

Sub: **11th East Himalayan Trade Fair (EHTF), Shillong, October 16-22, 2019**

Dear Sir,

We are happy to inform you that after successful completion of 10th edition, India Trade Promotion Organisation(ITPO) is organizing 11th East Himalayan Trade Fair (EHTF), Shillong, Meghalaya, from October 16-22, 2019. ITPO is proud to say that this fair is being organised on annual basis and it takes place in major places of EAST and NORTH EAST by rotation. This is in line with “Act East” policy of Govt. of India.

This show is being organized by ITPO with an aim to establish the event as a regular inter regional trade fair and to widen trade horizons and enhance business links. Participation in East Himalayan Trade Fair allows the participants to showcase their strengths as well as gain consumer recognition in the market. 2018 edition attracted over 200 exhibitors and good visitor-ship.

Products by MSME sector, rural artisans, craftsmen, women entrepreneurs, leading companies, Government organizations are on display and sale. It brings a Pan India spectrum in the display of the product. Products for good living, leading brands, rural art & culture are always an added attraction of this fair.

The fact sheet, application form and rules & regulation are attached for your kind information.

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 (Ph: 033-16-22825820/2904, email: itporok@itpo.gov.in (Mobil: 9874649720), Shri B N Gupta, Sr. Manager (98107 82642) or Ms. Karabi Mitra Mallick, Dy. Manager (9830415073),

We look forward to your confirmation of participation in the 11th East Himalayan Trade Fair 2019.

Thanking you,

Yours faithfully,

Rumela Roy
Regional Manager

FACT SHEET

Name of the Fair	11 th East Himalayan Trade Fair (EHTF)
Dates	October 16-22, 2019
Venue	SRGT Parking Area, Polo Ground, Shillong
Timings	11.00 a.m to 7.00 p.m.

DISPLAY PROFILE:

Food Products; Food processing - machinery, equipment & plants etc.
 Non-alcoholic Beverages
 Organic Products, Health & beauty products
 All kinds of textiles, footwear, leather goods, handicrafts and woolens
 Stationeries, corporate gifts, Sports Goods
 Products of Micro, Small and Medium Enterprises & Self Help Groups
 Electronic & Electrical goods, Consumer durable products, Kitchenware
 Solar energy equipments, all kinds of Engineering Goods
 Service Sector - Hospitals & Nursing Homes, Laboratories and Diagnostics Centers, Insurance & Bank,
 Tourism Sectors, NGOs, IT and computer sector

Minimum booking	6 sq .mtrs. Under shell scheme and multiples of 3 sq.mtrs. and 18 sq.mtrs. for bare and open space.
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Participation charges (**Tentative**):

	Shell Scheme	Bare Space
National Participants	Rs.5000/- Per Sq.Mtr	Rs.4400/- Per Sq.Mtr.
Foreign participants	US \$ 100 Per Sq.Mtr.	US\$ 90 Per Sq.Mtr.
GST @ 18% will be added with the participation charges		

Advertisement Tariff (**Tentative**):

Position	Indian companies (Rs.)	Foreign companies (US\$)
Inside page (B/W)	3000/-	45
Inside page (colour)	5000/-	75
2 nd cover, 3 rd cover and 4 th cover (colour)	7500/-	110
18% GST will be added with the advertisement charges		

Payment procedure:

Payment should be made in the form of demand draft in favour of 'India Trade Promotion Organisation', payable at Kolkata, Delhi, Mumbai or Chennai. You may also transfer the participation charges through bank transfer. The bank details are as below:

State Bank of India, La Martiniere Branch, MICR code: 700002058, IFS Code : SBIN0003681, Account No. 3316-2280116-2232 Account Name: "India Trade Promotion Organisation"

Built up stand	Stall of 6/9 sq. mtrs. comprise of a built up stand with fascia writing and general table / counter, chairs, and waste paper basket.
Organiser	India Trade Promotion Organisation Pragati Bhawan, Pragati Maidan New Delhi – 110 001
Fair Catalogue	A fair catalogue on the fair will be brought out by ITPO.

For further information, space booking and enquiries, please contact:

<p>Ms. Rumela Roy , Regional Manager (9874649720) Ms. Karabi Mitra Mallick, Dy. Manager (9830415073) India Trade Promotion Organisation International Trade Facilitation Centre 1/1, Wood Street, Kolkata – 700 016 Ph: 91-33-22825820/2904 Fax: 91-33-22828269 Email: itporok@itpo.gov.in</p>	<p>Mr. B. N. Gupta Senior Manager India Trade Promotion Organisation Pragati Maidan New Delhi – 110001 Ph: 98107 82642 Email: bngupta@itpo.gov.in</p>
<p>ITPO, MUMBAI 7, Cooperage Road, 3rd Floor, Jhansi Castle Mumbai - 400001 (INDIA) Tel. : 91- 22-22026629, 22821017 Fax : 91-22-22044922 email: bgsonkamble@itpo.gov.in,</p>	<p>ITPO, CHENNAI Raja Annamalai Buiding,2nd Floor, 18-A, Rukmani Lakshmipathi Road, Egmore, Chennai-600008 (INDIA) Tel : 91-44-28554655/ 28587297/28415416 email: itpochn@md4.vsnl.net.in</p>



INDIA TRADE PROMOTION ORGANISATION

11th East Himalayan Trade Fair (EHTF), Shillong, Meghalaya, October 16-22, 2019

Application Form

(To be submitted in duplicate)

Name of the Company/Organisation: _____

Address: _____

Tel/Mobile No. _____ Fax No _____

E-Mail: _____

Name of the Chief Executive: _____

Name of the Contact Person _____

GST No : _____

PAN details (Mandatory): _____

Membership Number: _____

Product to be displayed: _____

Space Requirement (in sq.mtrs.) : _____

Shell Scheme or Bare Space : _____

We enclose herewith demand draft no. _____ dated _____ Drawn on _____ for Rs. _____ towards participation Charges Dated _____

Authorised Signatory of the Organisation

Company's name with rubber stamp

Note 1 : ITPO Kolkata's GSTIN 19AAATI2955C1ZS

Note 2 : As per ITPO's policy, all Indian exhibitors who are not members of ITPO will be required to pay an additional ITPO membership fee of Rs. 3,540/- including 18% GST.

Note 3 : Kindly note that the possession of the stand will be given by ITPO on receipt of full participation fees and other dues/ charges.

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RULES & REGULATIONS OF PARTICIPATION

ITPO reserves the right to select participants/exhibits to be displayed at its sole discretion.

Space allocation will be made by ITPO at its discretion and the decision will be final and binding.

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).

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 upto the close of the fair.

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.

Exhibits must not obstruct passages, fire extinguishers, cable terminals for phone connections, outlets for electricity and water etc.

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.

No refund/adjustment of participation fee will be made by ITPO.

The decision of CMD, ITPO or his nominee shall be final and binding on the participants on the interpretation of these rules and regulations.

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.

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.
