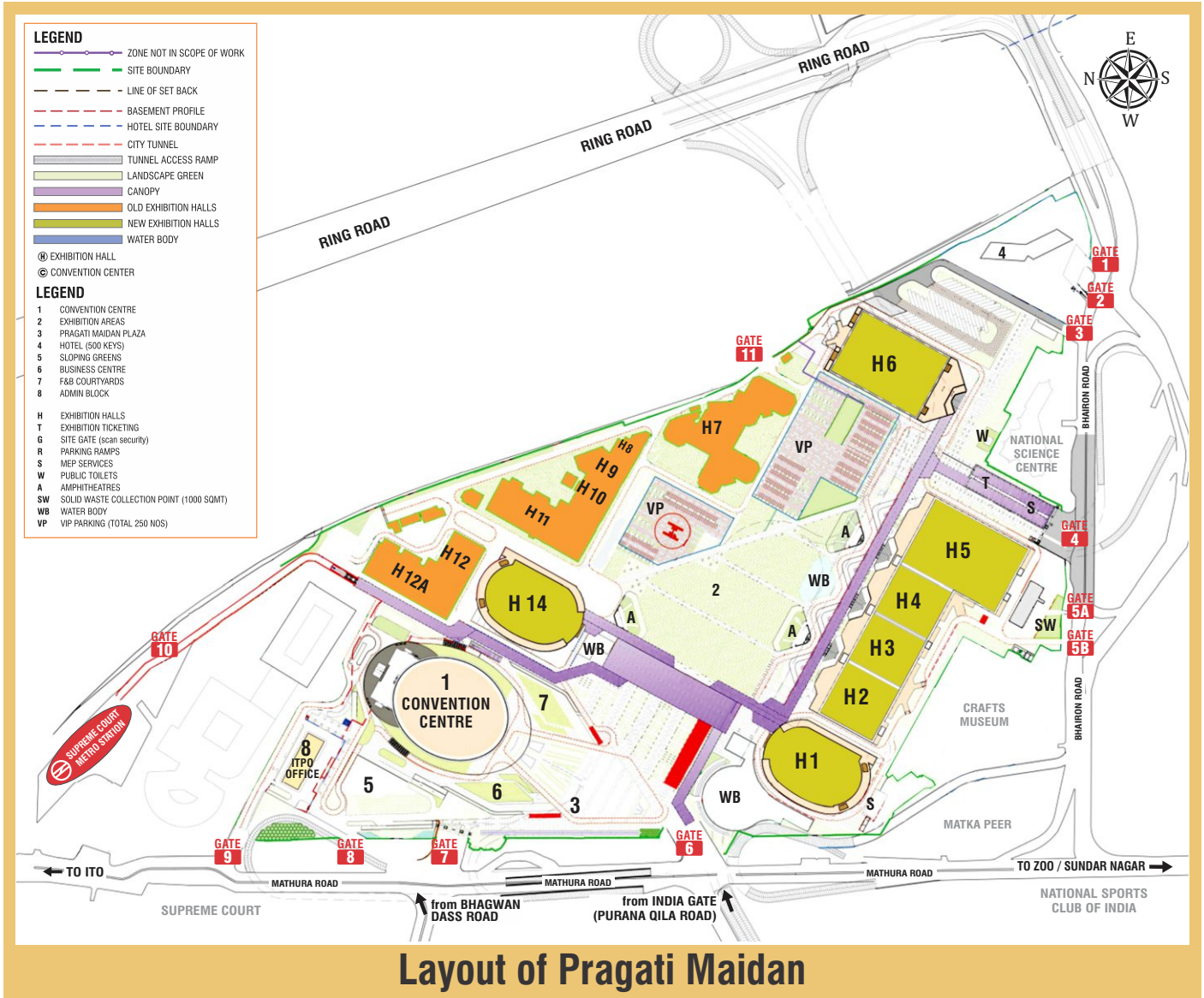


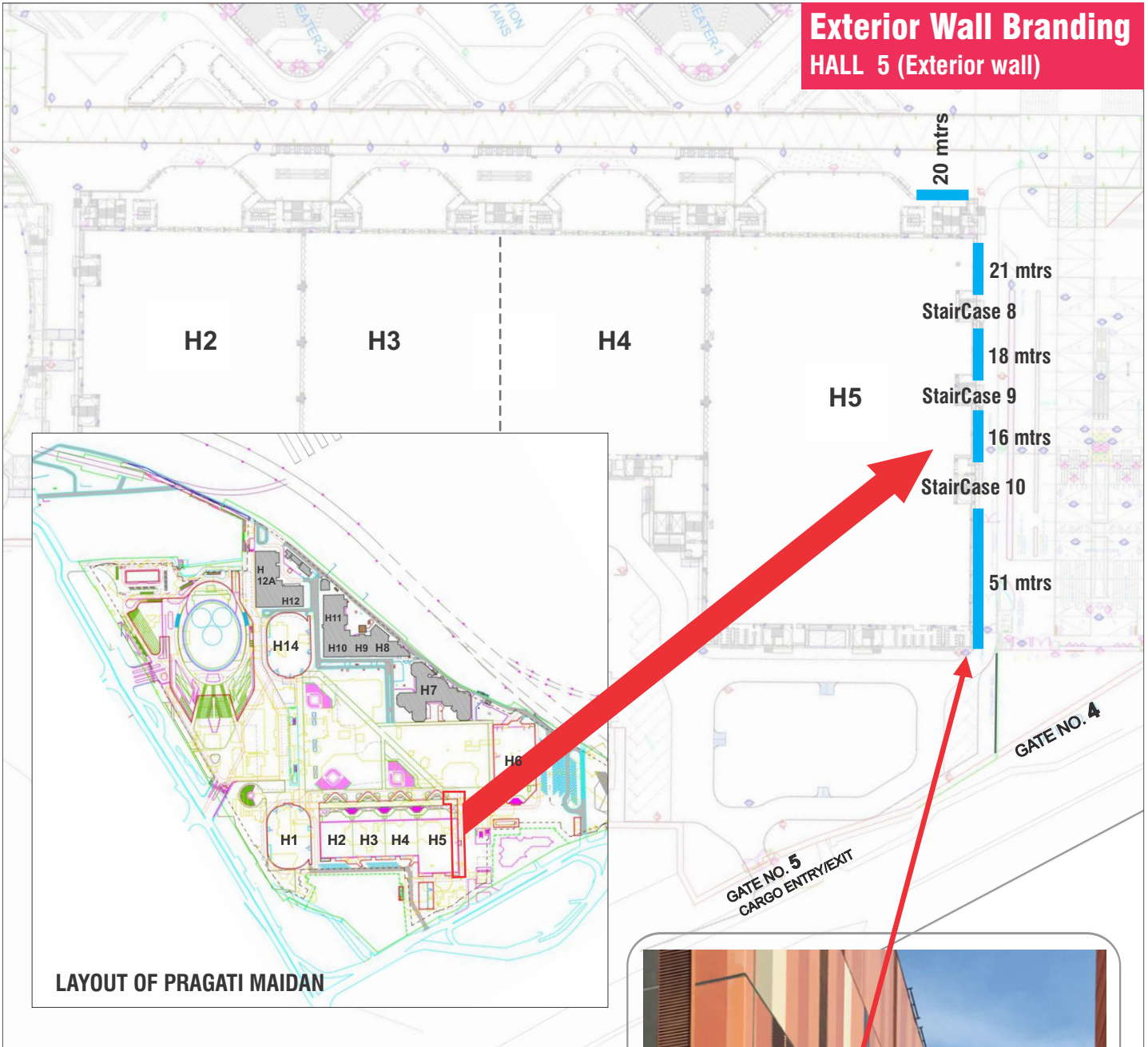


BRANDING OPPORTUNITIES WITH ITPO





**Exterior Wall Branding
HALL 5 (Exterior wall)**



Location: Outside Hall 5 Exterior Wall

Site Description	Available Length	Qty
Hall 5 exterior wall – From rear edge to Staircase 10 entry	51 mtrs	14 hoarding of 3mtrs each
Hall 5 exterior wall –From Staircase 10 entry to Staircase 9 entry	16 mtrs	4 hoarding of 3mtrs each
Hall 5 exterior wall –From Staircase 9 entry to Staircase 8 entry	18 mtrs	5 hoarding of 3mtrs each
Hall 5 exterior wall –From Staircase 8 entry to front edge to Hall 5	21 mtrs.	5 hoarding of 3mtrs each
Hall 5 exterior wall – From Front edge to Hall 5 Glass Covering of Foyer Area	20 mtrs	6 hoarding of 3mtrs each



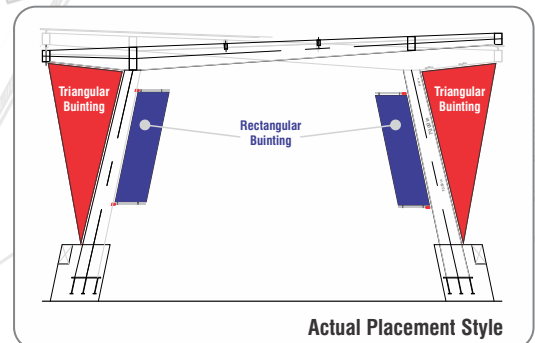
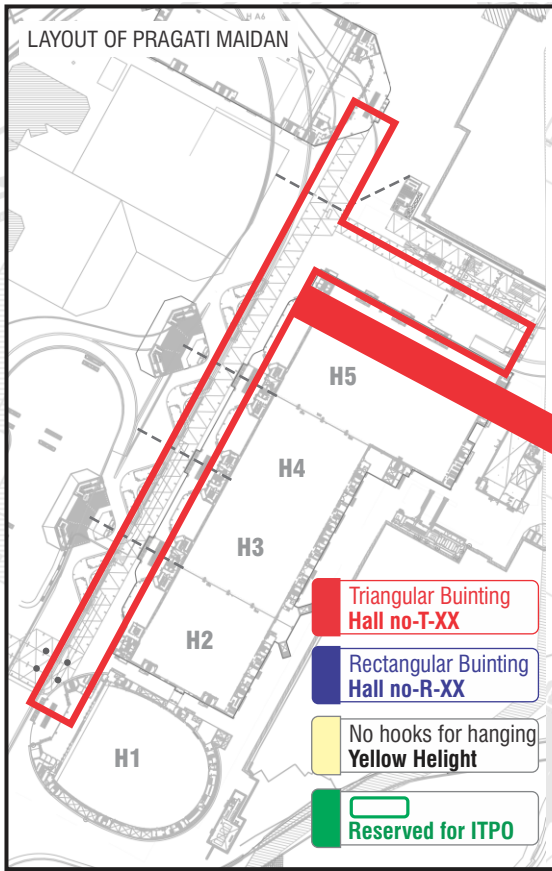
Canopy Column Branding

Outside Hall 2,3,4,5,6 & from Gate 4

BRANDING SIGNAGES

Hall 2,3,4,5 & 6

Pragati Maidan



Location : Outside Hall 2,3,4,5,6 & from Gate 4 (Glass Canopy Passage)

Site Description (Paid Site)	Size	Quantity
Triangular Bunting Hall no-T-XX	2 mtrs (w) x 6 mtrs (h)	*Pls see updated list attached with note dated 08.02.2022
Rectangular Bunting Hall no-R-XX	0.75 mtrs (w) x 3 mtrs (h)	

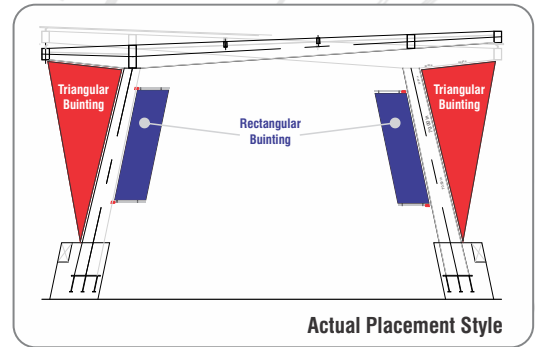
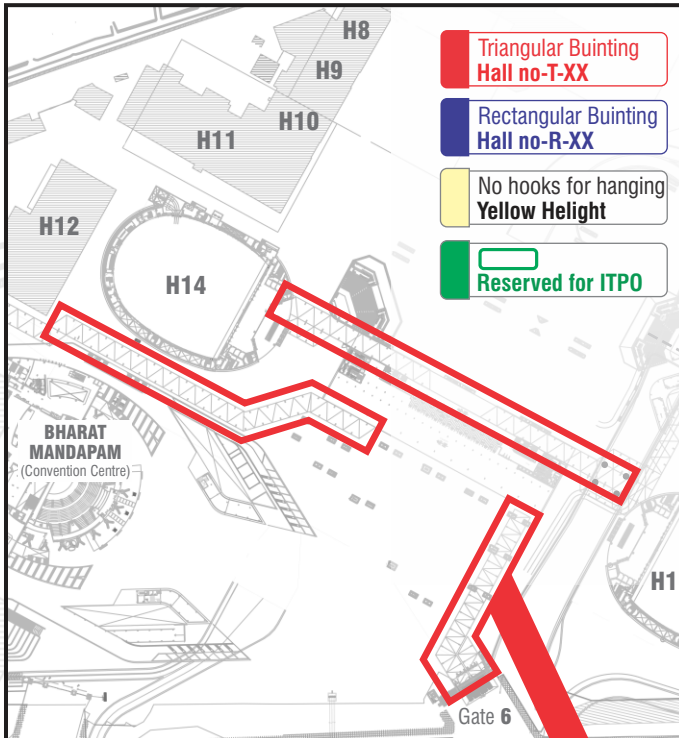
Canopy Column Branding

Outside Convention Centre (Bharat mandapam),
Hall 14 & from Gate 6

BRANDING SIGNAGES

Convention Centre (Bharat Mandapam)
& HALL 14

Pragati Maidan



H12

H14

**BHARAT
MANDAPAM**
(Convention Centre)

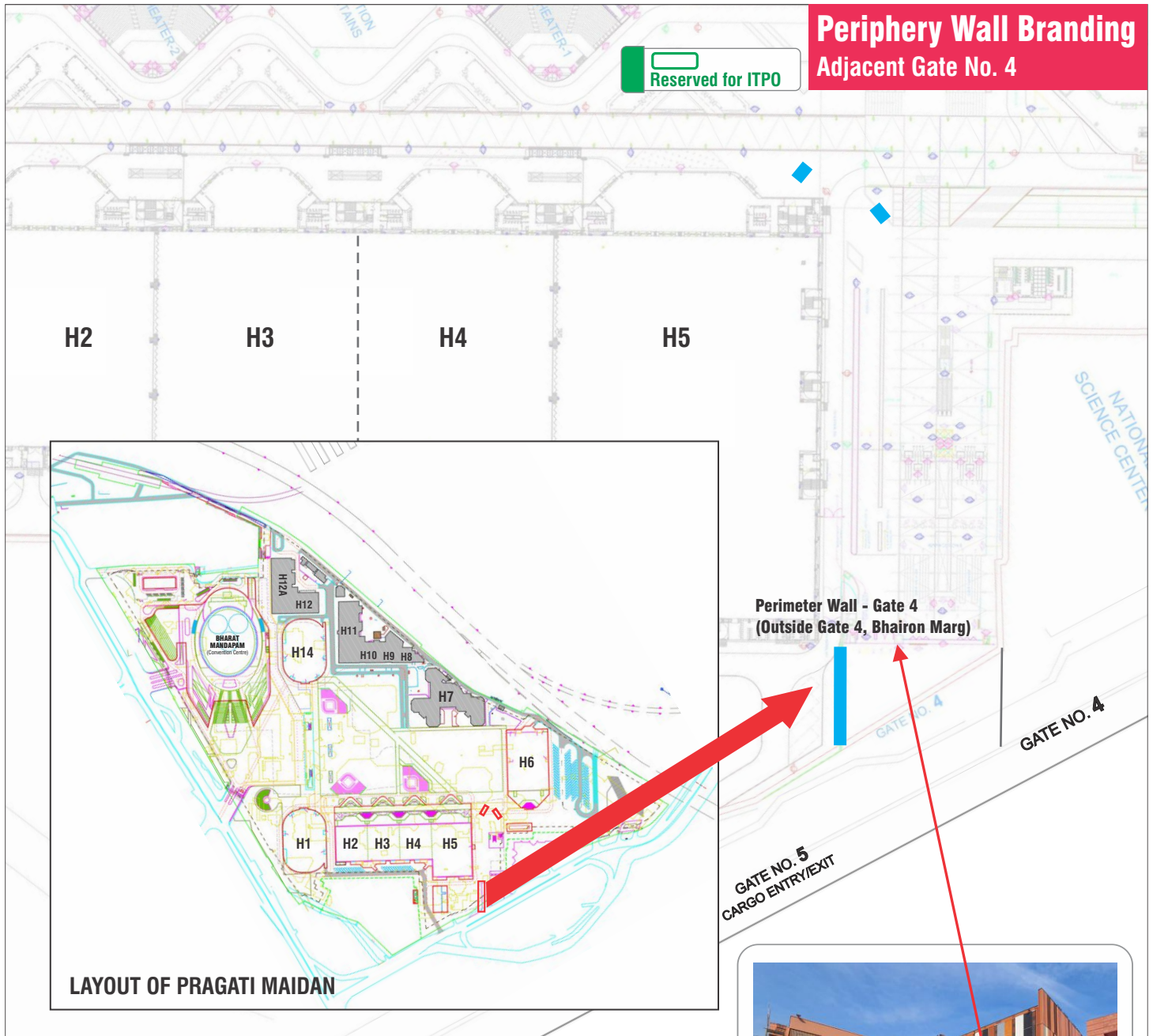
Location : Outside Hall 2,3,4,5,6 & from Gate 4 (Glass Canopy Passage)

Site Description (Paid Site)	Size	Quantity
Triangular Bunting Hall no-T-XX	2 mtrs (w) x 6 mtrs (h)	
Rectangular Bunting Hall no-R-XX	0.75 mtrs (w) x 3 mtrs (h)	



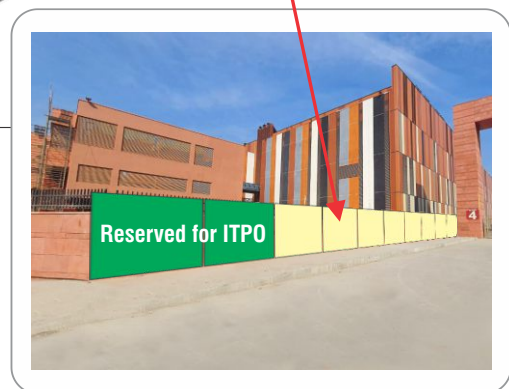
Gate 6

H1



Location: Periphery Wall outside Gate 4

Site Description	Available Length	Qty
Outer Periphery Wall (Adjacent to Gate 4, Bhairon Marg)	Total Length of the wall – 30 mtrs.	Total 10 self-standing hoardings of 3 mtrs (10ft) width each



BRANDING SIGNAGES

Entry Gate 4, 5A & 5B

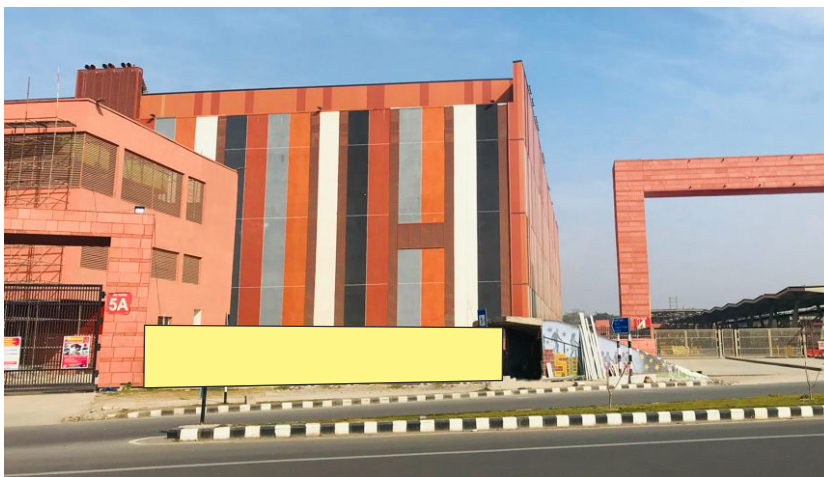
Pragati Maidan



Location:
Outer Periphery Wall
between Craft Museum and Gate 5B
Total Length : 10 mtr.



Location:
Outer Periphery Wall
between Gate 5A and Gate 5B
Total Length : 40 mtr.

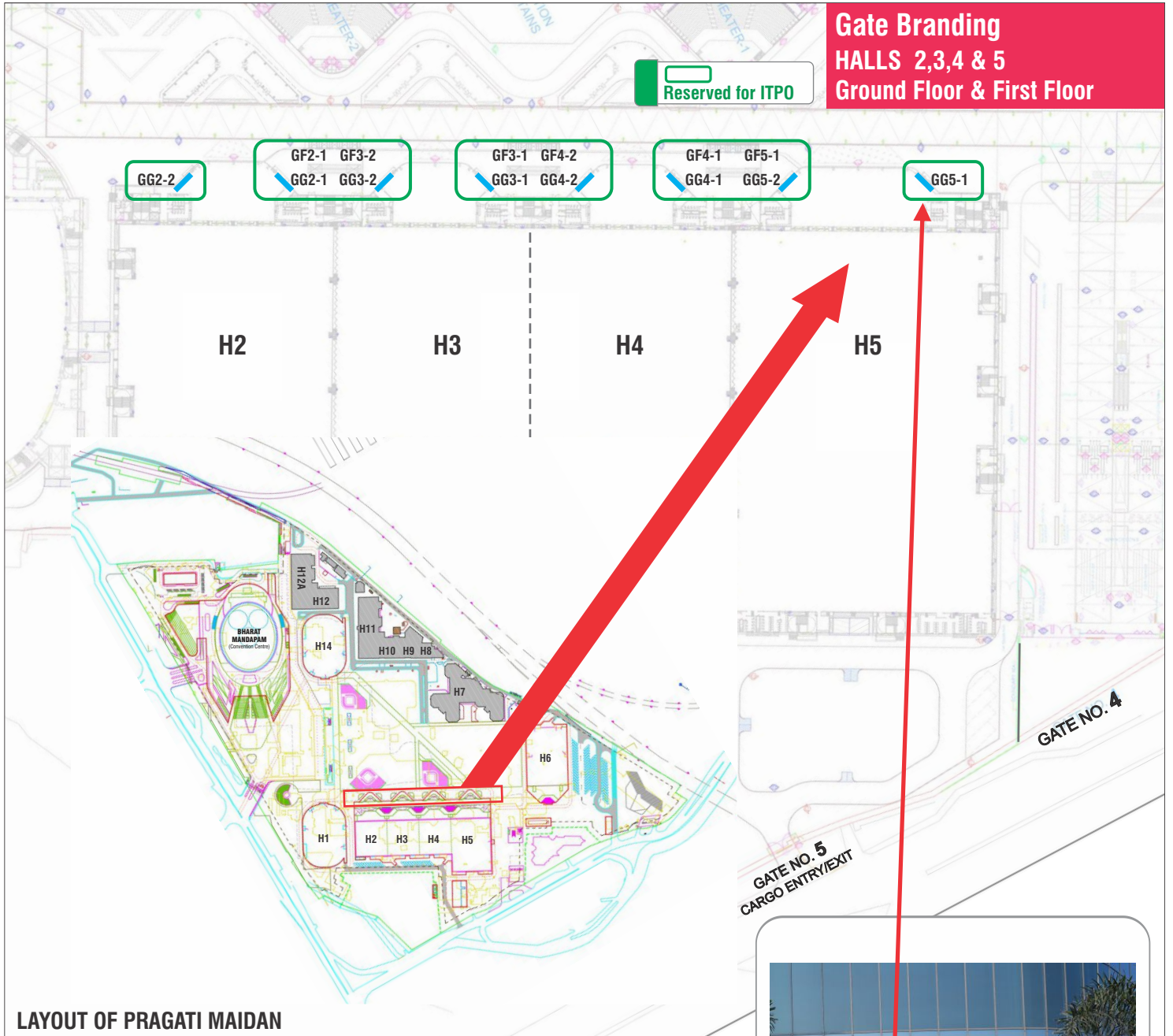


Location:
Outer Periphery Wall
between Gate 5B and Gate 4
Total Length : 10 mtr.

Location: Periphery Wall outside Gate 4

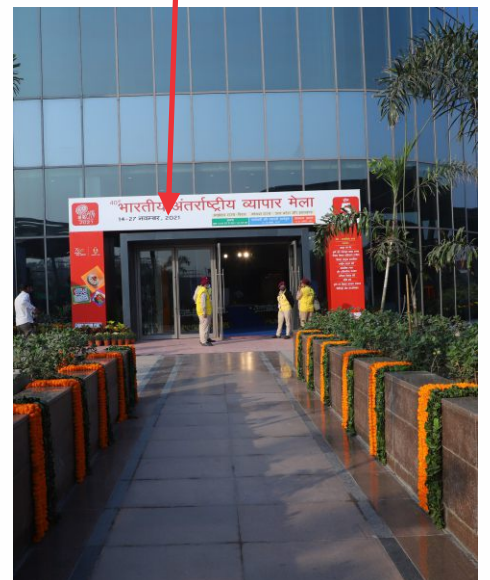
Site Description	Available Length	Qty
Outer Periphery Wall between Craft Museum and Gate 5B	Total Length - 10 mtrs	Total 3 self-standing hoardings of 3 mtrs (10ft) width each*
Outer Periphery Wall between Gate 5A and 5B	Total Length - 40 mtrs	Total 12 self-standing hoardings of 3 mtrs (10ft) width each*
Outer Periphery Wall between Gate 5A and Subway Entry	Total Length - 10 mtrs	Total 3 self-standing hoardings of 3 mtrs (10ft) width each*

*Self Standing,
 As per space availability,
 along the running length of the wall,
 up to max height of 15 feet,
 from the wall base.



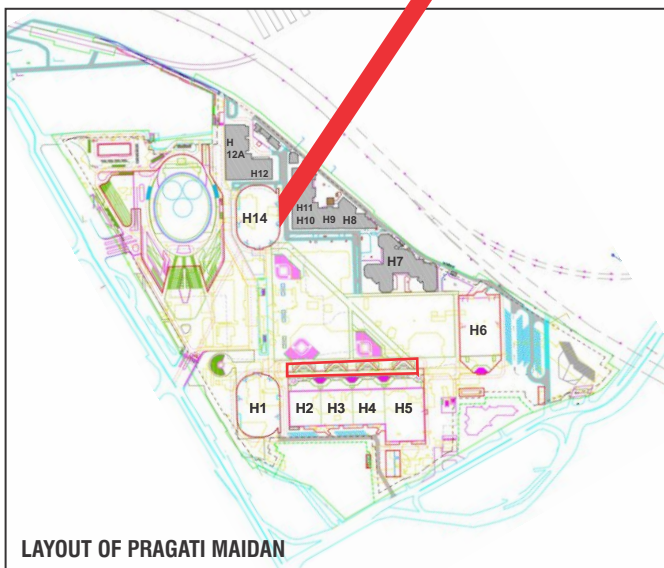
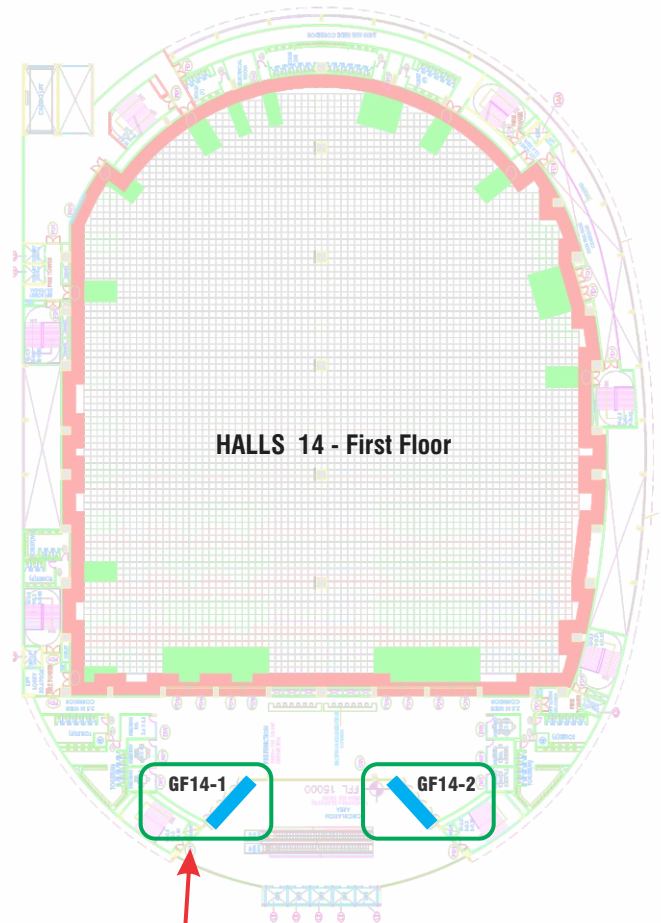
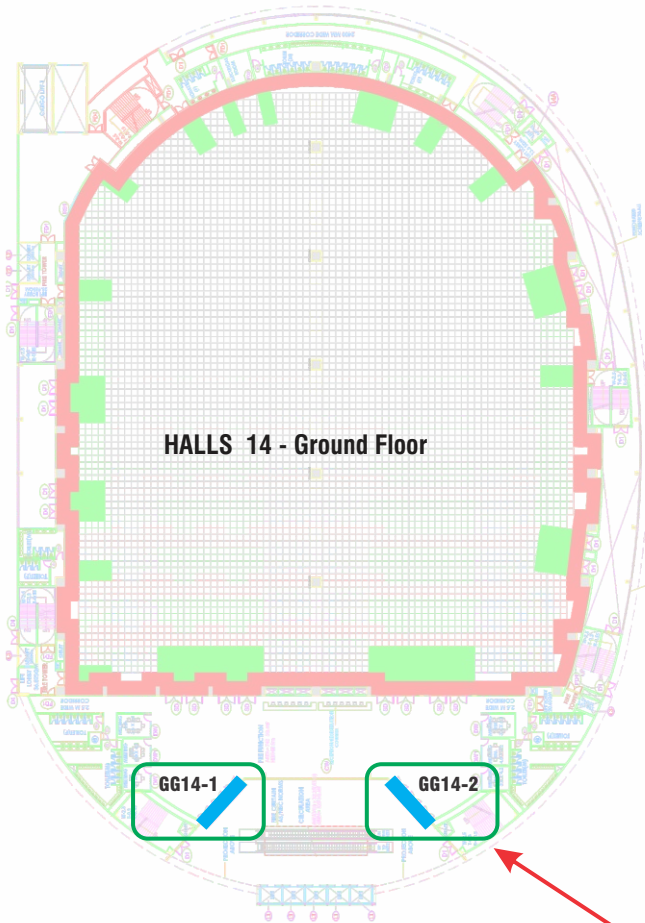
Location: Main Entry Gates Outside Hall 2, 3, 4 & 5

Site Code (Paid or complimentary)	Size	Qty
Hall 5 (Ground Floor) GG5-1 & GG5-2	As per customised* requirement of TPO subject to availability of space *(different rates will be applicable)	2
Hall 5 (First Floor) GF5-1		1
Hall 4 (Ground Floor) GG4-1 & GG4-2		2
Hall 4 (First Floor) GF4-1 & GF4-2		2
Hall 3 (Ground Floor) GG3-1 & GG3-2		2
Hall 3 (First Floor) GF3-1 & GF3-2		2
Hall 2 (Ground Floor) GG2-1 & GG2-2		2
Hall 2 (First Floor) GF2-1		1
Total		14



**Gate Branding
HALLS 14
Ground Floor & First Floor**

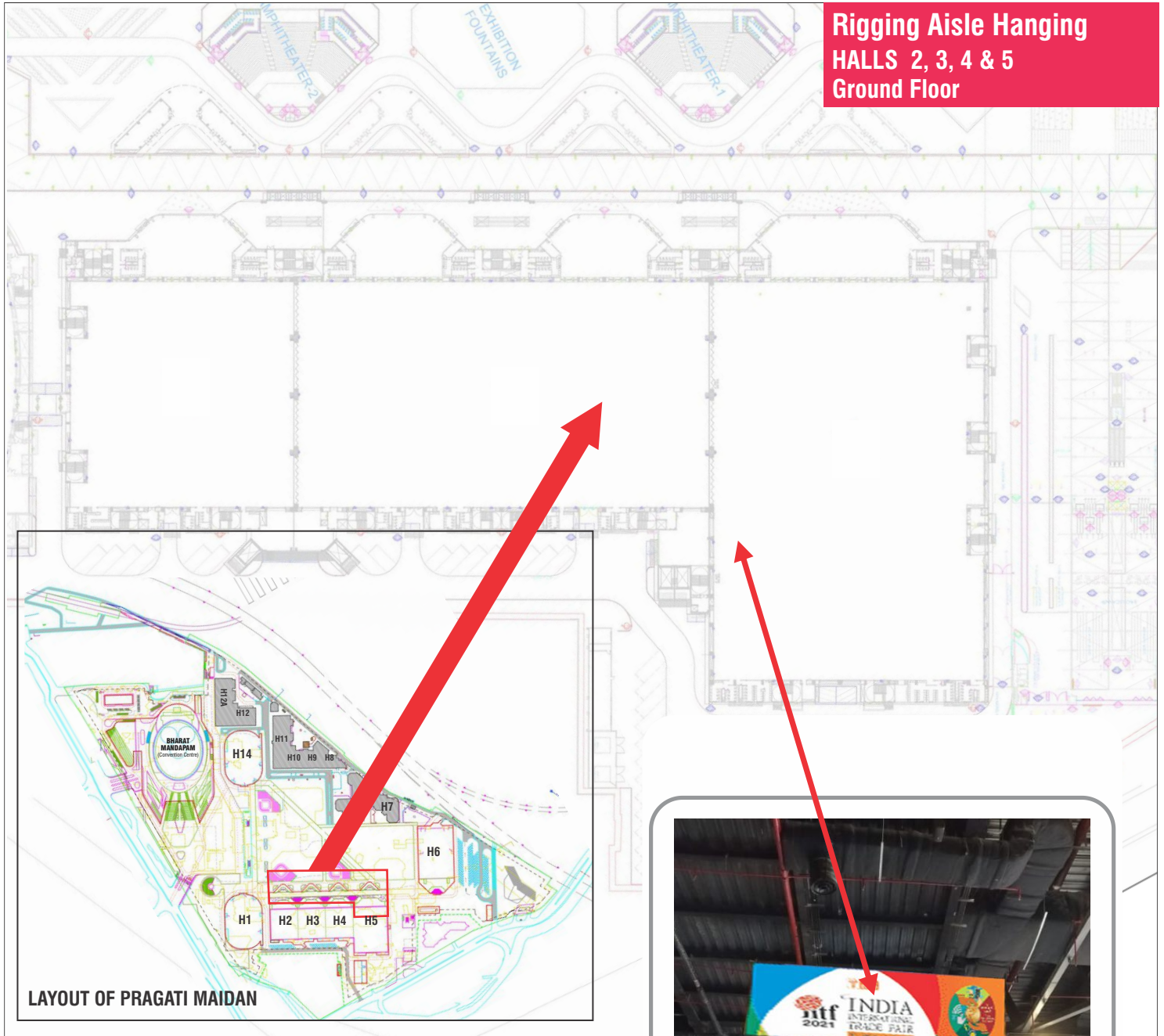
Reserved for ITPO



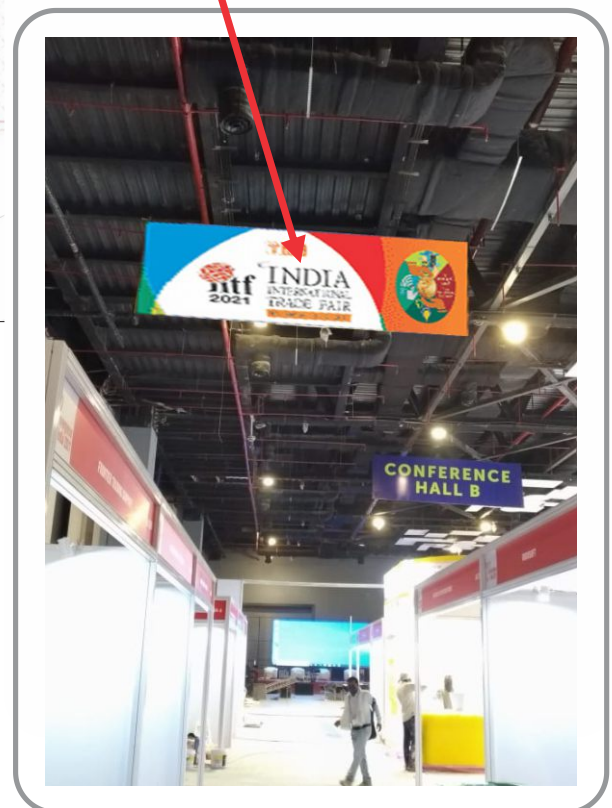
Location: Main Entry Gates Outside Hall 14

Site Code (Paid or complimentary)	Size	Qty
Hall 14 (Ground Floor) GG14-1 & GG14-2	As per customised* requirement of TPO subject to availability of space	2
Hall 14 (First Floor) GF14-1 & GF14-2	* (different rates will be applicable)	2
Total		4

**Rigging Aisle Hanging
HALLS 2, 3, 4 & 5
Ground Floor**

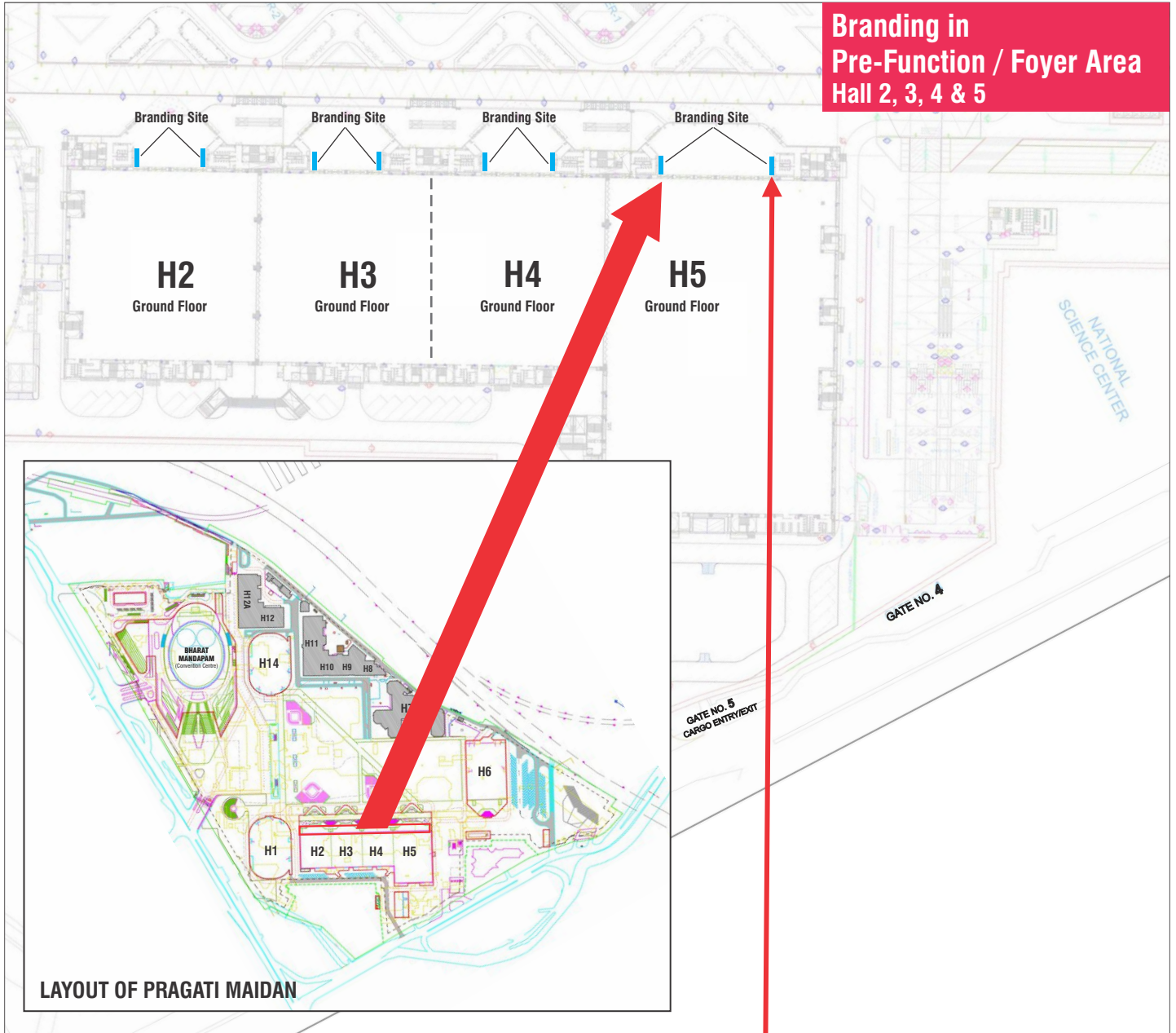


LAYOUT OF PRAGATI MAIDAN



Location: Inside Hall 2, 3, 4 & 5 - Ground Floor*

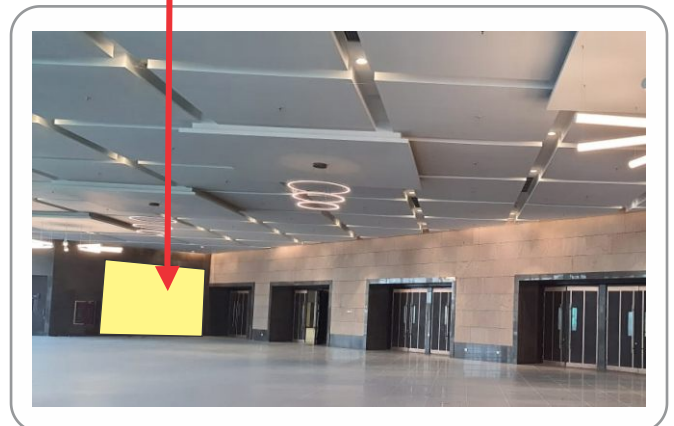
Site Code	Size	Tentative Qty
Hall 2 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 3 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 4 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	10 (Subject to availability)
Hall 5 (paid site)	6 mtrs(w) x 2 mtrs.(h) or 1.75 mtrs(w) x 5 mtrs.(h)	30 (Subject to availability)
Total		Approx. 60

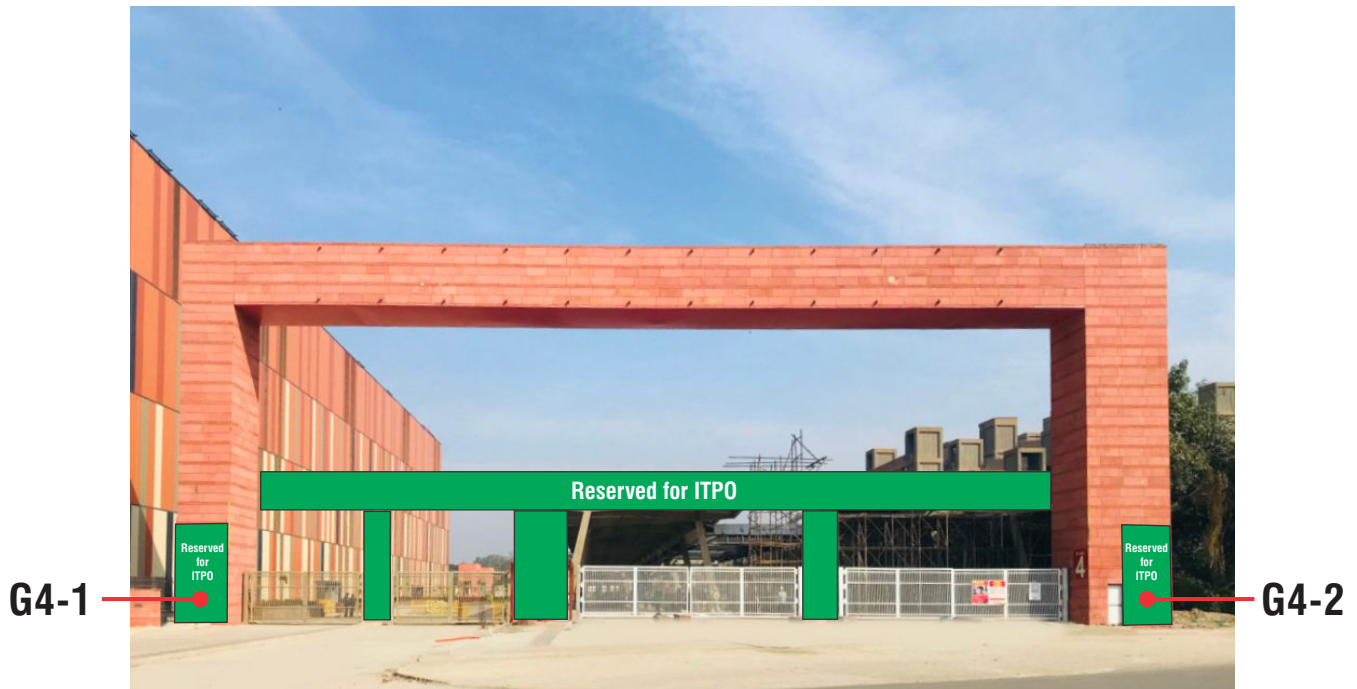


**Branding in
Pre-Function / Foyer Area
Hall 2, 3, 4 & 5**

Location: Outside Entry Gates of Hall 2, 3, 4 & 5

Site Code (Paid or complimentary)	Size	Qty
Hall 5 (Ground Floor) FG5-1 & FG5-2	Self Standing 5 mtrs(w) x 4 mtrs. (h) or as per customised* requirement of ITPO subject to availability of space (*different rates will be applicable)	2
Hall 5 (First Floor) FF5-1 & FF5-2		2
Hall 4 (Ground Floor) FG4-1 & FG4-2		2
Hall 4 (First Floor) FF4-1 & FF4-2		2
Hall 3 (Ground Floor) FG3-1 & FG3-2		2
Hall 3 (First Floor) FF3-1 & FF3-2		2
Hall 2 (Ground Floor) FG2-1 & FG2-2		2
Hall 2 (First Floor) FF2-1 & FF2-2		2
Total		16




Branding on IECC Complex Entry Gates

Gate 4

Location: Outside Bhairon Road

Site Code	Size
G4- 1	8ft.(w) x 15ft.(h)
G4- 2	8ft.(w) x 50ft.(h)
Truss Gate	Decorative / Customised Truss Gate with atleast 6 mtrs clear height for easy movement of heavy vehicles.

**Branding in Open Areas - Free / Customised Sizes*
(Illustrative Examples)**


Box branding on pillars near glass elevators



Box branding / self standing branding on ventilation shafts



Self standing boards in open spaces

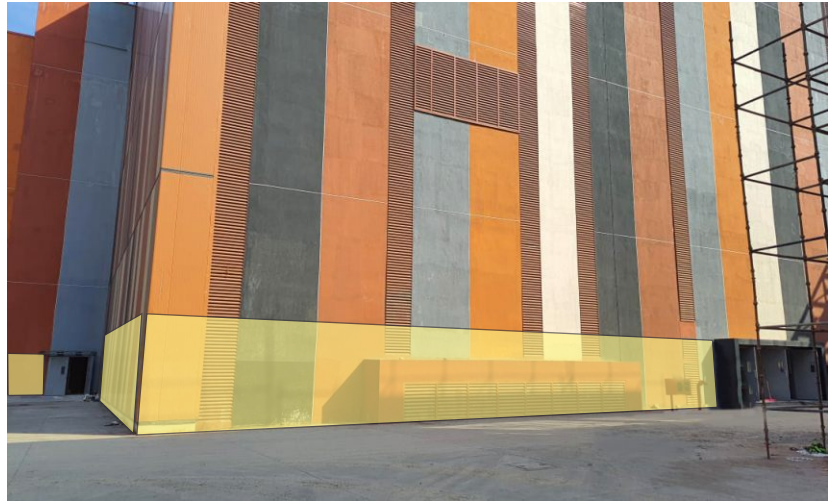
 As per customised* requirement of TPO
 subject to availability of space>(*different rates will be applicable)



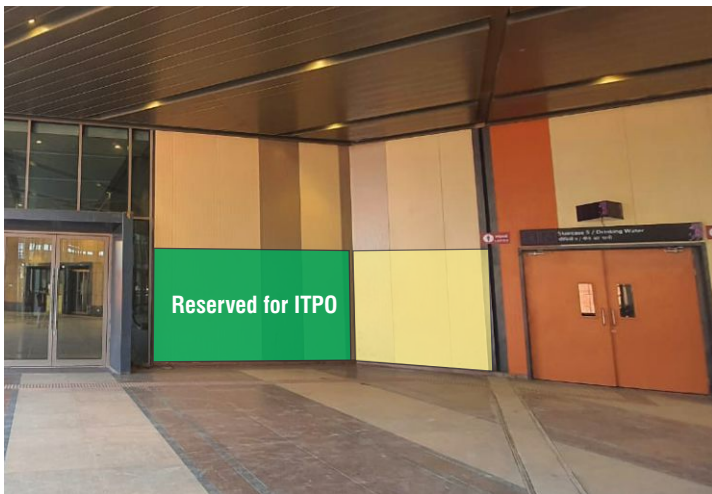
**Branding in Open Areas - Free / Customised Sizes*
(Illustrative Examples)**



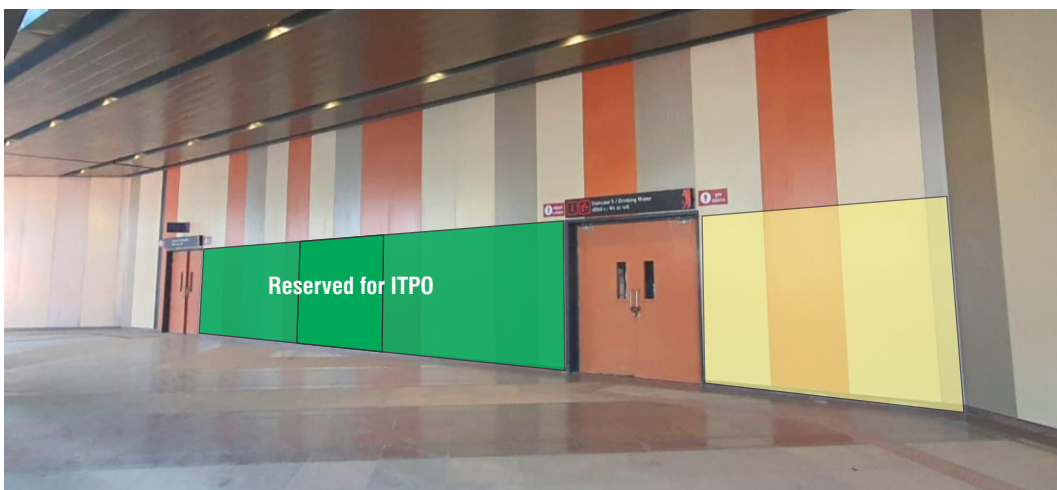
Location: Service Block behind Hall 5



Location: Rear Wall of Hall 5



Location:
Covered Corridor between
Foyers of Hall 2-5



Size: Self Standing, As per space availability, along the running length of the wall, upto max height of 15 feet from the wall base.



Gate - 5A

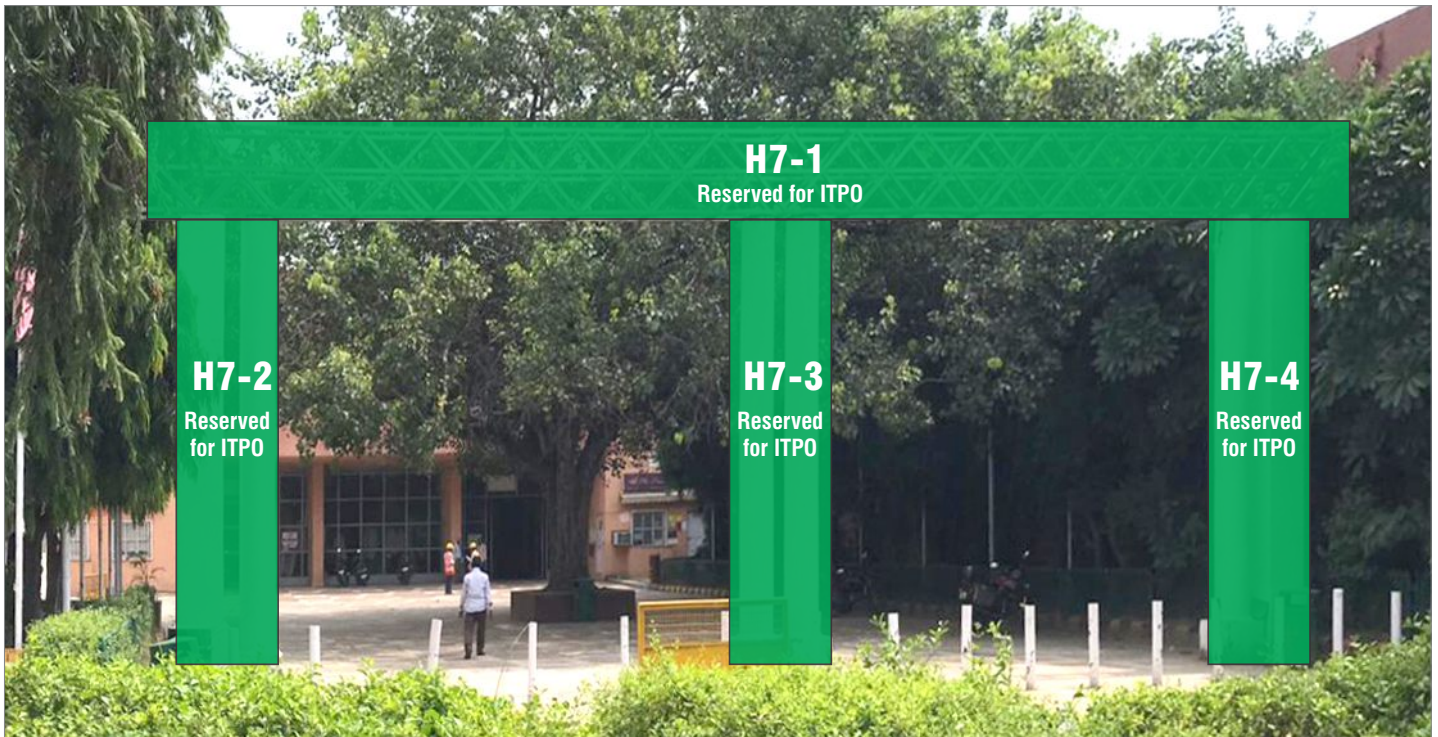


Gate - 5B



HALLS 7,8,9,10,11 12 & 12A





HALL 7

Location: Adjacent to ITPO Head office main building/
 In front of India Post, ITPO branch office

Site Code	Size
H7-1 (option 1) (paid site)	56ft.(w) x 05ft.(h)
H7-2 (paid site)	04 ft.(w) x 18ft.(h) (front + back)
H7-3 (paid site)	04 ft.(w) x 18ft.(h) (front + back)
H7-4 (paid site)	04 ft.(w) x 18ft.(h) (front + back)



HALL 7

Location: Hall 7 entry, Adjacent to India Post branch office

Site Code	Size
H7-5 (option 1) (paid site)	100ft.(w) x 10ft.(h)
H7-6 (paid site)	Top Panel: 17ft.(w) x 04ft.(h) Left Panel : 04ft.(w) x 10ft.(h) Right Panel : 04ft.(w) x 10ft.(h)
H7-7 (paid site)	17ft.(w) x 14ft.(h)

Site Code	Size
H7-8 (paid site)	Top Panel: 17ft.(w) x 04ft.(h) Left Panel : 04ft.(w) x 10ft.(h) Right Panel : 04ft.(w) x 10ft.(h)
H7-9 (Complimentary site)	16ft.(w) x 32ft.(h)



HALL 7

Location: Hall 7 entry, Adjacent to India Post branch office

Site Code	Size
H7-5 (option 2) (paid site)	80ft.(w) x 20ft.(h)



HALL 7

Location: Outer wall area of Halls 7 ABC / opposite ITPO officials parking

Site Code	Size
H7-10 (paid site)	40ft.(w) x 20ft.(h)
H7-11 (paid site)	12ft.(w) x 16ft.(h)
H7-12 (Complimentary)	16ft.(w) x 32ft.(h)



HALL 7

Location: Outer wall area of Halls 7 ABC / opposite ITPO officials parking

Site Code	Size
H7-13 (Paid site)	40ft.(w) x 16ft.(h)
H7-14 (Complimentary)	32ft.(w) x 16ft.(h)
H7-15 (Complimentary)	16ft.(w) x 32ft.(h)


HALL 7

Location: Outer Wall of Hall 7C

Site Code	Size
H7-16 (paid site)	20ft.(w) x 20ft.(h)
H7-17 (paid site)	40ft.(w) x 10ft.(h)
H7-18 (paid site)	20ft.(w) x 20ft.(h)
H7-19 (Complimentary)	16ft.(w) x 32ft.(h)


HALL 7

Location: Main Hall facade Entry to Hall 7, adjacent to Central Bank of India branch Office

Site Code	Size
H7-20 (paid site)	100ft.(w) x 08ft.(h)
H7-21 (paid site)	Top Panel: 17ft.(w) x 04ft.(h) Left Panel : 04ft.(w) x 10ft.(h) Right Panel : 04ft.(w) x 10ft.(h)
H7-22 (paid site)	17ft.(w) x 14ft.(h)

Site Code	Size
H7-23 (paid site)	Top Panel: 17ft.(w) x 04ft.(h) Left Panel : 04ft.(w) x 10ft.(h) Right Panel : 04ft.(w) x 10ft.(h)



HALL 7

Location: Outer wall area of Halls 7F and 7H, adjacent to public washroom

Site Code	Size
H7-24 (paid site)	20ft.(w) x 20ft.(h)
H7-25 (Complimentary)	16ft.(w) x 32ft.(h)



HALL 7

Location: Outer wall area of Hall 7H, adjacent to exhibitor's parking lot

Site Code	Size
H7-26 (Complimentary)	32ft.(w) x 16ft.(h)
H7-27 (Paid Site)	40ft.(w) x 10ft.(h)
H7-28 (Complimentary)	16ft.(w) x 32ft.(h)


HALL 8

Location: Truss frame outside hall 8, outside ITPO main Head office building

Site Code	Size
H8-1	28ft.(w) x 05ft.(h)
(paid site)	05ft.(w) x 18ft.(h) (front & back)
	05ft.(w) x 18ft.(h) (front & back)


HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H9-1 (paid site)	20ft.(w) x 20ft.(h)
H9-2 (paid site)	20ft.(w) x 20ft.(h)
H9-3 (paid site)	20ft.(w) x 20ft.(h)
H9-4 (paid site)	20ft.(w) x 20ft.(h)
H9-5 (paid site)	20ft.(w) x 20ft.(h)
H9-6 (paid site)	20ft.(w) x 20ft.(h)

Site Code	Size
H9-7 (paid site)	20ft.(w) x 20ft.(h)
H9-8 (paid site)	20ft.(w) x 20ft.(h)
H9-9 (paid site)	20ft.(w) x 20ft.(h)
H9-10 (paid site)	20ft.(w) x 20ft.(h)
H9-11 (paid site)	20ft.(w) x 20ft.(h)



HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H9-12 (paid site)	20ft.(w) x 20ft.(h)
H9-13 (paid site)	45ft.(w) x 6.5ft.(h)

Site Code	Size
H9-14 (paid site)	11.5ft.(w) x 24ft.(h) outside panel
	11.5ft.(w) x 16.5ft.(h) inside pane
H9-15 (paid site)	11.5ft.(w) x 16.5ft.(h)



HALL 10

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H10-1 (paid site)	20ft.(w) x 20ft.(h)
H10-2 (paid site)	20ft.(w) x 20ft.(h)
H10-3 (paid site)	20ft.(w) x 20ft.(h)
H10-4 (paid site)	20ft.(w) x 20ft.(h)



HALL 10

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H10-5 (paid site)	20ft.(w) x 20ft.(h)
H10-6 (paid site)	20ft.(w) x 20ft.(h)



HALL 10

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H10-7 (paid site)	41 ft.(w) x 6.5ft.(h)
H10-08 (paid site)	10 ft.(w) x 22.5 ft.(h) outside panel
	10 ft.(w) x 16.5 ft.(h) inside panel
H10-09 (paid site)	10 ft.(w) x 16.5 ft.(h) inside panel


HALL 11

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H11-1 (paid site)	20ft.(w) x 20ft.(h)
H11-2 (paid site)	20ft.(w) x 20ft.(h)
H11-3 (paid site)	20ft.(w) x 20ft.(h)
H11-4 (paid site)	20ft.(w) x 20ft.(h)
H11-5 (paid site)	20ft.(w) x 20ft.(h)
H11-6 (paid site)	20ft.(w) x 20ft.(h)


H11-7
H11-8
H11-9
H11-10
H11-11
H11-12
H11-13
HALL 11

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

Site Code	Size
H11-7 (paid site)	20ft.(w) x 20ft.(h)
H11-8 (paid site)	20ft.(w) x 20ft.(h)
H11-9 (paid site)	20ft.(w) x 20ft.(h)
H11-10 (paid site)	20ft.(w) x 20ft.(h)
H11-11 (paid site)	20ft.(w) x 20ft.(h)
H11-12 (paid site)	20ft.(w) x 20ft.(h)
H11-13 (paid site)	20ft.(w) x 20ft.(h)


HALL 11

Location: Triangular Frame in front of Hall 11, at the turning point towards ITPO head office main building

Site Code	Size
H11-14 (paid site)	12ft.(w) x 16ft.(h)


HALL 11

Location: Outer wall of Hall 11 opposite Hall 12 & 12 A

Site Code	Size
H11-15 (paid site)	20ft.(w) x 20ft.(h)
H11-16 (paid site)	20ft.(w) x 20ft.(h)
H11-17 (paid site)	20ft.(w) x 20ft.(h)
H11-18 (paid site)	20ft.(w) x 20ft.(h)
H11-19 (paid site)	20ft.(w) x 20ft.(h)
H11-20 (paid site)	20ft.(w) x 20ft.(h)



HALL 11

Location: Outer wall of Hall 11, facing opposite towards Hall 12 and 12A

Site Code	Size
H11-21 (paid site)	20ft.(w) x 10ft.(h)



HALL 11

Location: Outer wall of Hall 11, facing opposite towards Hall 12 and 12 A

Site Code	Size
H11-22 (paid site)	20ft.(w) x 10ft.(h)


HALL 11

Location: Outer wall of Hall 11, facing opposite towards Hall 12 and 12 A

Site Code	Size
H11-23 (paid site)	20ft.(w) x 20ft.(h)
H11-24 (paid site)	20ft.(w) x 20ft.(h)
H11-25 (paid site)	20ft.(w) x 20ft.(h)
H11-26 (paid site)	20ft.(w) x 20ft.(h)
H11-27 (paid site)	20ft.(w) x 20ft.(h)
H11-28 (paid site)	20ft.(w) x 20ft.(h)
H11-29 (paid site)	20ft.(w) x 20ft.(h)


HALL 11

Location: Outer wall of Hall 11, facing opposite Hall 12 and 12 A, nearby service road to Gate 10

Site Code	Size
H11-30 (paid site)	20ft.(w) x 20ft.(h)
H11-31 (paid site)	20ft.(w) x 20ft.(h)
H11-32 (paid site)	20ft.(w) x 20ft.(h)
H11-33 (paid site)	20ft.(w) x 20ft.(h)



HALL 11

Location: Triangular Frame in front of Hall 11, facing opposite Hall 12 and 12 A, nearby service road to Gate 10

Site Code	Size
H11-34 (paid site)	12ft.(w) x 16ft.(h)



HALL 12

Location: Outer wall Facade of Hall 12 and 12A, opposite Hall 11

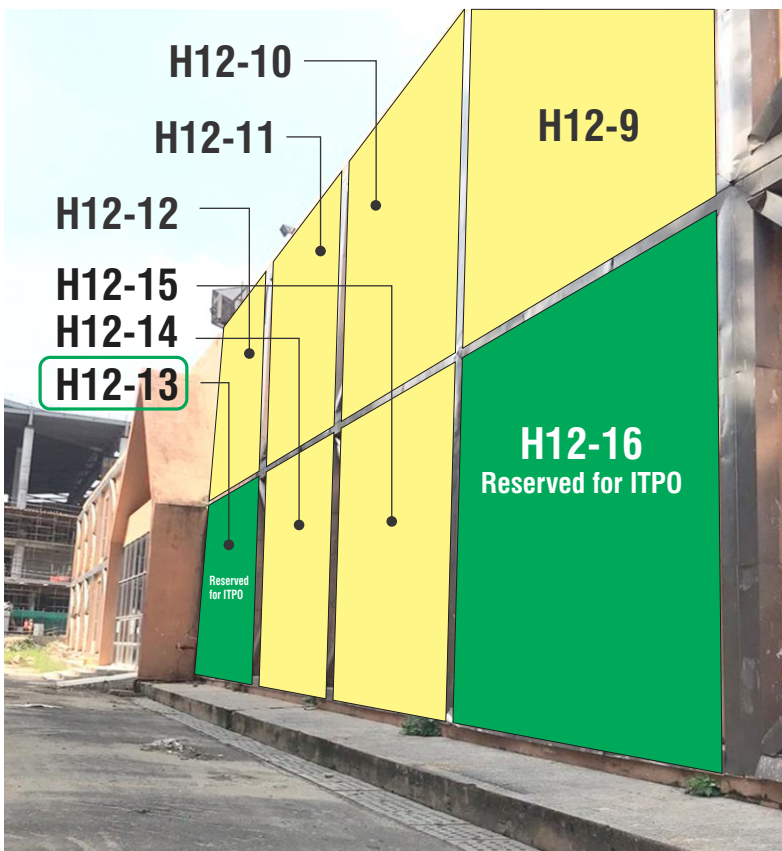
Site Code	Size
H12-1 (paid site)	20ft.(w) x 10ft.(h)
H12-2 (paid site)	20ft.(w) x 20ft.(h)
H12-3 (paid site)	10ft.(w) x 20ft.(h)



Location: Outer wall of Hall 12A, facing Halls 2-5


HALL 12

Site Code	Size
H12-4 (paid site)	20ft.(w) x 20ft.(h)
H12-5 (paid site)	20ft.(w) x 20ft.(h)
H12-6 (paid site)	20ft.(w) x 20ft.(h)
H12-7 (paid site)	20ft.(w) x 20ft.(h)
H12-8 (paid site)	20ft.(w) x 20ft.(h)


HALL 12

Location: Outer wall of Hall 12A, facing Halls 2-5

Site Code	Size
H12-9 (paid site)	20ft.(w) x 20ft.(h)
H12-10 (paid site)	20ft.(w) x 20ft.(h)
H12-11 (paid site)	20ft.(w) x 20ft.(h)
H12-12 (paid site)	20ft.(w) x 20ft.(h)
H12-13 (paid site)	20ft.(w) x 20ft.(h)
H12-14 (paid site)	20ft.(w) x 20ft.(h)
H12-15 (paid site)	20ft.(w) x 20ft.(h)
H12-16 (paid site)	20ft.(w) x 20ft.(h)



H12A-1

H12A-2

H12A-3

H12A-4

HALL 12A

 Location: Outer wall of Hall 12A,
 facing service road leading towards gate 10

Site Code	Size
H12A-1 (paid site)	20ft.(w) x 20ft.(h)
H12A-2 (paid site)	20ft.(w) x 20ft.(h)
H12A-3 (paid site)	20ft.(w) x 20ft.(h)
H12A-4(paid site)	20ft.(w) x 20ft.(h)
H12A-5 (Opt. 1) (paid site)	20ft.(w) x 30ft.(h)


HALL 12A

 Location: Outer wall of Hall 12A,
 facing service road leading towards Gate 10

Site Code	Size
H12A-5 (Opt. 2) (paid site)	20ft.(w) x 10ft.(h)
H12A-6 (paid site)	20ft.(w) x 20ft.(h)
H12A-7 (paid site)	20ft.(w) x 20ft.(h)



Gate 1

Location: Outside Bhairon Road

Site Code	Size
G1- 1 (Fascia Front)	86ft.(w) x 8ft.(h)
G1- 2 (Fascia Back)	86ft.(w) x 8ft.(h)

**Halogen Poles,
Electric Poles &
Flag Poles**



Halogen Pole

Site Code	Size
HP (5 Nos.)	1mtr (w) x 7mtr (h) (Set of 4, 2 front+ 2 back)

Total No. of Halogen Poles=5



Flag Pole

Site Code	Size
FP (86 Nos.)	2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back)

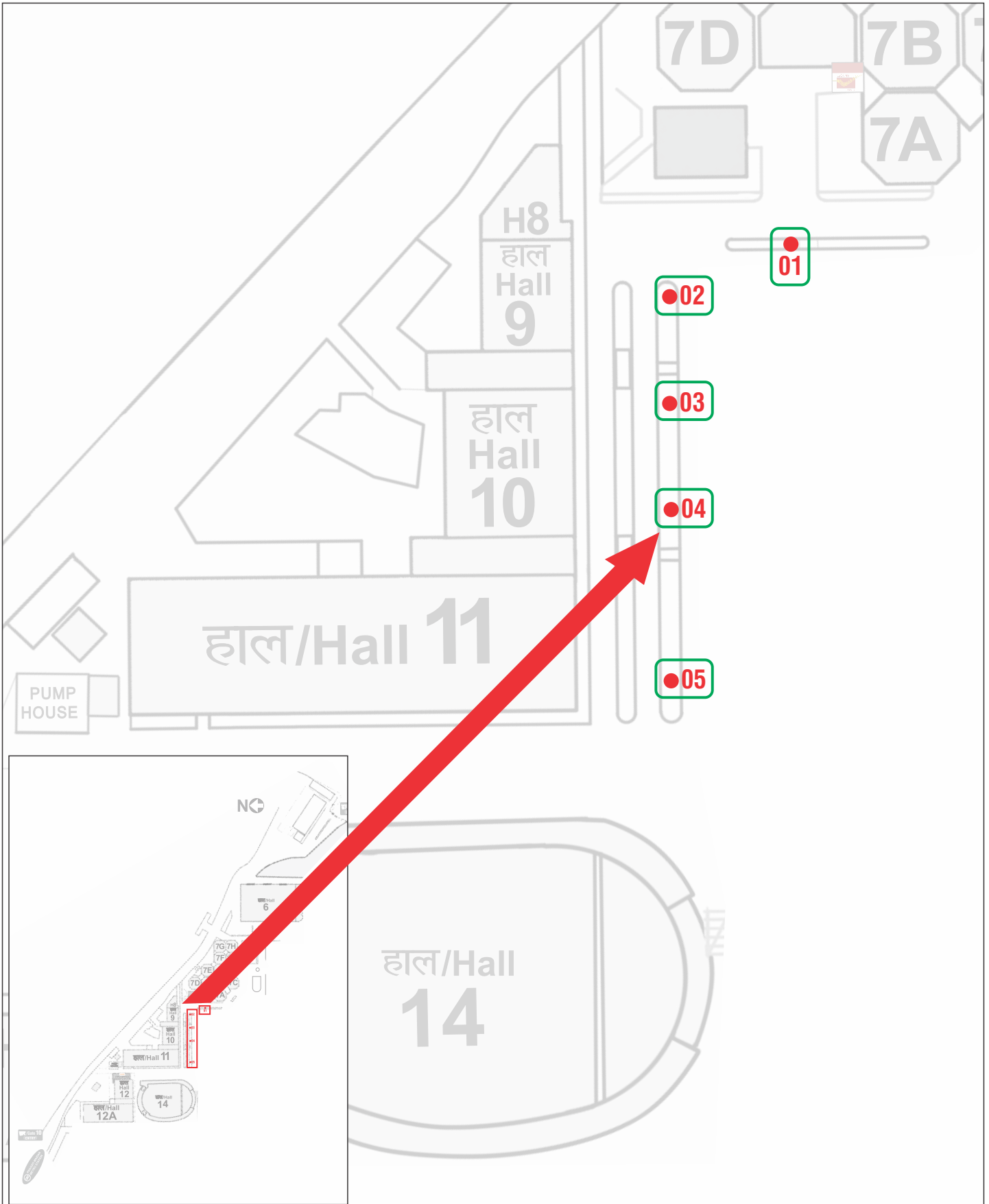
Total No. of Flag Poles=86

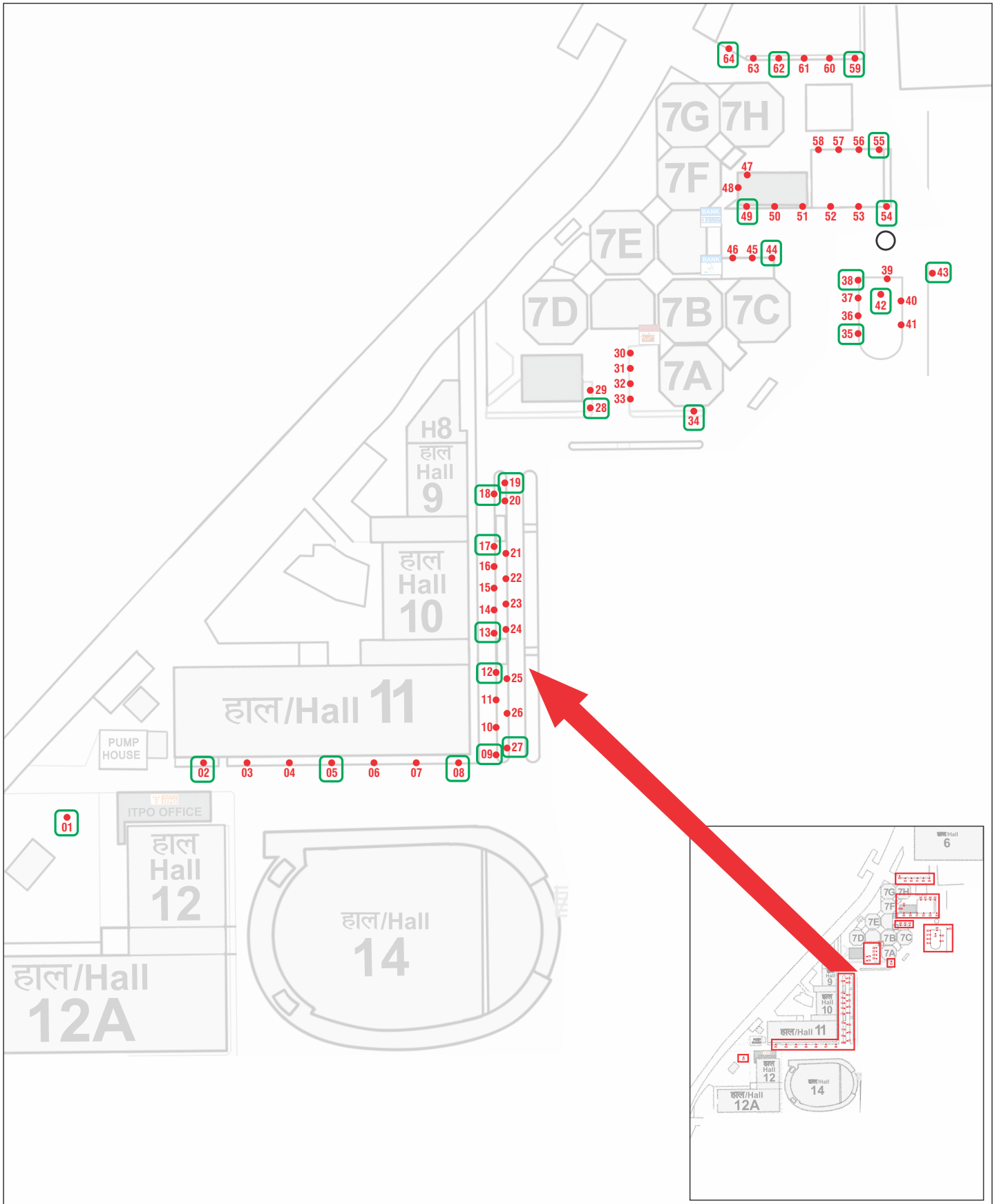


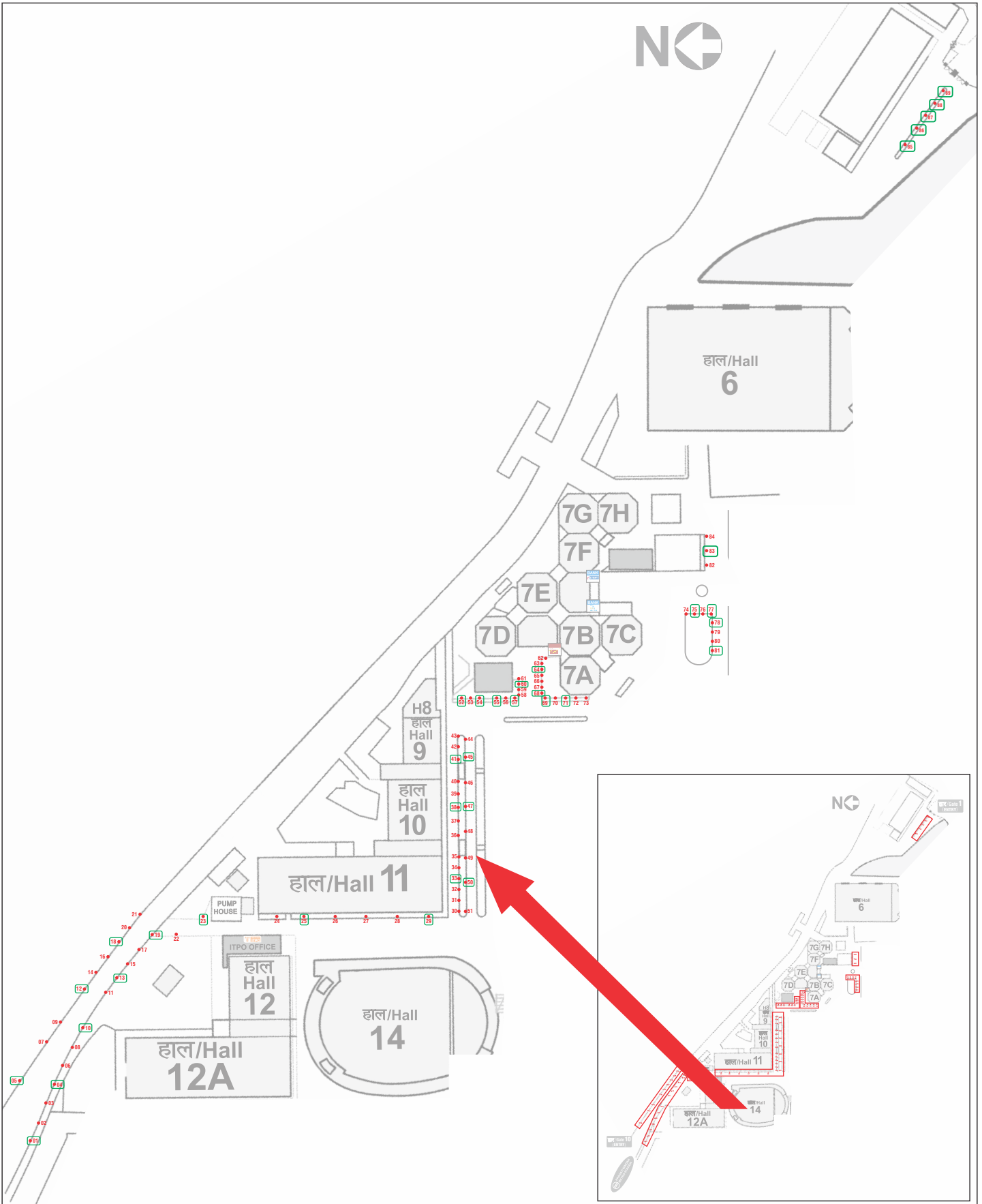
Electric Pole

Site Code	Size
EP (64 Nos.)	2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back)

Total No. of Electric Poles=64









Location: At various locations all around Pragati Maidan

Truss Gate / Decorative Gates, setup by the TPO, away from the Main Gate of the Hall, should be approved by the Architect and Security Divisions of ITPO.



Location: Service road, along backside of Halls 8 - 12A

Size: As per space availability, along the running length of the wall, upto max height of 10 feet from the wall base.



BRANDING OPPORTUNITIES

INDIA INTERNATIONAL TRADE FAIR, NOVEMBER 14-27, 2023, NEW DELHI
RENTALS

Sl. No.	Particular	Rentals* (In Rs.)
i	Ceiling (Rigging Aisle) Hoarding Inside Halls 1,2-5,6 & 14 (per hoarding)	7500
ii	Pre-function (Foyer) area hoarding (self-standing) in Halls 1,2-5,6 & 14 (per hoarding)	(i) 60000 for 18 sqm frame (ii) 75000 for 21 sqm frame
iii	Rectangular branding under glass Canopy outside Foyer of Hall 1,2-5,6 & 14 (per hoarding)	3000
iv	Triangular branding under Class Canopy outside Foyer of Hall 1,2-5,6 & 14 (per hoarding)	5250
v	Branding on External Wall	300 per sqft
vi	Fascia Gate No.1 (Front side)	105000
vii	Fascia Gate No.1 (Back side)	87000
viii	Halogen Pole (per pole)	2625
ix	Electric Pole (per pole)	1500
x	Flag Pole (per pole)	
xi	Hoardings	300 per sqft
xii	Directional Signage with branding	
xiii	Branding on Boundary wall along service passage behind hall 8-12A	

***GST@18% extra**

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. Hoardings alongwith exterior wall of Hall No.1,2-5, 6 and 14 (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.
4. The interested Party submit its requirement in advance through an e-mail to the concerned Officer.
5. The sites once selected would not be allowed to change later.
6. Pole Bunting sites once selected by the party will not be allowed to change.
7. 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.
8. 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.
9. 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.

10. 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.
11. 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.

12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. The Truss Gate/Decorative Gate branding set up near the main entries/exits of the exhibition halls can be used subject to the following conditions:
 - i. It should be away from the nearby wall/door and should be self-standing, the stability of which has to be ensured by the organiser.
 - ii. The minimum internal opening of the same should be for the entire width and height of the entry/exit gates, and to satisfy the safety norms, its compliance will be ensured during the inspection.
 - iii. The decorative Gate should not obstruct the free movement of vehicles and visitors on the service road. The maximum surface area allowed is 48 sq. m.

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: