

37th

India



International Trade Fair

November 14 - 27, 2017

Pragati Maidan, New Delhi



Theme

#startupindia

STAND UP India

Endeavour and Prosper



Organiser :
India Trade
Promotion Organisation

Member of :
ATPF
Asian Trade Promotion Forum

Corporate Website: www.indiatradefair.com



37th

India International Trade Fair

November **14-27**, Pragati Maidan

The popular India International Trade Fair, 37th edition is scheduled from November 14-27, 2017 at Pragati Maidan, New Delhi. IITF with B2B and B2C components is one of the largest integrated trade fairs. The format of IITF has Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professionals, social activists, NGOs etc. all come together to explore their objectives. A number of Government Organisations use this platform to spread awareness about their programmes and policies among the public. As such, almost all States and Union Territories of Federal Government of India participate in this mega event.

Theme

#startupindia



"Start up India:Stand up India" scheme is a Mission launched on 16th of January in 2016 by the Hon'ble Prime Minister of India. This is a most effective campaign which will create more job opportunities to the Indian youths. Prime Minister Narendra Modi informed the country about this scheme in his speech on 15th of August 2015. This scheme will directly help people in opening their own successful enterprises. PM said that there is no growth in the country without innovations and new opportunities for the youths. A complete action plan has also been launched by the government to give shape to this campaign.

There is a set of incentives for manufacturing units to generate more jobs. Such initiatives are welcomed as they are necessary to enhance the economic growth, betterment of people's lives and making India a developed country. Startup India means youth of the country will have the ability to standup India, however, this needs some help by the government. At least one dalit or tribal entrepreneur and one woman entrepreneur will be supported by each of the 1.25 lakh bank branches in India.

Open to

Business Visitor

General Public

November **14-17**

November **18-27**

9.30 am to 7.30 pm



Allocation of Space

Booking/allotment of exhibition space will be only through online system.

Website:

www.indiatradefair.com

Business Visitor Registration

Business Visitors can register online and also at the Fair venue at various gates. Entry will be permitted by tickets only on payment i.e. for pre-registered and on-the-spot business visitors.

PARTICIPATION CHARGES

CATEGORY	NON-AC-SPACE (PER SQ.MTR.)		AC-SPACE (PER SQ.MTR.)	
	Bare Space	Shell Scheme	Bare Space	Shell Scheme
National Participants	Rs.9700/-	Rs.10,200/-	Rs.11,600/-	Rs.12,100/-
International Participants	US\$-275/-	US\$-300/-	US\$-325/-	US\$350/-
Mezzanine Area of Hall No.18 (national participants)	--	---	Rs.9900/-	Rs.11,000/-
International Participants	--	---	US\$-325/-	US\$-350/-
Foyer Area of Hall Nos.7&18	15% extra of participation charges. (For National participants only)			

PARTICIPATION CHARGES FOR OPEN BARE SPACE

Open bare paved space for National Participants	Rs.7200/- minimum 75 sq.mtrs.
Open bare paved space for International participants	US\$-200/-minimum 75 sq.mtrs.
Open space under shell scheme (for Govt. Organisations only)	Rs.8800/- per sq.mtrs.

PARTICIPATION CHARGES FOR HANGERS

CATEGORY	AC-SPACE (PER SQ.MTR.)	
	Bare Space	Shell Scheme
National Participants	Rs.9700/-	Rs.10,200/-
International Participants	US\$-275/-	US\$-300/-

*charges for Hangers shall be as per Non-AC Halls for bare space/shell space.

Legend

- Halls
- Hangars
- Food Outlets
- F & B Vending Points
- ITPO Office
- Under Construction
- Route Plan

Guide Map Pragati Maidan 2017



NOTES

- The minimum space booking is 09 sq.mtrs. for national participants.
- 10% Refundable Security Deposit (interest free) compulsory for national participants.
- 18% Goods & Services Tax (GST) chargeable on all the services as per existing govt. Rules.
- Application for space must be accompanied by full payment of participation charges.

PREMIUM CHARGES FOR CORNER BOOTHS

Premium charges for corner booths are applicable for the booking of space up to 79 sq.mtrs., for both international and national participants as follows:

- 10% extra is payable for two-side open stall
- 15% extra is payable for three-side open stall
- 20% extra is payable for four-side open stall

ITPO Bank Detail

FOREIGN EXHIBITORS	
Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	Citi Bank
Branch Address	Jeevan Bharti Building, 4th floor, 124, Connaught Place, New Delhi-110 001
Account No.	0002157012
Swift Code No.	CITI-INBX

FACILITIES

- Banks & Extensive ATM Services
- Post Office/Tel. Deptt.
- Press Centre
- Ambulance & Medical Facilities
- Fire Service Station
- Free Entry from November 18-27, 2017 to Senior Citizens/differently abled from any Gate on production of proof of age/photo ID card.
- Park and Ride facility from designated Car Parks.
- Logistic/cargo handling facilities
- Shuttle Service inside Pragati Maidan
- Restaurants/Food Courts/Vending Points etc.
- Central Facilitation Centre

HALL NO.PRODUCT ON DISPLAY

- Hall No.7 - Government Group participants
- Hall No.8,9 and 10 - Government Sectors
- Hall No.11 - Electronics, Kitchen Equipments, Computer peripherals, mobile phones, etc.
- Hall No.12 - Government participants
- Hall No.12A-Cosmetics, Health Sector, Leather & Footwear, Jewellery & watches etc.
- Hangar opposite to Hall No.12A - Foreign participants
- Hall No.18 (ground Floor) - Foreign participants
- Hall No.18 (upper floor) - Food & Government sector
- State Pavilions - in Hangars.

ADVERTISING OPTIONS IN FAIR GUIDE (Tariff)

	National Participants		International Participants	
Position	Black&White	4 Colour	Black&White	4 Colour
2nd Cover	---	Rs.15,500/-	---	US\$-350
3rd Cover	---	Rs.13,200/-	---	US\$-325
4nd Cover	---	Rs.23,100/-	---	US\$-525
Inside Page	Rs.5100/-	Rs.7,200/-	US\$-150	US\$-200
Bookmarks	---	Rs.9,600/-	---	US\$-275

NOTE

- Goods & Services Tax @ 18% as applicable extra on above tariff, as per rules of the Government of India.
- Scanned colour positive will only be accepted for colour advertisement in Fair Guide.
- The last date for acceptance of advertisement option is 24.10.2017.

TECHNICAL DATA OF THE FAIR GUIDE

SIZE OF CATALOGUE 5.5 x 8.5 inch	PRINT AREA 4 x 7 inch	BLEED SIZE 5.75 x 8.75 inch
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Re-Development of Pragati Maidan Complex into a World Class Integrated Exhibition-cum-Convention Centre (IECC)



ITPO is now implementing its ambitious plan of re-development of its landmark fairground Pragati Maidan, involving a modern state-of-the-art integrated Exhibition-cum-Convention Centre (IECC) in two phases, bringing it at par with the best exhibition and Convention Centres across the world. The project is of national importance.

Phase-I

Phase-I of the project comprises development of 3,71,952 sq. mtrs. of built up area which includes 1,00,000 sq. mts. of modern exhibition space (GRIHA-3 rating), 47,000 sq. mts. Space of public circulation, with support facilities, a world class landmark Convention Centre of 7,000 pax (Plenary Hall 3000 pax and Functional Hall 4000 pax) capacity in one format (GRIHA-4 rating of area 50,105 sq. mts. with a number of different sized meeting rooms, Administrative Block space of 8,857 sq. mts. and basement parking space 1,66,000 sq. mts. for 4,800 passenger car units (PCU), traffic interventions for traffic decongestion around Pragati Maidan complex i.e. on Mathura Road, Bhairon Road and Ring Road, Skywalk connectivity with metro station, Smart ICT integration for Security, Ticketing, Access Control and Way Finding, provision of Helipads on rooftop of the Convention Centre. The project goes beyond Pragati Maidan and will be a landmark spot in the capital city of Delhi.

A provision has also been made for a Hotel within Pragati Maidan.

Phase-II

Phase-II of the project comprises 1,96,000 sq. mts. of built-up area of 1,50,000 Sq mts. which includes 1,00,000 sq. mts. of exhibition space (GRIHA-3 rating) and 46,000 sq. mts. space for public circulation and support facilities.



What IITF offers

- Branding opportunity on large LED screens installed at strategic locations in fair premises (details on www.iitf.in).
- Branding sites available at specific locations inside Pragati Maidan on payment basis (details on www.iitf.in).
- Mobile application
- Conference/Seminar and business meet facilities.
- Exploration of Investment and joint-venture opportunities.
- Transfer of Technology options to entrepreneurs from India and abroad.
- Launching platform for extending business in Indian market/across boundaries
- Test marketing and promotion of new concepts, products, services and technologies.
- One stop sourcing platform for wide range of products including consumer goods, services and projects for SMEs etc.

Highlights of IITF 2016

- IITF' 2016 organised in an area of over 100,000 sq. mtrs with around 7000 exhibitors. The theme was "Digital India" and was showcased in the fair in the Theme Area as well in the state pavilions. Seminars on the theme were organized by various organizations.
- The event witnessed 40,000 business visitors during first five B2B days. The total visitorship to the fair over the fourteen days was 1.4 million.
- Widespread participation by the States of India/ Central Govt. ministries and departments. The sectoral display was very much improved with exclusive area for Cosmetics, Leather, Textiles, Food, Electronics, Coir, Handicrafts etc. apart from small entrepreneurs from MSME, Ministry of Rural Development, Ministry of Social Justice, Ministry of Minority affairs, KVIC etc.
- About 285 overseas exhibitors from 27 countries participated amongst which South Korea, Belarus, China, Kuwait, Thailand, Bangladesh, Afghanistan, etc. had organized national pavilions.
- The overseas participation in this event has steadily increased over the years. The Partner Country in the 2016 edition was South Korea and the Focus Country was Belarus. The Partner States were Madhya Pradesh and Jharkhand. The Focus State was Haryana.
- To facilitate visitors to the show, a shuttle service from nearby Metro stations to Pragati Maidan, the fair venue, was introduced.



For further details, please contact:



INDIA TRADE PROMOTION ORGANISATION

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