



## Fact Sheet

Name of the Fair	<b>1<sup>st</sup> East Himalayan Agri Expo</b>		
Concurrent Event	<b>14<sup>th</sup> East Himalayan Trade Fair</b>		
Date	<b>January 23-29, 2025</b>		
Venue	Assam Engineering Institute Playground, Chandmari, Guwahati		
Timings	12 Noon to 8.00 PM		
Product Profile	<p><b>Agriculture, Horticulture, Floriculture, processed and frozen Food, Organic Products, Spices, , Dairy products, Tea, Coffee, Aqua &amp; Marine products, agricultural equipment and other agriculture related sectors etc.</b></p> <p><b><u>Consumer Goods Sector</u></b> Electrical Appliances, Electronic Goods, Kitchenware, Food &amp; Confectionery items, Health, Cosmetics &amp; Beauty Products, Textiles &amp; Garments, Leather Goods, Handicrafts, Furniture &amp; Furnishing items, Carpets, Jute Products, Books, Stationery Items, Corporate Gifts, Products of Self Help Groups Etc. <b><u>Capital Goods:</u></b> All kinds of Engineering Goods etc. <b><u>Service Sector</u></b> Hospitals &amp; Nursing Homes, Laboratories and Diagnostics Centers, Insurance &amp; Bank, Tourism Sectors, NGOs, IT and Computer Sector and others.</p>		
Minimum booking	6 Sq Mtrs Under shell scheme and multiples of 3 Sq Mtrs and 18 Sq Mtrs for Bare and Open Space.		
Built up stand	Display aids provided in a built up stand of 6/9 Sq Mtrs are 2/3 side partition, one table / counter, two chairs, fascia with company name, 3 shelves of 1 Mtr each, 3 spot lights, one 5 amp & 220 V 3-pin socket and waste paper basket.		
Organiser	India Trade Promotion Organisation (ITPO) (A Government of India Enterprise) Bharat Mandapam, Pragati Maidan New Delhi - 110001		
Publicity	General publicity campaign through Billboards, Print, Electronic & Social media for attracting maximum footfall.		
Payment procedure	Bank Transfer as bank details give below: Account Name: "India Trade Promotion Organisation" Account No. 33228012232 State Bank of India, La Martiniere Branch, IFS Code : SBIN0003681 MICR code : 700002058		
<b>Participation charges (Tentative)</b>	<b>Shell Scheme</b>	<b>Bare Space</b>	<b>Open Space (Bare)</b>
National Participants	Rs.6000/- Per Sq Mtr	Rs.5000/- Per Sq Mtr	Rs.2000/- Per Sq Mtr
Foreign participants	US\$ 100/- Per Sq Mtr	US\$ 90/- Per Sq Mtr	US\$ 35/- Per Sq Mtr
<b>Advertisement Tariff :</b>			
Position	Indian companies		Foreign companies
Inside page	Rs.7,500/-		US\$ 150/-
2 <sup>nd</sup> cover / 3 <sup>rd</sup> cover / 4 <sup>th</sup> cover	Rs. 10,000/-		US\$ 200/-
<b>GST @ 18% or at the prevailing rate will be charged extra</b>			
For any query Contact	Ms. Rumela Roy Shri Swapan Shaw Ms. Karabi Mitra Mallick	Mobile : 9874649720 Mobile : 8910698030 Mobile : 9830415073	email: itporok@itpo.gov.in email: swapan@itpo.gov.in email: karabimitra@itpo.gov.in

## APPLICATION FORM

1.	Name of the Company/Organisation	
2.	Address:	
3.	Tel/Mobile No	
4.	E-Mail:	
5.	Contact Person	
6.	PAN (Mandatory)	
7.	GST No.(Mandatory)	
8.	Space Requirement (in Sq Mtrs)	Area :  Shell Scheme or Bare Space :
9.	Product to be displayed	
10.	<b>Payment Details</b>	
	Amount Paid (Rs.)	
	Drawn on (bank)	
	In favor of	INDIA TRADE PROMOTION ORGANISATION
	Payable at	Kolkata
	<b>UTR no.oif remittance through RTGS/NEFT or DD No.</b>	

We have read the rules and regulations of participation and we agree to abide by the same.

Signature of the Authorised Representative  
(Company Seal)

Place:

Name :

Date:

Designation:

## RULES & REGULATIONS OF PARTICIPATION

1. ITPO reserves the right to select participants/exhibits to be displayed at its sole discretion.
2. Space allocation will be made by ITPO at its discretion and the decision will be final and binding.
3. Stall of 6/9 sq. mtrs. comprise of a built up stand with fascia writing and general lighting. No nailing will be allowed for fixing photographs etc. The interior design of the stalls will have to be within the architectural guidelines prescribed by ITPO. Participants will be responsible for the interior decoration, maintenance of cleanliness etc. of their stall(s).
4. No stand should be left unattended during the exhibition hours. The staff of the participants must be present at least half an hour before the opening and up-to the close of the fair.
5. Activity which in the opinion of ITPO amounts to nuisance or annoyance will not be allowed. ITPO shall have the right to take remedial action in such cases.
6. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO.
7. Exhibits must not obstruct passages, fire extinguishers, cable terminals for phone connections, outlets for electricity and water etc.
8. Space will be vacated within one hour of the close of the Fair. Participants who fail to vacate the space will be liable to pay penalty to ITPO (as prescribed by ITPO) and ITPO shall have the right to remove the exhibits/material etc. of participants at the risk and cost of the participants.
9. No refund/adjustment of participation fee will be made by ITPO.
10. Empty case(s) will not be allowed to lie anywhere in the exhibition ground. These will have to be removed at least 24 hours before the opening of the fair, failing which ITPO will have the right to remove them at the cost of the exhibitor.
11. **SMOKING:** Smoking inside Exhibition Area is strictly prohibited.
12. **FIRE PREVENTION:** Participants will keep and maintain the fire extinguisher equipment within their stalls at their cost as per safety regulations of Assam Fire Service. Halogen and other floodlights are not permitted. Use of fire hazard material like thatch, dry grass and other similar inflammable materials are not permitted. Electrical wiring under the carpets is a potential fire risk. Wherever this is unavoidable adequate precaution should be taken for covering the wiring by wooden ramps. Wiring under the carpet should not have joints.
13. ITPO will make general security arrangements. However participants will be responsible for the security of their exhibits and stalls. They will make security arrangements of their stall through security agencies approved by ITPO.
14. **INSURANCE:** Participants will insure their exhibits, display material against loss, damages theft, fire or any cause whatsoever. They will also obtain third party insurance cover for construction period, dismantling period and also the fair period.
15. All Exhibitors are advised to follow GST rules as prescribed the Government
16. The decision of CMD, ITPO or his nominee shall be final and binding on the participants on the interpretation of these rules and regulations.

Place:  
Date:

Signature of the Authorised Representative  
(Company Seal)  
Name :  
Designation: