MTF

presents

Melangé

Powering Partnerships



A UNIQUE BUSINESS PLATFORM

MUMBAI : 19th & 20th September 2024

Venue : JIO Convention Center, BKC, Mumbai

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Melange will be a premier travel trade exhibition which will stand as a pivotal gathering for Travel professionals. Designed to facilitate networking, knowledge sharing, and business development, Melange will serve as a vibrant platform where industry leaders, innovators, and professionals come together. From cutting-edge technology showcases to comprehensive insights, Melange provides attendees with the tools and knowledge needed to thrive in an ever-evolving market.

At Melange, exhibitors have the unique opportunity to showcase their products and services to a targeted audience of genuine travel professionals who are true buyers of the products and services. The event not only boosts brand visibility but also allows exhibitors to demonstrate their industry commitment and expertise. Participating in Melange can dramatically enhance an organization's profile within the industry through high-impact exposure and engagement with key stakeholders and decision-makers.

Melange through its other offerings from time to time will feature seminars and panels led by renowned experts and thought leaders. These sessions cover a broad spectrum of topics such as sustainable travel practices, digital marketing strategies, customer experience enhancements, and economic forecasting. Melange is committed to providing a comprehensive educational experience that encourages professional growth and innovation.

Moreover, Melange emphasizes the importance of forging new relationships and strengthening existing ones with the people that count. The carefully curated networking events and social gatherings are specifically designed to foster connections that transcend the duration of the events. These interactions often lead to collaborations and partnerships that are beneficial on multiple fronts.

Whether you're looking to penetrate new markets, enhance your operational capabilities, or simply stay abreast of industry trends, Melange offers a dynamic and productive environment to achieve these objectives.

BENEFITS OF EXPO

- **Better Interaction** with your Target Audience
- **Live Lead** Generation
- **Connect** with Potential Buyers
- Unlimited **Opportunities** to connect & share product knowledge

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WHY EXHIBIT WITH US?

Exhibiting at “Melange” offers a unique opportunity for businesses in the travel and tourism industry to showcase their products and services, expand their network, and enhance their visibility in a competitive market.

Melange attracts a focused audience from the travel industry, including key decision-makers, influencers, and professionals. Be at the forefront.

NETWORKING OPPORTUNITIES
Networking with industry peers, experts, and potential clients. Exchange ideas, learn from others’ experiences, and potentially forge partnerships

BRAND VISIBILITY
Melange will enhance your brand’s visibility amongst an engaged and relevant audience. Effectively communicate your brand’s message, demonstrate your expertise, and showcase your commitment.

SHOWCASING INNOVATIONS
Melange is the perfect stage to introduce your new products. Showcase your innovations at such a high-profile event will significantly boost interest.

MARKETING IMPACT
Enjoy marketing benefits by being listed in Melange’s exhibitor listings in their promotional materials, press releases, and event websites, providing long term exposure.

COMPETITIVE ADVANTAGE
At Melange analyze and compare your offerings with your competitors. Understand your unique selling points and identify areas for improvement.

SALES OPPORTUNITIES
With industry-specific visitors, Melange will be a lucrative opportunity for direct sales, booking appointments, and closing deals right on the floor.



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EXHIBITOR

- Airlines
- Car Rental Companies
- Cruise Liners
- Hotels & Resorts
- Spas and Wellness Centers
- Niche Tourism
- National / International Tourism Organizations
- Start ups / OTAs / Tech Cos
- DMCs
- Travel Agents & Tour Operators
- Visa facilitation companies
- GDS companies

VISITOR

- Travel Agents & Tour Operators
- PCOs
- Corporate / Business Travel
- Investors
- Wedding Planners
- Location Planners



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YOUR BRAND AMPLIFICATION

With our proficient in-house Marketing Team, we will get your brand the visibly and traction that it requires as a Physical Expo partner

Targeted email campaigns to our database

Visibility and lead generation through our high traffic web pages

Helping you connect to the top Inbound and Outbound Travel operators



Promotion through media tie ups

High engagement generating content through our social media

SMS blasts and Whatsapp promotions

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EXHIBITING SCOPE

Branding, Sponsorship and Advertising opportunities available. Kindly connect Melange.

Category	Size of Stall	Sq Feet	Tables Area	Chairs	Backdrop	Rate
A	6' X 4'	24	One Rect	2	8' x 4'	1,00,000
B	8' x 8'	64	Two Rect	4	8' x 8'	2,00,000
C	10' x 10'	100	Two Rect	4	10' x 8'	4,00,000
D	24' x 10'	240	Three round	12	24' x 10'	10,00,000
E	24' x 20'	480	Six round	24	24' x 10'	20,00,000

** 18 % GST applicable
Standard booth designs will be offered for each category which shall be ready for use for the exhibitors

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