

ITPO/Exh/NSS/USA/2019-20
Dated :1.7. 2019

Dear Sir

India Trade Promotion Organisation (ITPO) is a premier trade promotion agency of Ministry of Commerce and Industry (Govt. of India), is committed to showcase excellence achieved by the country in diverse field especially Trade and Commerce. ITPO provide a wide spectrum of service to Trade and Industry. It assists buyers seeking information relating to sourcing products from India and providing opportunity for India's trade and investment.

ITPO is organising participation in the National Stationery Show, New York + BSM in Chicago, USA. The NSS will be organised at Jacob K. Javits Convention, Center 11th Avenue at 34th-39th Streets, New York, NY from 2 – 5, February, 2020, the venue for BSM shall be finalized shortly.

The National Stationery Show (NSS) attracts a diverse global attendance of buyers and industry professionals from stationery, card and gift shops; bookstores; bridal shops; party stores; department, chain and specialty stores; large chains and "big box" mass retailers; online retailers and mail order cataloges; as well as special event planners, corporate marketers, importers, distributors and manufacturers' representatives.

The NSS has been the place for all things paper – from greeting cards, custom invitations, gift wrap and journals, to lifestyle gifts – and everything in between. The NSS offers a streamlined, focused platform for meaningful business development. The atmosphere is highly creative, yet very serious, attracting store owners and top buying executives from thousands of diverse businesses worldwide, and engaging exhibitors from designer-makers to well-established companies.

Besides India, Argentina, Australia, Brazil, Canada, Czech Republic, China, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Mexico, Poland,

Sweden, Taiwan, Turkey and United Kingdom have also shown their interest to participate in the event. There are anticipation of participation of around 15,000 to 20,000 worldwide trade professionals.

Participation charges has been tentatively fixed as Rs.4,000/- per sq. ft. under MAI scheme. The area will be fully constructed with partition walls and standard display aids, furniture, etc.

The exhibition is approved under MAI Scheme of Govt. of India and subsidy / grant will be extended to the eligible participants as per rules.

You are invited to participate in the National Stationery Show, New York + BSM in Chicago, USA at Jacob K. Javits Convention, Center 11th Avenue at 34th-39th Streets, New York, NY from 2 – 5, February, 2020. For further information and details please feel free to contact undersigned (Tel: 91-11-23371540- Ext. 508); Fax: 91-11-23371492; Mobile No. 9810237371 Email ravipareek@itpo.gov.in.

Looking forward to your participation at National Stationery Show at New York + BSM in Chicago, USA.

Yours sincerely,

(Ravi Prakash Pareek)

INDIA TRADE PROMOTION ORGANISATION

FACT SHEET

National Stationery Show, New York + BSM in Chicago, USA.

National Stationery Show, New York	
Name of the Fair	National Stationery Show, New York + BSM in Chicago
Date	2 – 5, February, 2020
Venue	Jacob K. Javits Convention Center 11th Avenue at 34th-39th Streets New York, NY
Grant/Subsidy	The exhibition is approved under MAI Scheme, Govt. of India and subsidy / grant will be extended to the eligible participants as per rules.
Participation fee (shell scheme)	Space charges would be communicated shortly. Tentative charges are Rs.4000 per sq. ft. in MAI scheme. However booking can be made by paying Rs.50,000/- as advance deposit. The charges are without shipment facility.
Bookable Area	100 sq. ft.
Package Includes	Constructed booth with adequate lighting and chairs with table/counter
Re-imbursment of Air fare	<p>Economy class air fare maximum up to Rs. 70,000/- only for the Director, Proprietor /Partner may be availed of by the participating company subject to fulfillment of MAI guidelines and approval from Department of Commerce..</p> <p>For availing the re-imbursment of air fare eligibility criteria laid down by Ministry of Commerce as per circular no K-11011/4/2018-E&MDA dt 17.01.2019 is as given below:</p> <ol style="list-style-type: none"> a. Members of EPC with exports upto f.o.b. value of Rs. 30 crores in preceding financial year; b. Members to have completed 12 months of membership and is regularly filing returns with EPC (not applicable for any ne EPC for a period of 5 years from the date of creation). c. Permissible only to the regular Director/Partner/Proprietor of the company (Not admissible to a foreign national) d. Claims forms duly filled in and completed in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India. e. The above provision is subject to the other conditions laid down in the MAI Scheme and the guidelines for funding under MAI Scheme.

	The link for MAI guidelines is https://commerce.gov.in/writereaddata/UploadedFile/MOC_63654656_2282394611_Market_Access_Initiative%20Scheme_2018.pdf	
Number of visitors 2018	The NSS attracts a diverse global audience of 15,000+ total industry professionals, including attendees and exhibitors.	
Website of exhibition	https://www.nationalstationeryshow.com/	
Exhibiting Companies	300 +	
Anticipated Worldwide Trade Professionals	15,000 to 20,000	
Display Profile	<ul style="list-style-type: none"> ❖ Giftwrap/ribbon ❖ Stationery ❖ Specialty party supplies ❖ Paper tableware ❖ Bridal accessories ❖ In-store printing equipment ❖ Decorative home office products ❖ Luxury leather goods 	<ul style="list-style-type: none"> ❖ Writing instruments ❖ DIY/paper-crafting supplies ❖ Frames ❖ Journals ❖ Calendars ❖ Handmade gifts ❖ Scrapbooking ❖ Back-to-school ❖ Jewelry ❖ Candles ❖ Toys.

About the Show:

The NSS has been the place for all things paper – from greeting cards, custom invitations, gift wrap and journals, to lifestyle gifts – and everything in between. The NSS offers a streamlined, focused platform for meaningful business development. The atmosphere is highly creative, yet very serious, attracting store owners and top buying executives from thousands of diverse businesses worldwide, and engaging exhibitors from designer-makers to well-established companies.

Buyer Stats as a result of attending the NSS :

- ❖ 78% of buyers found new products.
- ❖ 75% say it's most attend show
- ❖ 71% of buyers say the NSS is more influential to their purchasing decisions than any other trade show or resource.

Global Attendance:

The NSS attracts a diverse global attendance of buyers and industry professionals from stationery, card and gift shops; bookstores; bridal shops; party stores; department, chain and specialty stores; large chains and "big box" mass retailers; online retailers and mail order catalogues; as well as special event planners, corporate marketers, importers, distributors and manufacturers' representatives.

Anticipated International Exhibitor Participation:

Argentina, Australia, Brazil, Canada, Czech Republic, China, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Mexico, Poland, Sweden, Taiwan, Turkey and United Kingdom.

BSM in Chicago, USA

Date	February, 2020
Venue	Chicago, USA
Participation Charges	Charges would be communicated shortly, however, booking can be made by paying Rs.25,000/- as advance deposit.
Activities included in BSM, Chicago	Venue cost for BSM alongwith invitees.

Bank Details

Payment of Rentals through RTGS/N EFT	Name of 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
Contact Details	Mr. Ravi Prakash Pareek, Senior Manager India Trade Promotion Organisation Pragati Bhavan, Pragati Maidan, New Delhi. Mobile:9810237371 Email: ravipareek@itpo.gov.in	

**INDIA TRADE PROMOTION ORGANISATION**

National Stationery Show, New York + BSM in Chicago, USA,
2 – 5 February, 2020

Application for participation

1	Name of the Registered Firm/Company :	
2	Registered Address :	
3	Type of Organization : Proprietorship / Company / NGO / Govt. Org	
4	Phone :	
5	Fax (with ISD/STD code) :	
6	Mobile No. :	
7	E. Mail :	
8	Website :	
9	PAN No. : (please enclose copy of PAN)	
10	GSTIN. :	
11	DIN :	
12	Name & Designation of Key Executive:	
13	Are you registered as small scale industry (MSME/NSIC)? If yes, please attach self attested copy of Registration Certificate :	Yes / No
14	Membership of EPC / Commodity Board, if yes, indicate name :	
15	Import Export Code No. : (please enclose copy of IEC)	
16	Total turnover of Company : (US\$ / Rs.)	
17	Export turnover : (US\$ / Rs.)	
18	Space requirement (in Sq Ft.) :	
19	I want to participate in : (tick any one)	1. NSS (NY) 2. BSM, Chicago 3. Both
20	Corner booth (Subject to availability and payment of additional 10% corner charges):	Yes / No

21	Additional display facilities, if any (on payment basis) including provision of extra electricity load / power point / sockets etc.) :	
22	Participation charges : UTR No. Dated Bank Code.....	Rs..... In words (Rupees)
23	Products for display including HS code (upto 6 digits) for the product:	
24	Brief profile of company (not more than 25 words) :	

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

Place : Signature.....

Date : (Company Seal)

Name.....

Designation.....

Please complete and return this form to :Mr. Ravi Prakash Pareek, Senior Manager
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan,
New Delhi – 110 001.
Mobile Tel : 9810237371 / Fax : 91-11-
23371492
Email : ravipareek@itpo.gov.in



India Trade Promotion Organisation
Rules and Regulations for Participation

National Stationery Show, New York + BSM in Chicago, USA,
February, 2 – 5, 2020

Uploaded on: www.indiatradefair.com

1. **Policy for booking and allocation of Space** Right for allocation of booths reserved with ITPO however, allotment shall be done after meeting all mandated requirements and upon receipt of full payments only.
2. **Participation Charges:** Per SQM charges for Shell Scheme
 - a. Rs.4,000/- per sq ft. (tentative) (only for participation in NSS, NY).
 - b. Please note: i) All processing and bank charges shall be borne by the applicant ii) No 'charge-back' shall be allowed in case of payments made through debit or credit cards iii) If ITPO allows 'charge-back' in special cases, bank charges , if any, shall be borne by the applicant.
3. **Tax Deduction at Source (TDS)** Applicants will have the option of deducting the TDS by them. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. **In addition, participant will pay security deposit alongwith payment which is equal to TDS amount deducted.**
4. **Approval Letter** Approval letter for participation in the exhibition shall be issued after fulfilment of following conditions by the applicants: (i) Receipt of duly filed in application (ii) 100% payment towards participation (iii) Documents as specified.
5. **Construction of Booth** (a) Shell Scheme:- For one booth of 100 sq. ft. (tentative) under shell scheme, ITPO will provide Partition Panels, Three Spot Lights, 9 Shafts, Floor Covering, Fascia, one Table, Three Chairs, one Electric Socket and one Waste Paper Basket. (b) Fixing nails, pins, racks, screws, or any such material on the wall panels of the built up stall are not allowed. Any damage to the wall panels by such acts of exhibitors shall be liable for payment of damages by the exhibitor to the stand construction agency/ITPO. (c) No Part/feature/branding/projection/furniture should go beyond 3.0 mtrs.
6. **Cancellation and Refund of Application Money/Space Rent** Requests for refund of amount shall be processed under the rules, after closure of the fair. The refund process may take one month approximately. (A) Full refund is allowed when: (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate. Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:

- a. Cancellation request made 90 days or less before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
- b. Cancellation request made before 91 days or more 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.

7. **Arbitration** All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi. Except where otherwise provided in the contract, all questions and disputes relating to the meaning of the specifications, design, drawings here-in before mentioned as to the quality of workmanship or materials used on the work or as to any other question, claim, right, matter or thing whatsoever in any way arising out of or relating to the contract, designs, drawings, specifications, estimates, instructions, orders of these conditions or otherwise concerning the works or the execution or failure to execute the same whether arising during the progress of the work or after the cancellation, termination, completion or abandonment thereof shall be dealt with as mentioned hereinafter within the jurisdiction of New Delhi. Both the parties (i.e. ITPO and the applicant) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising out of the participation/application (except as to matters, the decision to which is specifically provided under this Terms and Conditions document) remains unresolved, the same shall be referred to CMD, ITPO for appointment of Sole Arbitrator and the decision given by Sole Arbitrator shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties. The venue of the arbitration proceeding shall be the Head Quarters of ITPO in New Delhi. The fee payable to the Arbitrator shall be paid equally by both the parties.

8. **Terms and conditions : -**

- a. Dispute Regarding Quality Problems etc.: ITPO shall not be a party to any disputes arising out of quality problems.
- b. In case ITPO is put to any loss for any act of omission and/ or commission of / by the participant, ITPO shall be made indemnified by such participant.
- c. Unauthorized Occupation of Space: Unauthorized occupation of any space- inside the hall including passages or outside the halls shall attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO.
- d. Deviation in Display Profile: The display of products other than that mentioned in their application shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.

- e. Stall Alteration: a. No alteration of the size or position of an exhibitor's stall is permitted. ITPO, however, reserves the right to modify the layouts of stall sites and gangways.
- f. Passage: Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Noncompliance shall attract penalty.
- g. Temporary Staff: ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/ hostesses by the participants.
- h. Attendance at the stand: No stand should be left unattended during the exhibition hours. 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, in such cases.
- i. Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- j. 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 allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participation from the future participation in ITPO's events.

9. Visa :

- a) A Notarized Affidavit (executed on a stamp paper of Rs.50/-) as per Annexure-III is required before issuing Visa Recommendatory letter.
- b) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- c) Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who can take on the spot decision.
- d) 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.
- e) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- f) The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
- g) Applicant is requested to apply for visa well in time.

10. General :

- a. Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- c. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.
- d. Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- e. All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.
- f. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers.
- g. In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.
- h. In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.
- i. ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

DECLARATION

We have studied and understood the rules and regulations for participation carefully and agree to abide by the same.

.....

Signature of the Authorized Representative(s)

Name :

Designation:

.....

Place:

Date:

(Company Seal)

AFFIDAVIT

I,son/daughter/wife of
.....Resident of (address)
..... That I am the
proprietor/partner of the (name of the entity / company)
..... having its office at
..... do solemnly affirm and declare as
under :

1. That our company M/sis participating at National Stationery Show, New York, USA from 1-4 February, 2019.
2. That our company will be represented at the exhibition by

(i) Mr./Ms.....Designation
(ii) Mr./Ms Designation

Who has / have good background in the field of products being displayed by our company.

3. That the above official(s) needs to apply for Business visa to enter USA as per governing law of the land. You are requested to issue the Business Visa recommendation letter accordingly.
4. That the above named official (s) will return to India after the conclusion of the fair and Submit a proof of his/her arrival. We agree that if the representative (s) don't return to India, the company may be blacklisted by ITPO and appropriate legal action including lodging of FIR with the police may also be taken by ITPO.
5. That our company will bear his/her /their cost of air-travel and boarding & lodging expenses in USA.
6. That our company will adhere to all the rules and regulations of fair authorities as well as ITPO for smooth participation in the above fair.

DEPONENT

VERIFICATION

Verified at New Delhi on thisday of2019
that the contents of the above said affidavit are true and correct to the best of
my knowledge and belief.

DEPONENT

(To be executed on stamp paper of Rs. 50 and attested by Notary)