



संदर्भ

Reference : IHS/2022/ITPO/2021-2022

दिनांक

Date :

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Phone :

Dated 26.09.2021

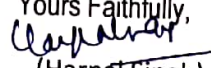
Dear Sir/ Madam,

Sub:- Participation in " The Inspired Home Show)", Chicago (USA) March 5-8,2022 - regarding
Sir,

We are pleased to inform you that India Trade Promotion Organisation (ITPO), Pragati Bhawan, Pragati Maidan, New Delhi, a Government of India Undertaking, under the aegis of Ministry of Commerce, Government of India will organise India Pavilion at "The Inspired Home Show" (erstwhile International Home & House Ware Show) Chicago (USA) to be held from March 5-8,2022.

1. USA is the World's largest Home & House ware market place. The International Home House ware Show offers visitors education and insight into business practices and trends that are shaping the industry. The show is owned and operated by the not-for -profit International House Ware Association and is categorized into distinctive show -within-a-show expos. The show will be organised at McCormick Place, Chicago. It is a four days event to be held from March 5-8, 2022. The last event was visited by 60000 plus visitors and participation by 2000 exhibitors from 60 countries. There has been regular participation from Indian business community in the exhibitions in USA. The Consulate General of India, Chicago supports trade missions in its endeavours. The ITPO's participation will be organised in a limited area of 1000 Sq ft (approx). MAI support would be available as per eligibility criteria subject to approval by Department of Commerce, Ministry of Commerce & Industry (Govt of India).
2. The product profile of the show is cook plus bake ware, table top,, kitchen essentials plus accents, home decor, gift, bath plus shower accessories, home organisation, clothing care plus closet organisation, pet supplies and outdoor living. The focus in the show will be to provide support and opportunity to Indian companies to display their products so as to project brand India and showcase the initiatives of Make in India Campaign.
3. The minimum booth size is 100 sq ft (10 ft x10 ft). The larger space can be booked in multiples thereof. The tentative participation fee is Rs 2500 /- per sq ft plus Rs 30,000/- extra for corner booth with MAI scheme (MAI is subject to approval by DOC) and Rs 4800/- per sq ft without MAI Scheme for shell space. We are sure that your company would like to ensure participation in this show. You are requested to fill in the attached application form and send the same with advance payment of Rs 1.00 Lakh (Rs one lakh only) in favour of India Trade Promotion Organisation through RTGS/ NEFT. The package of services will include fully built-up stands with carpet, lighting, fascia, furniture, display aids. Early, confirmation for booking of the requisite space would help us in managing the participation in a better way. For further details, please contact to the undersigned (Mob. 9818230986 Email. harpalsingh@itpo.gov.in).

Thanking You,

Yours Faithfully,

(Harpal Singh)

Manager/ Fair Officer

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