



SUPPORTED BY



Council For Leather Exports (CLE)  
बदल निर्यात परिषद  
(Sponsored by Ministry of Commerce & Industry, Govt of India)



VIRTUAL  
**FOOTWEAR  
AND  
LEATHER**  
EXPO  
2021

27 Jan to 2 Feb, 2021  
12 pm - 9 pm IST



AN INTERNATIONAL VIRTUAL EXHIBITION ON FOOTWEAR, LEATHER &  
ALLIED SECTOR ORGANIZED JOINTLY BY FDDI & FICCI

[www.vfle.in](http://www.vfle.in)



## INTRODUCTION

**T**he Leather Industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and it is among the top ten foreign exchange earners for the country. The export of footwear, leather and leather products from India reached a value of US\$ 5.74 billion during 2017-18.

The leather industry is bestowed with an affluence of raw materials as India is endowed with 20% of world cattle & buffalo and 11% of world goat & sheep population. Added to this are the strengths of skilled manpower, innovative technology, increasing industry compliance to international environmental standards, and the dedicated support of the allied industries.

The leather industry is an employment intensive sector, providing job to about 4.42 million people, mostly from the weaker sections of the society. Women employment is predominant in leather products sector with about 30% share.

India is the second largest producer of footwear and leather garments in the world.

India is the second largest exporter of leather garments and third largest exporter of Saddlery & Harness in the world.



## “VFLE”

### PARTICIPATION OPPORTUNITIES:

Participation Category	Indian*	Foreign*	Max. No. of Sponsor
Convention Centre Sponsor	INR 7,00,000	USD 8500	1
Associate Sponsor	INR 5,00,000	USD 5000	1
Exhibition Hall Sponsor	INR 2,00,000	USD 3500	5
Webinar Session Sponsor	INR 2,00,000	USD 3500	3
Information Desk Sponsor	INR 2,00,000	USD 3500	
Corporate Partner	INR 50,000	USD 1000	1
Exhibition Booth	INR 25,000	USD 500	Multiple

\*Taxes additional as applicable





# Convention Centre Sponsor (Exclusive) 7 Lakh + GST

## Exclusive Sponsorship Opportunity

Sponsor Logo on the main convention centre building which will be the first entry point into the Virtual Platform.

Dedicated screen with Audio/Visual content or JPEG content in the main Lobby of the Convention centre

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

3 dedicated virtual exhibition booths to the Sponsor

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at second most premium location(on top) after the Title Sponsor



## Associate Sponsor (Max: 5 Sponsors) 5 Lakh + GST

Five Sponsors can participate under this category i.e one per sector

2 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category

Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location(second best position)- to be placed alphabetically



## Exhibition Hall Sponsor (Max: 3) 2 Lakh + GST

Three Sponsors can participate under this category i.e one per sector. Entrance of Exhibition Hall shall have Sponsors logo. Dedicated hall for each sector. The logo shall also be placed inside the hall.

2 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location(third best position)- to be placed alphabetically



## Webinar Session Sponsor (per session) 2 Lakh + GST

The logo of Sponsor shall come on the main screen of conference venue, visible to the audience

1 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location(third best position)- to be placed alphabetically



## Information Desk Sponsor (Exclusive) 2 Lakh + GST

Three Sponsors can participate under this category i.e one per sector. Entrance of Exhibition Hall shall have Sponsors logo. Dedicated hall for each sector. The logo shall also be placed inside the hall.

2 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location(third best position)- to be placed alphabetically





## Corporate Partner (Multiple) 50000 + GST

Five Sponsors can participate under this category i.e one per sector

2 dedicated virtual exhibition booths will be dedicated to the Sponsor in this category

Logo/AV content to played in loop 10 seconds each along with other Principal Sponsors in main Lobby area

Logo to be acknowledged in all marketing campaigns/EDMs and on event website & Social media pages

One Full page colour advertisement in the Show Souvenir which will be free to download for all participants

Logo to be Acknowledged in Thank you Sponsor Panel at premium location(second best position)- to be placed alphabetically



## Exhibition Booth Specifications: 25000 + GST

Option to upload two posters from Exhibitors Dashboard

Upload Company Logo on Front desk from Exhibitors Dashboard

Display upto 10 Product Brochures in your stand

Integrate your website & social media links to your booth

Live interaction over text, audio or video chat

Exhibitors staff can login from 5 separate systems(Laptop/Desktop) and can do simultaneous interactions

Exchange E-Business Cards & many more features

# PLEASE CONTACT FOR PARTICIPATION

## FICCI

### SP Singh Rewari

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### Puspita Rana

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## SUPPORTING ASSOCIATIONS



Please find below the link of Exhibitor registration form:

<https://registrations.ficci.com/vfleex/exhibitor-registration.asp>

Link of Visitor Registration form:

<https://registrations.ficci.com/vfleex/attendee-registration.asp>