

## INDIA TRADE PROMOTION ORGANISATION

Aahar – The International Food & Hospitality Fair, New Delhi  
(March 13-17, 2018)

\*\*\*

### Terms & Conditions for Participation

#### 1. Policy for booking and allocation of Space

Applications for booking of space are acceptable 'online' only, except as specified in this document.

Website: [www.indiatradefair.com/aahardelhi](http://www.indiatradefair.com/aahardelhi)

The date of opening will be announced on website. The Minimum stall size in the event will be 9 sqm. Only one application will be accepted against one PAN.

#### Category of Participants

There are four categories of participants in AAHAR 2018 as far as allocation of space is concerned:

- (A) Govt. Organisations
- (B) Foreign Participants
- (C) Domestic Participants & New and Young Entrepreneurs (NYE).
- (D) Associates

#### **(A) & (B). Govt. Organisations and Foreign Participants**

- (i) The applications will be accepted in both online & offline mode. The Country level/ Group participants request will be taken offline, while the individual company level participants will have to block their stalls online in the booking module.
- (ii) Applications received from this category will be considered on priority, as per booth availability at the time of their applications.
- (iii) The allotment will be made as per space availability and with mutual acceptance, as per the written request for different options given by applicants.
- (iv) In case of foreign participants, Exchange loss in foreign currency during TT, shall be borne by the applicant and shall be paid by the applicant on or before the commencement of Event.

#### **(C) (a) Domestic Participants (Standing Operating Procedure for Online Booking/allocation of space in AAHAR, 2018).**

- (1) The booking of space for AAHAR, 2018 is through online process only. The payments are accepted through online mode only, through the payment gateway of ICICI Bank and Union Bank of India.
- (2) The mode of payment available will be Debit Card/Credit Card/Net Banking payments, it is mandatory to make payment within 20 mins of stall selection, failing which the provisional blocking will be cancelled and the booth /stall will be opened for booking.
- (3) RTGs/NEFT payments or Direct transfers in ITPO bank accounts are not allowed.
- (4) The online booking system will open for all product categories simultaneously.

- (5) Indian applicants who are not members of ITPO will have to pay a mandatory one-time membership fee of Rs. 3000 + applicable taxes.

## STEPWISE PROCESS FOR ONLINE BOOKING

- a) Applicant will have access to the online booking system only after the terms & conditions are accepted.
- b) After applicant agrees to the terms & conditions, select the category:
  - Domestic Exhibitor
  - New & Young Entrepreneur (NYE)
  - Government Exhibitor
  - Foreign Exhibitor
- c) The applicant is required to fill the online application form with complete details and upload scanned copies of the required documents as mandated. This inter-alia includes:
  - Firm Registration documents
  - Copy of PAN
  - Copy of cancelled cheque
  - GST certificate
  - Copy of TAN certificate (in case the exhibitor is deducting TDS)
- d) The Foreign exhibitors have to upload their firm registration certificate as well as their address proof.
- e) A User ID & Password will be created and mailed on the registered email id of the applicant for future log-in's.
- f) Click and select the category of your product(s):
  - 1 F & B Equipment (Preparation / Processing / Packaging Eqpt.)
  - 2 Food Products / Beverages / Ingredients / Additives
  - 3 Hospitality & Decor Solutions

(Only relevant hall(s) will open / can be seen).
- g) Select the booth of your choice from amongst the available booths. Each applicant can select only one booth (merging of booths is not allowed). In case the applicant wants to book more than one booth then they have to create a fresh user id for each new booth application.
- h) Upload the mandatory/relevant document(s) indicated above.
- i) After selection of booth, a total costing sheet including the space rent, premium charges, applicable GST (currently 18%) and Security Deposit @ 10% (refundable) will be visible to the applicant.
- j) The applicant will have the option of selecting the applicable TDS from the given options viz. 0%, 2% & 10%.

k) Make the payment within 20 mins through Payment Gateway System

- Net Banking – The best system for fast transfer of funds.
- Debit/ Credit Card

***RTGS, NEFT, Cheques and Demand Drafts are not acceptable.***

l) After receipt of payment and documents, a confirmation mail will be sent to the applicant at their registered email.

k) Subsequently, a receipt will be generated and emailed to the applicant for the amount paid by them.

**(C) (b) New & Young Entrepreneurs (NYEs)**

- (i) This option is open only for entrepreneurs from India.
- (ii) The maximum area booking is limited to 18 sq.mtr. Each applicant can select only one booth. Applicant can apply in any of the halls if the specified area is available.
- (iii) Applicant under this category should enter booking system by clicking on NYE tab under Domestic/NYE category.
- (iv) The applicants will be offered a rebate of 50% (on basic space rent + corner premium only).
- (v) The booking will be done online with the same procedure as for other Domestic Applicants.
- (vi) Allocation of booths will be made on **First Come First Served** basis, after completing the all mandated requirements.

**(C). (b.1) Qualifying Criteria for New and Young Entrepreneurs (NYEs)**

- (i) The entity should be recognized as Start-up by Deptt. Of Industrial Policy & Promotion (DIPP).
- (ii) The applicant should have all the mandatory documents required for participation as a domestic applicant.

**(D). Associates**

- (i) Space will be earmarked for Associates.
- (ii) Associates will further market the area to their members and will keep ITPO informed about the progress.
- (iii) Associates will make allotment to their members / applicants.
- (iv) Associates are not allowed to charge any mark-up on rentals, services, etc.
- (v) Exhibitors allotted space by associates, are required to submit online application and full participation fee directly to ITPO, through online process (including the Payment Gateway).

**2. General Conditions**

- (i) The online bookings will only be done through AAHAR 2018 official website: [www.indiatradefair.com/aahardelhi](http://www.indiatradefair.com/aahardelhi)
- (ii) Space shall be confirmed after receipt of amount on or before the prescribed date by ITPO. All Applicants should ensure making full payment by the stipulated time limit.

- (iii) Payment of premium charges for 2 side open, 3 side open and 4 side open stalls @ 10%, 15% & 20% respectively of participation charges. The location/corner premium will be charged to all booths irrespective of area.
- (iv) Requests for refund of amount shall be processed under the rules, after closure of the fair. The refund process may take two months approximately.
3. **Issuance of Approval Letter:** Approval letter for participation in the exhibition shall be issued after fulfillment of following conditions by the applicants:
- (i) Payment of 100% participation charges, including GST @ 18%.
  - (ii) Payment of interest free refundable security deposit @ 10% of total participation charges.
  - (iii) Payment of premium charges.
  - (iv) Submission of all the mandatory documents (subject to the satisfaction of the verifying officer)
4. **Possession of Space**
- (i) Possession of bare space shall be given from March 10, 2018.
  - (ii) Possession of constructed stalls/booths from March 12, 2018.
5. **Display Arrangements:** Display arrangements by all exhibitors shall be completed by 10 pm on March 12, 2018.
6. **Fair Catalogue:** ITPO shall print fair catalogue based on the details mentioned in the on-line application form (Registration I). Applicants must ensure correctness of the details filled by them in the application process.
7. **Payments**
- (i) **Domestic Participants** shall make payments through Payment Gateway only (No other mechanism accepted) by using Net Banking/Debit Card/Credit Card only in ICICI BANK & Union Bank of India Account.
  - (ii) **Foreign Exhibitors** shall remit participation fee through bank transfers only in **CITI BANK** as detailed below:
    1. **Name of the Beneficiary - INDIA TRADE PROMOTION ORGANISATION**
    2. **Name of the Bank - CITI BANK**
    3. **Branch Address - Jeevan Bharti Building, 4<sup>th</sup> Floor, 124, Connaught Place, New Delhi 110001**
    4. **Account No. - 0002157-012**
    5. **Type of Account - GLOBAL FUND ACCOUNT**
    6. **Swift Code - CITIINBX**
    7. **IFSC - CITI0000002**
    7. **IBAN No for Euro - GB68CITI18500805501024**
    8. **PAN NO. - AAATI2955C**

**8. Participation Charges:**

The booking of space will be online through the official fair website. The application money has to be deposited only through Online Payment channels. Space can be booked under following categories:

Description	AC INDOOR HALL (Shell Scheme)*	AC INDOOR SPACE (Bare Space)*	AC HANGAR (Shell Scheme)*	AC HANGAR (Bare Scheme)*	NON-AC OUTDOOR SPACE (Bare Space)*	NON-AC OUTDOOR SPACE (Shell Scheme with canopy)*
	Rate per sqm (Min. Booking 9 sqm.)	Rate per sqm. (Min. Booking 36 sqm.)	Rate per sqm. (Min. Booking 9 sqm.)	Rate per sqm. (Min. Booking 36 sqm.)	Rate per sqm. (Min. Booking 60 sqm.)	Rate per sqm. (Min. Booking 12 sqm.)
National Participants	Rs. 9700	Rs. 9000	Rs. 8500	Rs. 7900	Rs. 7300	Rs. 8000
Overseas Participants	US\$ 290	US\$ 265	US \$ 240	US \$ 220	US\$ 175	-
*The applicable Taxes are extra (Current GST Rate is 18%). Refundable security payable @ 10% of rentals by domestic exhibitors						

**Premium Charges :**

Premium Charges	Premium Charges are applicable irrespective of Stall/booth area			
	One side open	Two side open	Three side open	Four side open
	Nil	10%	15%	20%

**Start-Up's Rentals:**

New & Young Entrepreneurs from India (certified by Dept of Industrial Policy & Promotion, GOI), satisfying the eligibility criterion, will be eligible for concessional rates (50% of applicable rentals, including on premium charges).

**Loyalty Discounts:**

Participants of AAHAR Mumbai, October 2017 will get 5% loyalty discount in the applicable rentals (Bare Space rental value) of AAHAR 2018 New Delhi. The proposed discounts will be given to the

companies at the time of settling the final invoice(s) i.e. after the event. Initially they will have to pay the full amount. The companies participating in AAHAR Chennai, August, 2018 will receive a similar loyalty discount of 5% in the applicable rentals of AAHAR 2019 New Delhi.

**The AAHAR Mumbai exhibitors are requested to kindly use the same PAN details as used in mumbai event to avail the offered discount.**

Important Note:

- Minimum space booking is 9 sqms. (both for foreign as well as domestic private participants).
- 10% Refundable Security Deposit (interest free) compulsory for Indian exhibitors.
- 18% Goods & Service Tax (GST) as applicable is chargeable on all the services provided, including, on participation charges. (This is subject to change in case instructions are received from the Govt. of India).
- **Premium charges are applicable irrespective of area or location.**
- The stalls should be strictly as per the approved layout plan of ITPO. No deviation will be accepted. If any changes are found, the stall will be sealed and the security deposit will be forfeited. The display items can be removed after the closure of the event.
- Minimum bookable bare space inside hall 36 sqm and above.
- For booking of less than 36 sqm bare space, ITPO shall charge participation fee as applicable for space under shell scheme, subject to the approval of design as per ITPO norms.
- No blocking of sides facing the opening of other stalls will be allowed and it will be treated as violation. Accordingly, it will invite penal action as deemed fit by ITPO.
- **In case of Domestic private applicants, maximum of one booth can be blocked on a single PAN card. In case on later stage, it is found that the exhibitor has booked more than one booth on a single PAN card then, ITPO reserves the right to cancel one of the booths.**
- The foreign exhibitors can block multiple booths in the area designated for their participation.

## 9. Electricity Charges & Water Charges

### (a) Electricity Charges \*

Type	Connection Charges (per KW)	Power Consumption Charges (per KW per day)
Shell Space	Rs. 195.00	Rs. 188.00
Bare Space	Rs. 240.00	Rs. 188.00

- (i) All on-site electrical installations must be carried out by the Registered /licensed Electrical Contractor of Govt. of NCT, Delhi. All prefabricated fittings will be subject to an inspection by the competent authority /official contractor before connection to the main supply.
- (ii) Extra power would be made on request along with full advance payment to be made latest by **March 7, 2018**.

**(b) Water Charges\***

- (i) Installation charges - Rs. 9800/- per connection.
- (ii) Consumption charges - Rs. 1400/- per tap per day.

(c) GST extra, as applicable (currently @ 18%).

**(d) Electricity & Water consumption charges/installation are subject to revision.**

**10. Exhibition Directory**

ITPO will be bringing out an Exhibition Directory, an ideal reference manual for visitors, importers, buying agents, exhibitors, trade related bodies and other commercially important groups. The rates for advertisement in the Exhibition Directory are:

Position	4 Colour	
	National	Overseas
2 <sup>nd</sup> Cover	Rs. 20000	US\$ 650
3 <sup>rd</sup> Cover	Rs. 20000	US\$ 600
4 <sup>th</sup> Cover	Rs. 24000	US\$ 700
Inside Page`	Rs. 7000	US\$ 325
Book Mark Insertion	Rs. 10000	US\$ 325
Book Mark Printing and Insertion	Rs. 35000	US\$ 1100
Mechanical Data: Directory Book Mark*	Finished Size 5.5" x 8.5", Print Size 4.5" x 7.5", Bleed Size 5.75" x 8.75"  1 ½ " X 4" - rectangular shape, colour 4+4 For Four-colour advertisement in Exhibitors' Directory, only EPS or CDR open file will be accepted.	

\*GST extra, as applicable (currently @ 18%).

**11. Security Deposit**

- (i) Refundable Security deposit shall be paid by the applicant @ 10% on the payable space rent by domestic participants only.

**12. Tax Deduction at Source (TDS)**

Applicants will have the option of selecting the TDS deducted by them during the registration process. They will have the option of 0%, 2% or 10% TDS selection. Such exhibitors are required to submit the TDS Certificate soon after the TDS is paid to the Govt. and in any case not later than **30<sup>th</sup> April, 2018**.

**13. Refund of Application Money/Space Rent**

**(A) Full refund is allowed when:**

- (a) There is a change in the venue or date of the event by ITPO and due to this the applicant is unable to participate.
- (b) In case no allotment is made by ITPO or applicant is not allotted the space as per the choice given by them in the application.
- (c) In case of force majeure, where the applicant is unable to participate due to circumstances over which they have no control.

**(B) Cancellation Policy after allotment of space / booth**

- (a) Refund of space rent/application money, on account of cancellation by the applicant after allotment by ITPO, will be made as per the following guidelines:
  - (i) Cancellation request made 10 days before start of the event (the start day will not be included), 100% application money deposited will be forfeited, irrespective of the date of allotment of stall.
  - (ii) Cancellation request made 11 days to 30 days before start of the event (the start day will not be included), 50% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.
  - (iii) Cancellation request made 31 days to 45 days before start of the event (the start day will not be included), 25% of the application money deposited will be forfeited, irrespective of the date of allotment of stall.
  - (iv) Cancellation request made 46 days and above before start of the event (the start day will not be included), the application money deposited will be refunded after deduction of Rs. 5,000/-, irrespective of the date of allotment of stall.
- (b) In case applicant blocks the space of their choice but does not make full payment within the 20 mins deadline, then the booking of the booth will be cancelled and shown as available on website.
- (c) The membership fees and the applicable taxes on it are non-refundable. The membership fees will only be refunded in case the applicant has paid it multiple times for the same period.

All refund requests will be processed after the completion of the Fair and may take two month's time approx.

**(C) Cancellation Policy after allotment of space / booth (in case of allotment / in case of before allotment)**

In case the applicant need to cancel their stall allotment, they are requested to send an email to the concerned officer relevant to their product category, with a copy to [deepasharma@itpo.gov.in](mailto:deepasharma@itpo.gov.in) & [Hemamaity@itpo.gov.in](mailto:Hemamaity@itpo.gov.in)



- a. Mr. Mukesh Chopra (F & B Sector Participation) mc@itpo.gov.in
- b. Mr. Rohit Sonkar (F& B Equipments Participation) rsonkar@itpo.gov.in
- c. Mr. Akshay (Hospitality & Foreign Participation) akshay@itpo.gov.in

**14. Product Profile**

<b>Food Products / Beverages / Ingredients / Additives</b>	<b>Designated Area</b>
Fresh produce & Dairy Products, Confectionery/ Chocolate/ Desserts, Bakery Products & Ingredients, Organic & health Products, Frozen , Canned & Processed food, Meat, Poultry & sea Foods, Cheese and Fine specialty food, Snacks & Convenience Food, Food additives and preservatives, Coffee & Tea, Syrups, Juices & energy drinks, Wine & Alcoholic Beverages, Non Alcoholic Beverages, Ingredients & Additives, Packing Material, etc.	<b>Hangar 1, 2 &amp; 3 Hall 12A</b>
<b>F &amp; B Equipment (Preparation / Processing / Packaging Eqpt.)</b>	<b>Designated Area</b>
Bakery & Confectionery equipment, Food preparation equipment & supplies, Food processing & packaging equipment, Refrigeration / Chillers / Freezers, Stewarding, Tableware & Glassware products, Bar Equipment & Supplies, Storage units, Kitchen support equipment etc.	<b>Hall 7, 8, 9, 10 &amp; 11 Hangar 4,5 &amp; 6</b>
<b>Hospitality &amp; Décor Solutions</b>	<b>Designated Area</b>
Housekeeping products & supplies, Laundry & Cleaning equipment, Guest Amenities, Linen, Furnishings, Textiles, Fabrics & Apparels, Bathroom Fittings & Fixtures, Lighting Solutions, Cooling solutions, Fitness & spa equipment, Security & Safety solutions, In-room technology & entertainment, Hospitality support IT solutions, Furniture & Interiors, Carts / Trolleys etc.	<b>Hangar 3</b>

**15. Construction and Decoration**

**(a) Shell Scheme:-** ITPO shall provide a built-up booth constructed with prefab system with a height of 2.5 mtr. with fascia floor covering, 1 table, 3 chairs, 1 five amp. Plug point, 1 waste paper basket and 5 spotlights (stand lighting up to 1 KW) in a booth of 09/12 sq. mtrs. Each panel will be 1 mtr. wide. In case of increase in space, the facilities shall be extended proportionately. However, exhibitors under shell scheme may construct their own stall with prior approval and intimation as per "Terms & Conditions" and Architectural Guidelines of Aahar Delhi, 2018 and Architecture Division, ITPO.

**(b)** The exhibitor may please note that fixing nails, pins, racks, screws, or any such material on the wall panels of the built up stall are not allowed. Any damage to the wall panels by such acts of exhibitors, shall be liable for indemnification by the exhibitor to the stand construction

agency/ITPO.

(c) No Part/feature/branding/projection/furniture should go beyond 3.0 mtrs.

(d) **No approval needs to be taken from architect division of ITPO** for Shell Scheme for an area less than **36 sq. m.**, but necessary **Architectural Guidelines (Annexure B & B 1)** are to be followed strictly.

#### 16. **General Security**

(a) ITPO shall make suitable arrangements for general security in Pragati Maidan. However, participants shall be responsible for the security of their exhibits and stalls. They may engage authorised security agencies for the safety of their exhibits in coordination 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 and taking over the exhibits on daily basis. ITPO shall not be responsible for any theft etc.

(b) **Insurance**: All participants are advised to insure their display material /exhibits against loss, damage, theft, fire or any cause whatsoever. They shall also obtain third party insurance cover for construction period, fair period and dismantling period.

(c) **Product Liability Insurance**: All exhibitors are advised to take cover under this policy for all risks arising out of property damage and or body injury. The exhibitor shall produce the certificate of insurance on demand, if made by ITPO.

(d) **Damage to Exhibition Areas**: Exhibitors shall be responsible for any damage caused by them to the exhibition halls, structure or property during setting up of stalls, moving of exhibits and display of exhibits by the exhibitor or any person acting on behalf of exhibitor.

17. **Prohibited Items**: The following items are strictly prohibited inside the Pragati Maidan:-

(i) Match box, cigarette, lighter, gas lighter, arms and ammunition, sword or knife.

(ii) Candles, incense sticks, hurricane lamp, stove, welding machine or iron cutter emitting sparks,

(iii) Items banned under Wild Life Protection Act are prohibited for display/sale in the premises of Pragati Maidan. They are:-

a) Plant products/ derivatives as indicated in Schedule VI of Wildlife (Protection) Act, 1972.

b) Molluscan shells/ derivatives/ handicraft items as included in Schedule 1 & IV of Wildlife (Protection) Act, 1972.

c) Coelenterates as included in Schedule 1 of wildlife (Protection) Act, 1972.

d) Fishes as included in Schedule 1 of Wildlife (Protection) Act, 1972.

e) Any wild animal & its derivatives etc.

(iv) Selling/ display/ sampling of alcoholic beverages/wine/liquor/hard drinks are prohibited without the prior approval of the authorities concerned.

(v) No gas cylinder will be allowed for filling up of balloons or demonstration of any product unless proper certification has been obtained from the controller of explosive and proper permission is taken from DCP (Central Distt.), Delhi Police.

- (vi) For inflated balloons, only outdoor space can be booked. Exhibitors are NOT allowed to use inflated suits/air bags worn by humans to publicise their products inside/outside the halls

## **18. Fire Prevention**

Brazier or any kind of coal equipments which can be used for making bangles from wax. (LAC)

All passage / exit points should be kept obstruction free at all the time.

Any branding/publicity item should not be displayed in passage area.

The passage of 1 meter should be left vacant for easy and prompt movement. Don't dump/store anything behind the stalls.

All stalls need to maintain good housekeeping.

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.

“Heavy penalties as deemed fit may be imposed for any fire safety violation by ITPO

- (i) Cooking inside the exhibition halls is prohibited.
- (ii) No open flame/fire is allowed inside the Halls/Hangers
- (iii) Halogen and other floodlights are not permitted in the halls.  
Use of fire hazardous material like thatch, dry grass and other inflammable materials, Brazier or any kind of coal equipments which can be used for making bangles from wax. (LAC) is not permitted.
- (iv) All materials used in the construction of stalls and displays are to be fully fire proof and should comply with all other local regulations. All wooden/decorative material used for making stall should be fire retardant or treated with fire retardant paint. Certificate of same needs to be submitted at the time of inspection of Delhi Fire Services.
- (v) 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. No naked wire/without plugs should be used to operate electric devices.
- (vi) No tampering or obstruction of any fire fighting equipments like Hydrant, Fire Extinguishers, Sprinkler and Detector etc.
- (vii) Direct access to fixed & portable fire safety equipments and exits.  
All exhibitor should follow fire action plan of ITPO in case any fire incident.
- (iv) All exhibitors shall keep and maintain fire-fighting equipment (at least 1 ABC type portable fire extinguishers in each stall of 9 sq. mtr.) within their stalls, as per safety regulations.

## **19. Parking, Entry & Exit of Vehicles**

- (i) Parking is not allowed inside Pragati Maidan for any visitor. Pay & Park will be available at Bhairon Road parking on first come first serve basis.
- (ii) Parking is not allowed anywhere outside Gate Nos. 1, 2, 3, 4, 5, 7 & 8 i.e. on Bhairon Road, Mathura Road and BRT corridor.
- (iii) Vehicles parked at unauthorized places shall be towed away at the cost of owner.
- (iv) 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.

## **20. Statutory Compliance**

- (a) **Value Added Tax (VAT)**: All exhibitors may please note that registration under Section 16A of the Delhi Value Added Tax Act is Mandatory, before commencement of business during the exhibition. A casual dealer is required to inform to the Department of Trade and Taxes, Delhi Govt, at-least three days before commencement of business in Delhi.
- (b) **Performance License**: Any exhibitor intending to organize any entertainment/ promotional activity even in its own allotted space would require prior permission from ITPO. In addition, the exhibitor has to get performance license from the concerned authorities two days before the function.
- (c) **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 ITPO for any such infringements.
- (d) **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.
- (e) **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.

## 21. **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) No celebrity shall be invited to any halls without prior permission from ITPO, well in advance. The Security Division of ITPO may be intimated in this regard at least two days in advance of such celebrity / VIP visits.
- (d) Participants and their staff inside the stall shall be under obligation to produce their badges when asked by the security staff of ITPO or Delhi Police. Any person found without badge shall not be allowed to enter the halls/stalls.
- (e) **Sale of Goods by Participants**: AAHAR is primarily a B-2-B exhibition and sale of goods is not permitted. Free distribution of samples is permissible to exhibitors within their own booth only.
- (f) **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.

- (g) **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.
- (h) **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.
- (i) **Stall Alteration:**
  - a. No alteration of the size or position of an exhibitor's stall is permitted.
  - b. ITPO reserves the right to modify the layouts of stall sites and gangways.
- (j) **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.
- (k) **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.
- (l) **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.
- (m) **Temporary Staff:** ITPO shall not be responsible for any dispute arising out of hiring of services of casual workers/ hostesses by the participants.
- (n) **Food & Beverage outlets:** The agency authorized by ITPO shall only be allowed to operate food and beverage outlet/kiosk. Sale of eatable/ beverage of any kind inside the hall is strictly prohibited. No exhibitor is allowed to make arrangement of food/beverage 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.
- (o) **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 **10.00 p.m. on March 12, 2018**. No empties or wooden material shall be allowed to be kept behind the partitions of stall. If a participant is allotted a full hall, the cleanliness of the entire hall will be the responsibility of that participant.
- (p) **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.
- (q) **Exit Permit & Vacation of stall:** All participants shall vacate the stalls by 3.00 pm on March 18, 2018, positively. 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.

- (r) **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.
- (s) **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.
- (t) **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.
- (u) **Interpretation**: The decision of CMD, ITPO or his/ her nominee shall be final and binding on the participant about the rules and regulations.
- (v) **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.

\*\*\*\*\*

**STEP WISE GUIDELINES FOR ONLINE BOOKING PROCESS FOR AAHAR 2018**

- On Home Page, click on **“SELECT EXHIBITION”**
- Read and accept the Terms & Conditions and press **“CONTINUE”**
- After you satisfy any of the above four criteria, **“ACCEPT”** the condition and click **“CONTINUE”**
- Select **“APPLICANT TYPE”**
  - Government Applicants
  - Foreign Applicants
  - Domestic Applicants / New and Young Entrepreneurs
- Fill-in **“Company Details”** (Registration Part-I)
- All fields with a \_\_\_\_\_ Asterix ( \* ) mark are mandatory
- Fill in all the details, click on **“NEXT”**
- On clicking **“NEXT”**, Registration Part-I is completed and Unique ID is generated and email will be sent to registered address at the stage confirming generation of Unique ID. Please quote this Unique ID in all correspondence with ITPO. The screen at this stage will also display the Unique ID generated for you.
- Click **“SELECT YOUR STALL”**
- Clicking the above option, will lead you to the Space Booking Section.
- Select the **“PRODUCT CATEGORY”**
- Select the **“SUB PRODUCT CATEGORY”**
- Click on **“SAVE CATEGORIES”**
- Click **“OK”**.
- Click on map under the heading **“SHOW AVAILABLE HALLS”**. Relevant product related halls will be shown as small icons.
- Click on the small icons to open the detailed floor plan of that hall.
- Click on **“SPACE TYPE”** (i.e. Shell Scheme or Bare Space)
- Click on **“SHOW MAP”**

- Select the Booth(s) of your choice.
- The booth will be tentatively blocked for you.
- After making your selection(s), click on **“SUBMIT YOUR REQUEST”**.
- Registration Part II is now complete
- You may deselect any option by clicking on **“X”** (cross sign). You can also reset the hall page by clicking **“RESET”**.
- To move to the next step, click on **“SAVE & PROCEED”**.
- You will now move to the payment part under Registration part III. You have to make payment as per the “procedure of payment” given under Para 8, through Debit Card/Credit Card/Net Banking transfer only through the “Payment Gateway”.
- Now read the terms & conditions in details and once you agree to them, then kindly click on “I Agree” button and Registration Part III is now complete.
- Please click on **“Submit Application”** and thereafter **“Print”** the application for your records.



**( ARCHITECTURAL GUIDELINES )**

**PUBLIC SAFETY MEASURES AND DESIGN GUIDELINES**

AAHAR International Food & Hospitality Fair, Delhi 2018

**I. SHELL SCHEME:**

1. No Part/feature/branding/projection/furniture should go beyond 3.0m.
2. **NO APPROVAL NEEDS TO BE TAKEN FROM ARCHITECTURE DIVISION OF ITPO** for Shell Scheme which are less than 36 sq.m., but necessary ITPO Guidelines are to be followed strictly.

**II. BARE SPACE SCHEME:**

Participants are required to submit drawings & documents as mentioned below, **by e-mail** to Architecture Division ITPO for approval of construction in Bare Spaces, latest by **28.02.2018**:

- a) Scanned Cover Letter on Company Letterhead;
  - b) Plan/Layout with dimensions and material specifications;
  - c) Elevation with dimensions;
  - d) Coloured View with dimensions;
  - e) Scanned copy of Structural Stability Certificate, wherever required.
- The documents should be sent to [brijjal@itpo.gov.in](mailto:brijjal@itpo.gov.in) with copy (CC) to [reenajain@itpo.gov.in](mailto:reenajain@itpo.gov.in) and [saurabhsharma@itpo.gov.in](mailto:saurabhsharma@itpo.gov.in)
- The subject of the mail needs to be as follows:  
AAHAR Delhi 2018 Drgs. for (Stall no.) in (Hall no.) of (area) of (brand/company name)
- The format of attached documents should be in JPG, JPEG, PNG, PDF or DOC formats only.

**OR**

The following documents are required to be submitted in HARDCOPY in case of Bare Spaces to Architecture Division ITPO for approval latest by **28.02.2018**:

- a) Cover Letter on Company Letterhead, as per Annexure-A enclosed;
  - b) Plan/Layout with dimensions and material specifications;
  - c) Elevation with dimensions;
  - d) Coloured View with dimensions;
  - e) Structural Stability Certificate, wherever required.
- The drawing submitted should be legible and preferably on A3 size paper.
- Drawings are to be submitted before giving order of any material, part, etc. as the drawings may need to be altered in accordance to AAHAR Delhi 2018 Guidelines.

**A. Guidelines:**

1. Dimensions allotted should strictly be followed.
2. Max. Height restrictions:
  - a. Rear/back wall or wall adjoining stall should not be more than 3.0m.
  - b. General height of stall including display aids/lights etc. should not exceed 3.0m.
  - c. Feature/logo/branding can go upto the height of 4.5m (feature/branding should not be on entire side wall and should be central feature only).
3. Walls adjoining stall shall be finished properly (from outer side) and no branding allowed on this side. No structural support shall be taken from neighbouring stalls.
4. The outer face of rear/side wall should be properly finished.
5. Side facing passage should be transparent or translucent.
6. Fire retardant paint to be used on wooden members.
7. Peripheral passage should NOT be occupied by the participant for any purpose.
8. All architectural guidelines of ITPO to be abided by.

III. For All relevant guidelines of other ITPO Divisions should be followed.

**( ON COMPANY'S LETTERHEAD )**

**REQUEST FOR SCRUTINY & APPROVAL OF DRAWINGS**

To: Architecture Division,  
Room no. 232, Pragati Bhawan,  
India Trade Promotion Organisation (ITPO),  
Pragati Maidan, New Delhi – 110001.

**Event: AAHAR Delhi 2018**

Company Name: \_\_\_\_\_

Hall no.: \_\_\_\_\_ Stall no.: \_\_\_\_\_ Size: \_\_\_\_\_ (should be more than 36m<sup>2</sup>)

Contact Person's Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Mobile no.: \_\_\_\_\_ Telephone no.: \_\_\_\_\_

Checklist:

1. Layout/Plan with dimensions
2. Elevation/View with dimensions

Signature: \_\_\_\_\_

Name: \_\_\_\_\_