



# EXHIBITORS' MANUAL

INDIA INTERNATIONAL TRADE FAIR

---

14 – 27 November, 2016  
Pragati Maidan  
New Delhi-110001

Website: [www.indiatradefair.com](http://www.indiatradefair.com)

**India Trade Promotion Organisation, Pragati Maidan, New Delhi-110001**

Dear Exhibitor,

India Trade Promotion Organisation (ITPO) is organizing the 36<sup>th</sup> edition of its popular event, the India International Trade Fair (IITF) in Pragati Maidan, New Delhi from November 14-27, 2016.

This is the largest integrated trade fair with both B2B and B2C components. It is one of the largest trade fairs in the world both in terms of exhibitors and visitors participation and has evolved its unique character as an iconic International event. It provides a great platform for trade and industry for sourcing, finding buyers, business interactions, technology transfer opportunities, test marketing and market access.

This Manual provides the exhibitors/participants comprehensive information regarding their participation in IITF-2016, being organized by ITPO in Pragati Maidan, New Delhi along with the Guidelines and Terms & Conditions for participation.

It contains forms for requisition of various services and facilities. Please read the Manual carefully and return the completed REQUISITION FORMS for additional requirements before the deadlines to avoid any inconvenience/disappointment and to enable us to serve you better. You may send the requirements online.

Should there be further queries or need for assistance, please feel free to contact us.

**PLEASE READ THE TERMS & CONDITIONS CAREFULLY BEFORE FILLING UP ONLINE APPLICATION FORM.**

Wishing you all success

**J. Guna Sekaran**

General Manager (Fair Services II Division)

India Trade Promotion Organisation

Pragati Bhawan, Pragati Maidan,

New Delhi-110001

Help Line(P) : 91-11- 23371910/23371540 Ext. 429

Website : [www.indiatradefair.com](http://www.indiatradefair.com)

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## FACTS AT A GLANCE

### 36<sup>th</sup> INDIA INTERNATIONAL TRADE FAIR (IITF), 2016

<b>Venue</b>	<b>INDIA INTERNATIONAL TRADE FAIR 2016</b> Pragati Maidan, New Delhi (INDIA)
<b>Dates/ Duration of the event</b>	<b>November 14-27, 2016</b>
<b>Timings</b>	9.30 a.m. – 7.30 p.m. ( <b>Business Days: November 14-18, 2016</b> ) 9.30 a.m. – 7.30 p.m. ( <b>Public Days: November 19-27, 2016</b> )
<b>Entry to Fair Ground</b>	9.30 a.m. – 5.30 p.m.
<b>Theme</b>	<b>“DIGITAL INDIA”</b>
<b>Business Tickets</b>	1.Rs.500/- per person per day ( <i>November 14-18, 2016</i> ) 2.Rs.1500/- multiple entry (validity : November 14-27, 2016)
<b>General Public Tickets (November 19-27, 2016)</b>	<p><b>Adult :</b> Rs.60/- per person per day (Working Days). Rs.120/- per person per day (Saturday/ Sunday/ Holiday)</p> <p><b>Child : (5 - 12 years of age) :</b> Rs.40/- per child per day (Working Days). Rs. 60/- per child per day (Saturday/ Sunday/ Holiday)</p> <ol style="list-style-type: none"> <li>1. There is <b>no free entry</b> or concessional group price for <b>students</b> etc.</li> <li>2. School students can visit including days at normal tariff applicable for General days/Holidays.</li> <li>3. There shall be no Advance sale of entry tickets/ Seasonal tickets.</li> <li>4. Free Entry only for Sr. citizens (60 years &amp; above) and differently-abled persons on presentation of valid age proof documents/ physical handicapped documents with photo thereon from all the gates of Pragati Maidan from 14-27 November, 2016.</li> <li>5. Ticket Outlets at <b>Selected</b> Delhi Metro Rail Stations (DMRC)</li> <li>6. Ticket Counters / Timings for Ticket Sale at ITPO Gate Nos. 1 &amp; 2 only. Weekdays= 9.30 am – 4.00 p.m. Saturday/ Sunday/ Holiday= 9.30 am – 2.00 p.m. <i>(Sale of entry tickets can be closed earlier in the interest of public safety)</i> Online sale of tickets</li> </ol>
<b>Parking Charges:</b>	<b>Bhairaon Road, Pragati Maidan</b>
<b>Bus/Trucks</b>	Rs. 400/- per entry
<b>Car/Jeep/Van</b>	Rs. 175/- per entry

Scooter/Motorcycle	Rs.90/- per entry
Bicycle	Rs.5/- per entry
<b>Announcement Tickets</b>	Rs.30/- per announcement
<b>Cargo Entry</b>	During the built-up period, all cargo vehicle scanners at Gate Nos. 1,2,5,7 & 8 will be made operational. Exhibitors bringing their exhibits etc. in cars are advised to bring small packages which can easily be checked through scanners at these gates to cut down the load at Gate No. 1. Entry to Pragati Maidan can be closed at any time due to security reasons.

### Participation charges in IITF 2016:

Category	Non-AC-Space (Per Sq.mtr.)		AC Space (Per Sq.mtr.)	
	Bare Space	Shell Scheme	Bare Space	Shell Scheme
International Participants	US\$ 275	US\$ 300	US\$ 325	US\$ 350
National Participants	Rs. 9,700/-	Rs. 10,200/-	Rs. 11,600/-	Rs.12,100/-
Mezzanine area of Hall No. 6 &18				
Indian Participants	Rs. 8,250/-	Rs. 9,350/-	Rs. 9,900/-	Rs. 11,000/-
International Participants	US\$ 275	US\$ 300	US\$ 325	US\$ 350
Foyer area of Hall No. 1 & 7	15% extra of the participation charges			

Participation charges for re-allotment of space in Hall No. 18, if vacated, by Foreign participants shall be charged proportionately. (From November 19-27, 2016)

### Participation Charges for Open Space:

Open bare paved space for National Participants	Rs. 7200/- (Minimum 75 sq.mtrs.)
Open bare paved space for International Participants	US\$ 175/- (Minimum 75 sq.mtrs.)
Open space under shell scheme (for Government Organizations only)	Rs. 8800/- per sq.mtr.

### Participation Charges for Hangars (Air-Conditioned)

Category	Bare Space	Shell Scheme
National Participants	Rs. 9700/-	Rs.10,200/-
International Participants	US\$ 275/-	US\$ 300/-

Charges for Hangars shall be as per Non-AC Halls for bare space/shell scheme.

### Participation Charges for Innovation Pavilion

Category	Outside Hall 14- open paved space under shell scheme
National Participants	Rs.5000/- per sq.mtr.
International Participants	US\$ 110/- per sq.mtr. ( <i>Minimum booking area 18 sq.mtrs.</i> )

### Participation Charges for New/Young/Start-up Entrepreneurs

50% of the applicable tariff

#### Notes:

- Minimum space booking is 12 sqms. (In case of foreign participants minimum space booking is 9 Sqm.)
- 10% Refundable Security Deposit (interest free) compulsory for Indian exhibitors.
- 15% Service Tax ( including 0.50% Swachh Bharat Cess and 0.50% Krishi Kalyan Cess) as applicable is chargeable on all the services provided, including, on participation charges. (This is subject to change in case instructions are received from the Govt. Of India).
- Application for space must be accompanied by full payment of participation charges.

#### Early Bird Discount:

- 3% for ITPO members and 2.5% for Non-ITPO members, subject to receipt of full participation fee including Service Tax and Security Deposit, on or before October 3, 2016.

#### Premium charges are applicable for booking of space :

(Bare space or space under shell scheme, upto 79 sq. Mtrs. in the exhibition Halls).

**Note:** The stalls should be strictly as per the approved layout plan of ITPO. No deviation will be accepted. If any changes are found, the stall will be sealed and the security deposit will be forfeited. The display items can be removed after the closure of the event.

10% extra is payable for two-side open stall.  
15% extra is payable for three- side open stall.  
20% extra is payable for island (4 side open stall).

Applicable for all participants

No Premium charges payable for booking of bare space above 79 sqm mtrs. and upto 400 sqm

Minimum bookable bare space inside hall 50 sqm and above

Subject to the approval of the design by ITPO as per norms

Booking of less than 50 sqm bare space

ITPO shall charge participation fee as applicable for space under shell scheme, subject to the approval of design as per ITPO norms

### Tariffs for advertisement in Fair Guide

Position	Tariff for Domestic Participants		Tariff for Foreign Participants	
	Black & White	4 Colours	Black & White	4 Colours
2 <sup>nd</sup> cover	----	Rs. 15,500/-	---	US\$ 350/-
3 <sup>rd</sup> Cover	----	Rs. 13,200/-	---	US\$ 325/-
4 <sup>TH</sup> Cover	----	Rs. 23,100/-	---	US\$ 525/-
Inside page	Rs. 5,100/-	Rs. 7,200/-	US\$ 150/-	US\$ 200/-
Bookmarks	----	Rs. 9,600/-	---	US\$ 275/-

\*15% service tax ( including Swatch Bharat Cess and Krishi Kalyan Cess)payable on the above rates.

\*(This is subject to change if any instruction is received from the Government of India).

## Product-wise Hall profile for IITF 2016

<u>HALL / HANGER NO.</u>	<u>PRODUCTS – IITF 2016</u>
Hall No. 1 (Foyer)	Theme – Digital India (Full area)
Hall No. 1 (Front)	Textiles/Home & kitchen appliances. National Jute Board EPCH
Hall No. 1 (Rear)	Shoes, leather goods, travel accessories, stationery, paintings, crystal glassware, crockery, corporate gifts etc.
Hall No. 2	Chhattisgarh
Hall No. 3	Closed
Hall No. 4	NBCC
Hall No. 5	HUDCO
Hall No. 6	Ministry of Railways Ministry of Earth Sciences Chandigarh Puduchery Punjab National Bank Allahabad Bank Bank of India Central Bank of India National Institute of Open School Pakistan
Hall No.6 (Mezzanine Floor)	Uttarakhand
Hall No. 7	MSME CAPART Ministry of Social Justice Ministry of Water Resources
Hall No. 8	Miscellaneous Products
Hall No. 9	Government Departments like DST, Central Pollution Board, Bureau of Pharma etc.
Hall No. 10 } Hall No. 11A }	Consumer Electronics/White goods/ Computers Peripherals/ Mobile Phones/ Electronic devices
Hall No. 11B	Ministry of Power



Hall No. 12	<b>Department of Atomic Energy HLL Lifecare LIC Department of Post PCRA Income Tax Narcotics Control Bureau NDMA</b>
Hall No. 12A	<b>CSIR</b>
Hall No. 14	<b>NSIC</b>
Hall No. 15	<b>KVIC (inside &amp; outside area)</b>
Phoolwari	<b>Indian Institute of Entrepreneurship (UP) CRPF</b>
Hall no. 18 (Lower + Upper)	<b>Foreign participants Food Tea Board/ Coffee Board/ Spices Board/Coconut Development Board RBI Customs SEBI ESIC</b>
Hanger 20 near Banks / UP Pavilion	<b>NCDP (National Centre for Design &amp; Products Development)</b>
Hanger 21 Opp. Himachal	<b>Jharkhand</b>
Hanger 22 Near Nehru Pavilion	<b>Multi Products/ Home Décor/ Handicrafts/Furniture/Coir &amp; Jute Products</b>
Hanger 23 at Defence Pavilion site	<b>China</b>
Hanger 24 at Defence Pavilion site.	<b>Haryana</b>
Hanger 25 near hall 6	<b>Bangladesh</b>
Hanger 26 near Gate 2	<b>BMTPC</b>
Hanger 27 (Lake)	<b>Cosmetics, Health care Products and Jewellery. Goa Andaman &amp; Nicobar Coir Board</b>

**-\*Hangers will be AC but the charges will be as per Non-AC Hall for bare space/ shell scheme.**

**Visitors Profile**

- Overseas Business Visitors / Trade delegations / VIPs
- Merchant Exporters/Manufacturer
- Exporters/Manufacturer Traders
- Suppliers
- Retailers
- Equipment & Machinery Suppliers
- Marketing & Direct Selling Companies
- Government Agencies
- General Public.

**Facilities**

- Central Facilitation Centre (Hall No.1) Opposite Haryana Pavilion
- Business Visitors Registration facilities
- Business Information Centre
- Branding Sites inside Pragati Maidan
- Priority movement of exhibits
- Cargo handling
- General Security
- Press Centre
- Conference/Seminar and business Meet facilities
- Banks & ATM Services
- Post Office
- Protocol Room
- Fire Service Station
- Ambulance & Medical Facilities
- Park & Ride
- Round Robin Services around Pragati Maidan including additional public transport from various parts of Delhi to Pragati Maidan
- Restaurants / Food Courts/Vending Points etc.
- Shuttle Service inside Pragati Maidan
- Theatres (Open / Covered) for cultural performances.

**Domestic Sector**

: Private Sector  
MNCs /FMCG Companies

**Government Sector**

: States and Union Territories  
Ministries & Govt. Deptts.  
Public Sector Undertakings  
EPCs & Commodity Boards

**Foreign Sector**

: National and Company-Level participation from  
Overseas

## **Public Safety Measures**

- The Exhibition Halls have standby electricity supply through DG Sets.
- Entry/Exit Gates in halls are equipped with emergency exit lights.
- In Halls 7, 8, 9,10,11,12 & 12-A, permanent DG Set standby supply arrangements have been made which facilities standby power for Hall lighting and automatically switches on within 30 seconds in the event of power failure.
  
- Standby power supply from the mains is additionally made available for every Exhibition hall to take care of any power failure.
- Special duty arrangements headed by a Senior Officer are made for on the spot restoration of any fault in the power supply system.
- Pressurised fire hydrants have been provided in the entire Complex as a fire safety measure.
- Fire extinguishers and fire guards are deployed in each hall.
- Security guards are deployed at entry points for crowd control.
- Delhi Police personnel are deployed for access control, checking and security at entry points.
- All baggage are scanned through Electronic Baggage Scanners at gates.

## **TERMS & CONDITIONS FOR PARTICIPATION AND OTHER MISCELLANEOUS GUIDELINES OF IITF 2016**

**Rights**:- The India Trade Promotion Organisation reserves all its rights in connection with the IITF 2016.

### **A. STANDARD OPERATING PROCEDURE FOR ONLINE BOOKING/ ALLOCATION OF SPACE**

- 1. The booking of space for IITF 2016 is through online process only, therefore, the payments for the same is acceptable through online mode only, for which ITPO has integrated with link of payment gateway of Union Bank and ICICI Bank.**

**In case of RTGS/NEFT payments, it is mandatory to generate Challan using ITPO's ICICI Bank payment gateway and present the Challan in your Bank. Please ensure that the payment is received in ITPO's account through online within 24 hours, failing which your stall will automatically get cancelled.**

- 2. The online booking system will open in two phases. In the first phase, the system will open for booking and allotment of space to the domestic participants with an area of 60 sq.mtrs. and above.**
- 3. In the second phase, booking and allotment of space will open for all the domestic participants, who require to book the space less than 60 sq.mtrs. However, bookings for area of 60 sqmtrs. and above will also continue. In addition to the domestic participants including new/young /start-up entrepreneurs and Innovation Pavilion, the bookings in the second place will also open for the foreign and Government participants.**
- 4. The applicant will have access to the online bookings system after he accepts that he has read the Exhibitor Manual of IITF 2016.**
- 5. The applicant will have to fill the online application form. Besides, the applicants details, the other mandatory fields will be the status of the organization i.e. an exporter, manufacturer, manufacturer exporter, trader etc; Pan Number; TIN/TAN number; payment details; product sector etc.**

6. On filling up the online application form, the applicant will select the hall relevant to its products (only those halls which are product related will open up). The applicant will click upon the stall/stand that he desires and the same will be blocked for him on his click. Each applicant can select only one stall/booth.
7. The applicant will also have to upload all the documents that are indicated on the online system for him while filling-up the Application Form.
8. On selection of the stand area, the total space rent for that particular stand area including 15% Service Tax and 10% refundable Security will be visible to the applicant.
9. In the first phase of booking, the applicant will have the option to make 50% or 100% payment of the amount being indicated on the online system. The payment has to be made within a time gap of 24 hours through the payment gateway system/Net Banking/Debit/Credit Card only. In case, the payment is not made within the stipulated 24 hours, the stand area blocked by the applicant will automatically get released and the applicant will again have to select the stand area required by them and follow the process of making 50% or 100% payment within the stipulated 15 minutes from then.
10. On verification of the receipt of payment and documents, a confirmation mail will be sent to the applicant.
11. Subsequently, a receipt will be generated to the applicant for the amount paid by them.
12. In case of any shortfall in the payment made or the documents received, the same will be intimated to the applicant.
13. On receipt of full payment from the applicant, the stand area tentatively blocked will be allocated to the applicant. Applicant will then be informed and an approval letter will also be generated to him.
14. The same procedure will be followed in the second phase of booking, which will open to the domestic participants including new/young/start-up entrepreneurs and Innovation Pavilion for areas less than 60 sq.mtrs. and for the foreign/Government participants. However, full participation charges will have to be paid for all booking during the second phase.

15. The requirement for any additional electricity load or water connection will then subsequently open up for the participants to register their orders and make the required payments through the payment gateway.

**B. REFUNDABLE SECURITY DEPOSIT AND PREMIUM CHARGES, IF ANY:**

Interest free Refundable Security deposit will be charged @ 10% on the payable participation charges from National Participants. Stalls having more than one open side attract premium charges. Please note, no blocking of sides facing the opening of other stalls will be allowed and it will be treated as violation. Accordingly, it will invite penal action as deemed fit by ITPO.

**C. POSSESSION OF SPACE:**

- i. Bulk bare space allotted to government organizations including department, PSUs, statutory bodies and cooperatives will be handed over on or after November 9, 2016.
- ii. Bare space will be given from November 10, 2016 onwards
- iii. Constructed stalls/booths from November 10, 2016 onwards
- iv. Display arrangements by all exhibitors should be completed by **November 12, 2016** positively.

**D. SALE OF GOODS BY PARTICIPANTS:**

- (i) Exhibitors are prohibited not to sell any goods in which trading of any form is banned/restricted/ limited/prohibited endangered species by a Parliamentary Act or by State Laws or by international conventions (details on page 17/3 (e) iii). Exhibitors are advised to practice as per law of the land in all matters, applicable taxes, etc.
- (ii) ITPO will not be a party to any dispute arising out of any quality problems or otherwise between the customers and the exhibitors. If ITPO is put to any loss for the acts of omission and / or commission of / by the participant, the same shall be made good/indemnified by such participant.

**E. CONSTRUCTION AND DECORATION:**

**a) Shell Scheme:**

ITPO will provide a built-up booth constructed with prefab system with a height of 3.00 mtr (see guidelines of Architectural/Engineering Division on **page No.-27**) with fascia writing, carpet, one table, three chairs, one power point and five spotlights (stand lighting up to 1

KW) in a booth of 12 sq.mtrs). Each panel will be of 1 mtr wide with white board. Regarding outdoor space, only 25 per cent of the outdoor area can be covered mainly for office purpose. For any area covered beyond 25 percent of the space, 50 percent extra participation fee is payable. Open space is to be used for display only. Exhibitors must not obstruct passages. Fire hose, MCPs, Panel Boards, cable terminals for phone connection, outlets for electricity and water must not be obstructed failing which suitable penalty as deemed fit by ITPO shall be levied.

**The shell scheme package would have the following items:-**

Booth Size (In sq. Mtrs)	Table	Chairs	Waste Paper Basket	Power Plug	Spot Lights
9/12	1	3	1	1	5
15	1	4	1	1	7
18	1	4	1	1	7
24	2	5	1	1	9
30	2	5	1	1	12

**b) Construction of Booth in Bare Space and Open Space:**

Exhibitors who book bare space or open space will abide by the architectural guidelines prescribed by ITPO. The interior design of stalls should be as per norms of ITPO laid down principles of the Arch. Division before October 21, 2016. Thereafter, they are required to submit the plan approved by Architect Division to IITF Unit by October 31, 2016. The layout Plan will be prepared keeping in view public safety, free access to public facilities & conveniences, safety to ITPO property etc, failing which possession of space will not be allowed. Participants and their authorized C&D Agencies must ensure to complete the work of the stand/Pavilion on or before 12.11.2016 failing which their contractor shall not be allowed to enter into Pragati Maidan and ITPO will also consider to black-list such C&D Agencies. Cable terminals for telephone connections, outlets for electricity and water and convenience to fellow exhibitors must not be obstructed. In case the height of stall is required beyond 3.00 mtr (only for logo/feature), the same requires approval of Architect Division, failing which penalty shall be levied as deemed fit by ITPO. No mezzanine floor is to be constructed in the permitted stall in any case.

**No changes will be acceptable from the approved layout plan. Exhibitors have to strictly abide by this norms of ITPO. If deviation found the stall can be sealed and the security deposit forfeited, would be allowed to remove their exhibits only after the close of the event and ITPO will have no responsibility on items in the stall.**

Dependency on the layout/ plans so approved and the opening to the stall more than one side would determine the premium charges as applicable for 2 side or 3 side or 4 side open stand.

**c) Unauthorized Occupation:**

Any unauthorized occupation of any space both inside the hall including passages and outside will attract confiscation of exhibits and penalty as appropriately to be decided by the competent authority. **Rear spaces of stalls shall not be used for storage or any other purposes.** These shall be considered as unauthorized occupation and heavy penalty shall be levied by ITPO. Moreover, any deviation in the products display i.e., other than the products mentioned in their application will be treated as unauthorized and such violation will invite penalisation including shutting down the stall and black listing of the company. No refunds of participation fee, security deposit etc., are admissible in these circumstances.

**d) Stall alteration:**

- (i) No alteration of the size or position of an exhibitor's stall is permitted.
- (ii) ITPO reserves the right to modify the layouts of stall sites and gangways.
- (iii) Usage of nails, pins, racks, screws, or any such material on the panel walls of the built up stall is prohibited.
- (iv) The facia for bare space/shell space will be allowed as per the name given in the Application Form only.

**e) Passages:**

Exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted, otherwise, it will attract penalty for the participant whose goods/products are found obstructing passages/gangways etc.

**f) Subletting:**

ITPO will have the right to close the stall and impose penalty and/or blacklist the company, as may be deemed appropriate by the competent authority, if the allotted stall has been subletted to another party or any unauthorized personnel present in the stall.

**F. SECURITY****a) General Security:**

While ITPO will make the general security arrangements, participants will be responsible for the security of their exhibits and stalls. They may engage authorised Security Agencies for the security of their exhibits in coordination with Security Division of ITPO. List of exhibits should be verified and certified by Security Agency/Security Guards before handing over to them on daily basis as ITPO does not take any responsibility for thefts etc. Security Guards deployed during exhibition and non exhibition hours must be in possession of ITPO photo I Cards and their details be made available to IITF unit well in advance. No Security Guard without pass will be allowed to stay inside Pragati Maidan.

**b) Insurance:**



Participants will insure their exhibits and display materials against loss, damage, theft, fire or any cause whatsoever. They will also obtain third party insurance cover for construction period, fair period and dismantling period.

**c) Product liability insurance:**

Exhibitors are advised to insure against claim arising out of body injury and/or property damage. An exhibitor shall produce to the ITPO, on demand, certificates of insurance.

**d) Damage to Exhibition Areas:**

Exhibitors are required to indemnify ITPO against any claim made against them in respect of damage to Exhibition Halls, structure or property caused by exhibitors, stall, exhibits or staff or by Agents acting on the Exhibitor's behalf.

**e) Prohibited Items :**

The following items are strictly prohibited inside the Pragati Maidan:-

- i) Match box, cigarette, lighter, gas lighter, arms and ammunition, sword or knife.
- ii) Candles, incense sticks, hurricane lamp, stove, welding machine or iron cutter emitting sparks,
- iii) The following Items banned under Wild Life Protection Act are prohibited for display/sale in the premises of Pragati Maidan:-
  - ❖ Plant products/derivatives as indicated in Schedule VI of Wildlife (Protection) Act, 1972.
  - ❖ Molluscan shells/derivatives/handicraft items as included in Schedule 1 & IV of Wildlife (Protection) Act, 1972.
  - ❖ Coelenterates as included in Schedule 1 of wildlife (Protection) Act, 1972.
  - ❖ Fishes as included in Schedule 1 of Wildlife (Protection) Act, 1972.
  - ❖ Any wild animal & its derivatives etc.
- (iii) Selling/display/sampling of alcoholic beverages/wine/liquor/hard drinks are prohibited without the prior approval of the authorities concerned.
- (iv) No gas cylinder will be allowed for filling up of balloons or demonstration of any product unless proper certification has been obtained from the controller of explosive and proper permission is taken from DCP (New Delhi) Delhi Police who are responsible for security during the IITF well in advance.
- (v) For inflated balloons, only outdoor space can be booked. Exhibitors are NOT allowed to use inflated suits/air bags worn by humans to publicise their products inside/outside the halls

**f) Fire Prevention:**

- (i) Cooking is prohibited inside the exhibition halls. Halogen and other floodlights are not permitted.
- (ii) Use of fire hazard material like thatch, dry grass and other inflammable materials is not permitted. All materials used in the construction of stalls and displays are to

be fully fire proof and should comply with all other local regulations.

- (iii) Electrical wiring under carpets is a potential fire risk. Wherever this is unavoidable, adequate precautions should be taken by covering the wiring by wooden ramps. Wiring under carpet should not have joints.
- (iv) Arrangements of fire extinguishers in State pavilions will be the responsibility of the respective Pavilion In-Charge. All exhibitors shall keep and maintain fire-fighting equipment (at least 1 ABC type portable fire extinguishers in each stall of 12/15 sq. mtr.) within their stalls as per safety regulations. However, fire extinguishers can be provided by ITPO on payment basis subject to submission of a requisition with payment by 14th October, 2016 to Security Division, ITPO.
- (v) All electrical joints must be fully insulated and MCB be used to prevent over loading.

**g) Parking, entry & exit of vehicles:-**

- (i) Parking is not allowed inside Pragati Maidan for any participant/ visitor etc . Pay & Park will be made available at Bhairon Road Parking lot on first –come-first- served basis. Other paid parkings are also available on **Purana Quila Road, Delhi Zoo, India Gate, Metro Station, High Court etc.**
- (ii) Parking is not allowed anywhere outside Gate No's. 1 & 2 on Bhairon Road and Gate Nos. 3, 4, 5, 6,7 & 8 on Mathura Road.
- (iii) Vehicles parked at unauthorized places will be towed away by Delhi Traffic Police at the cost and risk of participant.
- (iv) Entry of cars/trucks/lorries to Pragati Maidan during build-up period and exhibition period will be strictly regulated on the basis of valid entry permits issued by ITPO. **See the Annexure of order forms for entry & exit of vehicles.(P-64)**

**h) Fair Guide of IITF'2016**

All the participants (Domestic and Foreign) are required to submit the details of their constituents/individual participants in the prescribed format not later than October 24, 2016. The information can also be intermitted online. The information shall be printed in the Fair Guide of IITF'2016. In case, the information is not received by the due date, the details of the participants will not be printed in the Fair Guide.

**i) Miscellaneous :-**

- (i) Storage of empty boxes or cartons behind the stalls and outside the hall/hanger/in open space is prohibited. If found, it will be confiscated and removed and disposed of at the expense and risk of the participants. Heavy penalty shall also be levied by ITPO
- (ii) No unauthorized porters will be used by any participant. Unauthorized labour along with goods is liable to be impounded by Security personnel/Delhi Police.
- (iii) No ticketed/sponsored **and or free** functions will be held in front of any stall to attract crowd to prevent blockage of roads/passages etc.

- (iv) No celebrity shall be invited to any hall without prior permission from ITPO and without intimation to Delhi Police/Security personnel two days before the function.
- (v) Participants and their staff inside the stall will be under obligation to produce their badges as and when asked by the security staff of ITPO or Delhi Police. Staff found without badges will be evicted from stalls.
- (vi) ITPO will provide facility of authorized porters/packers and tempos at Gate No.1 upto exhibition halls for carrying material on payment basis. Only exhibitors and other concerned officials with valid I card will be allowed to carry material inside the Pragati Maidan.**

## G. ELECTRICITY AND WATER:

### a. Installations:

All on-site electrical installations must be carried out by the registered/licensed Electrical Contractor of Govt. of NCT, Delhi. All prefabricated fittings will be subject to an inspection by the competent authority /official contractor before connection to the main supply.

### Extra Electricity charges for shell/bare schemes:

S.No.	Description	Rate in Rs.
a	Electricity Consumption charges (12 hours)	Rs. 188/- per KW per day
b	One time Electricity Connection charges	Rs. 195/- per kw

### Mandatory stand lighting connection charges for bare space (50 sq.mtrs & above):

a	One time connection charges	Rs. 240/- per kw/ 12 sq.mtrs.
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### Penal rate on excess part of load:

a	Electricity Consumption charges (12 hours)	Rs.282/- per KW per day
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**Water charges for shell & bare space:**

Sr.No.	Description	Rates (in Rs.)
1.	One time water connection charges	Rs. 9800/- per connection
2.	Water Consumption charges	Rs.1400/- per tap per day

**Water charges for other participants:**

Sr.No.	Description	Rates (in Rs.)
1.	Water consumption charges to be charged from third party organizers during Exhibition period i/c IITFs – Non-Meterised	Rs. 1400/-per tap per day
2.	Consumption charges for Permanent pavilions/ shops, Restaurants etc. – Non - Meterised	Rs. 7830/- per tap per month

**PNG charges (Piped Natural Gas)**

S.No.	Description	Rate (in Rs.)
1.	PNG consumption charges	Rs. 61 per SCM

**Note:-**

15% service tax ( including Swatch Bharat Cess and Krishi Kalyan Cess)payable on the above rates.

**Note: Electricity, Water & PNG consumption charges are subject to revision. Compressed air can be provided on demand against approved payment.**

**H. STATUTORY COMPLIANCE:**

**a) Value Added Tax (VAT):**

It may be noted by all exhibitors (Foreign and Indian) that registration under Section 16A of the Delhi Value Added Tax Act is Mandatory before commencing any business during the exhibition. A casual dealer is required to inform the Department of Trade and Taxes at-least three days before the commencement of business in Delhi. While three days is the outer limit to apply for registration as a casual dealer, there is no lower limit for the purpose. Temporary office of VAT Authority will function from Mezzanine floor of Hall No. 5 from November 1, 2016.

**b) Performance licence:**

Traditionally, ITPO organizes cultural shows in designated theatres/auditoria. ITPO will designate locations where promotional/marketing show can be organized by an exhibitor with prior permission of ITPO. Any exhibitor intending to organize any entertainment/marketing show even in its own allotted space, would require prior permission from ITPO and Delhi Police. In either case, the exhibitor has to get Performance License from the authorities concerned two days before the function.

**c) Copy Right Licence:**

All necessary licenses for using Copyright material from the relevant Copyright Societies e.g. the Phonographic Performance Ltd. and the IPRS etc. shall be obtained and a copy of the same shall be made available to ITPO on demand. Anybody found infringing Copyright Act shall be personally liable to pay the penalty and indemnify ITPO for such infringements.

**d) Noise Level:**

Use of loud speakers for playing music, making announcements and other promotional means for attracting visitors is strictly prohibited. If cordless mike is used for promotional purposes, the exhibitors will ensure that no nuisance/disturbance is caused to other exhibitors and annoyance to the visitors and the sound level is not allowed to exceed 70 decibels failing which suitable action as deemed fit shall be taken by ITPO.

**e) No Smoking Zone:**

Smoking at Pragati Maidan premises/Exhibition ground/Halls is strictly prohibited. Violation would attract penalty as per law in force.

**f) Food & Beverage outlets:**

Only the authorized persons/company will be allowed to operate food and beverage outlet/kiosk. No exhibitor is allowed to make any arrangements of food/beverage kiosk inside the hall. Nobody is allowed to put up any ad hoc/temporary kiosk without the permission of ITPO. Anybody found selling food packets etc. will be liable for punitive action by the competent authority.

**g) Cleanliness and Maintenance:**

The participants will be responsible for cleanliness and maintenance of their stalls. Cleaning of common passages/areas will be arranged by ITPO. Participants will be responsible for

removal of empties, waste material by November 12, 2016. No empties or wooden material shall be allowed to be kept behind the partitions of stall. If a participant is allotted a full hall, the cleanliness of the entire hall will be the responsibility of that participant. After 12.11.2016, if any participant keeps garbage, waste-material etc. outside their Pavilion/stall, the same shall be removed by ITPO on payment basis.

#### **h) Attendance at the stand:**

No stand should be left unattended during the exhibition hours. For management of the stall of minimum size 15 sqm, only 3 persons will be permitted at any given time.

The participants will not carry out any activity, which in the opinion of ITPO, amounts to nuisance or annoyance. ITPO, shall have the right to take remedial action as deemed fit.

#### **i) Exit Permit & Vacation of stall:**

Stalls are to be vacated within two days of the close of the Fair, i.e. by 06.00 pm, 29th November evening. The post-fair exit will be through Gate no. 1 only. No exhibits/cases/display material etc. will be allowed to be taken out of Pragati Maidan without Exit Permit which will be issued by the Hall Master/Sector officer on production of **No Dues Certificate** issued by the FS –II Division /Central Facilitation centre. Participants who fail to vacate the space will be liable to pay penalty to ITPO as deemed fit by ITPO and the ITPO shall have the right to remove the exhibits/materials etc. of participants at the risk and cost of participants.

Storage of exhibits in the open area will not be permitted after the close of the Fair and will attract penal rent as deemed fit by ITPO.

#### **j) Dress Code:**

The IITF is a business – oriented international event to be attended by domestic as well as overseas business personnel and visitors. It is, therefore, necessary that hosts/hostesses and presenters, who often promote different products and services on behalf of the exhibitors, be decently attired, keeping in view the law of the land and India's cultural ethos.

#### **k) Violation of rules:**

In the event of violation of these rules, ITPO shall have the right to close down the stall of the participant immediately and no refund of participation charges, security deposit etc., would be considered.

#### **l) Force Majeure:**

ITPO will endeavour to ensure the supply of the services, but if the supply of such services is not within the control of the ITPO, then no exhibitor is entitled for any damage incurred due to failure of services.

#### **m) Interpretation:**

The decision of CMD, ITPO or his/her nominee shall be final and binding on the participant about the terms and conditions for participation of IITF 2016.

**n) Disputes:**

Disputes, if any arising out of participation in this fair shall fall within the jurisdiction of the courts of Delhi/New Delhi. ITPO reserves the right to allot space on the basis of criteria decided by the Management.

**I. MODE OF PAYMENT:**

- The payment can be made by foreign participants by bank transfer in ITPO account given in the application form. The payment by domestic participants can be made by RTGs/NEFT as indicated in the application form.

**Domestic Participants:**

1. The payment by cheque or Demand Draft in favour of ITPO, New Delhi can only be accepted from domestic Government participants.
2. Private Sector domestic participants must pay by RTGS/NEFT/Bank Transfer only from the applicant company's Bank account

**Foreign Participants:-**

Payment from foreign participants by Bank transfer in ITPO, New Delhi account in Citi Bank is the only acceptable mode of payment.

**J. REFUND OF ADVANCE/FULL PARTICIPATION CHARGES AND CANCELLATION OF PARTICIPATION**

**a) Full Refund :**

- (i) There is a change in the venue or date of an event by ITPO and due to this the applicant is unable to participate.
- (ii) In case of force majeure where the applicant is unable to participate due to the circumstance over which they have no control.

**b) Cancellation Policy after allotment of space/booth :**

Refund of space rent, on account of cancellation by the applicants after allotment of space, will be made as per the following guidelines:-

- i) Cancellation 10 days before start of the event (the start day will not be included), 100% application money deposited will be forfeited.
- ii) Cancellation 11 days to 30 days before start of the event (the start day will not be included), 50% of the application money deposited will be forfeited, provided the stall/space vacated is subsequently sold out, failing which 100% space rent deposited will be forfeited.
- iii) Cancellation 31 days to 45 days before start of the event) the start day will not be included), 25% of the application money deposited will be forfeited irrespective of the date of allotment of stall.
- iv) Cancellation 46 days and above before start of the event (the start day will not be included), the application money deposited will be refunded after deduction of Rs.5000/- provided the stall/space vacated is subsequently sold out, failing which 100% space rent deposited will be forfeited.

**Note: All refund requests will be processed after the completion of the Fair and may take one month approx.**

#### **K. EXHIBITOR BADGES**

<b>S.No.</b>	<b>Items</b>	<b>Norms</b>
1.	Badges on complimentary basis	5 badges for 12 sqm. net 2 badges for every additional 9 sqm. net
2.	Additional photo badges on Payment	1 badge for every 6 sqm. net
3.	Single Entry Business Visitor Complimentary Passes	3 Passes for 12 sqm. 2 Passes for every additional 10 sqm. (valid for any day from Nov. 14-27,2016)

#### **Domestic participants and Foreign participants**

<b>S.No.</b>	<b>Items</b>	<b>Norms</b>
1.	Badges on complimentary basis	2 badges for 9 sqm. 3 badges for 12 sqm. 4 badges for 15 sqm. 1 badge for every additional 9 sqm. <b>(Maximum up to 15 only)</b>
2.	Additional photo badges on	1 badge for every 6 sqm. net



	payment	
3.	Single Entry Business Visitor Complimentary Passes	3 Passes for 15 sqm. and 1 pass for every additional 10 sqm. Valid for any day from November 14 to 27, 2016
4.	Parking	50 to 100 sqm. – 1 parking

- **Additional Exhibitor Photo Badges can be bought @ Rs. 2,500/- per badge or paid booklet of 14 single entry tickets @ Rs.1500/- per booklet.**

Exhibitor Badges: Exhibitor badges will be issued only on production of approval letter of participation issued by ITPO. Entry to fair ground will not be permitted otherwise.

**It may also be noted that exhibitors who are issued vehicle parking labels and will use parking area inside Pragati Maidan should also get Exhibitor Badges for their Drivers. Without the valid badge, the Driver will not be allowed to stay inside the Pragati Maidan parking area by Security Agencies nor will he be allowed entry into the fair ground.**

On conclusion of the fair, all exhibitors are required to remove their exhibits latest by November 29, 2016 before 6.00 p.m. positively, failing which exhibits will be removed by any empanelled Agency of ITPO at the cost and risk of the exhibitor.

Facilities and Services available at Pragati Maidan can also be seen on the website:

#### L. **IMPORTANT NOTES:**

- All the participants are advised to take comprehensive insurance coverage for their exhibits during transit/ currency of the fair and till exhibits are removed from the ITPO premises.
- Participants are **advised not to sublet their stalls** allocated and also not to display exhibits other than mentioned in the application form. (In case of violation, no refund/adjustment of participation charges will be made and stall/booth shall be shut down).
- Participants should not indulge in **violation of patent and trade mark rights.**
- ITPO has undertaken extensive publicity campaign to generate wide visitorship to this event. However, the exact business visitorship cannot be guaranteed.
- Possession of space will be given only on receipt of full payment including refundable security deposit for electricity & power load charges, water charges and other dues etc.
- Stands should be according to the **architectural guidelines** enclosed in the Exhibitor Manual – IITF 2016. Any violation may attract heavy penalty including shut down of stand by ITPO.

- Safety Measures should be adhered to strictly as per guidelines enclosed. Passages to be kept clean and Fire & Emergency Exits to be kept free from any hindrance. Each participant/Stall holder to have Fire Extinguisher kept in their Stall/Pavilion.
- Entry to Pragati Maidan could be closed at 5.30pm or before in case of heavy rush / security concern.
- Ticket Sale Windows will be closed at 4.00 pm on week days and 2.00 pm on weekends/Sundays/holidays.
- Vehicles carrying exhibits are allowed only before 7.00 am or after 8.30 pm. All entry/exit of vehicles to and from Pragati Maidan will be from Gate 1 or as notified only after producing Entry/Exit Material Slip duly signed by the officer/department concerned along with proper identification. The exhibitor or their representative (s) with photo badge must accompany the vehicle. The vehicle will have to pass through Mobile Cargo Scanner and will be checked by Delhi Police/security personal.
- Due to security concern, only **Bar Coded I-Card with photograph** issued by the Fair Services – II Division will be allowed for entry into Pragati Maidan. Bar Coded I-card holders are also advised to carry other personal identification with them.

All the participants may kindly note that all necessary licenses for using Copyright material (like live performances, playing recorded music/songs etc.) shall be obtained from the relevant Copyright Societies i.e. the Phonographic Performance Ltd., (Address G-11, Ground Floor, Nizamuddin West, New Delhi- 110013) and the Indian Performance Rights Society, (address-208 Golden Chambers, 2<sup>nd</sup> floor, New Andheri Link Road, Andheri West, Mumbai – 400053) etc., and a copy of the same shall be kept for perusal of ITPO. Anybody found infringing Copyright Act shall be personally liable to pay the penalty and indemnify ITPO for such infringements.

- ❖ Entry to halls will be closed after they reach maximum holding area of the hall.
- ❖ It is mandatory for participants taking bare space to ensure that fire retardant material is used while constructing their stall. NOC is to be taken from Delhi Fire Services Dept. and Inspector Electrical. No gas cylinders or cylinders carrying CNG, Hydrogen, LPG etc., will be allowed unless certified by the Government Agency concerned. The exhibitors will be responsible for the safety and security of their stall & exhibits 24X7 during the tenure of the fair. They may leave a guard or their representative in the night, but only such guards will be allowed to stay who are in possession of bar-coded photo identity cards.
- ❖ Security Agencies will not allow any exhibitor/employee/representative/guard to stay inside the hall without photo identity card.
- ❖ ITPO halls will remain open 24X7 for replenishment of goods and exhibits and

cleaning and maintenance.

- ❖ All the terms and conditions & other guidelines mentioned in this Exhibitor's Manual will be applicable to all participating State Pavilions/UTs/Ministries/Foreign exhibitors/Pvt. Cos./Cooperatives/Government Deptts./PSUs/Statutory bodies/etc., collectively as well as to their individual participants/constituents etc.

**ARCHITECTURAL, SECURITY AND ENGINEERING  
GUIDELINES FOR EXHIBITORS**

**PUBLIC SAFETY MEASURES AND DESIGN GUIDELINES**

India International Trade Fair (IITF) 2016, New Delhi

**I. SHELL SCHEME:**

1. No Part/feature/branding/projection/furniture should go beyond 3.0m.
2. **NO APPROVAL NEEDS TO BE TAKEN FROM ARCHITECTURE DIVISION ITPO** for Shell Scheme which are less than **50 sq.m.**, but necessary ITPO Guidelines are to be followed strictly.

**II. BARE SCHEME:**

Participants are required to submit drawings & documents as mentioned below, **by e-mail** to Architecture Division ITPO for approval of construction in Bare Spaces, latest by **10.10.2016**:

- a) Scanned Cover Letter on Company Letterhead, as per Annexure-A enclosed;
  - b) Plan/Layout with dimensions and material specifications;
  - c) Elevation with dimensions;
  - d) Coloured View with dimensions;
  - e) Scanned copy of Structural Stability Certificate, wherever required.
- The documents should be sent to [brijlal@itpo.gov.in](mailto:brijlal@itpo.gov.in) with copy (CC) to [reenajain@itpo.gov.in](mailto:reenajain@itpo.gov.in) and [saurabhsharma@itpo.gov.in](mailto:saurabhsharma@itpo.gov.in)
- The subject of the mail needs to be as follows:
- IITF 2016 Drgs. for Stall no. in Hall no. of area of brand/company name
- The format of attached documents should be in JPG, JPEG, PNG, PDF or DOC formats only.

**OR**

The following documents are required to be submitted in HARDCOPY in case of Bare Spaces to Architecture Division ITPO for approval latest by **20.10.2016**:

- a) Cover Letter on Company Letterhead, as per Annexure-A enclosed;
- b) Plan/Layout with dimensions and material specifications;
- c) Elevation with dimensions;

- d) Coloured View with dimensions;
  - e) Structural Stability Certificate, wherever required.
- 
- The drawing submitted should be legible and preferably on A3 size paper.
  - Drawings are to be submitted before giving order of any material, part, etc. as the drawings may need to be altered in accordance to IITF 2016 Guidelines.

#### **A. Guidelines:**

1. Dimensions allotted should strictly be followed.
  2. Max. Height restrictions:
    - a. Rear/back wall or wall adjoining stall should not be more than 3.0m.
    - b. General height of stall including display aids/lights etc. should not exceed 3.0m.
    - c. Feature/logo/branding can go uptill the height of 4.5m (feature/branding should not be on entire side wall and should be central feature only) and subject to availability of highlight.
    - d. For stalls in temporary Hangers, general height limit is 2.4m.
  3. Walls adjoining stall shall be finished properly (from outer side) and no branding allowed on this side. No structural support shall be taken from neighbouring stalls.
  4. The outer face of rear/side wall should be properly finished.
  5. Side facing passage should be transparent or translucent.
  6. Fire retardant paint to be used on wooden members combustible members.
  7. Peripheral passage should NOT be occupied by the participant for any purpose.
- III. For All relevant guidelines of other ITPO Divisions should be followed.

**IMPORTANT: Any deviation from the approved layout plan will invite ITPO to seal the stall and their security deposit forfeited. The display item can be removed once the event is closed. ITPO will not be liable for items missing in their stall in case of stall being sealed.**

Annexure-A**REQUEST FOR SCRUTINY OF DRAWINGS**

To:Architecture Division,  
 Room no. 232, Pragati Bhawan,  
 India Trade Promotion Organisation (ITPO),  
 Pragati Maidan, New Delhi – 110001.

**Event: India International Trade Fair (IITF) 2016**

Company Name: \_\_\_\_\_

Hall no.: \_\_\_\_\_ Stall no.: \_\_\_\_\_ Size: \_\_\_\_\_ (should be more than 50m<sup>2</sup>)

Contact Person's Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Mobile no.: \_\_\_\_\_ Telephone no.: \_\_\_\_\_

## Checklist:

1. Layout/Plan with dimensions
2. Elevation/View with dimensions

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

**For State/Ministry Pavilions in ITPO halls in IITF 2016**

1. The following documents need to be submitted to Architecture Division or Fair Service-II Division, ITPO **by 10.10.2016** for approval:
  - i. Cover Letter (on Letter Head) including details of State/Ministry, Hall & location, area, etc.
  - ii. Plan/Layout;
  - iii. Elevation and Façade details with dimensions and material specifications;
  - iv. Coloured Views with dimensions and material specifications;
2. No passage should be less than 4.0m.
3. Proper traffic flow to be ensured.
4. Direct access to all fire safety equipments, emergency exits, fire escape stairs & electrical panels etc. to be left.
5. Only fire proof/retardant material should be used for construction & Decoration.

6. General heights of stalls should not exceed **3.0m**. Only feature/logo/branding can go up till the height of **4.5m** (subject to availability of height)
7. Compliance to all Engineering and Architectural guidelines should be confirmed before starting construction.
8. For any violation ITPO shall be free to take punitive action including disconnection of electrical and water supply.
9. Joint inspection of Committee of ITPO Officers and representative of State Pavilion in the week prior to IITF. Penalty deemed fit may be imposed by Committee on the Pavilion in case of violation/deviation of any ITPO rule.

### **For Permanent State/Ministry Pavilions in Pragati Maidan**

No approval shall be issued and adherence to ITPO/Delhi Fire Services (DFS) norms shall be sole responsibility of the Permanent State/Ministry Pavilion. For any violation ITPO shall be free to take punitive action including disconnection of electrical and water supply of the Permanent State Pavilion and to impose and collect fine/penalty from the Permanent State Pavilion or its governing body/government.

**For Consultancy and Guidance, layouts may be presented to ITPO as follows:**

#### **General Guidelines:**

- I. Drawings of Permanent State Pavilion must be submitted **by 10.10.2016** or before any intended construction/renovation, to Architecture Division or Fair Service-II Division, ITPO for approval.
- II. The following documents need to be submitted for approval:
  - i. Cover Letter (on Letter Head) including details of Permanent State Pavilion, intending change/construction/renovation, temporary construction/stall details, etc. alongwith Contact person & mobile numbers.
  - ii. Plan/Layout with dimensions and material specifications;
  - iii. Elevation and Façade details with dimensions and material specifications;
  - iv. Coloured Views with dimensions and material specifications;
  - v. The drawing submitted should be legible and preferably coloured on A3 size paper.
- III. Drawings are to be submitted before giving order of any material, part, etc. or starting any on-site construction/renovation as the drawings may need to be altered in accordance to ITPO Public Safety Measures and Design Guidelines. ITPO shall bear no obligation/liability in case the drawing/scheme is altered to comply with ITPO Public Safety Measures and Design Guidelines before approval.
- IV. The general public safety and public movement should be ensured while planning and designing the scheme of stall/pavilion.

- V. Following certificates need to be submitted by the Permanent State Pavilion to Architecture Division or Fair Service-II Division, ITPO before start of each year's IITF:
- i. Structural Stability Certificate in respect of temporary construction or addition & alteration or facade elements from qualified Structural Engineer;
  - ii. NOC from Delhi Fire Service;
  - iii. License from Additional Commissioner of Police (Licensing) Delhi Police.

#### **Design Guidelines:**

1. No passage should be less than **4.0m**.
2. Proper traffic flow should be ensured.
3. Direct access to all the electrical panels and services like toilets etc. should be ensured.
4. Provision of sufficient number of emergency lights to ensure safe public movement in case of power failure.
5. The façade element covering entire building face in front/side should be minimum, i.e. it should not be more than **600mm** beyond the building wall/line. The elements of theme at/near façade should be of minimal mass.
6. Open setbacks around the Pavilion Building Line are meant for movement of fire tenders in case of any emergency. Therefore, it is essential that these setbacks are left totally free of obstruction, levels and temporary blockades, stalls, etc.
7. No extension or projection or cantilever is permissible outside Pavilion Building Line. The façade elements should not go beyond the height of the permanent structure of the Permanent State Pavilion and its adjacent pavilion.
8. The Public passage/Pedestrian Path in front/side of the Permanent State Pavilion or joining two adjacent Permanent State Pavilions must be kept free and no blockage or construction or tiling or flooring or level difference in levels should be done on it.
9. No Food and Beverage (F&B) stall permitted in the Permanent State Pavilion premises.
10. All steel structure/supporting false work to façade work and decoration outside Permanent State Pavilion should be removed immediately after exhibition/fair is over in order to avoid shabby look to the buildings.
11. The occupants of Bare Space areas shall be bound to provide a finish look to the exposed areas to avoid unpleasant look. Normally, it has been observed that the Bare Space participants are only taking care of their interiors and forgetting to give treatment to the outer area, which has been found sometime remain exposed to the passage side and it has to be covered with purely temporary arrangement.



12. Compliance to all Engineering and Architectural guidelines shall be confirmed by the Permanent State Pavilion before starting of the construction.
13. For any violation ITPO shall be free to take punitive action including disconnection of electrical and water supply of the Permanent State Pavilion and to impose and collect fine/penalty from the Permanent State Pavilion or its governing body/government.
14. Joint inspection of Committee of ITPO Officers and representative of the Permanent State Pavilion shall take place in the week prior to IITF. Penalty deemed fit may be imposed by Committee on the Permanent Pavilion in case of violation/deviation of any ITPO rule.

#### **Fire Prevention & Safety Guidelines:**

1. Provision of sufficient number of fire safety equipments like fire extinguishers and emergency exits having direct access and lit up sign boards of emergency exits to ensure public safety.
2. Only fire proof/ retardant material should be used for construction & decoration.
3. Open Fire/Open flame cooking is not permitted in or out of Pavilions.
4. The staff working in the Permanent State Pavilion should be provided with torches which can be used in case of power failure.
5. Permanent State Pavilion should have First Aid equipments, oxygen and life support medicines/services at appropriate place which can be easily accessed in case of emergency.
6. The visitors should be checked and frisked with DFMDs at the entry of the Permanent State Pavilion.
7. All the electrical works in the Permanent State Pavilion should be got executed from a qualified licenced Electrical Contractor and necessary safeguards such as cut-offs, distribution boards/bus-bars and other electrical safety measures should be provided at appropriate/required locations.
8. Switch Rooms of Permanent State Pavilion should be outside so that power supply can be quickly isolated in case of emergency.
9. CCTV Cameras are to be installed inside the State Pavilions.

## **SECURITY**

### **For Exhibitors/Service/Car-park/Entry of goods**

1. All exhibitors participating in India International Trade Fair must collect Material Entry Slips from IITF Unit for their trucks/trailers/containers by which they shall be bringing their exhibits/cargo for the exhibition. These permits should be collected well in advance and issued to cargo vehicles in triplicate with complete information filled in.
2. Depending upon the space booked by them, they should collect sufficient Material Entry Slips from (IITF Unit) which should contain details of their Stall No./ Hall No./ date of arrival of goods. They must fill the registration number of the vehicle and the name of the driver of the vehicle by which they dispatch their goods to Pragati Maidan. The Slips must be duly signed and stamped by the Exhibitor with name and mobile number.
3. No Material Entry Slip should be handed over to the drivers by the exhibitors without filling in the registration number of the vehicle and the names of the drivers and number of persons accompanying the goods.
4. The Material Entry Slip issued by IITF Unit completed in all respects should be handed over to the driver of the vehicle at the point of dispatch or should be handed over to him by the exhibitor outside the Gate No. 1 of Pragati Maidan.
5. All vehicles of exhibitors carrying their goods and exhibits on November 12 and 13 will first directly report to Parking at Bhairon Road and will not be parked anywhere on Mathura Road, Bhairon Road or Ring Road. No vehicle will report directly to gate No. 1 of Pragati Maidan.
6. They will show their Material Entry Slip and collect a token of the serial number from ITPO official present at Bhairon Road parking.
7. The vehicles will be parked in their order of seniority on the basis of arrival token number allotted to them
8. These vehicles will be dispatched in the same sequence from parking to Gate No. 1 of Pragati Maidan at Bhairon Road. They shall be then allowed entry on the basis of Material Entry Slip issued to them by the exhibitor.
9. The driver will produce his driving license and identity card to establish his identity as available in Material Entry Slip.
10. The trucks/containers of foreign exhibitors which have to undergo custom clearance will be checked and inspected at the place designated for them for scanning through the cargo scanner.
11. Trucks of all other exhibitors entering Gate No. 1 will go through the cargo scanner and will be allowed directly upto the hall through the service lane. This can be a long waiting period for scanning and vehicles may have to wait for 24 hours when scanning is stopped.

12. The exhibitors or their representatives with photo badges must be present at Gate No. 1 with their original allotment letter to identify the vehicle and the goods before entry.
13. Immediately after unloading the exhibits/goods at their respective halls, the exhibitors will ensure that empty cartons, wooden boxes and packing material are reloaded into the empty trucks and sent out of Pragati Maidan.
14. No cartons/empty boxes will be allowed to be stored anywhere inside & outside the halls/ behind booths or open spaces inside Pragati Maidan.
15. The restrictions on entry timings imposed by Delhi Police or Delhi Traffic Police will be binding upon on all exhibitors and have to be obeyed
16. Exhibitors must use commercial vehicles for ferrying of goods. No private vehicle/cars will be allowed inside Pragati Maidan during the construction period due to long queues of trucks and tempos.
17. During construction period, parking will be available only at Bhairon Road paid parking.

### **ENGINEERING (Electrical):**

#### **DO's & DONT's for Organizers/Exhibitors:**

DO's	DONT's
<ol style="list-style-type: none"> <li>1. Use Only CFL/LED lamps in spot lights</li> <li>2. Use only copper wire for service Connection/Distribution</li> <li>3. Use proper Thimbles/Lugs in cables/wires to avoid Loose connection</li> <li>4. Put MCB DB, on pedestral stand, minimum 10 cm above ground to avoid entry of water etc.</li> <li>5. Put insulated Rubber Mat on cables/wires crossing below the carpet to avoid faults and provide fluorescent tape/self-illuminated tape identification.</li> </ol>	<ol style="list-style-type: none"> <li>1. Don't use Halogen/Comptalux lamps in spot lights</li> <li>2. Don't use aluminum wire for service connection/distribution</li> <li>3. Don't connect wires/cables directly without Thimbles/Lugs</li> <li>4. Don't put MCB DB directly on floor. It may create short circuit due to any water leakage</li> <li>5. Don't provide wires/cables at crossing below carpets directly. It can cause short circuit and fire.</li> </ol>

## **BRANDING OPPORTUNITIES**

### **Charges for branding sites**

- Rs.600/- Per Sqm. per day for all branding sites + Service Tax @15% + interest free refundable security deposit 10% (Full payment to be made as per invoice before using branding sites)

(Please visit the website [www.indiatradefair.com](http://www.indiatradefair.com) for any change in the rates)

### **Order of Preference Policy for Allotment**

1. Government Exhibitors Participating in IITF 2016.
2. Private Exhibitors Participating in IITF 2016.
3. Government Departments not participating in IITF 2016.
4. Private Companies not participating in IITF 2016.

### **Date of Allotment**

- First Allotment – September 30, 2016
- Second Allotment – October 31, 2016

## **BRANDING SITES ON EXTERNAL WALL OF HALLS**

Sl. No.	Name	Size		Location	Nos	Branding Sl. No.
		(Feet)	(Mtrs)			
1	BS/H1R/A2-A4	30' x 10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing Hall-3	3	2-4
2	BS/H1R/A7-A9	30' x 10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing F & B outlet no. 9	3	7-9
3	BS/H1R/B2-B12	20' x 10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing Hall-6	11	12-22
4	BS/H1A/A1-A11	30' x 10'	9.1 x 3	Peripheral wall of Hall 1 front & foyer	11	24-34
	<b>TOTAL BRANDING</b>				<b>28</b>	

**ABBREVIATION BS - BRANDING SITES H - Hall**

**BRANDING SITES ON ELECTRICAL/FLAG POLES INSIDE  
PRAGATI MAIDAN**

Name	Location	Numbers	Tower Hoarding
ZONE A	As per drawing	135	<a href="#"><u>View Map</u></a>
ZONE B	As Per drawing	191	
ZONE C	As Per drawing	62	
Total		388	

**BRANDING SITES**

**CHOCOLATE BOX ( can be used on both sides) ON HALOGEN POLE**

Sl. No.	Name	Size		Location	Branding Sl. No.	Tower Hoarding
		(Feet)	(Mtrs)			
1	HPC-2	8' x 16'	2.4 x 4.8	Inside gate-2	56	<a href="#"><u>View Tower &amp; Map</u></a>
2	HPC-5	8' x 16'	2.4 x 4.8	Central verge between Uttar Pradesh pavilion & Odisha Pavilion.	59	<a href="#"><u>View Tower &amp; Map</u></a>
3	HPC-6	8' x 16'	2.4 x 4.8	Central verge near west Bengal Pavilion	60	<a href="#"><u>View Tower &amp; Map</u></a>
4	HPC-7	8' x 16'	2.4 x 4.8	Outside Gate-5		
5	HPC-8	8' x 16'	2.4 x 4.8	Near Hall No. 1R		
6	HPC-11	8' x 16'	2.4 x 4.8	At Central verge between Pragati food court & Hall-15	65	
7	HPC-12	8' x 16'	2.4 x 4.8	At central verge between Defence Pavilion & Karnataka Pavilion.	66	<a href="#"><u>View Tower &amp; Map</u></a>
8	HPC-13	8' x 16'	2.4 x 4.8	At central verge near Gate-7 & Hall - 14	67	<a href="#"><u>View Tower &amp; Map</u></a>
9	HPC-15	8' x 16'	2.4 x 4.8	Road junction of near Hall-12A & Meena Bazar.	69	<a href="#"><u>View Tower &amp; Map</u></a>

**BRANDING SITES TRIANGULAR TOWER**

Sl. No.	Name	Size		Location	Branding Sl. No.	Tower Hoarding
		(Feet)	(Mtrs)			
1	BTH-1	10'x26'	3 x 8	Green lawn between Hall-4 and Ministry of agriculture	42	<a href="#">View Image &amp; Map</a>
2	BTH-2	10'x26'	3 x 8	Green lawn between Hall-15 & Pragati Food Court.	43	<a href="#">View Image &amp; Map</a>
3	BTH-3	10'x26'	3 x 8	At green lawn of Pragati Food Court facing Hall-12A & Defence Pavilion.	44	<a href="#">View Image &amp; Map</a>
5	STH-2	5'x20'	1.5 x 6	Road junction at ramp of Hall -6 & Gate-2	46	<a href="#">View Image &amp; Map</a>
7	STH-4	5'x20'	1.5 x 6	Inside Itihasik chowk.	48	<a href="#">View Image &amp; Map</a>
8	STH-5	5'x20'	1.5 x 6	At Central verge between Pragati Restaurant & Hall -15.	49	<a href="#">View Image &amp; Map</a>
9	STH-6	5'x20'	1.5 x 6	At green lawn in front of Hall-18 & rear of pump house.	50	<a href="#">View Image &amp; Map</a>
10	STH-7	5'x20'	1.5 x 6	At green lawn between Karnataka Pavilion & Ministry of Defence.	51	<a href="#">View Image &amp; Map</a>
11	STH-8	5'x20'	1.5 x 6	At green lawn Hall - 14 (near gate-7).	52	<a href="#">View Image &amp; Map</a>

**41 BRANDING SITES AT TEMPORARY LOCATIONS**

S.No.	Location	Size in Mtrs.	Number of Branding Sites	Tower Hoarding
1.	Gate No. 1 Porta Cabin Scanner Room Wall	3x3=9	1	<a href="#">View Image &amp; Map</a>
2.	Boundary Wall (inside), Near	3x1.5=4.5	12	<a href="#">View Image</a>

	<b>Gate No.1</b>			<b><u>&amp; Map</u></b>
<b>3.</b>	<b>Gate No. 2, Porta Cabin, Scanner Room Wall, Facing Toilet Block</b>	<b>3x1.5=4.5</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>4.</b>	<b>Gate No.2, Porta Cabin Scanner Room Wall, Facing Handloom Pavilion</b>	<b>3x1.5=4.5</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>5.</b>	<b>Gate No. 4 Porta Cabin, Scanner Room Wall, Facing Pragati Bhawan</b>	<b>3.5x1.5=5.25</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>6.</b>	<b>Gate No. 5 Porta Cabin Scanner Room Wall, Facing Toilet Block</b>	<b>3x1.5=4.5</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>7.</b>	<b>Gate No. 5 Porta Cabin Scanner Room Wall, Facing Tamil Nadu Pavilion</b>	<b>3x1.5=4.5</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>8.</b>	<b>Toilet Block near Gate No. 5</b>	<b>3x1.5=4.5</b>	<b>2</b>	<b><u>View Image &amp; Map</u></b>
<b>9.</b>	<b>Toilet Block Near Gate No. 7</b>	<b>3x1.5=4.5</b>	<b>2</b>	<b><u>View Image &amp; Map</u></b>
<b>10.</b>	<b>Gate No. 7 Porta Cabin Scanner Room Wall, Facing Toilet Block</b>	<b>4.57x1.5=6.855</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>11.</b>	<b>Gate No. 7 Porta Cabin Scanner Room Wall, Facing Hall No. 14</b>	<b>3x1.5=4.5</b>	<b>2</b>	<b><u>View Image &amp; Map</u></b>
<b>12.</b>	<b>Toilet Block behind Hall No. 18, Front Wall</b>	<b>3x3=9</b>	<b>2</b>	<b><u>View Image &amp; Map</u></b>
<b>13.</b>	<b>Toilet Block behind Hall No. 18, Side Wall</b>	<b>3x3=9</b>	<b>1</b>	<b><u>View Image &amp; Map</u></b>
<b>14.</b>	<b>Inside Gate No. 10</b>	<b>3x1.5=4.5</b>	<b>11</b>	<b><u>View Image &amp; Map</u></b>

**ACCORDINGLY, RECOMMENDED ADVERTISING RATES FOR LED SCREEN SPONSORSHIP OPTIONS ARE :**

**Advertising Option :**

**Number of Screens:** Two {(24 feet x 11 feet approx.) each}

**Advertising rates:**

Time Slot	Advertisement Duration	Combined Rate per minute for both screens#	Minimum Cumulative Advertising Package
A.	9.30 AM to 04.59 PM	Rs.400.00 + taxes	30 Minutes
B.	05.00 PM to 07.30 PM	Rs.500.00 + taxes	30 Minutes

***#combined rates for two screens***

*Minimum booking package:* 30 Minutes

*Additional Booking:* Multiples of 10 Minutes

*Discount:* 10% discount on minimum booking of 100 minutes of advertising time advertising material to be prepared by the Advertisers at their own cost. Advertisers may choose dates for running of advertisements.

**Sponsorship Options {for location (iii)}:**

*Size of Screen - 20 feet x 10 feet. (approx.)*

*Sponsorship charges per screen - Rs.80, 000/- per day plus taxes.*

*Discount - 15% on booking of minimum of 5 days.*

- **Subletting of sponsored LED screen is not allowed.**
- **Sponsor permitted to use the entire screening time for running its own/Group/sister Company advertisements. Advertising material to be prepared by the advertisers at their own cost.**

**Locations for LED Screens:**

- **Rear Wall of Hamsadhwani Theatre (Facing Lake)**
- **Top of Foyer Area of Hall No.1**
- **Rear Wall of Hall # 6 (T Point on way from Gate 1)**



### Branding/Hoarding Sites reserved for Security Agency

Details of Sites	Dimension of Sites	Location of Sites	Qty.
<b>Board &amp; Boundaries</b>	<b>5'x10' = 50sq.ft.=4.647 sqm</b>	<b>Gate No.10 Metro Station</b>	<b>5 sites</b>
<b>Branding sites on chocolate box on halogen pole</b>			
<b>HPC 4</b>	<b>8'x16' = 128 sq.ft=11.90 sqm.</b>	<b>Near Haryana Pavilion</b>	<b>1</b>
<b>HPC 10</b>	<b>Do -</b>	<b>Opposite Hall No.11</b>	<b>1</b>
<b>Branding sites on Triangular Tower</b>			
<b>STH 1</b>	<b>5'x20' = 100 sq.ft = 9.294 sqm.</b>	<b>Pragati Bhawan near horse park</b>	<b>1</b>
<b>STH 3</b>	<b>Do -</b>	<b>In the park behind Hall No.6</b>	<b>1</b>

The following Electric/Flag Poles are reserved for ITPO branding:-

**Zone – 'A'** - 1,2,3,4,5,6,7,8,9,10,53,54,55,56,57,105,106,107,108,118,119,

120,121,128,129,138,145,146,147,148,149,150,151,152,171,172,173

**Zone – 'B'** – 1,2,3,4,5,6,7,12,13,92,93,94,95,96,158,159, 160,161,216,217,218,219,

220,221,222,223,224,225

Zone – 'C' – 76,77,78,79,80,81,82,66,69,70

#### Chocolate Boxes for ITPO's Branding

HPC-1 - Outside gate-2

HPC-3 - Near ITPO Canteen

HPC-14 - Outside Gate-7

HPC-16 - Inside Gate-11

HPC-9 - Centre Portion between Hall 11 & Lake

**Gate No.1 – Porta Cabin, Scanner Room (Branding Serial – 14)**

Room wall Opp. Health Pavilion

**Gate No.10 - Porta Cabin, Scanner Room Wall, Left side Facing Pragati Maidan**

(Branding Serial No.41)

**Two cubes reserved for ITPO use:**

- CUBE-2 9'-0"\* 12'-0" (C2A, C2B, C2D)
- CUBE-5 12'-0"\* 12'-0" (C5A, C5B, C5D)

**Terms and Conditions for Allotment of Branding Sites in Pragati Maidan during India International Trade Fair to be held from November 14-27, 2016**

1. The sites are offered on license basis for the period from 14th November to 27th November 2016. First preference shall be given to Government Participants, second to Private Sector Participants, third to non-participating Government Sector and fourth to non-participating Private Sector.
2. Advertisements will be displayed on suitable material with no provision for lighting i.e. back-lit or front-lit.
3. The Licensee shall not be permitted to construct any structure at the locations allotted to them. The Licensee shall only be allowed to put on flex material arranged by them on the frames provided by the Licensor at specified sites/locations.
4. Approvals, if any, from the State and Central Government Departments, MCD/NDMC, Delhi Police, etc. will be the responsibility of the Licensee.
5. The Licensee shall pay the entire License Fee plus 15% Service Tax alongwith refundable security deposit of 10% in advance by way of Demand Draft drawn in favour of India Trade Promotion Organization, New Delhi along with application.
6. In the event of removal of display material by an Authority such as MDC/NDMC/Delhi Police, etc. the Licensee shall not be entitled to claim any compensation from the Licensor.

7. The Licensor reserves the right to accept or reject any offer without assigning any reason whatsoever.
8. The licensed advertisement site will only be used for the purpose of advertisements on promoting trade in goods and services and not for any other purpose. The Licensor's decision in this regard shall be final and binding. List of prohibited advertisements is enclosed.
9. The Licensee shall not sublet, assign the licensed advertisement site or part thereof to any person including its subsidiary – sister concerns, etc. Any change in the constitution/composition of the management of the Licensee without the written permission of the Licensor, will amount to violation. Violation of this clause would invite immediate cancellation of the License.
10. The duration of the License shall be for a period 14 days commencing from 14th November, 2016 till 27th November, 2016.
11. In case of default in respect of any of the terms stipulated herein, or if any legislation prohibiting or restricting such terms is imposed or impending, the Licensor shall be entitled to cancel the license forthwith without any notice. In such an event, the Licensee will not be entitled to any refund of License fee and the security deposit.
12. The Licensee shall ensure that the advertisement materials remain in good condition throughout the Licensed terms.
13. The Licensee will display advertisements only in the area/space specified. If it is found that the Licensee has displayed advertisement in excess of the specified area allotted to them, the Licensor shall terminate the License forthwith without giving any notice to the Licensee.
14. The Licensee will put up the advertisement panels/display materials at the approved sites and locations and ensure that such mounting/fixing/fastening is strong enough to avoid any damage to property and any injury to the visitors within the premises of Pragati Maidan. Any damage arising out of and in this regard will be the responsibility of the Licensee and all consequent claims will have to be borne by the Licensee. Licensee shall indemnify the Licensor against any third party claim in this

regard, if in case any damage or litigation is faced by the Licensor, in such an event, the Licensee shall keep the Licensor indemnified towards all charges/damages so incurred by the Licensor.

15. The Licensee will remove the advertisement material immediately after the expiry/termination of the License. If the material is not removed, the Licensor will remove the same at the cost and risk of the Licensee.
16. It is the responsibilities of the Licensee to get the particular branding/hoarding sites removed which has damaged/broken/tear, at their own cost & risk.
17. All disputes arising out of these terms and conditions shall exclusively be within the jurisdiction of the Courts at Delhi/New Delhi.

### **List of Prohibited Branding Sites**

1. Racial advertisements or advertisements propagating caste, community or ethnic differences.
2. Advertisements on drugs, alcohol, cigarettes, or tobacco items.
3. Advertisements propagating exploitation of women and children.
4. Advertisements having sexual overtone.
5. Advertisements depicting cruelty to animals.
6. Advertisements depicting any Nation or Institution in poor light.
7. Advertisements casting aspersion on any brand or person.
8. Advertisements banned by the Advertisement Council of India or by law.
9. Advertisements glorifying violence.
10. Destructive devices and explosive depicting items
11. Lottery tickets, sweepstakes entries and slot machines related advertisements.
12. Advertisements of weapons and related items (such as firearms and parts thereof, magazines, ammunitions etc.)
13. Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.
14. Advertisements which may be obscene or contain pornography or contain an 'indecent representation of women' within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986.

### **Nudity**

- Advertisements linked directly or indirectly to or include description of items, goods and services that are prohibited under the applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable advertisements) Act, 1954, the Indian penal Code, 1860 ; and
- Any other item considered inappropriate by the ITPO.

**Rights: - The India Trade Promotion Organization reserves its rights in connection with the allotment of Branding Sites of ITPO during IITF – 2016.**

**Branding Sites (subject to availability)**

S.No.	Particulars	No. of unites & locations
1.	Advertisement sites on Trolleys (9'x1.6') approx.	09
2.	Triangular Hoarding – Big (20'x10')	04
3.	Triangular Hoarding – Small (20'x5')	07
4.	Halogen Poles with Chocolate Wooden Boxes (8'x16')	15
5.	Boards on Boundaries - Big(Single side) (10'x20')	1) 20 Nos.at Hall No. 1R 2) 4 Nos. at Gate No.1 3) 3 Nos. at Hall No.19 4) 1 No. at Warehouse
6.	Boards on Boundaries – Small(Single side) (5'x10')	(1) 15 Nos. at Gate No.10 (2) 2 Nos. in front of Food Court-I
7.	Electrical Poles	300 Nos.
8.	Information Booth (10'x17' height )	06 Nos.

**Other Branding Sites**

S.No	Description of the Boards and their sizes in mtr	Location(s)	Number of units available
1.	Board of 3 x 3	Gate – 1 Porta Cabin, Scanner Room Wall	1
2	Boards of 3 x 1.5	Boundary Wall (inside) Near Gate – 1	12
3	Boards of 3x1.5	Gate 2, Porta Cabin, Scanner Room Wall, Facing Toilet Block	1
4.	Board of 3 x 1.5	Gate – 2 Porta Cabin, Scanner Room Wall Facing Handloom Pavilion	1
5	Board of 3.5 x 1.5	Gate – 4 Porta Cabin, Scanner Room Wall Facing Pragati Bhawan	1
6	Board of 3 x 1.5	Gate – 5, Porta Cabin Scanner Room Wall Facing Toilet Block	1

7	Board of 3 x 1.5	Gate – 5, Porta Cabin, Scanner Room Wall, Facing Tamil Nadu Pavilion	1
8	Boards of 3 x 1.5	Toilet Block Near Gate – 5	2
9	Board of 3 x 1.5	Toilet Block near Gate -7	2
10	Board of 4.57 x 1.5	Gate – 7 Porta Cabin, Scanner Room Wall, Facing Toilet Block	1
11	Boards of 3 x 1.5	Gate – 7 Porta Cabin, Scanner Room Wall Facing Hall No. 14	2
12	Boards of 3 x 1.5	Toilet Block Behind Hall – 18 front wall	2
13	Board of 3 x 1.5	Toilet Block Behind Hall – 18 side wall	1
14	Boards of 3 x 1.5	Inside Gate # 10	11
	<b>Total No. of Branding Sites</b>		<b>41</b>



## ORDER FORM

### INDIA TRADE PROMOTION ORGANISATION

Pragati Bhawan

Pragati Maidan

New Delhi.

Telephone: 91-11-23371519

Fax: 91-11-23371845

e-mail:

Website:

**35<sup>TH</sup> INDIA INTERNATIONAL TRADE FAIR, 2016**  
**(NOVEMBER 14-27, 2016)**

**ADVERTISEMENT FOR MAIN FAIR GUIDE**

**Deadline (October 30, 2016)**  
***(Subject to availability)***

(to be sent by e-mail)

<b>Company particulars</b>
--------------------------------

Exhibiting Company's Name \_\_\_\_\_

Contact Mr./Ms. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Pin \_\_\_\_\_ Country \_\_\_\_\_

Area code \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Advertising Options	B&W		Colour	
	Indian Participants (Rs.)	Foreign Participants (US\$)	Indian Participants (Rs.)	Foreign Participants (US\$)
Inside Pages	5,100/-	150	7,200/-	200
Cover Page:				
IInd Cover	-	-	15,500/-	350
III rd Cover	-	-	13,200/-	325
IVth Cover	-	-	23,100/-	525
Book Mark in Fair Guide (Insertion Rates)-	-	-	9,600/-	275
Size of the Catalogue	5.5" x 8.5" Materials required for advertisement			
Print area 120	4" x 7 Black & White : Film positives to the size of the print			

	area-screen ruling#
Bleed area 133	5.75" x 8.75" Multicolour: Film positives to the size of the print area-screen ruling #

\*15% Service Tax (including Swatch Bharat Cess and Krishi Kalyan Cess) payable on the above rates.

Note: Advt. If Released in Flash Fair Guide automatically will be reflected in the main fair Guide.

### Terms of payment

**100% payment by way of Demand Draft alongwith advertisement material.**

Payment particulars

I/We enclose DD payable to "(ITPO, Delhi)" as advt. Release fee

DD/No.. \_\_\_\_\_ dated \_\_\_\_\_ for

Rs/US\$ \_\_\_\_\_ (in

words) \_\_\_\_\_

Name \_\_\_\_\_ Designation \_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_ Stamp & Signature \_\_\_\_\_



### **Disclaimer/ Warning**

India Trade Promotion Organisation (ITPO) has received complaints of misrepresentation by fraudsters using the name of ITPO and India International Trade Fair (IITF) logo for inviting advertisements, participation or visitor registration etc. It was found that such unscrupulous agencies have been offering advertisement spaces and free catalogue entries/ advertisements.

ITPO has not authorized any agency or person(s) for the same.

ITPO hereby disclaims all such correspondence and messages and warns IITF participants/ exhibitors/visitors to exercise extreme caution at all times and not to provide personal information, send money or disclose bank details to any agency/person approaching you in the name of organizing IITF.

Our participants are strongly advised to seek information/ clarifications by contacting our business office directly and/ or online

**DEADLINE: 28-10-2016****35<sup>th</sup> India International Trade Fair, 2016**  
**(November 14-27,2016)****Requisition Form for Extra Power Load**

Please note that the deadline for ordering extra power load along with payment is October 28, 2016. After the deadline of October 28,2016, no request will be entertained. Please also note that in case any participant uses extra power load than what is being supplied to their stand area, there will be automatic disconnection of electricity and the ITPO will not be liable for any loss/damage and that the entire responsibility will be on the participant.

**Applicant Unique ID (to be given by ITPO)****Applicant Details:**

Name of the Applicant

Ownership Type (Please tick the relevant option) -(A) PSU under GOI (B) Department Ministry of GOI (C) PSU under State Govt.(D) Deptt. Of State Govt. (E) Others (Please specify) (F) Organisation Name

**Address of the Applicant**

Address line 1

Address line 2

City

State:

Pin Code:

STD Code

Telephone:

Fax:

E-mail ID

Website:

**Contact Person (Nodal Officer Details ):**

Name

Designation

STD Code:

Telephone:

Fax:

E-mail I.D.

Website:

**Space allotted ( own pavilion / ITPO allotted hall)****Total space allotted in sqm.**

Inside Hall:

Outside Display:

**Additional electricity requirement \***

Pre-Exhibition	Load - KW	Single phase	Three phase	From(date)	To (date)	24 Hrs./12 Hrs.***

Exhibition (for demonstration)	Load - KW	Single phase	Three phase	From(date)	To (date)	24 Hrs./12 Hrs.***

**Important:**

- (a) Penal rate will be applied on excess part of load ( i.e. 1.5 times on approved tariff)
- (b) Power load requirement must be received in the form by 28/10/2016

**Note :**

1. Rates for Electricity/Power are subject to change without any advance notice.

**A. Extra Electricity charges for shell/bare schemes:**

S.No.	Description	Rate in Rs.
a.	Electricity Consumption charges (12 hours)	Rs.188/- per kw per day
b.	One time Electricity Connection charges	Rs.195/- per kw

**B. Mandatory stand lighting connection charges for bare space (50 sq.mtrs. & above):**

a.	One time connection charges	Rs.240/- per kw/ 12 sqmtrs.
----	-----------------------------	--------------------------------

**C: Penal rate on excess part of load:**

a.	Electricity Consumption charges (12 hours)	Rs.282/- per kw/ per day
----	--------------------------------------------	-----------------------------

2. Electrical work for bare space will be carried out by participant through their own licensed electrical contractor (License issued by government agency) up to ITPO distribution mains (feeder pillar). For any assistance with electrical unit of ITPO you may contact the Sh. Mahipal Singh, Sr. Manager (Electrical), on Tel. No. 23371266/ 9718438423.
  3. Minimum requirement to be paid for 12 Hrs each day.
- \*Other than the Electrical load required for spot light/plug point @ 1.0 KW/12 sq.mtr for stand lighting entitlement.
  - \*\*Dismantling period load requirement is restricted to two days i.e. up to 6.00 pm of 29<sup>th</sup> Nov., 2016. If the requirement is beyond Nov. 29<sup>th</sup>, 6.00 pm, then a special request has to be made to the ITPO.
  - \*\*\*Certain Products like food, fish aquarium & ice crème need electricity for 24 hours. Hence power supply will be charged double the tariff.

**Bank details (details of the bank through with the transactions with ITPO to take place. It should be in the name of the company)**

Bank Name:

Branch code

Branch Name :

City/Town/Village

Pin code

Account Holder's Name :

Account No.

Account type : Saving

Current

**Payment particulars (Only online bank transfers on ITPO account are accepted)**

ITPO Bank details

Account No.

RTGs No.

I/we hereby apply for extra power load and the payments as full/part participation fee are made through online bank transfer and details are as under :

Transaction ID / Reference No.

Date

For Rs.

(In words)

Payment made from account No. :

Bank and branch details

As our advance partial / full payment for our space area

**Payment particulars :**

I/we hereby apply for extra power load and enclose DD payable to ITPO, Delhi as full / part participation fee.

Dated

Demand draft No. :

(In words ):

For Rs.(In figures)

drawn on (Banker's Name)

Payable at : DELHI

Towards our advance / full payment

---

---

Name :

Designation

Company/Organisation

City/Town

Place

Date

Signature

Stamp/seal

**DEADLINE: 28-10-2016****35<sup>th</sup> India International Trade Fair, 2016****(November 14-27,2016)****Requisition Form for Water Connection****Applicant Unique ID ( to be given by ITPO)****Applicants Details :**

Name of the Applicant

Ownership Type(A) PSU under GOI ( B)Department Ministry of GOI (C) PSU Under State Govt.

(Please tick the relevant option)( D)Deptt. Of State Govt. (E) Other(please specify)  
F. Organisation Name**Address of the Applicant**

Address line 1

Address line 2

City

State :

Pin Code :

STD Code

Telephone :

Fax:

E-mail ID

Website:

**Contact Person (Nodal Officer Details ):**

Name

Designation

STD Code

Telephone :

Fax :

E-mail ID

Mobile

**Space allotted ( own pavilion / ITPO allotted hall)****Total space allotted in sqm :**

Inside Hall

Outdoor display

**Water connection requirement**

Pre- Exhibition	From(date)	To (date)
Exhibition (for demonstration)	From(date)	To (date)
Post-Exhibition for Dismantling	From(date)	To (date)

- Water supply requirement must be received in the form by 28/10/2016 ( last date)
- Rates for water connection/consumption are subject to change without any advance notice.

**C. Water Charges for shell & bare space:**

S.No.	Description	Rate in Rs.
1.	One time water connection charges	Rs. 9800/-per connection
2.	Water Consumption charges	Rs.1400 per tap per day

**D. Water Charges for other participants:**

S.No.	Description	Rate in Rs.
1.	Water consumption charges to be charged from third party organizers during Exhibition period i/c IITFs-Non-Meterised.	Rs. 1400 per tap per day
2.	Consumption charges for Permanent pavilions/shops, Restaurants etc.- Non-Meterised.	Rs.7830/- per tap per month

**Note:- The above rates are exclusive of Service tax as applicable**

- Water supply work for bare space will be carried out by participant through their own licensed plumber/ water supply contractor (License issued by government agency) up to ITPO distribution mains. For any assistance with Civil unit of ITPO, please contact the Sh. C.K. Pandey/,Manager(Civil) on Tel. No. 9818438910.
- Minimum requirement to be paid for 12 Hrs each day.

**Bank details (details of the bank through with the transactions with ITPO to take place. It should be in the name of the company)**

Bank Name :

Branch Name : Branch code

City/Town/Village Pin code :

Account Holder's Name :

Account type : Saving Current Account No.

**Payment particulars (Only online bank transfers on ITPO account are accepted)**

ITPO Bank details Account No. RTGs No.

I/we hereby apply for extra power load and the payments as full/part participation fee are made through online bank transfer and details are as under :	
Transaction ID / Reference No.	Date
For Rs. _____	(In words)
Payment made from account No. :	
Bank and branch details	
As our advance partial / full payment for our space area	

<b>Payment particulars :</b>		
I/we hereby apply for water connection and enclose DD payable to ITPO, Delhi as full / part participation fee.		
Demand draft No. :	Dated	
For Rs.(In figures)	(In words ):	
Payable at : DELHI	drawn on (Banker's Name)	
Towards our advance / full payment		
Name :	Designation	
Company/Organisation		
City/Town		
Place		
Date	Signature	Stamp/seal



**FIRST COME FIRST SERVE BASIS****35<sup>th</sup> India International Trade Fair, 2016**  
**(November 14-27, 2016 )****Theatre Halls for State Day /Cultural Programmes Requisition Form****Deadline : October 28, 2016**

<b>Applicant Unique ID ( to be given by ITPO)</b>			
<b>Applicants Details :</b>			
Name of the Applicant			
Ownership Type(A) PSU under GOI ( B)Department Ministry of GOI (C) PSU Under State Govt.(Please tick the relevant option)( D)Deptt. Of State Govt. (E) Other(please specify) F. Organisation Name			
<b>Address of the Applicant</b>			
Address line 1			
Address line 2			
City	State :	Pin Code :	
STD Code	Telephone :	Fax:	
E-mail ID	Website:		
<b>Contact Person (Nodal Officer Details ):</b>			
Name			
Designation			
STD Code	Telephone :	Fax :	
E-mail ID	Mobile		
<b>Space allotted ( own pavilion / ITPO allotted hall)</b>			
<b>Total space allotted in sqm :</b>			
Inside Hall			
Outdoor display			
<b>Theatre Hall required for State Day celebrations / Cultural programmes )</b>			
<b>Hamsdhwani Theatre:</b>	Date :	Day(s)	
<b>Lal chowk Theatre :</b>	Date	Day(s)	Slot
Extra Power load required ( only for Theatre Hall)			
S.No.	Period(Dates) Pre event/ during the event/post event	Days	Load ( In KW)

**Audio visual Equipments required ( Only for Theatre Hall)**

<b>S.No.</b>	<b>Item</b>	<b>Quantity</b>	<b>Date</b>	<b>Day</b>

**Bank details ( details of the bank through with the transactions with ITPO to take place. It should be in the name of the company)**

Bank Name : \_\_\_\_\_  
 Branch Name : \_\_\_\_\_ Branch code \_\_\_\_\_  
 City/Town/Village \_\_\_\_\_ Pin code : \_\_\_\_\_  
 Account Holder's Name : \_\_\_\_\_  
 Account type : Saving \_\_\_\_\_ Current \_\_\_\_\_ Account No. \_\_\_\_\_

**Payment particulars (Only online bank transfers on ITPO account are accepted)**

ITPO Bank details \_\_\_\_\_ Account No. \_\_\_\_\_ RTGs No. \_\_\_\_\_

I/we hereby apply for extra power load and the payments as full/part participation fee are made through online bank transfer and details are as under :

Transaction ID / Reference No. \_\_\_\_\_ Date \_\_\_\_\_  
 For Rs. \_\_\_\_\_ (In words) \_\_\_\_\_  
 Payment made from account No. : \_\_\_\_\_  
 Bank and branch details \_\_\_\_\_  
 As our advance partial / full payment for our space area \_\_\_\_\_

**Payment particulars :**

I/we hereby apply for .....and enclose DD payable to ITPO, Delhi as full / part participation fee.

Demand draft No. : \_\_\_\_\_ Dated \_\_\_\_\_  
 For Rs.(In figures) \_\_\_\_\_ (In words) : \_\_\_\_\_  
 Payable at : DELHI \_\_\_\_\_ drawn on (Banker's Name) \_\_\_\_\_  
 Towards our advance / full payment \_\_\_\_\_

Name : \_\_\_\_\_ Designation \_\_\_\_\_  
 Company/Organisation \_\_\_\_\_  
 City/Town \_\_\_\_\_  
 Place \_\_\_\_\_  
 Date \_\_\_\_\_ Signature \_\_\_\_\_ Stamp/seal \_\_\_\_\_

### **Delhi Value Added Tax Act**

It may be noted by all exhibitors that registration under Sector 16 A of the Delhi Value Added Act is mandatory before commencing any business during the exhibition. A casual dealer is required to inform the Department of Trade and Taxes at-least three days before commencement of business in Delhi. While three days is the outer limit to apply for registration as a casual dealer, there is no lower limit for the purpose.

Failure to adhere to the rules would attract penalty under various sections of the Act.

For the benefit of exhibitors who are not registered, the enclosed forms can be used for getting the registration.

**Department of Value Added Tax  
Government of NCT of Delhi**

**Form DVAT 04A  
(See Rule 5A of the Delhi Value Added Tax Rules, 2005)  
PART A**

**Application for Registration by a Casual Trader under Delhi Value Added Tax  
Act, 2004**

<b>1. Full Name of Applicant Dealer</b>																				

<b>2. Constitution of Business</b>  (Tick Company) <input type="checkbox"/> one as	<input type="checkbox"/> Proprietorship	<input type="checkbox"/> Private Ltd. Company	<input type="checkbox"/> Public Sector Undertaking
	<input type="checkbox"/> Partnership	<input type="checkbox"/> Government	<input type="checkbox"/> Government Corporation
	<input type="checkbox"/> HUF	<input type="checkbox"/> Public Ltd., Company	<input type="checkbox"/> Govt. Deptt./ Society/Club/ Trust

<b>3. Permanent Account Number of the applicant dealer (PAN)</b>										
<b>4. Registration number under Central Excise Act (if applicable)</b>										
<b>5. Registration number under prevailing Sales tax / VAT law of the state where the principal plane of business is situated (if applicable)</b>										

<b>6. Principle Place of Business</b>	<b>Building Name/Number</b>									
	<b>Area / Road</b>									
	<b>Locality/Market</b>									
	<b>Pin Code</b>									
	<b>E-mail ID</b>									
	<b>Telephone Number</b>									
	<b>Fax Number</b>									

7. Address in Delhi (if different from principal place of business)	Building Name/Number						
	Area / Road						
	Locality/Market						
	Pin Code						
	E-mail ID						
	Telephone Number						
	Fax Number						

8. Description of top 3 items you propose to deal in (in order of volume of sales for the tax period. 1-highest volume to 3-lowest volume)	1	
	2	
	3	

9. If you have been granted registration in Delhi, under this Act, as casual trader or otherwise at any time prior to filing this application, please provide registration number for the last such registration granted to you and year in which it was granted.	Not Applicable
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(registration number)

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(Year)

10. Period for which registration required	from					to				
		Dd	Mm	yy		dd	mm	yy		

11. Estimated Turnover of sales during the period for which registration is sought	Turnover of Sales (Rs.)	Output Tax (Rs.)
(i) Goods taxable at 1%		
(ii) Goods taxable at 4%		
(iii) Goods taxable at 12.5%		
(iv) Goods taxable at 20%		
Total		





<b>10. Permanent Address</b> (if different from residential address)	Building Name/Number						
	Area / Road						
	Locality/Market						
	Pin Code						
	E-mail ID						
	Telephone Number						
	Fax Number						





**Instruction for filling Registration Form (DVAT-04A) (For details refer to Section 16A and Rule 5A)**

1. Please fill in all the details in CAPITAL letters.
2. The form has to be filled and signed by the authorised signatory of the business.
3. Registration application should be verified and signed by the following.
  - (i) in the case of an individual, by the individual himself, and where the individual is absent from India, either by the individual or by some person duly authorised by him in this behalf and where the individual is mentally incapacitated from attending to his affairs, by his guardian or by any other person competent to act on his behalf.
  - (ii) In the case of a Hindu Undivided Family, by a Karta and where the Karta is absent from India or is mentally incapacitated from attending to his affairs, by any other adult member of such family,
  - (iii) In the case of a company or local authority, by the principle officer thereof;
  - (iv) In the case of a firm, by any partner thereof, not being a minor;
  - (v) In the case of any other association, by any member of the association or persons;
  - (vi) In the case of a trust, by the trustee or any trustee; and
  - (vii) In the case of any other person, by some person competent to act on his behalf.
4. Every sheet filled in the Annexure has to be signed by the same person (authorised signatory) who has signed the registration application.

**UNDERTAKING****(To be furnished on letter head before taking possession)****DECLARATION:-**

I hereby declare that the above information is true to the best of my knowledge and also undertake that I have read carefully the terms & conditions of participation/guidelines given in the Exhibitor's Manual uploaded on the Website. In case of any violation, ITPO can seal the Booth/Pavilion, impose penalty, black list the company and I shall have no claim including refund of space rent, security deposit etc.

Name		Designation	Proprietor
Company/Organisation:		Signature	Stamp/Seal
City/Town:			
Place:			
Date:			

(The person signing the application Form should preferably be the same as contact person mentioned in column no. 4)

**FOR USE BY ITPO**

Date of receipt of Online Form:

Register Reference page No. Serial No. Signature Employee Code:

Page No.

Serial No.

**INDIA TRADE PROMOTION ORGANISATION****PRAGATI MAIDAN, NEW DELHI -110001****IITF' 2016****(November 14-27, 2016)****Business Visitor Registration**

Name : Mr./Mrs/Ms \_\_\_\_\_

Designation/Title: \_\_\_\_\_

Company : \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ (Mobile) \_\_\_\_\_  
With Country/City Code)Fax: \_\_\_\_\_  
With Country/City Code)

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

**Nature of Business (Please tick mark relevant category)**

Importer	Wholesaler	Retailer	Buying Agent/House
Exporter	Manufacturer	Trader	IT    BPO

Other (Please Specify): \_\_\_\_\_

**Product of interest (Please Specify )**


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Please click on the following link for Visa Recommendation letter

**MATERIAL Entry/EXIT SLIP  
( To be submitted in Triplicate)**

- Only sample, original to be collected from the individual officer**

**PARKING RATES:**

The following rates shall be charged for the parking of vehicles at Bhairon Road Pragati Maidan as given below:-

S.No.	Description of vehicle	Rates per entry per vehicle during IITF,2016
1.	Buses/trucks	Rs.400/-
2.	Car/Jeep/Van	Rs.175/-
3.	Scooters/Motor Cycles	Rs. 90/-
4.	Bicycles	Rs.5/-

**Entry Fee:**

*Entry Tickets to be sold at Pragati Maidan/DMRC network\**

**General Public Working Days**

<b><u>Category</u></b>	<b><u>Rate (in Rupees) Per day</u></b>
Adult	Rs. 50/-
Children (Age 5-12 years)	Rs. 30/-

**Saturday, Sunday & Holidays\***

<b>Category</b>	<b>Rate (in Rupees ) Per day</b>
Adult	Rs. 100/-
Children (Age 5-12 years)	Rs. 50/-
Entry Tickets-Business Visitors	Rs. 500/-
Season Tickets	Rs. 1500/-
Announcement Tickets	Rs. 20/-