

# VAGABOND

## **Embassy of India**

Vangehusvej 15,  
2100 Copenhagen,  
Denmark  
Att.: Commercial & Marketing Officer Ashok Polur

Date: 10th of August 2021  
Ref.: Your email from 10<sup>th</sup> of August 2021

Dear Ashok,

As agreed, I hereby send you an offer for participation at The Quality Travel Fair, and an offer to become the main sponsor for the event.

One 15 sqm stand with standard build-up: 33.000 DKK (EURO 4.400, GBP 3.800, USD 5.200)  
Included in a 15m2 stand with standard build-up: Stand walls, logo poster printed according to the exhibitors PDF which measures 500cm W x 240cm H, desk 2x1m with white cloth on top, café table with three chairs, light, WiFi and electricity.

Or

One 30 sqm stand with standard build-up: 62.000 DKK (EURO 8.250, GBP 7.000, USD 9.750)  
Included in a 30m2 stand with standard build-up: Stand walls, logo poster printed according to the exhibitors PDF which measures 1000cm W x 240cm H, 2 desk 2x1m with white cloth on top, 2 café table with three chairs, light, WiFi and electricity.

## **Main sponsor for the event:**

In 2022 India celebrates its 75<sup>th</sup> anniversary that marks the end of British rule in 1947 and the establishment of a free and independent Indian nation. This should be emphasized at The Quality Travel Event.

## **BtB:**

As a main sponsor you will be the sponsor of the BtB event that takes place on Friday the 22<sup>nd</sup> of October. You will cater food and drinks in coordination with Vagabond and your ambassador should open the event with a (short) speech about the anniversary. You will have a table at the BtB workshop where you can talk with the tour operators.

## **BtC:**

We hand out 10.000 paper bags at the entrance of The Quality Travel Fair to our guest (most guest comes in pairs of 2). Both sides of the paper bag are printed in 4 colors. One side is for the event, and the other side for our main sponsor.

We hand out 10.000 copies of The Travel Magazine Vagabond to all our guest in the paper bag. You will insert one double spread (2 pages) on the first 2 pages of the magazine.

We will sample 10.000 brochures from you in the paper bags.

This year we have 4 major lounge areas. One is called 1001 nights, one is called Europe, one is called The Beach and one is called The East. The backwall of each lounge area is a photo poster that measures 1000cm W x 240cm. We would like to offer you to be the sponsor of this area and have your stand in proximity to this area. We will design the photo poster with you, so that it indicates "The East" and at the same time celebrates your anniversary. You can

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bring a food truck that specializes in Indian Food and give away food samples or simply sell food from the truck to our guest. You also have the opportunity to design which kind of furniture's, carpets etc. you want in the lounge area, to make it look as "Indian" as possible, and if you want Indian handcraft in the lounge.

## Price:

One 15m2 stand with standard build-up and main sponsorship (listed above): DKK 138.000

One 30m2 stand with standard build-up and main sponsorship (listed above): DKK 160.000

## Payment terms:


50% upon booking, and 50% 30days prior to the event.

## Cancelation policy

The cancelation policy is that if Vagabond must postpone the event to a new date, you can choose between an 80% cash refund or you can keep your stand and participate at the new date at no extra cost for you.

If you cancel your participation these rules apply: 4 months prior to the event: You will not receive your 20% nonrefundable deposit, and you will not have to pay the remaining 80%.

Less than 4 months prior to the event: You will not receive your 20% nonrefundable deposit, and you will have to pay the remaining 80%, unless Vagabond can sell your stand or area to another client.



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Christian Adamsen  
Vagabond  
Owner & editor