

**Invitation of Expression of Interest (EOI) for  
Installation of LED Display Panels on rental basis at Pragati Maidan, ITPO**

India Trade Promotion Organisation (ITPO), a premier trade promotion organization, manages India's premier trade fair complex, Pragati Maidan in New Delhi. ITPO invites Expression of Interest from reputed agencies for "Installation of LED Display Panels on rental basis at Pragati Maidan", during various trade fairs/exhibitions. The job details are as given below:

- There will be 4 (four) display boards to be put up in the Pragati Maidan Exhibition Complex at designation location - (Indoor/outdoor wall/stand mounted). The LED screens need to be environment friendly and no ultra violet and infrared radiations.
- The procurement & installation of LED display panels, activations and its safety will be the responsibility of the agency. ITPO will not pay any amount on account of all these activities.
- The work is to be completed by October 31<sup>st</sup>, 2013.
- The contract will be for India International Trade Fair (IITF) which can be extendable to other ITPO fairs and important third party fairs depending upon the response in IITF.
- From the total time available for display, 20% of the display time for each LED display board is meant for ITPO's promotional purposes.
- The remaining display time can be utilized by the agency for advertisements for generating revenue which will be mode of sharing. The agency will be doing the marketing of the advertisements, but the content of the displayed advertisements will be fianilised in consultation with ITPO.
- The advertisements of the participating and non-participating companies relating to trade only will be permitted.
- Rates of advertisements will be decided in consultation with ITPO and may vary for prime time and non-prime time.

**ELIGIBILITY CRITERIA**

- The Bidder should be either a company or a firm. Relevant papers/copies of original documents, such as Service Tax registration certificate (any one) along with registration certificate, memorandum of understanding, article of association may be provided as a supporting document.
- The bidder should have a registered number of Service Tax. Please provide certified copy as supporting document (any one).
- The bidder should have a minimum annual average financial turnover of Rs.50,00,000/- ( Rs. Fifty Lakh Only) during last three financial years. Audited copy of balance sheet for last three financial years i.e. 2010-11 to 2012-13 are to be provided as supporting document along with the Certificate by Chartered Accountant.
- The bidder must have provided LED Display Panels to any Government/Semi-Government/PSU on hiring basis. (Minimum 2 work orders in last 7 years i.e. till 2012-13, please submit installation completion report/certificate duly signed and stamped by the concerned authority from Government/Semi-Government/PSU as supporting documents).

- The company/agency should not be black listed by any Govt./semi Govt. organization or PSU.

#### Presentation by the Shortlisted Companies

The eligible companies will be required to make a presentation of about 20 minutes comprising of select officials of ITPO. The date and timing of the presentation will be informed to the selected vendors subsequently. The presentation should provide

1. A brief description of the Company along with a brief description/ visuals of work completed.
2. A brief description of the project along with estimated rentals, expected assistance from ITPO, Revenue sharing module between ITPO and the company, time required for the completion of the project, and forecasted returns over the next three years.

ITPO reserves the right to accept or reject any or all the proposals received in full or in parts without assigning any reason whatsoever.

Response to this EOI may be sent to the address below on or before Sept. 30, 2013 (12.00 Hrs). Clarification pertaining to this EOI may be sought upto Sept. 29, 2013 from the address below:

General Manager (IS)  
System Development & Compliance Services Division  
India Trade Promotion Organisation  
Pragati Bhawan, Pragati Maidan  
New Delhi - 110 001  
Tel: 011-23370695  
Fax: 011-23379646  
Email: [achandra@itpo-online.com](mailto:achandra@itpo-online.com)