

Sub:- Summer Fancy Food Show, New York City, June 29-July 1, 2014

Dear Sir/Madam,

We are pleased to inform you that India Trade Promotion Organisation will be organising India's participation in 60th Summer Fancy Food Show at Jacob Javits Convention Centre, New York City (USA) from June 29-July 1, 2014.

The event is the largest marketplace for specialized foods and beverages in North America and in the 2013, edition 2500 exhibitors from more than 70 countries and regions presented their latest specialties, best-in-class foods and beverages, and products at the forefront of emerging trends.

The event provides an excellent platform to Indian Companies to promote food products from India not only in the North American market but also in other parts of the world as buyers from all over the world visit the show.

The product profile includes Food Ingredients, Preservatives, Spices, Seasoning, Pasta, Rice, Seafood, Processed Food, Ready-to Serve meals, Confectionery & Bakery Products, Dairy Products, Fruits, Beverages, Tea, Coffee, Wine, Beer and other Grocery Products.

The minimum size of the booth is 100 sq.ft. (10ft X 10 ft.). 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 and clearance of exhibits will be the responsibility of individual exhibitor. Participation charges are being worked out and it is anticipated that the same would be in the vicinity of Rs 2.60 lakhs for bare space and Rs 4 lakhs under the shell scheme plus applicable taxes if any, per booth of 100 sq ft.

Every booth of 100 sq.ft. will have participation panels of 2.5 mtr. height, fascia, booth number, 5 lights of 100 watt each, one lockable counter, four shelves, three chairs, one round table/counter, one electric socket with electric connection and one waste paper basket.

The fair is governed by general terms and conditions for participation in international trade fairs organised by ITPO. A copy of application form alongwith brief rules and regulations for participation in international trade fairs organised by ITPO is attached.

In view of the limited availability of space, it is requested to intimate the space requirement of your organisation. The space can be booked with advance payment of Rs 1,00,000/- per booth in favour of India Trade Promotion Organisation, New Delhi. ITPO reserves the right to accept/reject any application without assigning any reason.

In case any further any further information/ clarification is required, the undersigned can be contacted on 011-23371665 / 09818184478 or Sh Anirudh Kumar Bhatia on 09810886558- or on email akjain.sffs2014@gmail.com

(A.K. Jain)

Sr. Manager & Fair Officer

ITPO