

**INDIA TRADE PROMOTION ORGANISATION**  
**(Security Division)**

**No.130/ITPO(425)/PUB/2012-13**

**Date: 01.04.2013**

**Subject: Inviting RFPs from reputed trade magazines to barter advertisements of 16<sup>th</sup> India International Security Expo-2013 in lieu of built up booth.**

ITPO invites offers from reputed publications/magazines dealing in Homeland Security, Internal Security and Industrial Safety, Residential security etc. to enter into barter arrangement for publicity of India International Security Expo-2013 being held at Pragati Maidan, New Delhi w.e.f. 26-29 September, 2013. IISE is India's oldest and most reputed exhibition on security equipments and is in its 16<sup>th</sup> edition this year. Salient guidelines for barter proposals are as follows:

**Obligations of publication/magazines**

1. The magazine will provide one full page colour advertisement of IISE-2013, in each issue of Magazine beginning April/May-2013 till October-2013 (i.e. 06 ads).
2. The magazine will also provide window space/hyper link of **IISE logo** on their websites.
3. The magazine will publish Pre-show and Post-show Report of IISE-2013.
4. The magazine will carry the Interview/news letter of CMD/ED & other officials of ITPO in at least three issues.
5. Regular e-mailer blasts of advertisements to all dealers of security equipments.
6. E-banner of show on their website.

**Obligations of ITPO**

1. ITPO will provide one 6 SQM built up booth with usual stand lighting. Service Tax will be borne by the magazine/publication.
2. Free entry of Profile of Publisher as participant in Expo Catalogue.
3. Approval of barter proposal is subject to acceptance by the publishers to pay ITPO the Service Tax towards space rentals.

**Qualification Criteria**

1. The publication/magazine should be registered under appropriate authority of central government or any state government.
2. The trade magazines should have minimum circulation of 25000 copies.
3. The trade magazines should have circulation all over India.

**Disclaimer**

1. ITPO invites this Expression of Interest solely for the purpose of media partnership towards the organization of IISE-2013.
2. ITPO does not bind itself towards qualification/claims of any or all of the applications for the purpose of proposed partnership. The terms and conditions are liable to change at any time as per the discretion of ITPO.
3. Acceptance of proposal will be sole discretion of ITPO.

Interested magazines/publishers may send their offer to **General Manager (Security), India Trade Promotion Organisation, Pragati Bhawan , Pragati Maidan, New Delhi 110001** latest by 10.04.2013