



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन  
India Trade Promotion Organisation

भारत सरकार का उद्यम  
A Government of India Enterprise

संदर्भ  
Reference :  
No. ITHS/2020/ITPO/2019-2020

दिनांक  
Date :

फोन  
Phone :  
15.07.2019

Dear Sir/ Madam,

**Sub:- Participation in International Home House ware Show, Chicago (USA) March 14-17, 2020 -  
regarding**

Sir,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), Pragati Bhawan, Pragati Maidan, New Delhi, a Government of India Undertaking, under the aegis of Ministry of Commerce, Government of India will organise India Pavilion at International Home & House Ware Show at Chicago (USA) to be held from March 14-17, 2020.

1. USA is the World's largest Home & House ware market place. The International Home House ware Show offers visitors education and insight into business practices and trends that are shaping the industry. The show is owned and operated by the not-for-profit International House Ware Association and is categorized into distinctive show –within-a-show expos. The show will be organised at McCormick Place, Chicago. It is a four days event to be held from March 14-17, 2020. The last event was visited by 60000 plus visitors and participation by 2000 exhibitors from 60 countries. There has been regular participation from Indian business community in the exhibitions in USA. The Consulate General of India, Chicago supports trade missions in its endeavours. The ITPO's participation will be organised in an area of 2000 Sq ft (approx). MAI support for first 10 participants would be available as per eligibility criteria of Ministry of Commerce under MAI Scheme.
2. The product profile of the show is cook plus bake ware, table top,, kitchen essentials plus accents, home decor, gift, bath plus shower accessories, cleaning plus hardware, home organisation, clothing care plus closet organisation, pet supplies and outdoor living. The focus in the show will be to provide support and opportunity to Indian companies to display their products so as to project brand India and showcase the initiatives of Make in India Campaign.
3. The minimum booth size is 100 sq ft (10 ft x10 ft ). The larger space can be booked in multiples thereof. We are sure that your company would like to ensure participation in this show. You are requested to fill in the attached application form and send the same with advance payment of Rs 50,500/- in favour of India Trade Promotion Organisation through RTGS/ NEFT. The package of services will include fully built-up stands with carpet, lighting, fascia, furniture, display aids. Early, confirmation for booking of the requisite space would help us in managing the participation in a better way. For further details, please contact to the undersigned (Mob. 9818230986 Email. harpalsingh@itpo.gov.in).

Thanking You,

Yours Faithfully,  
  
(Harpal Singh)

Manager/ Fair Officer

India Trade Promotion Organisation  
(Pragati Maidan, New Delhi)

Subject:- Application for participation in Intl Home House ware Show, Chicago (USA) to be held from March 14-17,2020).

1. Name of Organisation:- India Trade Promotion Organisation.  
2. Event Name: - International Home House Ware Show, Chicago (USA)  
3. Event Start Date:- 14th March,2020.  
4. Event End **Date**:- 17th March,2020

1. Name of the Participating Company:

(Enter Company Name) \_\_\_\_\_

2. Type of Company:- Pvt Ltd ( ) Proprietor ( )  
Partnership ( )
3. ITPO Membership No. \_\_\_\_\_
4. IEC Number (Please attach copy) \_\_\_\_\_
5. PAN Number (Please attach copy) \_\_\_\_\_
6. CIN Number (Enter 21 digit CIN Number) \_\_\_\_\_
7. Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Telephone(s) \_\_\_\_\_
9. Fax \_\_\_\_\_
10. Email \_\_\_\_\_
11. Website \_\_\_\_\_
12. Name and Designation of Key Executive/ Director \_\_\_\_\_
13. Director Identification Number (DIN) (attach copy) \_\_\_\_\_
14. Whether Belongs to MSME Yes / No
15. Whether Belongs to ;:- SC ( ) ST ( ) General ( )
16. Number of Events Participated \_\_\_\_\_  
with MAI support during the current year
17. Whether Participated in the same event previously:- Yes / No

Harpal Singh

18. Person Participating in the event (Name) \_\_\_\_\_  
 19. Passport Number (8 digit Passport Number) \_\_\_\_\_  
 20. Designation of Participating Person: \_\_\_\_\_  
 21. H S Code (6 digit) Number :- \_\_\_\_\_  
 22. Add More participants details:- \_\_\_\_\_  
 \_\_\_\_\_

23. Are you a registered exporter YES /\_\_/ NO  
 /\_\_/  
 (If yes, attach a copy of Registration Certificate)

24. Are you registered as small scale industry YES /\_\_/ NO /\_\_/  
 (If yes, attach a copy of Registration Certificate)

25. Are you a member of an EPC/ YES /\_\_/ NO  
 /\_\_/  
 Commodity Board/FIEO?  
 (If yes, please specify & attach RCMC)

26. Space Requirement (in sq ft) \_\_\_\_\_  
 Corner /\_\_/ Non-Corner /\_\_/  
 (Corner stall subject to availability and premium charges)

27.

(Rupees lakhs)			
Total turnover of your company	2015-16	2016-17	2017-18

(Rupees lakhs)			
Export turnover of your company	2015-16	2016-17	2017-18

28 Name(s) of MAI event participated in 2018-19  
 \_\_\_\_\_

29. Products for display (Please attach list)

Chapalraj

RTGS details for remitting booking amount of Rs. 50,500/- in ITPO's account

Name of the Beneficiary	INDIA TRADE PROMOTION ORGANISATION
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING 19, KASTURBA GANDHI MARG NEW DELHI-110001.
Account No.	00031110005078
Type of Account	SAVING
IFSC Code	HDFC 0000003

**Declaration:**

*We hereby accept the Rules & Regulations of participation as per copy enclosed. Also, please find attached herewith RTGS details, in favour of India Trade Promotion Organisation towards advance/booking amount for participation In Intl. Home House ware Show, Chicago to be held from March 14-17, 2020.*

\_\_\_\_\_  
*Signature of authorized signatory of the Company  
With stamp*

Place: \_\_\_\_\_

Name \_\_\_\_\_

Place: \_\_\_\_\_

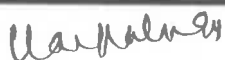
Designation \_\_\_\_\_

*Ushpalwa*  
\_\_\_\_\_

### Brief Rules and Regulations for Participation in Fair

1. **Space Booking:** Application for participation in Intl Home House Ware Show, Chicago (USA), March 14-17, 2020 as per format attached is to be submitted for stands of 100 sq ft (and in multiples of 100 sq ft)
  2. **Allotment of space to the Participants:-** The booking of stands will be first cum first basis. For booking of space an interest free advance payment of Rs. 50,500/- through RTGS in ITPO's bank account needs to be made. The RTGS details are given in the application form. The stands will be allotted only upon receipt of full payments for the space rent. Submission of application for booking of space does not automatically confer a right to allotment of space. Approval of application for allotment of stands will rest with ITPO.
  3. **Refund of Participation Fee:**
    - I. Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances,
    - II. In the event of withdrawal 3 months before the start of the event, 50% (per cent) of the total participation fee will be considered for refund, only if the space is re-allotted to some other company,
    - III. No refund will be made if the withdrawal request is received less than 3 months before the event
  4. **Visa Recommendation:**
    - I. ITPO will provide necessary assistance to the representatives of the participating company by way of issuance of recommendation letter to the concerned diplomatic mission for grant of visa,
    - II. ITPO shall not be liable in case the concerned mission of the host/transit country denies visa to a representative of the participating company for any reason,
    - III. Since ITPO, on behalf of the participating company, would have already committed certain financial expenditure by way of booking of space, construction/decoration of stands, catalogue entries, general publicity support etc. it will not be able to consider any refund on account of denial of visa/delay in receipt of visa,
    - IV. Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decisions can be taken by them.
  5. **General Terms & Conditions:**
    - I. Only goods of Indian origin will be allowed for display at the Intl Home House ware Show.
    - II. In the event of postponement/abandonment/cancellation of the Fair or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability,
    - III. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. **Subletting of space is not permissible.** Violation of this clause may lead to cancellation of space, forfeiting of space rent, security deposit etc. paid to ITPO and debarring the participant from future participation in ITPO's events,
    - IV. Any dispute or differences arising out of these terms and conditions of participation, shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding,
    - V. The terms and conditions of participation shall be subject to the jurisdiction of courts in Delhi.
- Terms & Conditions accepted

\_\_\_\_\_  
Signature of authorized Signatory

  
\_\_\_\_\_