

**India Trade Promotion Organisation
(A Govt. of India Enterprise)
Pragati Bhavan, Pragati Maidan
New Delhi-110001**

Tender No. ITPO/MP/Pub/2013

dated 2nd September, 2013

**Appointment of Marketing Agency for Mobilisation of Participation for Auto
Ancillary Show, Pune**

ITPO is organizing the 2nd edition of Auto Ancillary Show (AAS) at Pune from October 25-28, 2013. The 1st edition in 2012 was highly successful and attracted 47 exhibitors occupying an area of 1500 sq. mtr. The Show was visited by more than 2000 business visitors leading to generation of over 7000 enquiries. The business generated was to the tune of Rs. 100 crores.

In order to mobilise participation in the 2nd edition of Auto Ancillary Show, ITPO desires to appoint agency(ies) to market the exhibition space. The basic requirements expected of the agency are:

- a) Exposure to the Auto industry
- b) Desirable: Two years' experience of marketing/organizing/promotion of events
- c) Desirable: Experience of working with Government/Public Sector Undertakings

The broad terms & conditions for the agency are as follows:

1. ITPO will provide 10% mobilization support to the agency based on the bare space rentals of the show. This will include any premium charges applicable for corner booths. Payment of mobilization support will be subject to booking of minimum 100 sq. mtr. area.
2. Mobilization support will be released on completion of the event.
3. TDS/taxes as applicable will be applied.
4. The payment can be collected by the agency only in the name of "India Trade Promotion Organisation" preferably by a demand draft or else the money can be transferred directly into ITPO's bank account.
5. No discounts can be offered to a prospective exhibitor by the agency.
6. The agency must obtain full payment before the possession of booth can be given to the exhibitor mobilized by the agency.
7. ITPO will take the final decision in allotment of booths, though all efforts will be made to accommodate the requests of the agency for the exhibitors mobilised by it.

The complete details of space rentals and terms and conditions of participation may be seen on www.autoancillaryshow.com

The agencies which are interested in marketing the Show, may please fill up the attached form accepting the terms and conditions laid down above along with an earnest money deposit of Rs. 5,000 (Rupees five thousand only) payable at Mumbai in the form of a bank draft favouring **India Trade Promotion Organisation** so as to reach the following address immediately:

Shri Y.K. Sharma
General Manager
India Trade Promotion Organisation
Jhansi Castle, 7, Cooperage Road
Mumbai - 400001

Email: itpo@itpomumbai.com

Tel: 022-22822196, 22026629 & 22021730

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Name of the bidder:

Mailing address:
.....

Contact Executive
(Name & designation)

Tel: Fax:

E-mail: Website:

PAN/VAT/TIN Nos.

Service Tax No.
(Please attach copies of certificates)

Annual turnover during last two fiscals
Rs.....
Rs.....

Names and details of events organised
(attach certificate from organisers/copies of
agreements and brochures etc. in support)

Major Govt. PSU clients
(attach copy(ies) of job orders)

Details of EMD DD No..... dated.....
Drawn on

Please elaborate on the agency's exposure to
the auto industry
(attach separate sheet(s), if necessary)

Date:
(Signature with seal of company)