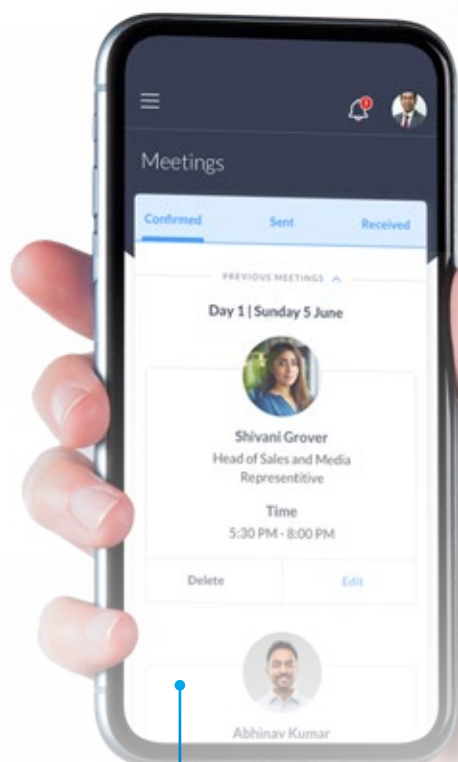


Hundreds of hand-picked **pre-qualified buyers** from important source markets in India are flown from all the major cities of India and neighbouring countries to our shows. These include top buyers from the travel trade, MICE and business travel segments, who are selected through a rigorous process. Sponsors and co-sponsors of the Hosted Buyer Program will capture their attention, at a relatively low cost, on the first-come basis.

It provides you with exclusive branding experience to a highly-targeted segment.

PRICING: exclusive of GST @18%	INR	US\$
OTM	25,00,000	33,000
BLTM	22,50,000	30,000
TTF Per Location	15,00,000	20,000

Event App Sponsorship



The **Event App** is the ultimate companion of each and every participant of the show. Get unprecedented visibility in the app. Exhibitors, visitors and speakers will be logging in to schedule their meetings, check the event agenda, view the floorplan and get the relevant show information. Your logo will be displayed right at the launch of the app, throughout the navigating experience generating fabulous brand recall. Every meeting request and confirmation email sent carries your branding and your banners appear on every screen inside the app, keeping you at the forefront of every buyer interaction before the show even starts.

PRICING: exclusive of GST @18%	INR	US\$
OTM	25,00,000	33,000
BLTM	22,50,000	30,000
TTF Per Location	11,25,000	15,000

Forum Keynote Sponsorship



Get your brand exclusive prime time with a 30 min **Forum Keynote** on the Open Stage of the show. Be part of the Leaders of Travel & Tourism and share your views with a dedicated audience. The Forum is one of the most well-attended programmes of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

PRICING: exclusive of GST @18%	INR	US\$
OTM	20,50,000	27,500
BLTM	18,50,000	25,000
TTF Per Location	12,50,000	16,700

Forum Knowledge Partner Sponsorship



Get your brand exclusive visibility at the Forum. Your logo and brand will be featured as the **Forum Knowledge Partner** of the Forum. Be part of the Leaders of Travel & Tourism and share your views with a dedicated audience. The Forum is one of the most well-attended programmes of the show, bringing together CxOs from the biggest travel brands in India and Asia for a set of inspiring panel discussions on the future of travel in the APAC region.

PRICING: exclusive of GST @18%	INR	US\$
OTM	16,50,000	22,000
BLTM	15,00,000	20,000
TTF Per Location	10,00,000	13,500

Roadshow for Travel Trade Sponsorship



You can conduct an **exclusive roadshow** for the travel trade, which will be facilitated by Fairfest. You get an opportunity to showcase the destination to a filtered audience (travel trade and meetings & incentive buyers) that appeals to your business requirements. We will provide a complete roadshow solution for 100 travel trade members.

PRICING: exclusive of GST @18%	INR	US\$
OTM	16,50,000	22,000
BLTM	15,00,000	20,000
TTF Per Location	7,50,000	10,000

Presentation at the Show

(30 - 45 min)

Sponsorship



Get your brand on prime time at the show with a 30 to 45 min exclusive presentation: **Destination Presentation - Travel Tech - MICE - Product Presentation**. Be part of the leaders and share your insights / products / services with a dedicated audience.

Ensure undivided attention to your brand, products and/or promotions and maximum visibility during the exhibition.

PRICING: exclusive of GST @18%	INR	US\$
OTM	4,12,500	5,500
BLTM	3,75,000	5,000
TTF Per Location	2,25,000	3,000

Business Card Holder Sponsorship

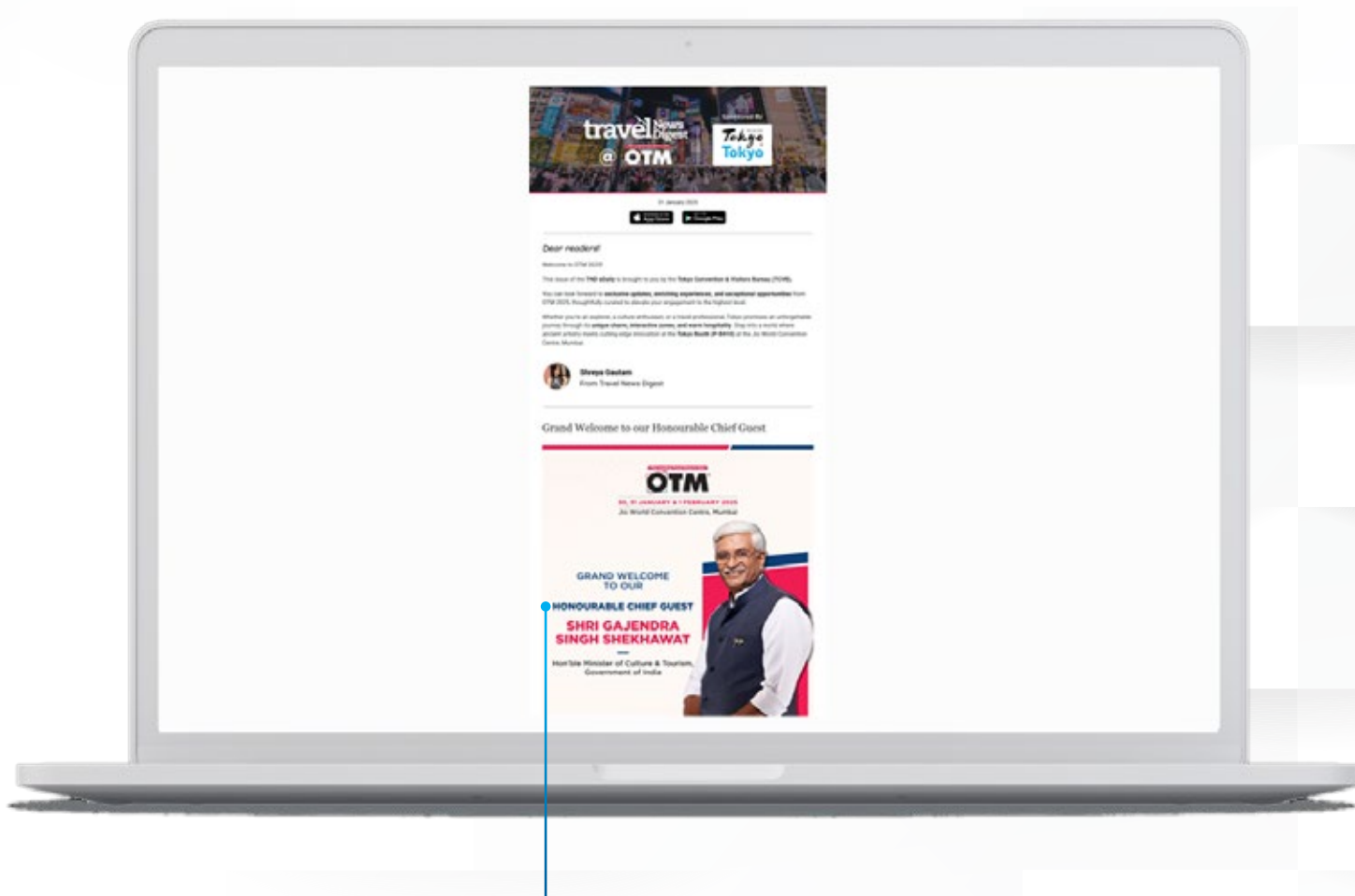
500 registered visitors and buyers at the exhibition will be given an attractive **business card album**.

Sponsoring this may be the most effective means to register your brand to the most important visitors in the exhibition, for a long time.



PRICING: exclusive of GST @18%	INR	US\$
OTM	7,00,000	9,500
BLTM	6,30,000	8,500
TTF Per Location	3,75,000	5,000

Travel News Digest e-daily Sponsorship



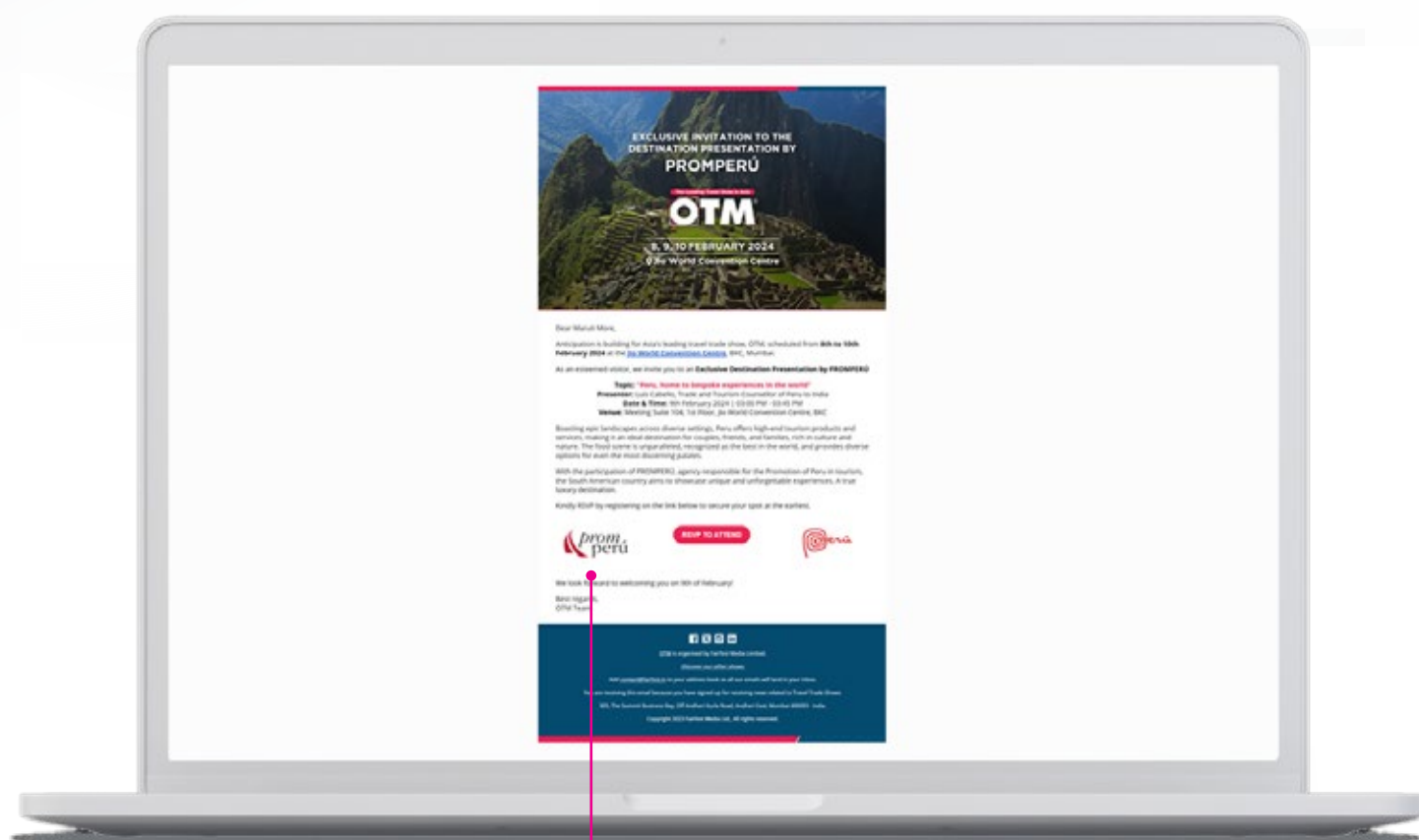
Position your brand at the heart of the show with exclusive sponsorship of the Official OTM/BLTM/TTF Newsletter, co-branded with **TND**, sent to over 60,000+ travel trade professionals, exhibitors, buyers, influencers, and media.

1 Pre-Event Newsletter: Build excitement by showcasing key event highlights, such as your pavilion attractions, cultural performances, agenda, keynote sessions, and more.

2 Daily Newsletters (Day 1 & 2): Sent each morning of the show, these vibrant recaps capture the energy and highlights of each day, with your brand prominently featured in banners, headlines, and dedicated news.

PRICING: exclusive of GST @18%	INR	US\$
OTM	1,10,000	1,375
BLTM	1,00,000	1,000
TTF Per Location	60,000	650

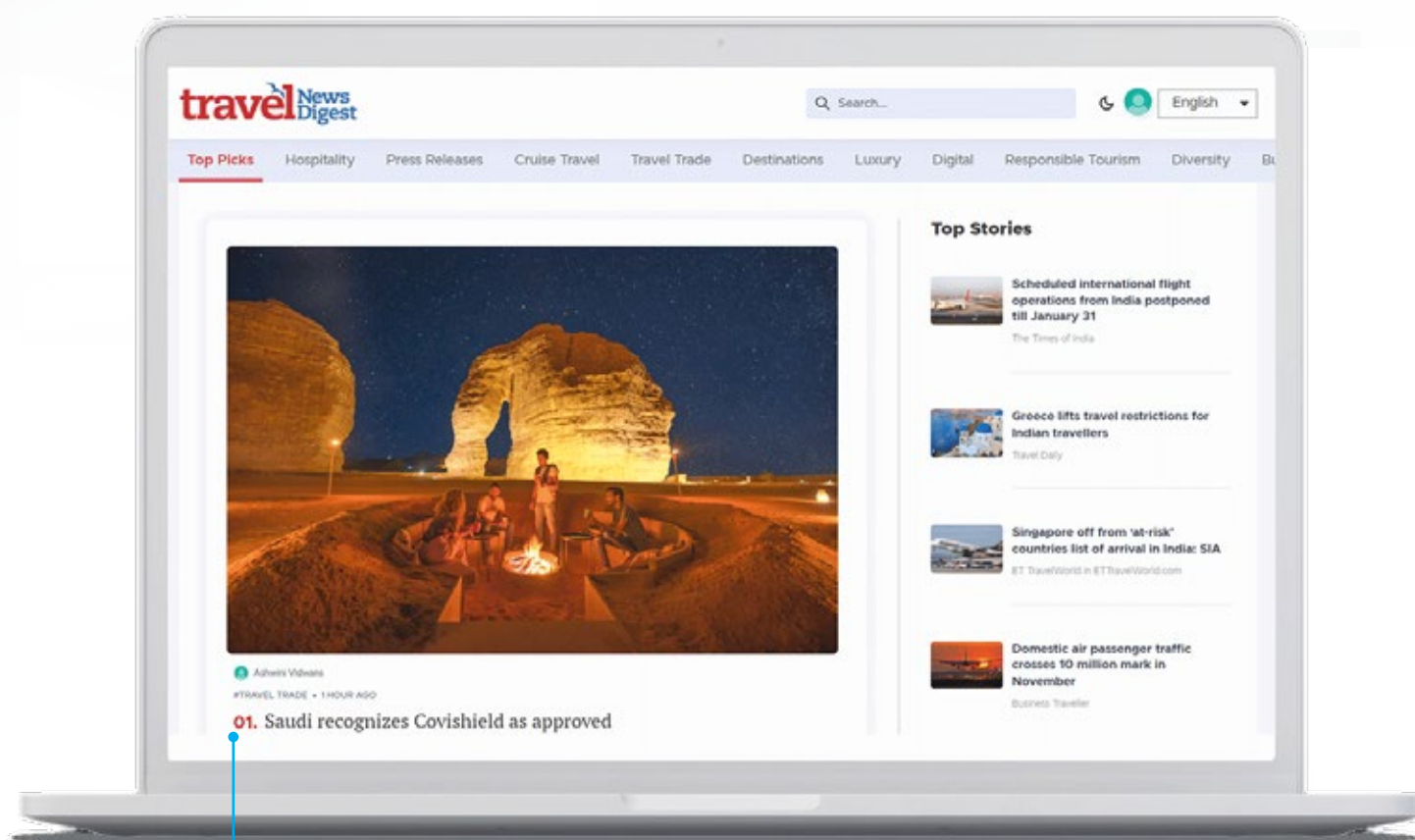
Dedicated Emailer Sponsorship



Your latest promotions, deals, offers and product news delivered to a highly targeted audience via a **Dedicated Emailer** to over 50,000+ travel trade industry subscribers.

PRICING: exclusive of GST @18%	INR	US\$
OTM	1,11,000	1,500
BLTM	1,00,000	1,250
TTF Per Location	1,00,000	1,250

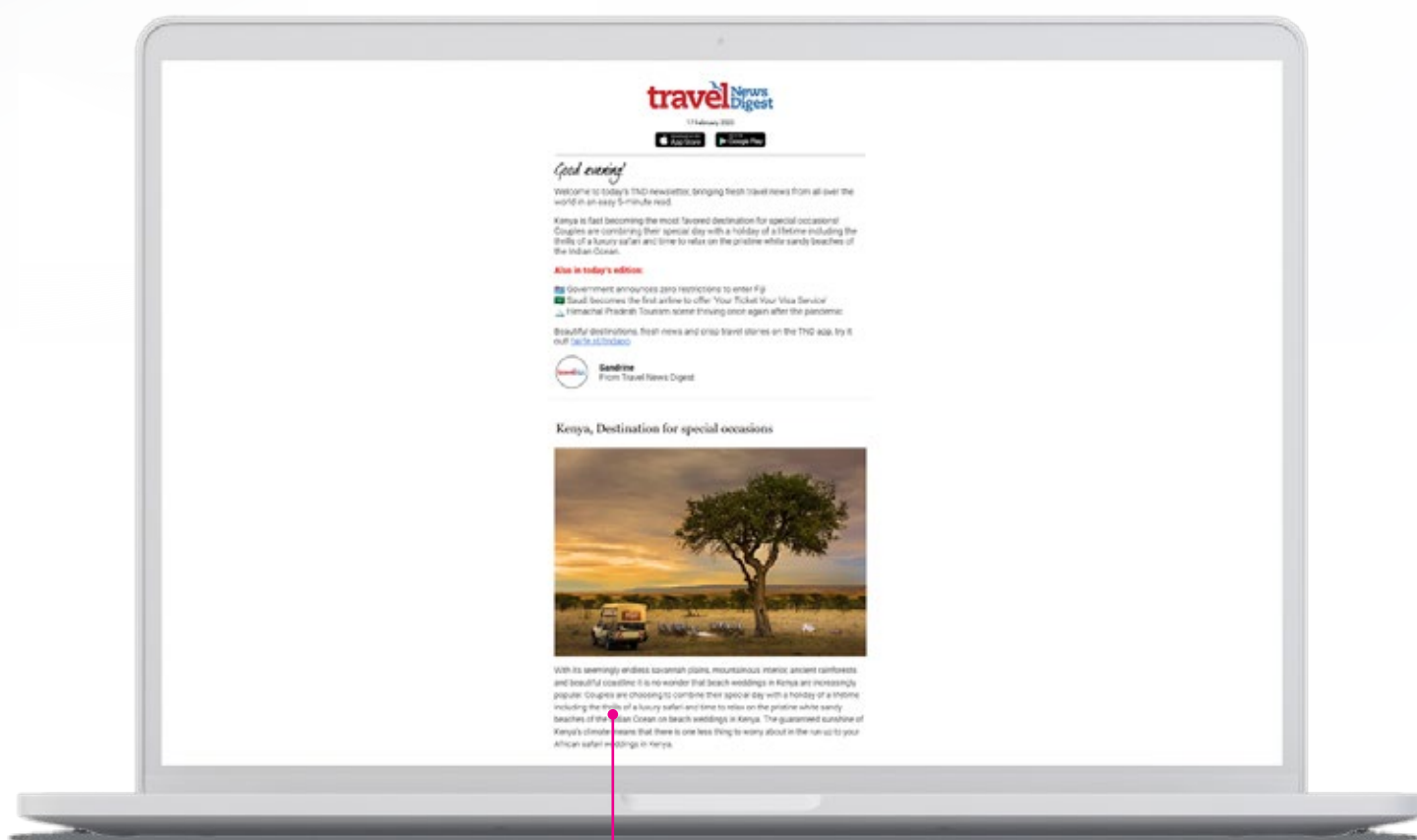
Website Banner Sponsorship



Your **Website Banner** is highlighted in the Top 5 stories of the Travel News Digest website for 1 month, giving it the maximum reach amongst our 30,000+ online readers.

PRICING: exclusive of GST @18%	INR	US\$
OTM	75,000	1000
BLTM	50,000	700
TTF Per Location	50,000	700

Newsletter Sponsorship



A fantastic opportunity to get your news in front of 50,000+ eyes, part of our travel trade database from Pan-India, who receive our daily **newsletter**.

PRICING: exclusive of GST @18%	INR	US\$
OTM	75,000	1000
BLTM	50,000	625
TTF Per Location	50,000	625

SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Partner Countries



Partner Countries



Focus Countries



Feature Countries



Feature Countries



Feature Destinations



Institutional Partner



Host State



Partner States



Focus States



Feature States



Featured Exhibitors



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