



## India International Trade Fair (IITF), November 14-27, 2024, Bharat Mandapam, New Delhi

### FACTS AT A GLANCE

Particulars	Details	
<b>Exhibition</b>	<b>India International Trade Fair (IITF)</b>	
<b>Edition</b>	43 <sup>rd</sup> Edition	
<b>Theme</b>	<b>Viksit Bharat @2047</b>	
<b>Exhibition Profile</b>	B2B and B2C	
<b>Dates</b>	<b>Business Days</b>	<b>General Days</b>
	November 14-18, 2024 First five days exclusively for B2B	November 19-27, 2024
<b>Fair Timings</b>	10:00 AM to 7.30 PM (14 <sup>th</sup> – 27 <sup>th</sup> November, 2024)	
<b>Entry Gates</b>	Gate Nos. 1 and 4 on Bhairon Road Gate Nos. 6 and 10 on Mathura Road	
<b>Entry to the Exhibition Venue</b>	9.30 AM to 7.30 PM (Exhibitors) 10.00 AM to 5.30 PM (General Public)	
<b>Display Profile</b>	Multi-Product	
<b>Venue</b>	Bharat Madapam, New Delhi	

### Hall-Wise Product Profile

Hall	Display Profile (Tentative)
<b>H1 GF</b>	Partner & Focus States, GSHDC(Garvi Gurjari)
<b>H 2 GF</b>	Partner & Focus State/Govt. Deptts.
<b>H 3, 4, 5 GF</b>	Central Govt./Ministries and Departments/Commodity Board/PSUs and PSBs
<b>H 1 (FF)</b>	Private Participants/MSMEs /Multi product/Good Living/Home Décor
<b>H 2-5 (FFs)</b>	Pavilions of States and UTs, Central Govt./Ministries and Deptt./Commodity Board/PSUs and PSBs
<b>H 6</b>	Foreign Country Pavilions, Central Govt./Ministries and Deptt.
<b>H 9 – 10</b>	Ministry of Rural Development (SARAS)
<b>H 11</b>	Electronics/Electricals/Consumer Durables/Footwear/Textiles/Kitchen Equipment/Watches etc..
<b>H 12</b>	Processed Food & Beverages/ Spices, Agri-Produce, Handicrafts, Home Furniture / Start ups/Multi products etc.
<b>H 12A</b>	
<b>Hall 14 (GF)</b>	Beauty & Cosmetic Products, Jewellery, Central Govt./Ministries and Departments/Commodity Board/PSUs and PSBs/Multi Products
<b>Hall 14 FF</b>	MSMEs /Multi Products/Good Living
<b>Three Open Amphitheatre (One near Hall 1, Hall 2 and Hall 5) for Cultural Programmes to be organized by States/UTs, etc.</b>	

### Space Rentals (Domestic Participants)

S. No.	Description	Domestic Participants (in ₹ per sqm.)*					
		Ground Floor		First Floor		Hall 1 & 14 (First Floor)	
		Bare	Shell	Bare	Shell	Bare	Shell
1.	Hall (AC)	15500	16000	14000	14500	12500	13000
2.	Open Space - For Govt. Participants	10500	13000	NA	NA	NA	NA
3.	Open Space - For Private Participants	10500	11500	NA	NA	NA	NA
4.	Rentals for <b>Food Outlets</b> (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)

S. No.	Description	Foreign Participants (in USD per sqm.)*					
		Ground Floor		First Floor		Hall 1 & 14 (First Floor)	
		Bare	Shell	Bare	Shell	Bare	Shell
1.	Hall (AC)	430	465	390	420	345	370
2.	Open Space	265	295	240	265	NA	NA

### Minimum Bookable Area :

S. No.	Minimum Bookable Area under	Area
1.	AC Halls - Shell Scheme	12 sqm
2.	AC Halls - Bare Scheme	36 sqm
3.	Open Area (Government Deptts./States)	12 sqm
4.	Open Area (Private Companies/ Foreign)	36 sqm

\* All charges are excluding applicable GST.

Note:

- Transaction/bank charges, if any, shall be borne by the participants.
- All Rentals are excluding GST @18%.
- 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 powerload 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 by Central Ministries/Govt. Deptts./States

Gross Area Booked (in Sq.mtr.)	Quantum of Discount on Bare Space Rentals (Applicable for Bare Scheme only)
Upto 200	NIL
201 – 500	5%
Above 500	10%

## 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 25.10.2024)**

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

Particulars	Charges*
Charges for Status of Partner State / UT	₹36.00 Lakhs (Lumpsum)
Charges for Status of Focus State / UT	₹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.)	₹1.75 Lakhs Discount on Standard Rentals of ₹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	₹ 440.00	USD 6.25
For 24 Hrs	₹ 880.00	USD 12.50

## Water Charges (excluding applicable GST)

S. No.	Particular	Domestic Participants	Foreign Participants
1.	Charges per connection	₹14,700/-	USD 200/-
2.	Consumption Charges/day/Tap	₹ 2,100/-	USD 30/-

## Rates for Advertisement in Fair Catalogue(excluding applicable GST)

Position	Domestic Participant	Foreign Participant
2 <sup>nd</sup> Cover	₹17,000/-	USD 378/-
3 <sup>rd</sup> Cover	₹14,500/-	USD 352/-
4 <sup>th</sup> Cover	₹25,000/-	USD 568/-
Inside Colour Page	₹8,000/-	USD 216/-
Inside B/W Page	₹5,500/-	USD 162/-
Book Mark insertion	₹10,500/-	USD 298/-

## Complimentary Facilities for Partner and Focus State/UT

S.No.	Description	Partner State	Focus State
1.	Premium Charges	₹36 Lakhs + GST	₹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 corridorcolumn (rectangular & triangular columns) branding	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

S. 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, Water, 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.	<b>Start-Ups</b> 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.	<ul style="list-style-type: none"> <li>i Valid certificate of Recognition as Start-up issued by DPIIT well before the date of start of the event/fair i.e.14.11.2024.</li> <li>ii Annual turnover not exceeding ₹100 crores since its inception. CA certificate certifying annualturnover for the last three years and also undertaking thatthe annual turnover in any of the years since its inception did not exceed ₹100 crores.</li> </ul>

## SPONSORSHIP - Digital Payment Partner

Digital Payment Partner is accorded on first-come-first serve basis subject to receiving the full payment ₹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 (Rate/Ticket in INR)	Non-business Days (Rates/Ticket 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 contains 5 Tickets)	1800/-	
Season Ticket for Non-Business Days Only (All 9 Non-Business days contains 9 Tickets)	800/-	
Season Ticket for Exhibitors Only (All 14 days contains 14 Tickets)	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:-

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