



SPONSORSHIP
FOR DBF 2020



DELHI
BOOK FAIR
30-31 OCT, 2020

Hosted by  &  pragati



Coming to your **SCREENS** on

30TH & 31ST OCTOBER 2020

The image features a large, bold, orange arrow pointing from the top-left towards the bottom-right. The background is a dark, blurred photograph of a book fair. In the upper right, a sign is partially visible with the text 'ready to get published'. In the lower right, a person's hand is seen holding a book. The overall aesthetic is modern and literary.

DELHI BOOK FAIR 2020

The biggest, coolest, and global literary event of 2020 will unite publishers, authors, distributors, and readers community on one mega platform. Interact with the greatest minds of the literature world, find the rarest and newest books, and engage with peers through this virtual exhibition.

VIRTUAL DELHI BOOK FAIR IS HERE!

DBF was conceived by FIP in 1995 and has been an annual event since.

In line with the digital trend, virtual Delhi Book Fair 2020 is ready to be hosted on pragatiE.

A game-changer in the event industry, pragatiE makes hosting exhibitions, conferences, and tradeshows in digital format effortlessly.

The goal is to bring the greatest literary minds, publishers, and readers on a single, global platform to showcase their work and network with their peers and audience.



EVENT IN **NUMBERS**

Delhi Book Fair 2020 is going **GRAND!**

2LAKH+
Visitors

100+
Exhibitors

5000+
Titles

20+
Webinars

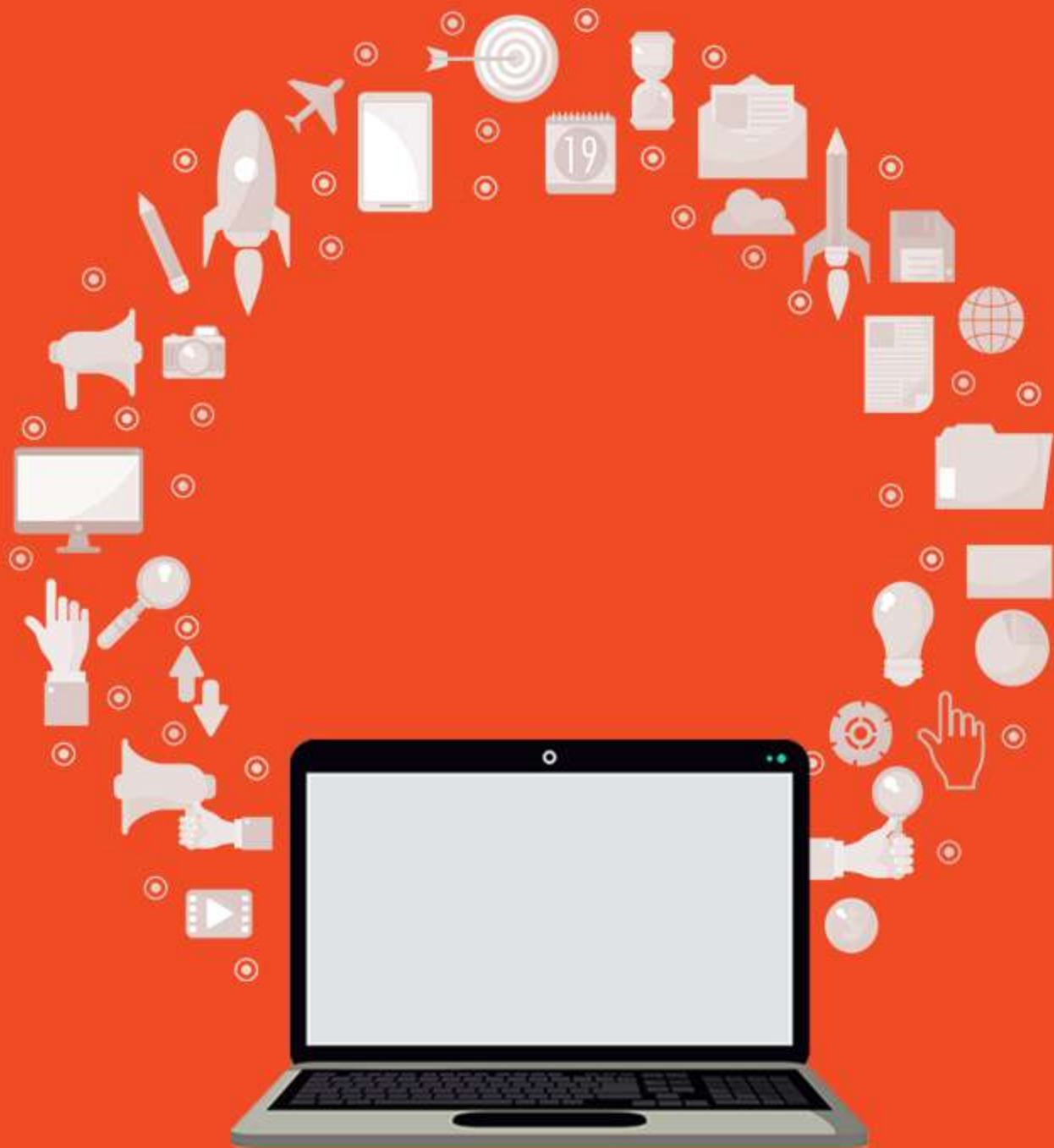
The 2020 version is expected to be more phenomenal due to its accessibility from anywhere via digital means. Global participation is expected to make this event a huge success amid the reading and publishing fraternity.





WHAT'S IN IT FOR **SPONSORS**?

- ✓ Prestige to be associated with a coveted event
- ✓ Exposure to a global audience of exhibitors, authors, and attendees
- ✓ High-visibility ad/logo placements for creating brand awareness
- ✓ Engagement & visibility on social media during the event
- ✓ Consistent promotion pre-event, during, and post-event



WHAT WE WILL DO FOR OUR SPONSORS?

- Inclusion of sponsor details in emails, brochure, landing page
- Dedicated sections/banners for our sponsors for advertisement
- Push on social media for engagement

COMMERCIALS

We are offering partnerships, advertising sponsorship, and brand sponsorships.

Title Sponsor **Rs. 5,00,000**

- ✓ Sponsor's logo on e-invitation and all the marketing collaterals
- ✓ Sponsor's logo/banner on home page of the show's website
- ✓ Sponsor's logo on e-mail blast campaign
- ✓ Special mention in the press releases
- ✓ Free stall setup
- ✓ 2-3 webinar opportunity

Co - Sponsors **Rs. 2,50,000**

- ✓ Sponsor's logo on e-invitation and all the marketing collaterals
- ✓ Sponsor's logo/banner on home page of the show's website
- ✓ Sponsor's logo on e-mail blast campaign
- ✓ Special mention in the press releases
- ✓ Free stall setup
- ✓ 1 webinar opportunity

Category Sponsor **Rs. 1,00,000**

- ✓ Coverage on category page of preference
- ✓ Free stall setup
- ✓ 1 webinar opportunity

Partners **CUSTOMISED**

- ✓ Decided on the basis of requirement & deliverables



BECOME A SPONSOR NOW/CONTACT US

The Federation Of Indian Publishers

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OUR PARTNERS

ORGANISER



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