

No: -108-ITPO(4)/FS-II/61<sup>st</sup> SFFS,2015     Dt:- 12-01-2015     [Tel:- 23371322](tel:23371322)

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**SUBJECT:** 61<sup>st</sup> SUMMER FANCY FOOD SHOW, JACOB JAVITS CONVENTION CENTRE,  
NEW YORK CITY (USA), JUNE 28-30, 2015.

Sir/Madam,

We are pleased to inform you that the India Trade Promotion Organisation, a Govt. of India Enterprise, will be organizing India's participation in 61<sup>st</sup> Summer Fancy Food Show at Jacob Javits Convention Centre, New York City (USA), from June 28-30, 2015.

The Show is the North America's largest specialty food and beverage event and in the 2014 Show's edition, 2,400 exhibitors from more than 80 countries and regions presented their latest specialties, best-in-class foods and beverages, and products at the forefront of emerging trends. All the products you need are under one roof so you save your time and money by attending this Summer Fancy Food Show.

The Show 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 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.

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 freighting 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

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Rs. 2.65 Lakhs for bare space and Rs. 4-05 Lakhs for space under the Shell Scheme plus applicable taxes if any, for a booth of 100 sq. ft.

Each 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 Show is governed by general terms and conditions for participation in international trade fairs organized by ITPO. A copy of Application Form along with brief rules and regulations for participation in international trade fairs organized by ITPO is attached.

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.1-00 Lakh 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 of any further information/clarification is required, the undersigned can be contacted on telephone no. 011-23371322 / mobile no. 8826867456 OR Shri V. Kumar, General Manager on telephone no. 23371351 / 23371692, mobile no. 9871133036. The fax no. is 011-23371845 and Emails are [chamanlal@itpo.gov.in](mailto:chamanlal@itpo.gov.in) and [vkumar@itpo.gov.in](mailto:vkumar@itpo.gov.in)

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

Thanking you,

Yours faithfully,

(Chaman Lal)  
Dy. General Manager

Encl: - As mentioned above.