

**BARTER AGREEMENT – BETWEEN INDIA TRADE PROMOTION ORGANISATION AND  
PUBLICATIONS/ MAGAZINES FOR IISE-2021**

**OBLIGATION OF TRADE MAGAZINES**

1. The publication will provide one full page colour advertisement of IISE-2021 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 **four** advertisements, whether in their monthly or bi-monthly issues, as the case may be.

To begin with, it will carry advertisement for IISE-2021, followed by advertisement for announcement and mobilization of IISE-2022. In all, total four advertisements have to be published by the publisher. The artwork of advertisement for IISE-2021 and IISE-2022 will be provided by ITPO.

2. In addition of the above, Magazine will publish post show report of the fair with contents duly approved by ITPO.

3. Magazine will pay GST @ 18% or as applicable on notional value of the cost of built up booth of 6 sq.mtrs., i.e. Rs.48,000/- at the time of signing of barter deal agreement.

4. Magazine will also pay 2% TDS or as applicable on the notional value of the booth, i.e. Rs.48,000/- at the time of signing of barter deal agreement.

5. The publication will submit to ITPO five copies of each issue of magazines, in which the advertisement has been published, for record and accounting.

6. In addition to publishing advertisements, the publication will also run E-mail campaign minimum 3-4 times before the expo.

**OBLIGATIONS OF ITPO**

1. One 6 sq.mtrs. built up booth with partition panels, one table, two chairs, spot lights, one power point plug and one waste paper basket during IISE-2021. Layout plan/location of stall will be decided by ITPO.

2. Free entry of Profile of Publisher as participant in the IISE-2021, Fair Catalogue.

\*\*\*\*\*