

**Sub: 8th East Himalayan Expo , Guards Ground Gangtok, Sikkim,
December 16-25, 2016.**

Dear Sir/Madam,

We are pleased to inform you that ITPO is organizing the next edition of East Himalayan Expo (EHE) in Gangtok, Sikkim from December 16-25, 2016 at Guards Ground, Sikkim with the active support of Govt. of Sikkim Gangtok. This is a B2B and B2C multiproduct event.

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 & F&B outlets along with participation of Govt. Departments/undertaking & Export Councils. Therefore, we request you to kindly avail this unique opportunity to explore the possibilities of business tie-ups and trade promotion with this part of the country. Retail sales are permissible in the event. The fair shall remain open on all days from 11.00 am to 7.00 pm from December 16-25, 2016.

Participation charges : (Tentative)

	Shell Scheme	Bare Space	Open Space
National Participants	Rs.4400/- per sq.mtrs.	Rs.3800/-per sq.mtrs.	Rs.2700 per sq.mtrs.
Foreign participants	US \$ 100 per sq.mtrs.	US\$ 90 per sq.mtrs.	US\$ 80 per sq.mtrs.
Service tax 15% extra			

Minimum booking :

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

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

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

Advertisement Tariff :

Position	Indian companies (Rs)	Foreign companies (US\$)
Inside page (B/W)	2000/-	45
Inside page (Colour)	3000/-	65
2 nd cover, 3 rd cover and 4 th cover (colour)	5000/-	110
Service tax 15%		

This is the first determined attempt of the ITPO to position a Fair to promote Trade & Commerce of North Eastern States, as per the wishes of Hon'ble Prime Minister of India.

The fact sheet, application form etc. are attached along with the terms and conditions. The payment will be made in the form of demand draft/cheque in favour of India Trade Promotion Organisation, payable at Kolkata, Delhi, Chennai & Mumbai. For RTGS/ Wire Transfer of Participation Fees / Advertisement charges, bank details are given as under:

**State Bank of India,
La Martiniere Branch**

MICR code : 700002058
IFS Code : SBIN0003681
Account No. : 3322801223-2
Name of Beneficiary : "India Trade Promotion Organisation"

For further details, you may please contact the undersigned at Room no 226, ITPO, Pragati Maidan New Delhi. Phone No- 011-23378949; Fax: 011-23370257; E-mail: vmalik@itpo.gov.in or Ms. Romela Roy, Manager (Kolkatta) (Ph: 033-22825820/2904 fax: 033-22828269, email: itpocal@cal3.vsnl.net.in (Mobil: 9874649720)

We look forward for your confirmation towards participation in the show.

Thanking you,

Yours faithfully,

(V.P. Malik)
Manager
M: 9818399221