



SERVICES EXPORT PROMOTION COUNCIL
Set up by Ministry of Commerce and Industry, Government of India

सेवा निर्यात संवर्धन परिषद
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार द्वारा स्थापित

8th February, 2024

**SEPC India Pavilion at
INTERNATIONALE TOURISMUS-BÖRSE (ITB) BERLIN
05 – 07 March 2024 | Messe Berlin, Berlin, (Germany)**

Dear Sir/Madam,

Greetings from Services Export Promotion Council (SEPC)!!!

We are pleased to apprise you that that SEPC, with the support of the Department of Commerce, Ministry of Commerce & Industry, Government of India, is organizing, India Pavilion at ITB Berlin, scheduled to be held from Tuesday, 5 to Thursday, 7 March 2024 at Messe Berlin, Berlin, Germany.

The ITB (Internationale Tourismus-Börse) Berlin, is the world's leading travel & tourism trade fair which provides a unique opportunity to learn about different countries and regions all over the globe in one place. It brings together key travel leaders, buyers, and exhibitors from MICE, Corporate, Leisure and Travel & Technology, hotels, tourist boards, tour operators, system providers, airlines, and car rental companies, etc. At ITB Berlin 2023 around 5,500 exhibitors from 161 countries displayed their products and services to over 90,000 visitors. In 2023, under the heading 'Mastering Transformation', the ITB Berlin Convention took place as a live event with a total of 24,000 attendees who took part in 200 sessions with 400 leading speakers.

Those who are not able to participate in India Pavilion ITB Berlin, to avail the business opportunities and expanding network in international platform, SEPC invites members / non – members to participate through sponsorship opportunities.

Needless to mention that through the sponsorship and incorporating your logo, exhibitor profile, and short videos can offer a wide array of benefits for your organization:

- **Increased Brand Visibility:** Your logo will be prominently displayed on various prominent places as part of branding. This increased visibility can help to raise awareness of your brand among attendees, other exhibitors, and potential customers.
- **Interactive Engagement:** Short videos will be run on the giant LEDs under SEPC Pavilion that would be the medium of engagement to showcase your brand's story, values, and offerings. Attendees can interact with your content, gaining deeper insights into your products or services, and fostering a stronger connection with your brand.
- **Multi-Sensory Experience:** Your short videos, logo branding would be able to offer a multi-sensory experience that captures attention and will create a lasting impression on viewers. By leveraging visual and auditory elements, you can create compelling narratives that evoke emotions, spark curiosity, and drive engagement with your brand.
- **Brand Differentiation:** Incorporating short videos and logo branding will allow you to differentiate your brand from competitors and stand out in a crowded marketplace. You

can highlight unique selling points, customer testimonials, or innovative features that set your brand apart and resonate with your target audience.

- **Educational Resources:** Short videos can serve as educational resources, providing valuable information, tips, and advice related to travel, destination experiences, or industry trends. Exhibitor profiles will provide an opportunity to showcase your services to a captive audience.
- **Enhanced Brand Credibility:** Associating your brand with a reputable tourism event can enhance your organization's credibility and reputation within the industry. It demonstrates your commitment to the tourism sector and positions your brand as a trusted and reliable player in the market.

Sponsorship opportunities details:

Categories	Charges
SEPC Member	Rs. 40,000/-
Non-Member	Rs. 50,000/-

It's a strategic investment that can help you effectively connect with your target audience, drive brand awareness, and achieve your marketing objectives within the dynamic tourism industry.

Please find enclosed the registration form for sponsorship through exhibitor profile. Kindly submit the duly filled format (word file) along with high resolution photograph, company logo and 60-70 seconds short video to run on giant LEDs under SEPC Pavilion. Please share the required details on abhishek.sahdev@servicesepc.org.

SEPC Official's Contact Details

For more information or assistance, please feel free to connect with:

Mr. Abhishek Sahdev abhishek.sahdev@servicesepc.org Mobile: +91-9560264622	Mr. Chandranshu Awasthi chandranshu.awasthi@servicesepc.org Mobile: +91- 8447234383
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We look forward to your active participation in the event.

Thanking you,

With best regards



Karan Rathore
Chairman



Exhibitor Catalogue Entry Form (Company profile booklet)
ITB Berlin – 05 – 07 March 2024 | Berlin, Germany

Sl. No.	Headings	Description
1.	IEC Number	
2.	Company logo (high resolution)	
3.	Company name	
4.	Contact person photo (high resolution)	
5.	Contact person name	
6.	Designation	
7.	Mobile number	
8.	Telephone (Landline), if any	
9.	Email id	
10.	Website	
11.	Service to be offered	
12.	Company profile (max 500 words)	

Details of SEPC bank account for making payment through RTGS/NEFT

Name of the Beneficiary :	Services Export Promotion Council
Name of Bank :	IDBI Bank Limited
Bank Address :	CGH Building, D-823 Main Road, New Friends Colony, Delhi, 110065
Saving account No. :	167104000118514
RTGS/NEFT IFSC Code:	IBKL0000167
GST No.:	07AADAS2487F1ZE