

**Subject: 10<sup>th</sup> East Himalayan Expo, Shillong, Meghalaya, December 10-17, 2018**

Dear Sir/Madam,

ITPO is organizing the 10<sup>th</sup> edition of East Himalayan Expo in Shillong, (Meghalaya) from December 10-17, 2018.

ITPO is doing this exhibition under Act East Policy of Govt. of India which recognizes the importance of the North East of India as the gateway to the East and thus the development of the North Eastern region is a priority in the policy. This inter regional trade fair provides opportunity to the North Eastern Region to access market of the region, widen trade horizons and enhance business links through its unique platform of trade fairs. Shillong, Meghalaya would host the fair and showcase inherent potential of North Eastern Region.

The fair shall remain open on all days from 11.00 am to 7.00 pm from December 10-17, 2018

**Participation charges :**

	Shell Scheme	Bare Space
National Participants	Rs.4400/- per sq.mtrs.	Rs.3800/-per sq.mtrs.
Foreign participants	US \$ 100 per sq.mtrs.	US\$ 90 per sq.mtrs.
GST @ 18% or at the prevailing rate will be charged extra		

**Minimum Booking :**

(a) *Shell Scheme Booth:* 6 sq.mtrs. with multiples of 3 sq.mtrs.

**Facilities under Shell Scheme :** One table, two chairs, , 3/ 4 spot lights , one 5 amp & 220V 3 pin socket, one waste paper basket , 2/3 one meter racks, fascia writing.

(b) *Bare / Open space:* Minimum Bookable area 18 sq.mtrs.

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**Advertisement Tariff :**

Position	Indian companies (Rs )	Foreign companies ( US\$)
Inside page (B/W)	2000/-	45
Inside page (colour)	3000/-	65
2 <sup>nd</sup> cover, 3 <sup>rd</sup> cover and 4 <sup>th</sup> cover (colour)	5000/-	110
GST @ 18% or at the prevailing rate will be charged extra		

The Fact Sheet and Application Form are enclosed along with the terms and conditions. The payment will be made in the form of Demand Draft drawn in favour of '**India Trade Promotion Organisation**', payable at Kolkata, Delhi, Chennai and Mumbai. For transfer of participation charges / advertisement charges through RTGS/ NEFT the bank details are given below:

**State Bank of India,**

**La Martiniere Branch**

MICR code : 700002058

IFS Code : SBIN0003681

Account No. : 33228012232

Account Name : "India Trade Promotion Organisation"

The fair will provide opportunities to display products and interact with the national and international trade visitors/ buyers. ITPO plans to mount a massive publicity campaign targeting buyers/ distributors of the products from the region. There is a plan to have cultural programmes and F&B outlets alongwith participation of Govt. Departments/undertaking and Export Promotion Councils. **We are also in touch with DONER to have their support for this fair.** We therefore request you to kindly avail this unique opportunity and explore possibilities of business tie-ups and trade promotion in this part of the country. **Retail sales are permissible in the event.**

For further details, you may please contact the undersigned , or my officers at Delhi or Kolkata , Mr. Krishan Kumar , Sr. Manager , ph : 011-23371337 , mob : 9810819924 , email : [kk@itpo.gov.in](mailto:kk@itpo.gov.in) or at Kolkata Ms. Rumela roy , Regional Manager (Ph: 033-22825820/2904 fax: 033-22828269,email: itpocal@cal3.vsnl.net.in (Mobil:9874649720) or Ms. Karabi Mitra Mallick, Dy Manager ( 9830415073)

We look forward to your confirmation of participation in the **East Himalayan Expo 2018** Fair.

Thanking you,

Yours faithfully,

( Vikas Malhotra )  
General Manager  
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