

No: ITPO/FS-I/SFFS/N.York/2018  
February 12, 2018

**Subject: India's participation in 64<sup>th</sup> Summer Fancy Food Show from June 30-July02, 2018, New York City (USA).**

**Dear sir,**

We are pleased to inform you that the India Trade Promotion Organisation, a Govt. of India Enterprise, will be organizing India's participation in 64<sup>th</sup> Summer Fancy Food Show at Jacob Javits Convention Centre, New York City (USA), from June 30-July 2, 2018.

The Show is the North America's largest specialty food and beverage event. The past edition, 2,638 exhibitors from more than 50 countries and regions presented their latest specialties in front of over 24,000 quality buyers, best-in-class foods and beverages, and products at the forefront of emerging trends.

The Show discovers 1,80,000 products including Food Ingredients, Preservatives, Spices, Seasoning, Pasta, Cheese, Snacks, ethnic, natural, organic foods, Rice, Seafood, Processed Food, Ready-to Serve meals, Confectionery & Bakery Products, Dairy Products, Fruits, beverages, Tea, Coffee, Wine, Beer and other grocery products.

**Fastest Growing Categories:**

- Refrigerated Ready-to-Drink Tea and Coffee
- Eggs
- Jerky and other Meat Snacks
- Refrigerated Pasta
- Water

The minimum size of the booth is 100 sq.ft. (10ft.X10ft.). Larger space can also be booked in multiples thereof. ITPO's package of services under Shell Scheme will include wall to wall carpeting, adequate lighting, standard display aids & furniture and publicity support. Shipment/Air freight and clearance of exhibits will be the responsibility of individual exhibitor.

The participation Charges are being worked out and it is anticipated that the same would be in the vicinity of Rs. 4.85 Lakhs (tentative) for space under the Shell Scheme plus applicable taxes if any, for a booth of 100 sq. ft.

...2/-

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Each booth of 100 sq. ft. under shell scheme will have participation panels, fascia, 3 spot light, three shelves, three chairs, one round table/counter, one electric socket with electric connection and one waste paper basket.

The Show is governed by general terms and conditions for participation in international trade fairs. A copy of Application Form along with brief rules and regulations for participation in international trade fairs is enclosed herewith.

In view of the limited availability of space, it is requested to intimate the space requirement of your Organisation immediately. The space can be booked with advance payment of Rs.1.50 Lakh per booth in favour of India Trade Promotion Organisation, New Delhi. Bank details for remittance are enclosed herewith. ITPO reserves the right to accept/reject any Application without assigning any reason.

In case of any further information/clarification is required, the undersigned can be contacted on telephone no. 011-23371519 / 1869 or Shri Krishan Kumar, Senior Manager mobile no. +919810819924. The fax no. is 011-23371492 and Email is [kk@itpo.gov.in](mailto:kk@itpo.gov.in) & [fa@itpo.gov.in](mailto:fa@itpo.gov.in) and [jseth@itpo.gov.in](mailto:jseth@itpo.gov.in)

We hope to receive your prompt response for participation in the above mentioned Show.

Thanking you,

Yours sincerely,

**(D.M Sharma)**  
**FA&CAO**



## FACT SHEET

1.	Name of the Show	<b>64<sup>th</sup> SUMMER FANCY FOOD SHOW, NEW YORK (USA)</b>
2	Dates of the Show	June 30 – July02, 2018
3	Venue	Jacob Javits Convention Centre, New York (USA)
4	Participation charges(Tentative)	a) Rs.4.85 Lakhs for space under the Shell Scheme for a booth of 100 sq. ft
5.	Location of India Pavilion	Level 1 at Jacob Javits Convention Centre, New York (USA) Booths : 5384, 5382, 5380, 5378, 5376, 5374, 5372, 5370, 5483, 5481, 5479, 5477, 5475, 5473, 5471, 5469, 5482, 5480, 5478, 5476, 5474 and 5470.
6.	Products Profile for Display	Food Ingredients, Preservatives, Spices, Seasoning, Pasta, Cheese, Snacks, ethnic, natural, organic foods, Rice, Seafood, Processed Food, Ready-to Serve meals, Confectionery & Bakery Products, Dairy Products, Fruits, beverages, Tea, Coffee, Wine, Beer and other grocery products.
7.	Project Officer	Mr. Krishan Kumar, Senior Manager Tel. +91-11-23371337 Mob. +91-9810819924 Email: <a href="mailto:kk@itpo.gov.in">kk@itpo.gov.in</a>



**INDIA TRADE PROMOTION ORGANISATION**

**Application / Catalogue Entry Form for 64<sup>th</sup>  
Summer Fancy Food Show, New York (USA)**  
(TYPED ON THE LETTERHEAD OF COMPANY & SUBMIT DULY SIGNED & STAMPED)

<b>S. No.</b>	<b>Particulars</b>	<b>Information</b>
1	<b>Name of the Show</b>	<b>64<sup>th</sup> Summer Fancy Food Show, New York (USA)</b>
2.	<b>Dates &amp; Venue</b>	June 30-July 02, 2018, Level 3, Jacob Javits Convention Center, New York (USA)
3.	<b>Name &amp; Registered Address of the Company/ Firm</b>	
4.	<b>Year of Establishment</b>	
5.	<b>PAN of the Company / Firm</b>	
6.	<b>TAN / TIN of the Company/ Firm</b>	
7.	<b>Contact details</b>	
a)	<b>Tel. (with STD Code)</b>	
b)	<b>Fax No.</b>	
c)	<b>Email ID</b>	
d)	<b>Mobile No.</b>	
e)	<b>Website</b>	
8.	<b>Name &amp; Designation of Key Executive</b>	1)  2)
9.	<b>New item(s) proposed to launch</b>	

10.	Space requirement (minimum bookable area is 100 sq.ft.)	
9.	Payment details: UTR No: Bank Date Amount	
10.	Brief description on company profile for inclusion in the Fair Catalogue (50 words)	
11.	Are you registered exporter? (Yes/ No) If yes, please attach a photocopy of Registration Certificate / provide IEC Code No.	
12.	Are you registered as small scale industry ? If yes, please attach copy of Registration Certificate.	
13.	Are you a member of an EPC/ Commodity Board? Please specify.	
14.	a) Total turnover of company (for the last two years)  b) Export turnover	<hr/> <hr/> <hr/>
15.	a) Countries of Export for the last three years.  b) Commodity exported  (Please attach a Chartered Accountant's certificate of Export performance)	<hr/> <hr/>
16.	Whether you have participated in this Fair earlier, if so when?	

17.	Additional display facilities, if any (on payment basis) including provision of extra electricity load/ power point / sockets etc.)	
18.	Exclusive Telephone in Booth on payment basis.	

I / We hereby accept the Rules & Regulations of participation as per copy enclosed. A amount of Rs. 1,50,000/- , being the advance amount of participation charges has been transferred in ITPO's Bank Accounts as per details enclosed.

<b>Payment of rentals through RTGS/NEFT</b>	INDIA TRADE PROMOTION ORGANISATION Bank HDFC Bank Limited Branch G-3/4, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001 Saving Account No. 00031110005078 IFSC Code HDFC 0000003
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(Signature of authorized signatory of the Company with Company seal)

Dated: \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

## India Trade Promotion Organisation

### **Rules & Regulations for participation in 64<sup>th</sup> Summer Fancy Food Show, New York (USA), June 30-July02, 2018**

Application in the prescribed form duly TYPED for participation in overseas activities of ITPO is to be submitted along with participation fee through RTGS/Bank Transfer for booking of space. Space is offer with an area of 100 sq.ft. (minimum bookable space)

#### **1. Allotment of Space to the Participants**

- a) Selection of participants will be done on first-cum-first served basis subject to first receipt of advance booking amount of Rs. 1,50,000/- (Rupees one lakh fifty thousand).
- b) ITPO would make allocation of available space in the show premises at its discretion.
- c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.
- d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent paid to ITPO and debarring the participation from the future participation in ITPO's events.

#### **2. Refund of Participation Fee**

Part Refund of participation fee will be considered in case where

- a) The space rent paid by the participant is in excess of the actual amount due to ITPO.
- b) The participants after approval withdraw from the participation but space is subsequently let out to some other participants who pay for the space. In such cases the first party can be allowed the refund after deducting 20% of the total amount payable.
- c) There is a change in the venue and date of an event and due to this the participant is unable to participate.
- d) Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- e) In case of force majeure where the participant is unable to participate due to the circumstances over which he has no control.



### 3. Visa

- a) ITPO, as a trade promotion organization, will provide necessary assistance to the representatives of the participating company by issuing recommendatory letter only to the concerned Embassy for obtaining visa.
- b) Visa recommendation letter will be issued only in favour of the Chief Executive / Proprietor / Senior Level Officer dealing with exports of the company who can take on the spot decision.
- c) ITPO shall not be liable, in case the concerned Embassy of the host/ transit country denies visa to a representative of the participating company for any reason.
- d) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction / decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa / delay in receipt of visa.

### 4. General

- a) Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.
- b) Exhibits of participants, whose representatives do not turn up at the Fair/Show, will not be displayed.
- c) ITPO will not arrange shipment of exhibits for display. Participants will make their own arrangements for dispatching the exhibits at their own cost and risk.
- d) Participants will make their arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- e) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be borne by the participants in foreign exchange.
- f) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or show organizers.
- g) Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- h) All expenses for travel to & fro and stay abroad including boarding, lodging, medical treatment, insurance etc. will be borne by the participants themselves.
- i) Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and / or the Fair Organizers.
- j) In the event of postponement/ abandonment/cancellation of the Fair/ Exhibition/Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.

- k) In case of default of any payment due from the participants, ITPO reserve the right to debar them from participation in ITPO's fair in India & abroad and bring to the notice of appropriate authority.
- l) Any dispute / differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.
- m) The terms and conditions of participation shall be subject to the jurisdiction of courts in New Delhi.
- n) Refundable amount, if any, to the participant does not attract interest of any kind.

**DECLARATION**

I/We have studied the rules and regulations for participation carefully and agree to abide by the same.

Place: \_\_\_\_\_

Date : \_\_\_\_\_

Signature of the Authorised Representative

*(Company Seal)*

Name : \_\_\_\_\_

Designation \_\_\_\_\_

**THE RTGS DETAILS OF THE HDFC BANK LIMITED**

Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING, 19, KASTURBA GANDHI MARG, NEW DELHI-110001
Account No.	00031110005078
Type of Account	Saving
RTGS/NEFT IFSC Code	HDFC 0000003
MICR CODE	110240001
PAN	AAATI2955C