

Exhibitor Manual



**37th AAHAR - The International Food & Hospitality Fair
March 14-18, 2023**

Pragati Maidan, New Delhi



India Trade Promotion Organisation (ITPO)

(A Govt. of India Enterprise)

Pragati Maidan, New Delhi 110001

INTRODUCTION

Dear Exhibitor,

India Trade Promotion Organisation (ITPO) is organizing the 37th edition of **AAHAR - The International Food & Hospitality Fair**, from March 14-18, 2023 in Halls No.2,3,4,5 (Ground & First Floor), 6,7,8,9,10,11, 12 & 12A, 14 and open areas at Pragati Maidan, New Delhi.

With your continued support, AAHAR has evolved into a prime global platform for promoting the food processing and associated sectors i.e. Food & Hospitality etc., and in the process, has been creating synergies for growth, modernization and upgradation of the food industry at large. Apart from business expansion and brand promotion of MSMEs, it also offers an opportunity for companies to reconfigure their supply chains, logistics and business models.

To enable you to access all relevant information for your participation in the fair, this comprehensive manual has been prepared. This manual contains information on procedures, dos and don'ts, best practices and other useful information which will assist you to navigate yourself before and during the fair.

I urge you to read the online booking rules, terms and conditions, this manual and all other relevant literature pertaining to AAHAR 2023 carefully.

Should you have any further queries / clarifications, please let us know. ITPO wishes you all the success.

Yours faithfully,

(Mrs. Hema Maity)
General Manager
India Trade Promotion Organisation (ITPO)
Pragati Maidan, New Delhi 110001

The information contained in this Exhibitor Manual is binding on the Exhibitors. Any violation/deviation/non-compliance may shall attract penalty as deemed fit by Competent Authority including pre-closure of the stall/booth and forfeiture of Security Deposit.

FAIR TIMINGS

Dates	Exhibitors	Visitors
March 14-18, 2023	9:30 AM - 6:30 PM	10.00 AM - 6:00 PM

CLOSING OF HALLS : 06:30 PM

CLOSING OF FOOD COURTS : 07.30 PM



Important Dates and Deadlines

MOUNTING SCHEDULE BOOTH CONSTRUCTION AND DECORATION

Particulars	Dates	Timings
Possession of Bare Space Booths (New Halls 2,3,4 5,6 & 14)	March 7, 2023 (First Floor)	10:00 AM
	March 9, 2023 (Ground Floor)	
Possession of Old Halls (7,8,9,10,11,12&12A)	March 09, 2023	10:00 AM
Completion of Construction of all types	March 12, 2023	06:00 PM
Shell Scheme Booths - Possession(Participants)	March 12, 2023	From 10:00 AM
Completion of Display Arrangements for all participants (New & Old Complex)*	March 12, 2023	By 06:00PM
Closing of Hall Gates	March 14-18, 2023	06:30 PM

***IMPORTANT**

Exhibitors should mandatorily complete booth construction by 06:00 PM on 12.03.2023. Only display arrangements are allowed on 13.03.2023 till 06:00 PM.

Any violation shall attract forfeiture of Security Deposit.

PS:

- i. All exhibitors who had opted for bare space are requested to bring semi finished pre constructed booth to site so as to minimize preparatory time, material wastage & garbage disposal. This will help in timely leaving of halls/venue.
- ii. All exhibitors are hereby directed to put the garbage /booth construction waste at the designated garbage collection bins and not to throw/ litter the waste in the passage.
- iii. ITPO reserves the right to put penalty for booths, which are not completed by cut-off timeline and for dumping construction wastes/garbage in the passages as forfeiture of Security Deposit or as deemed fit.



SCHEDULE FOR DISMANTLING AND VACATING THEVENUE

Halls	Timings
Hall No. 2, 3, 4, 5 (First Floor)	From 7.00 PM on 18 th March, 2023 -till 10.00 AM on 19 th March, 2023
Hall No. 2, 3, 4, 5, 6 & 14 (Ground Floor)	From 7.00 PM on 18 th March, 2023 -till 10.00 AM on 19 th March, 2023
Hall No. 7, 8, 9, 10, 11, 12 & 12A and Open Area	From 7.00 PM on 18 th March, 2023 -till 10.00 AM on 19 th March, 2023

Any violation shall attract forfeiture of Security Deposit.



CHECK LIST - WITH DEADLINES/DUE DATES

S. No.	Items	Due Dates	
1	Services Booking	From 11:30 AM on 24.02.2023 till 06:00 PM on 05.03.2023	
2	Layout Approval	06.03.2023	
3	Fair Directory Listing	01.03.2023	
4	Fascia Text	01.03.2023	
5	Exhibitor Badges/Services Passes	07.03.2023	
6	Stand Possession (Bare Space)	Hall 2, 3, 4, 5 (First Floor)	07.03.2023 10:00 AM
		Hall 2, 3, 4, 5, 6 & 14 (Ground Floor)	09.03.2023 10:00 AM
		7(A-H), 8, 9, 10, 11, 12, 12A & 14	09.03.2023 10:00 AM
7	Moving in of material for first floor	07.03.2023 - 09:00 AM	
8	Stand Possession under Shell Scheme (Built-up Booths)	12.03.2023 - 10:00 AM	
9	Stand / Booth Completion	12.03.2023 - 06:00 PM	
10	Fair Inauguration	14.03.2023	
11	Fair Duration	March 14-18, 2023	
12	Closing Ceremony	18.03.2023	
13	Submission of Exit Pass	18.03.2023	
14	Removal of Exhibits (to be completed overnight)	18.03.2023 - 7:00 PM to 19.03.2023 - 10:00 AM	
15	Exit from Fair Venue	By 10.00 AM on 19.03.2023	

Important Contacts

Contact(s)	Details
OPERATIONS	
Mrs. Hema Maity, General Manager	<u>hemamaity@itpo.gov.in</u> Office Tel.No.23371819
Mr. Krishan Kumar, Senior Manager, (AAHAR)	<u>kk@itpo.gov.in</u> Tel.No. 011-23371337/8901 23371540 Extn. 202
Mrs. Rashmi Pandey, Manager (AAHAR)	<u>rashmipanwar@itpo.gov.in</u> Office Tel.No.23371540, Extn. 210
Mr. Pankaj Manager(AAHAR)	<u>pankaj@itpo.gov.in</u> Office Tel. No.23371540 Extn.276
Mr. Praful S Nair Manager (AAHAR)	<u>prafulnair@itpo.gov.in</u> Office Tel.No.23371540 Extn. 350
ARCHITECTURE DIVISION	
Mr. Brij Lal Deputy General Manager	<u>brijlal@itpo.gov.in</u> Office Tel.No.23370695
Mr. Saurabh Sharma Manager	<u>saurabhsharma@itpo.gov.in</u>
CIVIL ENGINEERING DIVISION	
Mr. S.K. Gupta Senior Manager	<u>skgupta@itpo.gov.in</u> 9891178696
Mr. Satish Kumar Senior Manager	<u>satishkumar@itpo.gov.in</u> 98188259607

ELECTRICAL ENGINEERING DIVISION

Mr. Sanjay Azad Senior Manager	s-azad@itpo.gov.in 9350243317
Mr. Raj Kumar Singh Manager	rajkumarsingh@itpo.gov.in 9810917907
Mr. Rama Rao J. Deputy Manager	jramarao@itpo.gov.in 9711475008

SECURITY DIVISION

Mr. Vikash Kumar Singh General Manager	vikashitpo238@itpo.gov.in Office Tel.No.23378511
Mrs. Amrapali Dixit Senior Manager	amrapalidixit@itpo.gov.in Office Tel.No.23378821
Mr. Vijay Pal Manager	vijaypal@itpo.gov.in Office Tel.No.23371808
Mr. Amit Chhikara Manager	amitchhikara@itpo.gov.in Office Tel.No.23371808

ADDITIONAL SERVICES AND APPLICABLE CHARGES

Additional Power charges over & above 1.0 KW per 12 sqm area booked

(i) Additional Services & Applicable Charges*

Particulars	Domestic Participants	Foreign Participants
Power load charges (Flat rate basis for 12 hrs /day)	Rs 440 per KW per day	\$ 6.25 per KW per day
Power load charges (Flat rate basis for 24 hrs /day)	Rs 880 per KW per day	\$ 12.50 per KW per day

(ii) Water Charges*

Particulars	Domestic Participants (in Rs.)	Foreign Participants (in USD)
Water Connection Charges	Rs. 14,700/- per connection	USD 200/- per connection
Water Consumption charges/ tap/day	Rs. 2,100/- per tap/day	USD 12.50/- per tap/day

*All Charges are excluding applicable GST @ 18%

Advertisement Charges for Fair Guide

Position	For Domestic Participants Charges in INR	For Foreign Participants Charges in USD
Page T-2	25,000	812
Page T-3	25,000	812
Page T-4	30,000	875
Page (Colour) - Inside	8,750	406
Page (B/W) - Inside	5,000	238
Book Mark-Insertion	12,500	406
Book Mark Printing & Insertion	43,750	1,375

** All charges are excluding applicable GST @ 18%*



Visitor Entry Tickets

Particulars	Ticket Price (including GST)
Single Entry Ticket (Valid for One Day)	Rs. 300/-
Season Ticket (Containing Five Single Entry Ticket)	Rs. 1,000/-

BRANDING OPPORTUNITIES

The details of branding opportunities available during 37th AAHAR 2023 may be accessed from the link below:

<https://indiatradefair.com/aahardelhi/uploads/pdfs/AAHARBrandBook28022023.pdf>

The detail of empanelled agency for branding is given below:

Sh. Anil Gautam,

Email: kumaranil.gautam@gmail.com

Mob: 9871111103,

Ms. Renu, email: project@gautamart.com

Mob: 9310099881



Services Layout

Services Layout is enclosed with locations of entry/exit, registration, F&B, parking, shuttle route, etc. marked as per requirement. Following are the major highlight of the proposed services:

AAHAR™ 2023
THE INTERNATIONAL FOOD & HOSPITALITY FAIR

14 - 18 March | Pragati Maidan, New Delhi



प्रगति मैदान-निर्देशक मानचित्र | Pragati Maidan - Guide Map

सीजेम्ड / LEGEND	
	AMPHI THEATRE
	HALL
	METRO STATION (SUPREME COURT)
	ITFO OFFICE
	FOOD COURT
	VENDOR POINT
	SHUTTLE SERVICE
	TOLLET
	AMBUCLANCE
	FIRST AID BOOTH
	CONSTRUCTION AREA



Details of Empanelled Construction & Decoration Agency

M/s Dara Projects (P) Ltd.

A-47, Guru Nanak Pura Opp. Laxmi Nagar Distt. Centre
Vikas Marg, Delhi-110092

Dir:- Mr. Sarabjit Dara Mob.-9811692676

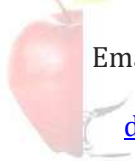
Ms. Anjana, Mob:- 9350591155

Tel.22050198, 22430403 Fax No.:22439408

Email: daraprojects@gmail.com

info@daraprojects.in

daraprojects@rediffmail.com



Empanelled CHA agents of ITPO

Porter Services Charges and Contact details of CHAs in Pragati Maidan for AAHAR

S.No.	Particulars	Quoted Rates per trip inclusive taxes (Rs.)
1.	Aggregate weight up to 25 Kgs.	Rs.60/- (including all taxes)
2.	Aggregate weight up to 26 Kgs. to 50 Kgs.	Rs.80/- (including all taxes)
3.	Aggregate weight up to 51 Kgs. to 100 Kgs.	Rs.100/- (including all taxes)
4.	Single Packet 50 Kgs. to 100 Kgs.	Rs.150/- (including all taxes)
5.	Single Packet more than 100 Kgs.	Rs.200/- (including all taxes) up to 500 Kg.

S.No.	CHA	Contact Person	Mobile	Email
1	M/s. Schenker India Pvt. Ltd	Mr. Prasun Roy Mr. Amit James	8076780533 9871998025	del.branch@dbschenker.com
2	M/s. Siddhartha Logistics Company Pvt. Ltd.	Mr. S R Dubey Mr. Yash Rajput Mr. Shekhar	9910398821 9910393042 9910172223	sanjay@siddharthalogistics.com
3	M/s. R. E. Rogers India Pvt. Ltd.	Mr. Hari Mahavar Mr. Birdi	9810003169 9873382099	rerid@rogersworldwideindia.com
4	P S Bedi and Company Pvt. Ltd.	Mr. Sudhir Mr. Nitin	9810146613 9717703825	ibharadwaj@psbedi.com exhibitions@psbedi.com

Architectural Guidelines of Architecture Division, ITPO for AAHAR 2023, New Delhi

I. SHELL SCHEME:

No Part/feature/branding/projection/furniture should go beyond 3.0 mtr.

II. BARE SCHEME:

Design Guidelines:

1. Dimensions allotted should strictly be followed.
2. **In case of Group Participation/State/Ministry/Department/CPSE Pavilions**, all passages inside their area must be minimum 3m wide and aligned with other adjoining passages for proper public flow. Moreover, mandatory passages must be provided below Smoke Curtains or in-line of Collapsible Partitions in their area, if any.
3. **Max. Height restrictions:**
 - a. Rear/back wall or wall adjoining stall should not be more than 3.0 mtr.
 - b. General height of stall including display aids/lights etc. should not exceed 3.0 mtr.
 - c. Feature/logo/branding can go uptill the height of 4.5m (feature/branding should not be on entire side wall and should be central feature only).
 - d. In Foyers, maximum height of any part/feature/logo/branding any should not be more than 3m.
 - e. In Hangars, rear/back wall or wall adjoining stall should not be more than 2.4m.
4. In State/Ministry pavilions, the internal passages should be planned aligned with the general passages for proper public flow.
5. Walls adjoining stall shall be finished properly (from outer side) and no branding allowed on this side. No structural support shall

be taken from neighboring stalls.

6. Outer face of rear/side wall should be properly finished.
7. Sides facing passage should be transparent or translucent.
8. Fire retardant paint to be used on wooden members.
9. Peripheral passage should NOT be occupied by the participant for any purpose
10. Locations where Sill Height is less than 0.75m, use only Toughened/Laminated safety glass or provide residual protection. In Horizontal or sloped glazing or glass used as railing or parapet, only Laminated safety glass to be used. Clear glass panels should be marked to make them visible.
11. Details about the venue such as Layout of Pragati Maidan, inside height of the Exhibition Halls/Foyers, etc. may be seen from Brochure and Layouts available at <https://indiatradefair.com/knowmngt/details/Architecture%20Di%20vision/>
12. All relevant guidelines of other ITPO Divisions should be followed.



THE INTERNATIONAL FOOD & HOSPITALITY FAIR
14-16 March 2023
Pragati Maidan, New Delhi

Indicative Render of a Sample Booth of 12 sqm



The above picture is indicative and the original stall may vary to that.

https://indiatradefair.com/aahardelhi/uploads/pdfs/AhaarStandardBooth_23022023.pdf

Internet Tariff-AAHAR 2023



**Authorised Exclusive
Internet Partner in ITPO**



RailTel offering Internet @ Pragati Maidan New Delhi

RailTel Tariff to be paid by Exhibitors

S.No.	Plans	BW (in Mbps)	Per Day Price (in Rs.)
1	ITPO 10	10	10,000
2	ITPO 20	20	18,000
3	ITPO 50	50	40,000
4	ITPO 100	100	70,000
5	ITPO 500	500	3,00,000
6	ITPO 1024	1024	5,12,000

**To avail connection, kindly contact to our
Partner @ 9212168823, E-mail: support.itpo@railwire.co.in**



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 www.railtelindia.com

PARKING POINTS

- Parking for Exhibitors/Visitors:
- Inside Pragati Maidan: To be notified separately
- Basement Parking : To be notified separately
- In Bhairon Mandir parking: to be notified separately

TRAFFIC MANAGEMENT

(i) Cargo movement

- **For New Halls**, entry through Gate No. 5 (cargo entry), unload and exit through Gate 5 (cargo exit).
- **For Old Halls**, entry through Gate No. 1 (cargo entry), unload and exit through Gate 1 (cargo exit).
- Security Division will deploy adequate man power to effectively manage traffic at various points.
- Cargo vehicles will go to Bhairon Mandir Parking and take a token to enter into Pragati Maian. No direct entry into Pragati Maidan will be allowed.
- Parking for commercial vehicles at Bhairon Mandir Parking carrying the exhibition material with material entry slip will be free of cost.
- Material entry slip without the name of the co., hall no. and stall no. will not be honoured by ITPO Security at entry gates and the entry of that vehicle will not be allowed to enter Pragati Maidan premises.
- Parking charges for cargo vehicles will be applicable from March 14- 18, 2023.
- There will be no parking charges for commercial vehicles coming for pick-up of exhibition goods on 18.3.2023 after 4 p.m.
- Cargo in Private vehicles (Car/ Scooter) will not be allowed entry even with material entry slips. These vehicles may use the basement parking.
- Participants who make last minute rush to the exhibition ground, a congestion charge will be charged on such exhibitors to maintain discipline.

- Any exhibitors / agency which fails to abide the instructions will be penalised by ITPO including foreclosure of booth and not allowed for future participation.
- No trucks will be allowed in the first floor. In the ground floor, ITPO will make arrangements and monitor for movement of trucks.



CARGO ROUTE MAP

Pragati Maidan, New Delhi



कीचोड / Legend

- CARGO ENTRY ROUTE
- CARGO EXIT ROUTE FOR BIG TRUCKS
- CARGO EXIT ROUTE FOR SMALL TRUCKS



CARGO ROUTE – AAHAR 2023

HALL No. 7 – 11 (Big trucks/vehicles)

Entry → Gate 1 → Gate 11 → Service Lane → Unloading inside respective halls

Exit → Service Lane → Gate 11 → Gate 1

HALL No. 7 – 11 (Small tempos/vehicles)

Entry → Gate 1 → Gate 11 → Service Lane → Unloading inside respective halls

Exit → Service Lane → Left turn from Gate 12 → From Road in front of hall 8-11 → From Road in front of hall 7 → Gate 11 → Gate 1

HALL No. 12 & 14 (Big trucks/vehicles)

Entry → Gate 1 → Gate 11 → Service Lane → Left turn from Gate 12 → Unloading

Exit → Gate 12 → Service Lane → Gate 11 → Gate 1

HALL No. 12 & 14 (Small tempos/vehicles)

Entry → Gate 1 → Gate 11 → Service Lane → Left turn from Gate 12 → Unloading

Exit → From Road in front of hall 8-11 → From Road in front of hall 7 → Gate 11 → Gate 1

HALL No. 6 (Big trucks/vehicles)

Entry → Gate 1 → Service Lane → Unloading inside hall 6

Exit → Service Lane → Gate 1

Hall no. 2-5

Entry → Gate 5B → Unloading inside respective halls

Exit → Gate 5A

(ii) Shuttle services

Round-robin shuttle service will be available from Bhairon Mandir Parking to the designated Drop off points around Pragati Maidan

(iii) Visitor Entry

- Visitors Entry will be from Gate 1, 4 and 10.
- No vehicular entry will be allowed for visitors.
- There will be queue managers for pedestrian visitors at Gate No. 1, 4 & 10. Security checks/frisking will be done at each Gate.

(iv) VIP MANAGEMENT

- Entry through Gate No.5, after dropping off the VIP, vehicle will proceed to the designated parking spot.
- Exit through Gate No. 1, 4 & 10

(v) EMERGENCY MOVEMENT

- Emergency vehicles will be allowed entry from Gate 1, 4 and 10.

(vi) LOCATION OF MEDICAL FACILITIES

- Manpower will be deployed at Gate 4, 5 and 10 at specified locations.

GENERAL SECURITY, PARKING AND FIRE SAFETY INSTRUCTION FOR AAHAR - 2023

1. Entry of Exhibitor - The entry of exhibitors will be on the basis of exhibitor's badges issued by Fair Unit (AAHAR) after making the full payment for booking of stall.
2. Possession of stalls - Possession of stalls will be allowed on the basis of allotment letter issued by ITPO after making the full payment for booking of the stall.
3. Entry of Exhibitors Cars - The entry of exhibitor's car will be allowed by bonafide car parking label, if any issued by AAHAR Fair unit and to be pasted on the windscreen indicating Registration No. of the car. The car will be allowed entry only upto designated parking area. No private vehicle will be allowed entry upto the halls even during build up. If no car pass has been issued, car maybe parked in Bhairon Mandir paid Parking.
4. Entry of Cargo vehicles - Only commercial vehicles carrying construction material and display material will be allowed entry to the halls on the basis of material entry slip issued by AAHAR Fair unit as per time slot on tenancy days and in the night from 9.00 pm to 7.00 am on fair days for replenishment of goods. **ITPO shall make efforts that 13th March 2023 is observed as 'NO WORKING DAY', so as to smooth completion of preparation of fair.**
5. No parking for commercial vehicle - No commercial vehicles shall be allowed for parking inside Pragati Maidan after unloading of the material.
6. Entry of Service Vehicle - Entry of Service vehicle will be allowed with bonafide service pass issued by AAHAR unit affixed on the windscreen with the Registration number of vehicle on it. The vehicle will be allowed entry upto service

gate of designated hall, no parking will be allowed inside Pragati Maidan. Service Passes will be issued only to commercial vehicles; no service pass will be issued for any private car. Entry of contractor workers will be on the basis of service badges issued with details fully filled by AAHAR Unit. **Entry of Vehicles with service parking is allowed before start of the event and after the event in the night.**

7. Entry of visitors – Entry of visitors will be on the basis of Ticket and Complimentary Passes issued by AAHAR Unit which will be got serially numbered. COVID-19 protocol will be followed at the gates before allowing the entry inside. Parking is not available inside Pragati Maidan for any visitor. Pay and park facility will be available at Bhairon Mandir Parking on first come first served basis.
8. Entry of Dignitaries – Entry of Dignitaries will be through Gate No. 5. **Protocol Lounge** will be set up to host the Dignitaries. No vehicle or person will be allowed entry without a bonafide car parking label or a proper entry instrument.
9. No Smoking & No Spitting Zone – Pragati Maidan is No Smoking & No Spitting Zone. Violators will be punished.
10. Security of Stalls – ITPO shall make suitable arrangements for general security in Pragati Maidan including Exhibition halls. However, exhibitors will be responsible for making complete arrangements for security of valuables and exhibits of their stalls. They may engage authorized security agencies for safety of their stall in co-ordination with Security Division of ITPO. List of exhibits should be verified and certified by the exhibitors and security guards at the time of handing over the exhibits on daily basis. ITPO shall not be responsible for any theft or pilferage etc.

11. Construction of stall as per authorized drawing - The exhibitors have to ensure that all structures of their stall are as per Public Safety measures and design guidelines and this shall be checked by architect of ITPO and also by Inspection and Facilitation Committee. *The exhibitors are advised to bring semi furnished/ pre-fabricated construction material for fabrication of stall. No construction waste is allowed to put in the passage. The waste material generated due to construction /assembling of stall should be dumped at the designated locations. All Exhibitors may please ensure that the all construction related waste is removed from booth and disposed off in the designated garbage points located around the halls and not to litter construction waste in the aisles. The onus for non completion will be entirely on the exhibiting company and the agency engaged for booth construction has to lift the construction waste and dispose off at the earmarked garbage dumping point on the ground floor.*
12. No storing behind the stall - No item will be stored behind the stalls. All entries and exit must be kept free to open. The exhibitors will be penalized for any default in this regard.
13. No construction/ function allowed on the road - To prevent blockage of roads/passages, no ticketed/sponsored function to attract public shall allowed on the roads or in front of the stalls. Also no construction is allowed in open area without taking prior permission from ITPO. However, no portion of any road will be allowed for any constructions.
14. Entry inside halls - Entry inside of hall will be permitted on the basis of visitor badge/exhibitor badges/Service badges issued by ITPO. All the protocol related to prevent the spread of COVID - 19 in force will be followed at the gates before allowing the entry inside the halls. Participants and their staff shall be under obligation to produce their badges when asked

by the security personnel deployed at the checking points.

15. Visit of celebrity/VIP – No celebrity/VIP to be invited to any stall/hall without prior permission from ITPO, well in advance. The security Division of ITPO must be informed in this regard at least two days in advance of such visit.
16. No hawkers or unauthorized labour will be allowed – Empanelled CHAs will provide porter services to the exhibitors and visitors at the entry gates and parking lots to ferry them and their material to the halls. Signages for location of these services shall be prominently displayed. No hawkers or unauthorized labours will be allowed inside Pragati Maidan.
17. Exit of Material - Exit of Material will be allowed on basis of exit permit issued by Hall Masters. On the day of wind up/dismantling, the entry of tempos/trucks to Pragati Maidan will also be on the basis of exit permit issued by the hall masters. The entry of trucks will be only after 9.00 pm as per time slot of the entry.
18. Security of stall during dismantling: Security of stall and their exhibits during dismantling on the day of wind up will be the responsibility of the stall owners only.
19. Positioning of ambulances –Ambulances with Paramedical stall will be positioned during the currency of the event.
20. No exhibitor will act in a way which causes problem to the fellow exhibitors. Usage of loudspeaker by any exhibitor inside hall is not allowed.
21. No exhibitor will be allowed to put his material beyond the

limit of his stall.

22. No exhibitor will block the passages inside the halls. No exhibitor is allowed dumping of garbage in and around the stalls is not allowed.
23. No material/cargo be transported by glass lifts.

Fire Safety Guidelines

1. Compliance to all fire safety, engineering and architecture guidelines should be strictly adhered to.
2. All passage and exit point should be obstruction free at all the time.
3. Any branding/publicity item should not be displayed in passage area.
4. Direct access to fixed & portable fire safety equipments and exits should be provided.
5. All construction and decorative material should be treated with fire retardant paint.
6. No naked wire/without plugs should be used to operate electric devices.
7. Halogen and other floodlights are not permitted inside the Hall/Hangars.
8. No fire safety devices should be tempered, obstructed or dislocated.
9. No open flame/fire or cooking is allowed inside the Halls/Hangars.
10. All stalls need to maintain good housekeeping.
11. Use of fire hazardous material like thatch, dry grass and other inflammable materials is not permitted. All materials used in

the construction of stalls and displays are to be fully fire proof and should comply with all other local regulations.

12. Electrical wiring under carpets is a potential fire risk. In case it is unavoidable, adequate precautions should be taken by covering the wiring by wooden ramps. Wiring under carpet should not have joints.
13. All exhibitors shall keep and maintain fire-fighting equipment (at least 1 ABC type portable fire extinguishers in each stall of 12 sq. mtr.) within their stalls, as per safety regulations.
14. Exhibitors should not carry matchboxes, lighters, cigarettes, fire arms, knives, acid, gas cylinders (including LPG) inside Pragati Maidan. They are liable to be checked and confiscated.
15. No Entry/Exit Gates of the Halls will be blocked by any structure neither locked by any means.
16. No fire hydrants or fire systems inside the halls will be covered by constructing stalls and access to them will always remain open.
17. In case any violation of space is noticed the structure will be removed at exhibitor's cost and ITPO will not be responsible for any damages.
18. All exhibitors should follow fire action plan of ITPO in case any fire incident.

Electrical Safety Guidelines

1. Clear access to main electrical distribution boards, fire safety equipment must be ensured. Adequate working space must be provided in front of main electrical distribution boards and fire safety equipment for easy operation
2. The buntings/hangings should not be long on air conditioning diffusers, ceiling light fitting support, fire fighting equipment or any other electrical/Audio-visual fixtures on wall / ceiling / false ceiling etc.
3. Extension of electrical wiring from power / light plug for multiple use should not be permitted.
4. Three phase / single phase power requirements need to be forwarded timely before the start of the possession.
5. The sound level is to be regulated in the interest of all other users and visitors. The sound level should not exceed 40 decibel due to use of any sound and music system in stalls.
6. Only LED spot lights should be used for stall lighting. Halogen and flood lights should not be used.
7. Sound engineering practice should be employed for work of electrical wiring from the main switches to the lights and other fixtures.
8. All electrical wiring work will be carried out only by the licensed electrical contractors.
9. Each stall should have an adequately rated switch fuse unit, MCB, ELCB or cutout to enable isolation in case of any emergency / overloading.
10. Electrical wiring under the carpets are potential fire risks. Wherever these are unavoidable, adequate precaution should be taken by covering these wiring with wooden ramps / rubber mat of adequate thickness. Wiring with joints should not be provided under the carpet.
11. The electrical equipment installed must be earthed as per Indian Electricity Rules, amended up-to-date. Connection may be made to the nearest main earth lead.

12. Power factor improvement capacitor should be provided with the connected equipment wherever motor of 5 HP or above are used.
13. The exhibitor should not draw electric power in excess of the requirement projected to ITPO and released by ITPO for the purpose.
14. Re-sale or supply of electricity to third party should not be permitted.
15. The exhibitor should be liable to restore or pay restoration charges, if any, on account of damage to ITPO property.

Parking, Entry & Exit of Vehicles

- (i) Parking in the **basement 2 (Hall 14)** will be given to the exhibitors, pay & park facility will be available at **basement 1 (Hall 2-5) and Bhairon Road parking** on first come first served basis.
- (ii) Entry of cars/trucks/lorries into Pragati Maidan during build-up period and exhibition, shall be strictly regulated. AAHAR Unit will issue material entry permit for entry of commercial vehicles into Pragati Maidan during build-up period of the event. For online participants, the material entry permit shall be self generated from online space booking portal.
- (iii) To avoid overcrowding of trucks inside Pragati Maidan, during possession and dismantling time, Participants are requested to take their cargo vehicles to Bhairon Mandir parking from where they will be allowed entry into Pragati Maidan in batches.
- (iv) ITPO shall make efforts to make 13th March 2023 as “No Work Day” so as to enable smooth completion of pre-exhibition facilities. The exhibitors shall adhere to the timelines issued by ITPO.

Do's and Don'ts with respect to limitation of vehicles load and movement inside the Exhibition Halls:-

1. Maximum weight of the vehicles including material allowed inside the Exhibition Hall is 5000 Kg. But can be allowed a load of 7500 Kg. including material, if they are parked in a staggered form with minimum 3.0 meters distance apart.
2. Maximum speed of vehicles allowed inside the Exhibition hall is 5-10 Km/hr.
3. No vibrating machines is allowed to rest on the floor as it will cause resonance and may be that will match with the building resonance and can damage the structural elements.
4. Large Trucks/vehicles are also not allowed inside the exhibition hall.
5. 04 cargo lifts (7 tonne capacity) and three cargo lifts (2.5 tones capacity) will be for seamless working. All Exhibitors are requested to move in according to time schedule mentioned above and not to rush just two days before the show dates as it leads to non completion of the booth set up.

Statutory Compliance

- (a) **Performance License**: Any exhibitor/Associates intending to organize any entertainment/ promotional activity even in its own allotted space would require prior permission from ITPO. In addition, the exhibitor/Associate has to get performance license from the concerned authorities two days before the function.
- (b) **Copy Right License**: All necessary licenses for using Copyright material (from the relevant Copyright Societies e.g. the Phonographic Performance Ltd. and the IPRS etc.), shall be obtained and a copy of the same shall be kept/ provided

for perusal of ITPO. Anybody found infringing Copyright Act shall be personally liable to pay the penalty and indemnify to ITPO for any such infringements.

- (c) **Noise Level:** Use of loud speakers for playing music, making announcements etc. for attracting visitors is strictly prohibited. If a mike is used for promotional purposes, the exhibitors shall ensure that no nuisance/ disturbance is caused to other exhibitors, and annoyance to the visitors. The sound level should not exceed 70 decibels.
- (d) **No Smoking Zone:** Pragati Maidan is a “No Smoking Zone”. Therefore, smoking in exhibition ground, halls and other premises of India Trade Promotion Organisation is strictly prohibited. Any violation in this regard shall attract penalty as per law.
- (e) Exhibitors are not allowed to sell products.

IMPORTANT GUIDELINES FOR EXHIBITORS

1. Please note that your participation in AAHAR 2023 shall be governed by the Terms and Conditions of the event, exhibitor manual and other rules & regulations, notices etc. already available on the website. You are advised to follow the same.
2. Electricity of 1.0 KW per 12 sqm is included in the space rentals.
3. Exhibitors are advised to apply and make payment for any additional power load required during Construction period or exhibition days at least 48 hours before the start of tenancy, failing which surcharge will be levied for the same.
4. The Approval Letter will facilitate your entry into the AAHAR venue - Pragati Maidan. You are advised to collect Exhibitor Badges, Material Entry Slips, Complimentary business visitor passes as per entitlement on the designated date to be

notified on ITPO website from online portal.

5. The exhibitors are hereby advised to follow all existing COVID-19 related rules issued for managing Covid Appropriate Behaviour by various government authorities from time to time.
6. Only the company in whose name the booking has been made is allowed to operate from the booth. ITPO will conduct spot checks during the exhibition. If it is found that the booth is in possession of any other company/agency, ITPO reserves the right to seal the booth and initiate criminal proceedings against the company in whose name the stall was booked or to take action as deemed fit by ITPO.
7. The exhibitors are hereby advised to follow display rules as mentioned in the terms & conditions of the event.
8. It shall be the sole responsibility of the Exhibitor to comply with/observe all applicable laws, rules, regulations, orders, directives and guidelines of any Government/Statutory Authority/Regulatory body and also obtain/hold licenses/permissions/clearances required by it for participation in the Fair/Exhibition/Event.
9. ITPO reserves the right to re-allocate all or any space or product category for better utilization of the space owing to following COVID regulations or any other exigencies needed in better management of the event.
10. Original documents will be verified at any time during the tenancy of the event. If any discrepancy is found subsequently, ITPO will cancel the booth allocation.
11. Only original allottees to occupy the stall in the entire duration of the event.
12. ***No booth construction activity will be permitted on 12.03.2023 after 06:00 PM.*** The booth construction should be

ready by this cut of date and time. In case company / exhibitor does not comply the said instruction, the stall will be cancelled and the company has to vacant the site at his own cost and risk. No refund will be entertained

13. Booth number should be clearly mentioned on the fascia of the booth (both bare/shell participation).
14. Exhibitors will keep their stall and the area around their stall clean. No littering in and around the stall.
15. Exhibitors will conduct their business during the fair without causing disturbance to others.
16. Exhibitors will not use power/equipment over and above their sanctioned power load.
17. The glass elevators/escalators are not be used for cargo under any circumstances.
18. Exhibitors are advised to put their exhibits/other materials in the designated space only.
19. Exhibitors are advised not to put their exhibits or other material in the passages or behind their stalls, failing which it will be removed at the cost and risk of the violating exhibitor. Suitable penal action will be initiated against such exhibitors.
20. Exhibitors are advised to abide by the instructions of the Hall Master.
21. The use of microphones/speakers to invite customers to stalls is strictly prohibited.

MISCELLANEOUS

- (a) Storage of empty boxes/ cartons behind the stalls, outside the halls in open areas is not allowed. It is liable to be removed and disposed of at the expense of participants.
- (b) To prevent blockage of roads/ passages, no ticketed/ sponsored functions shall be held in front of any stall or hall elsewhere in Pragati Maidan to attract public.
- (c) Participants and their staff inside the stall shall be under obligation to produce their badges when asked by the security personnel. Any person found without badge shall not be allowed to enter the halls/stalls.
- (d) **Dispute Regarding Quality Problems etc.:** ITPO shall not be a party to any disputes arising out of quality problems/ logo/ brand infringements etc. or otherwise between either exhibitors or the customers and exhibitors. In case, ITPO is put to any loss for any act of omission and or commission of / by the participant, ITPO shall be made indemnified by such participant.
- (e) ITPO shall not be responsible for any dispute between the exhibitor and business visitor who has booked any order from the concerned exhibitor during the exhibition.
- (f) **Unauthorized Occupation of Space:** Unauthorized occupation of any space inside the hall including passages or outside the halls shall attract confiscation of exhibits and imposition of penalty, as deemed fit by ITPO. The rear space of stalls shall not be used for storage or any other purposes. The occupation of such areas shall be unauthorized.
- (g) **Deviation in Display Profile:** The display of products other than that mentioned in their application shall be treated as unauthorized and may also attract penalty as deemed fit by ITPO.

(h) Stall Alteration:

- No alteration of the size or position of an exhibitor's stall is permitted.
- ITPO reserves the right to modify the layouts/reorganize the location/sizes of booths and gangways.

- (i) **Passage:** Participants may ensure that their exhibits must not obstruct passages. Public passages and gangways should be left clear. No hindrances, protrusion of exhibits shall be permitted. Non-compliance shall attract penalty.
- (j) **Sub-letting:** If the allotted stall has been sub-let to another party, ITPO shall have the right to close the stall and impose penalty, as deemed appropriate.
- (k) **Service Providers:** Details of construction & decoration agencies appointed privately by exhibitors shall be intimated to AAHAR Fair Unit one month prior to the commencement of the exhibition. They shall undertake to follow the guidelines of Architect Division of ITPO.
- (l) **Temporary Staff:** ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/hostesses by the participants.
- (m) **Food & Beverage outlets:** The agency authorized by ITPO shall only be allowed to operate food and beverage outlet/kiosk. Sale of eatable/ beverages of any kind inside the hall is strictly prohibited. No exhibitor is allowed to make arrangement of food/beverages kiosk inside the hall. Ad hoc/ temporary kiosk without the permission of ITPO shall not be allowed. If anyone found selling food packets/beverages inside the halls, action as deemed fit shall be taken against the same.
- (n) **Cleanliness and Maintenance:** The participants will be responsible for cleanliness and maintenance of their stalls. Cleaning of common passages/areas will be arranged by ITPO. Participants will be responsible for removal of empties, waste material by **06:00 PM on March 12, 2023**. No empties

or wooden material shall be allowed to be kept behind the partitions of stall.

- (o) **Attendance at the stand:** No stand should be left unattended during the exhibition hours. The participants will not carry out any activity, which in the opinion of ITPO amounts to nuisance or annoyance. ITPO shall have the right to take remedial action as deemed fit, in such cases.
- (p) **Exit Permit & Vacation of stall:** All participants shall vacate the stalls by 10.00 am on March 19, 2023, positively (Refer dismantling timelines). The post-fair exit will be through Gate no. 1 only. No exhibits/ cases/ display material shall be allowed to be taken out of Pragati Maidan without Exit Permit which will be issued by the Hall Master/ Sector officer deputed by ITPO. Participants who fail to vacate the space shall be liable to pay penalty to ITPO (as prescribed by ITPO) and the ITPO shall have the right to remove such exhibits/ materials at the risk and cost of exhibitor. The storage of exhibits in the open area shall not be permitted after the close of the Fair, which shall also attract penal rent as applicable.
- (q) **Dress Code:** AAHAR is a business-oriented international event attended by domestic as well as overseas business and professional visitors. It is necessary that hosts/hostesses and presenters, who often promote various products and services on behalf of the exhibitors, be decently attired, keeping in view the law of the land and India's cultural ethos.
- (r) **Violation of rules:** In the event of violation of rules, ITPO shall have the right to close down the stall of the participant immediately and no refund of participation charges shall be refunded.
- (s) **Force Majeure:** ITPO shall endeavour to ensure supply of the services. In case such services are beyond the control of ITPO, then no exhibitor is entitled to claim any damage on this count.

- (t) **Arbitration:** The decision of CMD, ITPO or his/ her nominee shall be final and binding on the participant about the rules and regulations.
- (u) **Disputes:** Disputes, if any arising out of participation in this fair shall fall within the jurisdiction of the courts of Delhi/ New Delhi. ITPO reserves the right to allot space on the basis of criteria decided by the Management of ITPO.
- (v) The general rules/guidelines for exhibitors contained in the Factsheet, Terms & Conditions and Approval Letter available on ITPO's website are also in force and complement the provisions of this document are binding on all exhibitors. Any violation/ deviation/ non-compliance may shall attract penalty as deemed fit by Competent Authority including pre-closure of the stall/booth.
- (w) Taking possession of the booth will be treated as acceptance of all the terms & Conditions of participation, Approval Letter & Exhibitor Manual.



Certificate

I _____, the authorized representative of M/s _____,
participating in the 37th edition of AAHAR - The International Food & Hospitality Fair, 2023, to be held during March 14-18, 2023 at Pragati Maidan, New Delhi, with stall No. _____ Hall No. _____ hereby certify that I have read, understood and agree to the terms and conditions, exhibitor manual, and other instructions for exhibitors contained in the Approval of Participation-cum-Possession Letter and other such instructions issued on ITPO's website from time-to-time, at the time of collection of the exhibitor's kit.

Place _____
Date _____

Signature of Authorized Representative
Name _____
Designation _____

Note

The filled in certificate duly signed and stamped on company's letter head should be submitted to ITPO at the time of taking the Exhibitor's Kit.