



**SEPTEMBER 21 – 22, 2011,  
MUMBAI, INDIA**

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

Dear Exhibitor,

While you are planning for your participation at the India Retail Forum 2011, we are pleased to send the attached Exhibitor's Manual. We would advise you to please do go through all the pages, duly sign and return the same at the earliest. We strongly suggest that you also circulate this to your staff that will be manning the booth on-site for their attention.

Taking this opportunity, we would like to draw your attention to the stipulated deadlines on the forms.

- **Duly Signed Exhibitor Manual:** Within 2-3 days after receiving the same
- **Forum Guide Details:** Within 3-4 working day after receiving the details
- **Exhibitor Badges:** Please ensure that the names of delegates reach us within 10 days after confirming the stall. No request for change or addition of delegate names will be entertained at the venue.
- **Stall Design Approval:** (for all exhibitors taking raw space) has to be duly signed by the Images Executive and counter signed by the authorised signatory of the exhibitor. The Stall fabricator will have to carry a signed copy of this design at the venue to start the fabrication. The same will have to be approved by the **5th September 2011**

**EXHIBITION TIMINGS:**

- 900 hrs. to 1830 hrs on 21st September 2011
- 900 hrs. to 1800 hrs on 22nd September 2011

Please make sure your stand is manned during show hours. **ALL EXHIBITORS ARE REQUESTED TO OCCUPY THEIR STANDS BY 08.30 HRS. ON 21st SEPTEMBER 2011 ON THE OPENING DAY. THE SHOW WILL BE OPENED TO VISITORS AT 0900 HRS.**

Should you require any clarification or assistance on site, please do not hesitate to contact us at the site office:

Anjali Sondhi, +91 9810204297  
Vishal Tyagi, +91 9810050368

We look forward to working closely with you towards your successful participation at **IRF 2011**.

Thanking You,

**VISHAL TYAGI**

**Images Multimedia Pvt. Ltd.**

S-21, Okhla Industrial Area, Phase II,  
New Delhi - 110020, India

**Phone:** +91-11-40525000

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## EXHIBITOR'S MANUAL

### DEFINITIONS:

The "Exhibition" shall mean India Retail Forum 2011 the "Exhibitor" shall mean the party to whom space has been allotted in the exhibition and the "Organisers" shall mean Images Multimedia Pvt Ltd

### EXHIBITION CHECK-IN COUNTER

- Exhibitors' Check-in Counter located at entrance of Exhibition Area. This counter is operational from 21st September 2011.
- An Exhibitors' kit containing badges, exhibition programme, clearance certificate and invitations, awaits your collection at the counter

### PLEASE NOTE:

All exhibitors are kindly advised to wear the BADGE before entering the main gate and throughout the exhibition days. Duplicate Card Issue Charges Rs 25,000/- per card.

### STAND BUILDING & DISMANTLING:

#### Move-in timings:

**SHELL SCHEME IN CONVENTION CENTER:** Exhibitors with Shell Scheme may commence interior stand dressing from 20th September 2011, 1000 hrs. onwards.

**RAW SPACE EXHIBITOR IN CONVENTION CENTER:** Exhibitors with Raw Space may commence interior stand dressing from 20th September 2011, 0600 hrs onwards.

#### Move Out Timings:

All exhibitors are requested to finish Stall Construction / dressing and vacate the exhibition area by

**Lakeside Hanger Stalls: 1800hrs, 20th September 2011**

**Convention Center Stalls: 2000hrs, 20th September 2011**

### PLEASE NOTE:

**Shell Scheme:** That any branding should not destroy the octonorm structure i.e. any drilling, nailing, spray painting on the panels will be allowed. Any damages caused will be billed to the stall exhibitor.

### RAW SPACE:

- Raw Space Stalls need to get their stall design approved by the Organisers before 5th September 2011.
- **Permitted Power Load per 9 sq mts is 1 KVA in case of additional power load; the same has to be intimated with the stall design approval. The cost of additional power is Rs.10, 000/- per KVA for 2 days. No extra power requirement will be entertained on site**
- The Organisers have the right to take necessary action against any stand construction if it is found out of proportion, exceeding the allocated space, or if it is obstructing any other exhibitor/fascia or stall.
- The stall inside the Convention Centre are **Premium Lounge Stalls**. The stalls are with **1mtr side walls and 2.5 mtr back wall**, and the area has a lounge theme. No branding or construction in any form that exceeds the given height and other dimensions will be allowed.
- For any extra item such as spotlight, table, chairs etc., other than standard items provided by the organisers, please contact official stall builder. The same is chargeable and paid directly by exhibitors to the official stand builders before moving out.

The issuing of the Clearance certificate will begin at 1500 hrs, 22nd September 2011

For reasons of security, safety and obligation to exhibitors and visitors, **no display material or exhibit may be dismantled before 2200 hrs on 22nd September 2011.**

#### **VERY IMPORTANT**

- The Hotel needs the Vehicle numbers & Driver's name for all the materials coming in the hotel at least 24 hours prior to the setup. Requesting you to please mail the same.
- If your cargo arrives on the site unattended, the Organiser reserves the right to appoint an official freight forwarder on behalf of the exhibitor. All charges incurred, will be borne by the exhibitor.
- Mechanical handling or on trolley will not be allowed in or out of the exhibition halls **during show hours**. Please plan your exhibit movements carefully.
- No storage is available on-site. The Organiser reserves the right to remove/dispose off any carton, cases and/or packing materials left unattended in the exhibition hall.

#### **GENERAL SECURITY & BADGES**

**All personnel entering the exhibition hall must wear Delegate badges, which will be issued by the organiser. Badges are strictly non-transferable.**

- Contractors will be issued Contractor badges.
- Crew personnel will be issued Crew badges. Crew badges are valid only in the exhibition Area and no other areas of the Forum and the same is not valid for Lunch, Conference, Evening party, and Awards
- **NO SMOKING IS ALLOWED IN THE EXHIBITION AREA FOR SAFETY REASONS.**

#### **WHAT IS A DELEGATE BADGE?**

- A Delegate Badge gives you access into Conference, & Exhibition,

#### **WHAT IS A CREW BADGE?**

- A Crew Badge is valid only in the Exhibition Area and does not give access to any other area of the Forum (i.e. Conference, Food Area, Evening Party and Awards)

#### **SECURITY FOR INDIVIDUAL STAND**

- The Organiser will provide general security round the clock. Security guards will patrol the exhibition hall in general, but their duties will not include specific attention to individual stands.
- **Please note that it is the responsibility of the exhibitor to safeguard exhibits or any other items brought into the exhibition by themselves, their agents or contractors.**
- **The Organiser will NOT be liable for losses or damages of any kind.**
- **Your staff will not be allowed to stay overnight in the exhibition hall.**

#### **IMPORTANT**

##### **Cancellation Policy**

Due to unforeseen circumstances natural or otherwise, if at any time, the India Retail Forum is cancelled, the organisers are not liable for refund of any amounts, or damages incurred therein.

If an exhibitor cancels a stand, there will be **no refund** of any amount.

##### **Damage Clause**

The Exhibitor will take full responsibility for any damages incurred during the construction/dismantling of the set up by the exhibitor's staff or guests. The Exhibitor agrees to compensate for the same, irrespective of the amount.

##### **Force Majeure:**

Under the conditions of force majeure, which also include terrorist attack, strike, lockout, closure, riot the organisers reserve the right to alter the opening dates and duration or curtail, cancel or suspend in whole or part of the Exhibition. In such an event, the Exhibitor is entitled neither to rescind the contract nor to claim any compensation or damages. In case of cancellation of Exhibition, refund will be made after deducting the proportionate cost already incurred by the Organisers, and the cost of any additional services provide by the Exhibitor

**Imported Exhibits / Foreign Principals**

As per directives of India Trade Promotion Organization, the nodal agency attached to Ministry of Commerce, Govt of India, which approves all International Exhibitions, duty-free import facility (Under ATA Carnet or Re Export Bond supported by Bank Guarantee) is available to only foreign exhibitors who have paid participation charges in foreign exchange at the rates applicable to foreign exhibitors. Indian exhibitors interested in displaying exhibits imported from foreign principals, must ensure that each of foreign principals register as an exhibitors, on payment of space charges @ USD 300 per sqm, with appropriate space required (min 6sqm). At the request of Indian exhibitors and foreign principals, an integrated stall with their combined space will be provided.

**Insurance Coverage & Organisers Indemnity**

The Onus is on the Exhibitor to obtain insurance coverage against all risks arising from the to and fro transport of exhibits and their display during the exhibition, particularly against theft etc. A comprehensive insurance is recommended.

The Organisers shall not be liable for personal injuries and material damage including theft of any exhibit/good. To be bound by the provisions of these conditions for participation, the exhibitor expressly exempts the Organisers from any claim for damages that may be made by third parties.

**Jurisdiction**

All issues pertaining to this agreement are subject to the exclusive jurisdiction of courts in New Delhi, India.

**We have read and agree to the above mentioned terms and conditions.**

Authorised Signatory (Exhibitor)

Authorised Signatory (Organizer)

Company Name:

Images Multimedia Pvt Ltd

Company Stamp:

Company Stamp:

Date:

Date:



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन  
India Trade Promotion Organisation

भारत सरकार का उद्यम  
A Government of India Enterprise

संदर्भ  
Reference :

दिनांक  
Date :

फोन  
Phone

No. 144-ITPO(179)/App./2011 04/08/2011

23371830

Images Multimedia Pvt. Ltd.  
S-21, Okhla Industrial Area,  
Pahse -II,  
**New Delhi - 110020**

**Sub: Approval for holding of India Retail Forum, September 21 – 22, 2011 at Renaissance Hotel, Mumbai**

**Ref: Your Application / Letter dated June16, 2011**

Dear Sir,

India Trade Promotion Organization (ITPO), in exercise of powers conferred on it vide Customs Notification No.3 dated 9.1.1989 as amended by Notification No.66 dated 16.3.1995, approves the holding of the above event subject to the following:

**Products Covered :** Brand Retailers, Department Stores, Discounters, Forecourt Retailers, Hypermarkets, Independent Retailers, Speciality Retailers, Shop Fit & Design, Retail Real Estate, Retail IT, Retail Security, CRM & Customer Service, Retail Support, Investors & Funds, Franchisees & Franchisors, Merchandise & Products, Government & Trade Bodies, Service Providers, Academia.

**Overseas Participation from :** China, Italy, Korea, Taiwan, Hong Kong Singapore, Switzerland, Belgium, Germany, Japan, Finland, South Africa, UK, USA, Canada, Poland, Mexico, Netherlands & Sweden.

**NOTE :** In case of participation from Taiwan and Pakistan, you are advised to obtain NOC from Co-ordination Division, Ministry of External Affairs, Govt. of India, New Delhi and Ministry of Home Affairs, Govt. of India, New Delhi.

(b) The approval is issued to your organization and not to any individual person or participant in your exhibition. The facility of duty free temporary import will be available only to foreign exhibitors/participants, who have confirmed their participation in the above exhibition by remitting participation fee in foreign exchange. Temporary import will be allowed under ATA Carnet System and/or against Undertakings, Bond or Bank Guarantee as required by the Customs authorities in India. In this connection, Ministry of Finance (Department of Revenue) Notifications No.157/90-Cus, 14/90-(NT)-Cus, No.158/90-Cus. all dated 28.3.90, as amended from time to time and Central Board of Excise and Customs circular No.55-CBEC dated 3.8.1998, etc. refer.

पंजीकृत कार्यालय : प्रगति भवन, प्रगति मैदान, नई दिल्ली-110001 टेलीफोन : 23371540, 23371491 फैक्स : 91-11-23371492 कॉबल : COMEXH

Registered Office : Pragati Bhawan, Pragati Maidan, New Delhi-110001. Tel.: 23371540, 23371491 Fax: 91-11-23371492 Cable : COMEXH

ई-मेल/E.mail: itpo@vsnl.com / info@itpo-online.com वेबसाइट/Website: www.indiatradefair.com

**India Retail Forum  
September 21 – 22, 2011**

- c) The exhibition will be open to general public or to a particular section of the general public for which it has relevance; and will be in public interest.
- (d) The goods will be re-exported within a period of six months from the date of import or any other period, as may be stipulated by the Customs Authorities in India.
- (e) Parties/exhibitors whose intention is to sell or dispose of exhibits in India should not avail the facility of duty-free import of exhibits facility extended through this letter.
- (f) Participation charges from all foreign participants should be collected in foreign currency. Temporary importation may be facilitated only to those exhibitors who pay participation charges in foreign exchange.
- (g) The approval is in no way indicative of sponsorship or support of the event by ITPO and any projection of such indication by the organizers by using the name or logo of ITPO would render withdrawal/cancellation of this letter.
- (h) ITPO reserves the right to withdraw/cancel the approval at any time without assigning any reason.
- (i) A copy of the report of the event with one copy of fair catalogue/exhibitors list should be submitted to ITPO within one month of the conclusion of the event.

Please acknowledge receipt of this letter.

Yours faithfully,

  
( Sangeeta Sharma )  
Manager(Mktg.)