



INDIA TRADE PROMOTION ORGANISATION
PRAGATI MAIDAN, NEW DELHI.
INDIA INTERNATIONAL SECURITY EXPO 2016
19-21, SEPTEMBER, 2016

Subject:-Barter Proposal from Security Publications/Magazines

REQUEST FOR PROPOSAL

ITPO invites offer from reputed publications/magazines dealing in Homeland Security, Internal Security and Industrial Safety, Residential Security etc. to enter into barter agreement for publicity of India International Security Expo 2016 being held at Pragati Maidan, New Delhi from September 19-21, 2016. IISE is India's oldest and most reputed exhibition on security equipment and is in its 19th edition this year. Salient guidelines for barter proposal are as follows:

Qualification criteria:

1. The publications/magazines should be registered under appropriate Authority of Central Government or any State Government
2. The Trade Magazine should have minimum circulation of 25,000 copies.
3. The Trade Magazine should have circulation all over India.

Disclaimer

1. ITPO invites this Expression of Interest solely for the purpose of media partnership towards the organization of IISE 2016.
2. ITPO does not bind itself towards qualification/claim of any or all of the applications for the purpose of proposed partnership. The terms and conditions are liable to change at any time as per the discretion of ITPO.
3. Acceptance of proposal will be the sole discretion of ITPO.

Interested magazines/publishers may send their offer to General Manager(Security), India Trade Promotion Organisation, Pragati Bhawan, Pragati Maiden, New Delhi-110001 **latest by 10th March, 2016.**

BARTER AGREEMENT - BETWEEN ITPO AND PUBLICATIONS/MAGAZINES FOR IISE 2016.

OBLIGATIONS OF TRADE MAGAZINES.

1. The publication will provide one full page colour advertisement of IISE 2016 in each issue of their magazine succeeding issue of magazine from the date of signing the agreement. The magazine will be required to publish total six advertisements of IISE 2016 whether in their monthly or bi-monthly issues, as the case may be. Magazine will be bound to carry all six advertisements of IISE 2016 depending on the nature of issue i.e. monthly/bi-monthly. To begin with, it will carry advertisement for IISE 2016 followed by advertisement for announcement and mobilization of IISE 2017. In all total six advertisement have to be published by the publisher in each case. The artwork of advertisement for IISE 2016 and IISE 2017 will be provided by ITPO.
2. Magazine will publish post-show report of the fair with contents duly approved by ITPO.
3. Magazine will pay service tax @ 14.5% or as applicable on notional value of the cost of built-up booth of 9 sq.mtrs. i.e. Rs.72,000/- at the time of signing of the barter deal agreement.
4. Magazine will also pay 2% TDS on the notional value of the booth i.e. Rs.72,000/- at the time of signing of Barter Deal agreement.
5. The publication will submit to ITPO three copies of each issue of magazines, in which the advertisement has been published for record and accounting.

Obligations of ITPO.

1. One 9 sq.mtr. built up booth with partition panels, one table, two chairs, spot lights, one power point plug and one waste paper basket during IISE 2016. Layout plan/location of stall will be decided by ITPO.
2. Free entry of Profile of publisher as participant in the IISE 2016 Fair Catalogue.