

108-ITPO(158)/AAS/2014/1
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan
New Delhi-110001

Appointment of Agencies for Marketing of Auto Ancillary Show,
Oct. 10-13, 2014, Pune, in overseas markets

Introduction :

ITPO, a Public Sector Undertaking, under the Ministry of Commerce & Industry, Govt. of India, is engaged in trade promotion activities, inter alia through a medium of trade fairs. ITPO organises about 10-12 trade shows in India and participates in about 35-40 trade shows annually in overseas markets.

ITPO has launched the Auto Ancillary Show, Pune in 2012 and has organised two such shows till now. The 3rd Auto Ancillary Show will be held at Pune from October 10-13, 2014. The show is organised in collaboration with the Auto Cluster Development & Research Institute (ACDRI, Pune).

ITPO intends to appoint marketing agencies in overseas countries for marketing and promotion of Auto Ancillary Show.

Basic pre-requisites of marketing agencies :

- Agencies should have at least 2 years of experience in marketing of trade shows.
- The agencies should be registered with the requisite authority in their country.
- The agency should be a member of some Chamber of Commerce or Trade Association etc.
- The agency should have strong networking strength and experienced staff.

General :

- The selected agencies will be initially appointed on a non-exclusive basis for 2 years.
- Based on the business generated/exhibition booths sold, the agency will be considered for grant of exclusive marketing rights in a particular country /region.
- Preference will be given to marketing agencies having experience in the auto industry related exhibitions.

Interested agencies may apply to ITPO as per the application form given in this notice.

Applications may be sent to:

Mr. DK Nangia, Dy. General Manager, India Trade Promotion Organisation, Pragati Bhawan, Pragati Maidan, New Delhi-110001

Email: dknangia@itpo.gov.in

URL: www.autoancillaryshow.com, www.indiatradefair.com

Terms & Conditions Governing Marketing Agencies for AAS 2014

- 1) The marketing agent will be responsible for sales, planning and implementation of exhibition promotion in the country or region allotted.
- 2) The agency will be responsible for liaison with exhibitors from their countries / region. The agency may assist potential exhibitors with the co-ordination of exhibits' transportation, hotel arrangements or any other assistance at its own discretion.
- 3) The agency will use all reasonable means to promote the exhibition throughout the period of this agreement. The agency is free to promote the show locally in any newspaper/magazine / electronic & digital media etc. at its own cost. ITPO is not liable to bear or share any such expenses.
- 4) All costs relating to emailing / tele-marketing, office expenses, etc. are to be borne by the Agent. ITPO is not liable to bear or share any such expenses.
- 5) The Agency will provide a hyper-link to AAS 2014 on its website.
- 6) Upon reservation of space with ITPO, the agency will submit to ITPO all particulars (firm name, contact persons, address, space requirement, exhibits listing) of respective exhibitors for inclusion in exhibition directory. The agency shall be a partner of space rental contracts for exhibitors mobilised by it.
- 7) ITPO will provide 15% commission, on bare space rentals basis, for area booked by the agency, only after receipt of full space rentals of the booked area.
- 8) The agency may collect space rentals from exhibitors interested in participating in AAS 2014 and remit it immediately to ITPO's Bank Account.
- 9) The commission can be deducted by the Agency, from Space Rentals, at the time of final transfer of Space Rentals to ITPO Bank account.
- 10) The exhibitors recruited by the agency shall follow all rules and regulations of AAS. The exhibitors shall stay for the full duration of the show.
- 11) ITPO will assist in getting visa for the exhibitors and their staff.
- 12) ITPO will be responsible for the general promotion of the show.
- 13) ITPO will acknowledge the name of the marketing agency on its website.
- 14) The Agency is permitted to use the name and logo of ITPO, as well as of the Auto Ancillary Show in their promotion materials, mailers, web-sites, etc.
- 15) ITPO will provide English language brochures (promotion material), and application forms to the agency. However, if other language brochures are required, the Agency may organise at its own cost. The translation into local

language will have to be got approved from ITPO in advance, to ensure factual accuracy.

- 16) In the unlikely event that ITPO decides to cancel or postpone the exhibition for whatever reasons within the validity of this agreement, ITPO will not be liable for any financial expenses incurred by the Agency in carrying out its duties under this agreement, except to what the parties to this agreement have agreed upon otherwise in writing.
- 17) Any dispute arising from the agreement shall be settled through amicable negotiations. If such negotiations fail, the dispute(s) shall be referred to an arbitration body in India. This agreement shall be governed by and construed in accordance with the laws of the Republic of India. The arbitration award shall be final and binding on both parties hereto.
- 18) The Agreement is valid for one year from the date of signing and may be renewed on yearly basis, for first two years, after internal review of ITPO, unless announced otherwise by either party one month before the expiration date.
- 19) This agreement will be on a non-exclusive basis.
- 20) Exclusive agreement with an Agency may be made only after review of two years' performance of the Agency by ITPO.
- 21) ITPO will not be held liable for any acts of commission or omission on the part of the Agent.

India Trade Promotion Organisation

**Application Form for Marketing Agencies for
Auto Ancillary Show, Pune
October 10-13, 2014**

1) Name of Applicant/Company

2) Address

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Pin Code

3) Chief Executive

4) Contact Person

5) Tel :

6) Fax :

7) Email:

8) Website:

9) Date of establishment of agency

10) Experience (please attach extra sheet if necessary):

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11) Staff Strength :

Marketing / Sales

Administrative

12) Annual turnover (US\$).....

13) Trade shows marketed/promoted

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14)Achievements :
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15)Membership of Trade Associations (with name) :
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16)Membership of Chamber of Commerce (with name) :
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17)Reference(s)

18)Remarks (please explain how you will promote the Auto Ancillary Show amongst prospective exhibitors. Please attach additional sheet, if necessary):

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