

TERMS & CONDITIONS

1. All the branding sites at the external walls of the Exhibition Halls are numbered for identification, their differentiation and selection.
2. Allocation of branding sites will strictly be "*on first come first served*" basis.
3. The request will be given priority in descending order from Date and time of the email received at ITPO from the AAHAR exhibitors after opening the booking request. Any request received before the set cutoff date will not be considered.
4. Based on the requirements, Provisional Invoices for making the payments for the requested sites will be sent to the exhibitors, and they will be required to make the payment within two working days of their request email. Failure to do so will result in the branding request being treated as canceled, and the email request will become null and void. The exhibitor will then be required to send a fresh request and follow the aforementioned steps
5. Hoardings alongwith exterior wall of Hall No. 2-5 (new complex) would be self-standing. The party to ensure no damage is done to the walls, failing which the party would be required to reimburse the damage charges as applicable.
6. In cases, the multiple brandings are requested by single exhibitor, sufficient gaps (i.e. gap of 3-4 poles/sites) depending on number of competing requests will be maintained in consecutive site allocations at the time of allocations and alternative locations may be given depending on availability.
7. The interested Party submit its requirement in advance through an e-mail to the concerned Officer.
8. The sites once selected would not be allowed to change later.
9. Pole Bunting sites once selected by the party will not be allowed to change.
10. Brandings of any type including signage, directional boards etc. placed at the ground or in the open area in the grounds would be considered branding and would be charged as per the applicable rentals.
11. The Party can use either commercial or non-commercial brandings at the Tin Sheets covering the construction site or at the temporary passageway connecting New Halls and Old Halls.
12. Printing, fixing and fabrication costs related to hoarding, banners, buntings etc shall be borne by the exhibitor/interested party. The interested party may opt any vendor/contractor for the aforementioned jobs as per their suitability, at their own expenses. As an alternative, if the party wishes to avail the services from ITPO's empanelled signage and branding contractor, they may contact at contact details mentioned as below:

Agency : M/s Gautam Art,
Contact Person : Mr. Anil Gautam
Address : C-126, Gate 5, 1st Floor, Naraina Industrial Area,
Phase 1, New Delhi- 110028
Phone : +91-11-45552734,
Mobile : +91-9871111103, 9310099881
Email : project@gautamart.com ,kumaranil.gautam@gmail.com

All payments related to branding and signage work shall be settled directly by the party to the ITPO's empanelled contractor.

Name of the Company

Signature & Company Seal

Date:

The Party can set up

Digital Walls/LEDs brandings at the site designated /approved for open display

which will be charged as an open covered area.

13. Brandings requested by the party and once approved and allocated by the ITPO would be charged in the event's final invoice irrespective of whether the requisitioned service is used or not during the event.
14. During the tenancy of the event, Inspection will be conducted by the Inspection cum Service Delivery Team of ITPO to record deviations/violations, and the report of the Delivery Team needs to be signed by the party. In case the party decline to sign the proforma in order to acknowledge the deviations/violations, the same will be sent to the party along-with the photographs of the same via the e-mail and it will be treated as final from ITPO's side.
15. The Parties would be required to place hoarding in the pre-fixed frames and sites, in cases where any branding other than specified above is used by the party without intimation, 50% charges would be levied as penalty over and above the applicable rentals of the branding.
16. The Parties would be required to show due diligence and care while placing their hoardings at the designated sites to ensure no damage is done to the Hall, frame, and machinery installed at the sites. In case of damage, the party would be required to reimburse the damage charges as applicable.
17. ITPO reserves the right to reorganize the location/sizes of brandings without any right of compensation to the exhibitor(s) on account of the reorganization, even after the final allocation.
18. In case of a decrease or increase in number of sites, due to the aforesaid reorganization, the difference in cost will be refunded by ITPO or deposited by the exhibitor, respectively.
19. The change in number, location or size of branding sites does not confer the right of compensation of any sort on the exhibitor. However, the exhibitor may opt not to avail branding sites, in which case the branding charges paid to ITPO shall be refunded after the exhibition.

NOTE: In case of any doubt, the parties are advised to seek clarifications from the concerned fair officer of the event before using a service.

Name of the Company

Signature & Company Seal

Date:



India Trade Promotion Organisation

Date: February 23, 2024

**Branding opportunities at AAHAR-The International Food & Hospitality
Fair Pragati Maidan, March 07-11 2024**

ITPO will be organizing the 38th edition of its flagship event AAHAR-The International Food & Hospitality Fair from March 07-11, 2024, in halls 1 to 14 at Pragati Maidan, New Delhi.

For its confirmed exhibitors, various branding sites have been identified and detailed in the AAHAR 2024 – Branding Manual, which is uploaded on ITPO's website along with the rentals, and for submitting the branding requests. The branding opportunities are available during AAHAR 2024 on a first-come-first-served basis as per the details of the terms & conditions also uploaded on ITPO's website.

Interested exhibitors may submit their requests from 11.00 am on 27th Feb 2024 to ITPO through email address to Sh. Vivekanand Vivek, Dy. General Manager, ITPO, Email: vivekanand@itpo.gov.in with a copy to Manish Yadav, Manager, ITPO, Email: manishyadav@itpo.gov.in.
