



India International Trade Fair (IITF), November 14-27, 2023 Pragati Maidan, New Delhi

Facts at a Glance

Particulars	Details	
Exhibition	India International Trade Fair (IITF)	
Edition	42 nd Edition	
Theme	Vasudhaiva Kutumbakam - United by Trade	
Exhibition Profile	B2B and B2C	
Dates	Business Days	General Days
	November 14-18, 2023 First five days exclusively for B2B	November 19-27, 2023
Fair Timings	10:00 AM to 7.30 PM (14 th – 27 th November, 2023)	
Entry Gates	Gate Nos. 1 and 4 on Bhairon Road Gate Nos. 6 and 10 on Mathura Road	
Entry to the Exhibition Venue	9.30 AM to 7.30 PM (Exhibitors) 10.00 AM to 5.30 PM (General Public)	
Display Profile	Multi-Product	
Venue	Pragati Maidan, New Delhi	

Hall-Wise Product Profile

Hall	Details
H1	Partner / Focus State/ Private Participation
H2 GF	Partner / Focus States / Focus Country
H3 GF	Govt / Statutory Bodies
H4 GF	Foreign / SAARC Region/ Government
H5GF	Theme Pavilion/ Pvt. / Govt. / Good Living
H2-5 (FFs)	Pavilions of States and UTs
H6	Government Participation / Private Participation
H14 GF/FF	Foreign /Private/Government participants
H7(A-H) & Open Area	SARAS, M/o Minority Affairs, Food & Beverages
H8 - 11	Ministries / Department / Board / PSU of Central and State Governments - Electronics / Electricals, Consumer Durables / Footwear / Textiles
H12	Good Living / Jewellery (Private participation), Beauty & Cosmetic Products, Furniture / Start ups
H12A	
Hall 14 (GF+FF)	Government/ Private / Foreign
Open Amphitheatre x 2 (One near Hall 2 and the other near Hall 5)	Cultural Programmes to be organized by States/UTs, etc.

Space Rentals (Domestic Participants)

Particulars		Charges in INR*
Space Rentals – Bare Scheme (Minimum booth size 36 sqm)		15,340/- per sqm
Space Rentals – Shell Scheme (Minimum booth size 12 sqm)		15,975/- per sqm
Open space	Bare (Min. 36 sqm)	10,560/- per sqm
	Shell (Min 36 sqm) – Private Participants	11,705/- per sqm
	Shell (Min 12 sqm) – Govt. Participants	12,875/- per sqm
Rentals for Food Outlets (Only for State Government Pavilions) (3 x 5 sqm = Cooking area 3 x 3 sqm + Serving Area 3 x 2 sqm) plus applicable taxes, excluding;-Electricity charges, water charges, conservancy charges, Refundable Security Deposit.		4,50,000/- per stall

Space Rentals (Foreign Participants)

Particulars		Charges in USD*
Space Rentals – Bare Scheme (Minimum booth size 36 sqm)		430/- per sqm
Space Rentals – Shell Scheme (Minimum booth size 12 sqm)		465/- per sqm
Open space	Bare (Min. 36 sqm)	265/- per sqm
	Shell (Min. 36 sqm)	295/- per sqm

* All charges are excluding applicable GST.

Note:

- Transaction/bank charges, if any, shall be borne by the participants.
- Excluding GST
- Refundable security deposit equivalent to the amount of TDS deducted.
- The Space Rentals mentioned above for Domestic and Foreign Exhibitors is inclusive of 0.5 KW power load per 12 sqm.

Premium for Corner Booths (Applicable on Booths of Sizes less than 100 sqm)

No. of Sides Open	Premium on Space Rentals
2 side Open	10%
3 side Open	15%
4 side Open (Island Type)	20%
Foyer Area of AC halls	15%

Discount on Space Rentals for Bulk Booking

Gross Area Booked (in Sq.mtr.)	Quantum of Discount on Bare Space Rentals (Govt./State Participation)
Upto 200	0%
201 – 400	10%
401 - 600	15%
Above 600	20%

Early Bird Discount (Only for Government Participants)

2.5 % Only on Bare Space Rentals
(Cut-off date for receipt of full payment of participation charges is 20.10.2023)

Partner and Focus State / UT (On First-Come-First-Served Basis)

Particulars	Charges*
Charges for Status of Partner State / UT	Rs. 36.00 lakhs (Lumpsum)
Charges for Status of Focus State / UT	Rs. 24.00 lakhs (Lumpsum)
Discount on One Food Stall and Preference in allotment (The Partner State & Focus State may have only one stall at special rate and additional stall if required will have to be paid on the normal rates as applicable to other States. In case states allot Food stalls to Third party vendor, the full rentals will be charges. If it is run by State owned Department then special rates/discount will be applicable.)	Rs. 1.75 lakhs Discount on Standard Rentals of Rs. 4.50 lakhs

* All charges are excluding applicable GST.

Electricity Charges for additional Power-load (excluding applicable GST)

Description	Domestic Participation (Per KW per day)	Foreign Participants (Per KW per day)
For 12 Hrs	Rs 440.00	USD 6.25
For 24 Hrs	Rs. 880.00	USD 12.50

Rates for Advertisement in Fair Catalogue

Position	Domestic Participant (in Rs.)	Foreign Participant (in USD)
2 nd Cover	16,750	378
3 rd Cover	14,250	352
4 th Cover	25,000	568
Inside Colour Page	7,780	216
Inside B/W Page	5,510	162
Book Mark insertion	10,370	298

Complimentary Facilities for Partner and Focus State/UT

S. No.	Description	Partner State	Focus State
1.	Premium Charges	Rs. 36 Lakhs + GST	Rs. 24 Lakhs +GST
2.	Eligibility: Minimum Area	1000 sqm	750 sqm
3.	Placement/Coverage in major advertisements.	✓	✓
4.	Coverage in all the Presentation Meetings	✓	✓
5.	Full page colour advertisements in the fair catalogue.	02	01
6.	Seating of the VVIP/Chief Minister on the dais for the inaugural ceremony of the fair.	✓	✓
7.	Complimentary facility of the amphitheatre for organizing Cultural Show for the State Day.	✓	✓
8.	Complimentary passes for business days of the number of their original entitlement.	Three Times	Two Times
9.	Complimentary facility of Conference Hall for organizing Seminar(s).	Two days	One Day
10.	Complimentary car parking permits (subject to availability)	06	04
11.	Electric / Flag Poles near entry gates	10	05
12.	Branding on Pre-function foyer area	✓	---
13.	Branding on corridor column branding (rectangular & triangular columns)	3 rectangular & 2 triangular	2 rectangular & 1 triangular
14.	Discount of Rs.1,75,000/- on one food stall and Preference in allotment of food stalls	✓	✓
15.	QR Code/Barcodes/Holograms	350 Nos.	200 Nos.
16.	Printing of name Partner/Focus State on Exhibitor Badges and complementary passes, Entry Tickets.	✓	✓
17.	Provision of one No. of shuttle bus for the Partner State for State Day.	✓	✓

PACKAGE FOR PARTNER/FOCUS COUNTRY

Sl. No.	Description	Partner Country	Focus Country
1.	Eligibility : Minimum Net Area	1000 Sqm	750 Sqm
2.	One Amphitheatre /seminars for cultural programs	Two Days	One Day
3.	One Food outlet of 15 sqm (3x5)(Cooking area of 3x3 sqm + 3x2 sqm serving area) @ US\$ 7000 + applicable taxes, excluding :- Electricity charges Water Charges Conservancy charges Refundable Security Deposit	✓	✓
4.	Wide publicity is given in all advertisements and publicity material related to IITF.	✓	✓
5.	Invitation for dinner to be hosted by CMD, ITPO in honour of visiting business delegation (subject to COVID-19 Guidelines)	25 PAX	10 PAX
6.	Prime location to Partner Country.	✓	✓
7.	Sharing of dais by the dignitary with the chief guest during the inaugural Ceremony.	✓	✓

Discount Scheme for Eligible Entities as per Table Below

S. No.	Particulars (Domestic exhibitors only)	Applicable Discount for Eligible Entities	Eligibility Condition and Documents Required
1.	Start-Ups Eligible entities will pay full rentals at the time of booking. Discount will be applied at the time of invoicing after the event.	50% discount on Bare Space rental as per Circular No. BDD/04/2022 dated 08.07.2022. All conditions mentioned therein shall apply.	Valid Certificate of Recognition as Start-Up issued by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India. The date of issue of certificate should be before the date of start of the Fair i.e 14.11.2023

SPONSORSHIP

Digital Payment Partner

Digital Payment Partner is accorded on first-come-first serve basis subject to receiving the full payment Rs. 30 lakhs + 18% GST. The facilities to be extended to the Digital Payment Partner are mentioned below:-

- I. 1000 sq. ft. Free branding or 10 x 10 sq. ft. Hoarding space = 10 Nos. locations.
- II. Logo in all official Advertisements/outdoor Hoardings.
- III. Logo in Fair micro-site/main website.
- IV. Half day seminar for any one day (subject to availability of space)
- V. 15 sq. mtrs. each shell space at two different locations in open areas for digital payment partner.
- VI. One page colour advertisement in fair guide & general information booklet.
- VII. 200 complimentary passes
- VIII. One day amphitheatre for cultural programme (subject to availability of space)
- IX. Five complimentary car parking labels (subject to availability)
- X. Five electric/flag poles at different locations (subject to availability)

Rate of Entry Tickets

Single Ticket Price (including GST)	Business Days (Rates in INR)	Non-business Days (Rates in INR)
Adult on Weekend days and Gazetted Holidays	500/-	150/-
Adult on Non-weekend days	500/-	80/-
Child on weekend days and Gazetted Holidays	200/-	60/-
Child on non-weekend days	150/-	40/-
Senior Citizens*	Free	Free
Specially-abled (Divyang)*	Free	Free
Season Ticket for Business Days Only (All 5 Business days)	1800/-	
Season Ticket for Non-Business Days Only (All 9 Non-Business days)	800/-	
Season Ticket for Exhibitors Only (All 14 days)	2,000/-	

**Senior citizens and specially-abled are allowed free entry on all days of the fair, subject to valid government ID stating date of birth. Persons accompanying will have to purchase entry tickets*

Note :

- (i) Availability on first come first served basis**
- (ii) All Rates are excluding GST(currently @ 18%)**

For Further Details:-

Ms. Hema Maity
General Manager
Contact No. +91 11 23371819
E-mail : hemamaity@itpo.gov.in

Mr. Krishan Kumar,
Deputy General Manager
Contact : +91 11 23371337
E-mail : kk@itpo.gov.in
