

**Mar 24 - 26, 2021**  
India Expo Mart,  
Greater Noida, Delhi NCR, India

# SPONSORSHIP OPPORTUNITIES 2021





# EXCLUSIVE branding



# NETWORKING DINNER

## 24<sup>TH</sup>, 25<sup>TH</sup> & 26<sup>TH</sup> MARCH, 2021

- Welcome address at the dinner (10 - 15 minutes).
- Audio Visual.
- Branding in all available marketing collaterals & event venue as 'Hospitality Partner'.
- Logo as 'Hospitality Partner' on Welcome Dinner Invitation cards.
- 25 Invitation cards to invite your customers, guests and VIPs.
- 4 spring up stands at strategic location at the venue. (To be provided by the client).
- Full page advertisement and 250 words write up in the show catalogue.
- Dinner and Cocktails for Indian and International buyers & VIP guests.
- Branding on **SATTE** website homepage as well as partners section.



**Cost of Partnership: ₹ 31.5/- Lakhs**  
Taxes as applicable

# PRODUCT PRESENTATION / LAUNCH

## DELIVERABLES:

- Exhibitors to be given an exclusive opportunity to present / launch their services to the industry.



**Cost of Partnership: ₹ 52,500/-**  
Taxes as applicable

## CATALOGUE SPONSORSHIP 24<sup>TH</sup>, 25<sup>TH</sup> & 26<sup>TH</sup> MARCH, 2021

Sponsor the official show catalogue that has listing of all Exhibitors as well as buyers. It will be distributed electronically to all exhibitors and registered buyers.

## DELIVERABLES:

- Company logo on the front cover along with advertisement on the back cover of the catalogue.
- 250 words write up in the catalogue.



**Cost of Partnership: ₹ 6.3/- Lakhs**  
Taxes as applicable

# VIP / BUYERS LOUNGE

Sponsor a lounge where **SATTE VIPs** and buyers greet and meet while visiting the show. Refreshments will be served in this lounge.

## DELIVERABLES:

- Branding at lounge along with display of promotional material/brochures.
- Half page Advertisement in the show catalogue.



**Cost of Partnership: ₹ 7.88/- Lakhs**  
Taxes as applicable

# ADVERTISEMENT IN CATALOGUE

Advertise in the official catalogue of **SATTE 2021** which will be shared with all exhibitors and buyers.



**Cost of Partnership: ₹ 50,000 /-**  
Taxes as applicable

# SATTE EVENT GUIDE

A ready site map for everyone to download from the QR code to navigate smoothly through the venue.

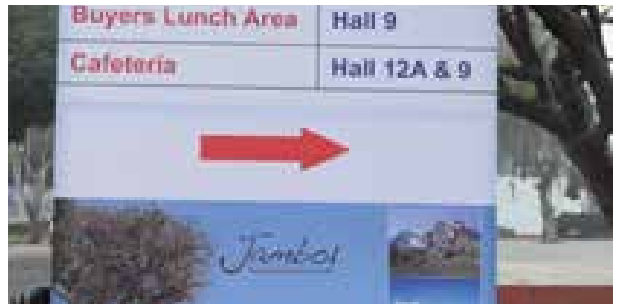


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**Cost of Partnership: ₹ 3.15/- Lakhs**  
Taxes as applicable

# SATTE DIRECTIONS

Signage's to guide delegates and visitors to various areas within the exhibition hall to carry sponsor's name logo thereby giving the sponsor visibility throughout the exhibition.



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**Cost of Partnership: ₹ 5.25/- Lakhs**  
Taxes as applicable

# VISITOR & DELEGATE BAGS

## DELIVERABLES:

- The bags at **SATTE** are distributed amongst exhibitors and delegates giving a wider focus.
- Logo on the bag.



**Cost of Partnership: ₹ 12.6/- Lakhs**  
Taxes as applicable

# ONSITE REGISTRATION AREA

Position yourself at the first point of contact for all exhibitors and visitors.



**Cost of Partnership: ₹ 5.25/- Lakhs**  
Taxes as applicable

# DIGITAL SELF REGISTRATION KIOSK

Digital registration kiosk will be used by all pre-registered visitors to do self check in and can print their entry badge instantly. First point contact and high visibility for your company.



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**Cost of Partnership: ₹ 78,000/-**  
Taxes as applicable

# MOBILE CHARGING STATIONS

Something as simple as a mobile / laptop charging station can dramatically improve a visitor's experience at the venue thereby giving your company an opportunity to be seen on the show floor.



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**Cost of Partnership: ₹ 21,000/-**  
Taxes as applicable



# SATTE NAME BADGE

Get your company logo branding on the Official E-badge which will be shared with the Visitor through emails.



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**Cost of Partnership: ₹ 6.3/- Lakhs**  
Taxes as applicable

# SATTE PHOTO BOXI

Attract the attention of visitors in a unique way at the best location with a high visibility element.

**LOCATION:** At Networking Dinner Night.



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**Cost of Partnership: ₹ 1.57/- Lakhs**  
Taxes as applicable

# T-SHIRT / FLAG BRANDING

Walk through the exhibition halls promoting their brand across all three days (Thrice a day).



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**Cost of Partnership: ₹ 1.05/- Lakh**  
Taxes as applicable

# WATER DISPENSER

**SATTE** drinking water dispensers will be located at various location in the venue. Dispenser can carry the logo of the sponsor company.



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**Cost of Partnership: ₹ 2.9/- Lakhs**  
Taxes as applicable

# FLOOR GRAPHICS

Lead your delegates straight to your stand with these effective and eye catching floor graphics!



**Cost of Partnership: ₹ 1.05/- Lakh**  
Taxes as applicable

# VIDEO WALL

Advertising opportunity on these gigantic video walls is guaranteed to attract the attention of every attendee. Video Walls will be placed in & around the venue.

## DELIVERABLES:

- Your company branding will appear on all 3 sides (Right, Left, Down) and on both side panels of the video wall.
- Your company AV will be played thrice in a day.  
(Duration: 15 mins).



**Cost of Partnership: ₹ 3.67/- Lakhs**  
Taxes as applicable

# SATTE BEVERAGE PARTNER

SATTE Tea/coffee will be provided to all exhibitors, buyers and delegates. This will be a small table space in each hall which will re-energize their visit during the show.

This will carry the logo of the sponsor company.



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**Cost of Partnership: ₹ 7.35/- Lakhs**  
Taxes as applicable

# SATTE EXCLUSIVE NEWSLETTER

Exhibitors can be sold a max of 3 newsletters prior to the show which will be sent out to our entire database. This will give them a good visibility prior to the show.



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**CCost of Partnership: ₹ 52,500/- Each**  
Taxes as applicable



# ONSITE branding



# GATE NO. 1 TOP FASCIA

**LOCATION** : Gate No. 1 Top Fascia

**MEASUREMENTS** : (W x H) 50 ft x 10ft

**QTY.** : 2



**Cost of Partnership: ₹ 2,10,000 /-Lakhs per unit**  
Taxes as applicable

# HOARDING AT GATE 1

**LOCATION** : Hoarding at Gate 1

**MEASUREMENTS** : (W x H) 16 ft x 20 ft

**QTY.** : 3



**Cost of Partnership: ₹ 3,00,000 /-Lakhs per unit**  
Taxes as applicable

# CUBE AT GATE: 1

**LOCATION** : Cubes Outside Gate 1- 2 Cubes

**MEASUREMENTS** : (W x H) 8 ft x 12ft

**INVENTORY** : 12 Qty.



**Cost of Partnership: ₹ 1,00,000 /-Lakhs per unit**  
Taxes as applicable

# SPONSOR BRANDING INSIDE GATE: 1

**LOCATION** : Space for Sponsor Branding

**MEASUREMENTS** : (W x H) 40 ft x10 ft

**INVENTORY** : 1 Qty.



**Cost of Partnership: ₹ 3,00,000 /-Lakhs per unit**  
Taxes as applicable

# SATTE WELCOME BRANDING INSIDE GATE: 1

**LOCATION** : Welcome Branding Inside Gate

**MEASUREMENTS** : (W x H) 40 ft x 10 ft

**QTY.** : 1



**Cost of Partnership: ₹ 3,00,000 /-Lakhs per unit**  
Taxes as applicable

## BUNTING ON POLES

**LOCATION** : At left and right side gate no. 1

**MEASUREMENTS** : (W x H) 2.5 ft x 8 ft

**INVENTORY** : 140 Poles



**Cost of Partnership: ₹ 4,00,000 /-Lakhs for all**  
Taxes as applicable



# WALL HOARDING ON MART WALL

**LOCATION** : At Side Wall of Hall

**MEASUREMENTS** : (W x H) 20 ft x 60 ft

**INVENTORY** : 6 Qty.



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**Cost of Partnership: ₹ 2,10,000 /-Lakhs per unit**  
Taxes as applicable

# CUBES ON PATHWAY (FOUR SIDED)

**LOCATION** : Cubes on Pathway (Four Sided)

**MEASUREMENTS** : (W x H) 3 ft x 10 ft

**INVENTORY** : 40 Qty.



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**Cost of Partnership: ₹ 1,00,000 /-Lakhs per unit**  
Taxes as applicable

# IEML BUILDING TOP FASCIA

**LOCATION** : At Building Top Fascia

**MEASUREMENTS** : (W x H) 160 ft x 12 ft

**INVENTORY** : 1 Qty.



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**Cost of Partnership: ₹ 5,00,000/- Lakhs per unit**  
Taxes as applicable

# CFB GLASS FASCADE

**LOCATION** : At Building CFB Glass Fascade

**MEASUREMENTS** : (W x H) 17 ft x 23 ft

**INVENTORY** : 17 Qty.



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**Cost of Partnership: ₹ 2,10,000/- Lakhs per unit**  
Taxes as applicable

# REGISTRATION BACKDROP CFB

**LOCATION** : Registration Backdrop

**MEASUREMENTS** : (W x H) 80 ft x 24 ft

**QTY.** : 1



**Cost of Partnership: ₹ 5, 25,000/- Lakhs**  
Taxes as applicable

# BUNTING IN CFB

**LOCATION** : Bunting in CFB

**MEASUREMENTS** : (W x H) 3 ft x15 ft

**QTY.** : 16



**Cost of Partnership: ₹ 4,00,000/- Lakhs for all**  
Taxes as applicable

# BRANDING IN ATRIUM

**LOCATION** : Branding in Atrium

**MEASUREMENTS** : (W x H) 8 ft x 8 ft

**QTY.** : 6



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**Cost of Partnership: ₹ 2,10,000/- Lakhs per unit**  
Taxes as applicable

# SELF STANDING HOARDINGS IN ATRIUM

**LOCATION** : Self Standing Hoardings in Atrium

**MEASUREMENTS** : (W x H) 20 ft x 8 ft

**QTY.** : 10



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**Cost of Partnership: ₹ 2,10,000/- Lakhs per unit**  
Taxes as applicable

# BACKLIT HALL ENTRY GATE

**LOCATION** : Backlit Hall Entry Gate

**MEASUREMENTS** : (W x H) 0 ft x 0 ft

**QTY.** : 1



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**Cost of Partnership: ₹ 2,10,000/- Lakhs per unit**  
Taxes as applicable

# HOARDING AT HALL PARTITION

**LOCATION** : Hoarding at Hall Partition

**MEASUREMENTS** : (W x H) 42 ft x 4 ft

**QTY.** : 5



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**Cost of Partnership: ₹ 2,73,000/- Lakhs per unit**  
Taxes as applicable

# INSIDE HALL BUNTINGS

**LOCATION** : Hanging on Partition of Hall

**MEASUREMENTS** : (W x H) 5 ft x 3 ft

**QTY.** : A Set of 5 Buntings Each



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**Cost of Partnership: ₹ 55,000/- For 5 buntings set**  
Taxes as applicable

Partner with **SATTE** and tap the growing potential of Indian travel & tourism market!

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