



12th CII IREE 2017
INTERNATIONAL RAILWAY
EQUIPMENT EXHIBITION

Global Platform for Railway Technology & Services
11-13, OCTOBER 2017 • PRAGATI MAIDAN, NEW DELHI, INDIA

Exhibitor Services Manual

Checklist

PLANNING SCHEDULE

<u>Service</u>	<u>Due Date</u>	<u>Form No.</u>
Space Booking Form	Immediate	1
Order form for Catalogue Advertisement	10 September 2017	2
Exhibitor Information Form	15 September 2017	3
Power Requirement	15 September 2017	4
Fascia text / Furniture	15 September 2017	5
Order form for Stand Security	20 September 2017	6
Order form for Water Connection	15 September 2017	7
List for Invitation Cards	15 September 2017	8
Details of Overseas Exhibitors	31 August 2017	9
Exhibitors Badges	15 September 2017	10
Layout Plan Approval	10 September 2017	
Stand Possession (Raw Space)	09 October 2017	
Moving in of Heavy Exhibits	09 October 2017	
Stand Possession (Built-up)	10 October 2017	
Stand Completion	10 October 2017 (1800 Hrs)	
Fair Inauguration	11 October 2017	
Fair Duration	11 – 13 October 2017	
Settlement of Dues (if any)	15 September 2017	
Submission of Exit Pass	13 October 2017	
Removal of Exhibits	13 October 2017 (1815 Hrs. Onwards)	
Exit from the Ground	14 October 2017 (0600 Hrs. Onwards)	

INDEX

Particulars	Page No.
Section - 1	
• India Fact File	1
Section - 2	
• Fair Facts	6
Section - 3	
• Design Guidelines	15
Section - 4	
• Electricity	28
Section - 5	
• On site Services	31
Section - 6	
• Freight Handling	33
Section - 7	
• Additional Information	38
Section - 8	
• Exhibitor Publicity	41
Section - 9	
• Annexures & Forms	43

INDIA : FACT FILE

SECTION - 1

GENERAL INFORMATION	2
DELHI	3
SERVICES	4
INLAND TRAVEL	4
PRACTICAL INFORMATION	4

GENERAL INFORMATION

The **IREE 2017** Secretariat wishes you every success in your participation in the **IREE 2017**. To make your stay in Delhi pleasant you may find the following tips useful.

- 1.1 **Time Difference:** Indian Standard Time (IST) is the same throughout the country and is 5½ hours ahead of GMT.
- 1.2 **Monetary System:** In India, the unit of currency is the Rupee (INR) divided into 100 paisa (P). Change money with **AUTHORISED MONEY CHANGERS** (at the airport, most banks, hotels and certain large shops) and insist on a receipt as it will help you to reconvert unused rupees into the original foreign currency at the time of departure. Avoid people on the street who offer to change your money at a temptingly higher rate of exchange.
- 1.3 **Currency Regulations:** There is no restriction in bringing in any amount of foreign currency, travellers cheques, etc., and taking out as much as you brought in. However, if you are carrying more than US\$ 10,000 in the form of currency notes, bank notes or travellers cheques, and/or currency notes alone in excess of US\$ 5,000 (or equivalent) This should be declared, on arrival, on the Currency Declaration Form (CDF), to be attested by the Customs Officer. **When remitting money to India, indicate the bank, branch and full address. No Indian currency may be brought into or taken out of the country.**
- 1.4 **Export Regulations:** The visitor can take back all articles brought in by him. In addition, he can take out the following purchased in India; (a) Souvenirs (including Indian Silk, wool, handicrafts, etc.) without any limit; (b) gold jewellery, silverware and jewellery with precious stones for which if the value is high or the quantity is large an advance RBI permit and export certificate should be obtained from the Customs authorities in advance of travel. In case of jewellery items the appraisal of a renowned jewellery could be presented on the basis of which an export certificate may be taken and declared to Customs. There are restrictions on the export of antiques and art objects more than 100 years old. In case of doubt, consult the Director, Antiquities, Archeological Survey of India, Janpath (Tel: +91 11 2301 7443) or Suptdg. Arch ASI, Safdarjung Tomb (Tel: +91 11 2301 7293, 2301 4186). It is advisable to obtain a certificate of proof. Export of most wildlife products is prohibited or strictly regulated.
- 1.5 **Income-Tax Clearance Certificate:** You will need this at the time of departure if your stay in India exceeds 6 months. The certificate is issued by the Foreign Section of the Income Tax Office (ITO), Indraprastha Estate, New Delhi, Tel : +91 11 23379161. Observe the instructions under Currency Regulations and Changing Money (above) to facilitate its issue.

INDIA: FACT FILE

2 DELHI

Delhi is the capital city of India. It is one of India's fastest growing cities. It has sprawled over the West Bank of the river Yamuna, straddling the river. The city has two distinct parts, Old Delhi & New Delhi. Old Delhi is centered on the Red Fort built by Emperor Shah Jehan between 1636 & 1658.

Delhi covers an area of 1,484 sq. km and is at 216 Mts. above sea level. The population is over 16 million.

- 2.1. **Climate:** Delhi has an extreme climate. It is very hot in summer (April - July) and cold in winter (December - January). The average temperature can vary from 25°C to 45°C during the summer and 22°C to 5°C during the winter.
- 2.2. **Visa:** The visa must be obtained from the Indian Mission in your Country. Tourist visas are generally valid for 120 days stay in India. If planning to visit a neighboring country such as Nepal and then re-entering India, a double/multiple entry visa should be obtained. For extending the visa apply for a letter of permission from the Ministry of Home Affairs, North Block, Central Secretariat, New Delhi, (Telephone : +91 11 24693334).
- 2.3. **Health Regulations:** A valid yellow fever certificate is mandatory for all persons (including infants) who have been, even in transit, in Africa or South America or Papua New Guinea in the last six days. The Certificate becomes valid 10 days after vaccination. India does not require immunisation against smallpox and cholera. A person arriving in India, who is required to possess a Yellow Fever Vaccination Certificate in accordance with these requirements will, IN THE ABSENCE OF A VALID VACCINATION CERTIFICATE BE QUARANTINED FOR A PERIOD OF UPTO SIX DAYS, WITHOUT EXCEPTION.
- 2.4. **Customs Clearance:** The Duty Free Allowance for passengers (above 12 years of age) is INR 25,000 for Indian residents or foreigners residing in India if the stay abroad is more than 3 days (INR 4,000 for tourists of foreign origin; nil for tourists of Nepalese or Bhutanese origin coming from their respective countries) for bonafide baggage (i.e. for personal use or giving as gifts). the Allowance is INR 6,000 if the stay abroad is upto 3 days. These include 200 cigarettes (or 50 cigars or 250 gms tobacco) and liquor and wines upto 32 oz (1 litre). You may also bring in articles for your personal use including cameras with 5 rolls of film, a reasonable quantity of jewellery, one pair of binoculars, one portable musical instrument, one radio set, one tape recorder, one portable typewriter, laptop computer, one perambulator and professional equipment, on the undertaking that you will take them back with you when leaving India. The duty rate beyond the free baggage allowance is 61.4 percent. Drugs and narcotics and the import of firearms is prohibited. There are DUTY-FREE shops at the airport both at the Arrival and Departure lounges.
- 2.5. **Transport:** Delhi has significant reliance on its transport infrastructure. The city has developed a highly efficient public transport system with the introduction of the Delhi Metro, which is undergoing a rapid modernization and expansion.
- 2.6. **Public Taxi:** This is metered. Ensure that the driver flags down the meter before he starts.

3 SERVICES

- 3.1. **Banks:** Most Banks are open from 1000 hrs – 1600 hrs (Monday – Friday) and 1000 hrs – 1400 hrs (Saturday). Central Bank of India in Ashok Hotel and State Bank of India at the Airport are open round the clock. Banks in residential areas generally observe the weekly holiday of the area.
- 3.2. **Credit Cards:** American Express, Citibank, Master Card, Visa and Diners Club Credit Cards are generally accepted by large establishments, including hotels, shops and airlines.
- 3.3. **Sightseeing / Guides:** You can rent a chauffeur-driven car or join a conducted tour which is probably the best way to see the most in the least amount of time. Contact the official travel agency of the show to make your travel arrangements. English speaking guides approved by the Government of India can be hired at all important places of interest.

4 INLAND TRAVEL

- 4.1. **Air Travel:** India offers many facilities for tourists' travel within the country. However, special permits are required for visiting certain border areas as specified from time to time. These can be obtained from the Ministry of Home Affairs Office at Lok Nayak Bhavan, Khan Market New Delhi. Port Blair does not require a permit for stay upto 15 days. Indian Airlines offers foreigners packages for travel anywhere in India. 'Discover India': 21 days unlimited travel, at a fixed package rate; India Wonder Fares (limited region wise) 7 days.
- 4.2. **Foreign tourists and NRIs only:** International Tourist Bureaus issue reserved tickets to the Foreign Tourists and NRIs holding valid passport against payment in US dollars, Pounds, Sterling, Euros and Indian Rupees. These Bureaus also sell Indrail passes which are issued to foreign tourists / NRIs on production of valid passport and valid visa. Indrail pass entitles the pass holder to travel as he likes over the entire Indian Railways with out any route restriction within the period of validity of IRP. Indrail pass however, does not guaranty reserved accommodation.

A tourist can obtain reservations against Indrail passes from any reservation office over Indian Railways.

For getting any clarifications regarding use of Indrail passes and facilities to the foreign tourists, the passengers should contact at :

**International Tourist Bureau, First Floor, Station Building,
New Delhi Railway Station, New Delhi- 110055
Phone : +91-11-42625156, Fax: +91-11-23343050**

5 PRACTICAL INFORMATION

- 5.1. **Doctor / Chemist:** If you need a doctor, your hotel can contact a house physician. The medical stores in Super Bazar, Connaught Circus and in AIIMS and at some private hospitals such as Batra (Tughlakabad Institutional Area) and Spring Meadows (East of Kailash) are open 24 hours. Almost all good hotels in Delhi offer the doctor on call facility. Any tourist can use this facility in need and the concerned hotel would certainly look into that. Some hotels also appoint their own 24-hour doctor.

There are several chemist shops, which provides 24-hour services. Some of the renowned 24-hour chemist shops are Jain Medicos at Chandni Chowk, Chemico Chemists and druggists at Connaught Place, Kokmet Chemist at Karol Bagh, Batra Medicals & Medical research centre in Mehrauli and so on.

INDIA: FACT FILE

- 5.2. **Electricity:** Voltage in Delhi is 230 / 400 V AC 50 Hz.
- 5.3. **Food and Beverage:** India has an amazing variety of vegetarian and non-vegetarian cuisines. Contrary to what you may have heard, all Indian food is not hot and spicy – most dishes are only richly garnished to provide an exciting flavour. You will find excellent Restaurants that serve Indian, Chinese, Continental and other cuisines. Liquor is available freely in wine shops. It is also served in bars and restaurants in all major hotels, and select restaurants. Theatres, etc. are not licensed to serve liquor. National holidays are dry days when all liquor shops remain closed. The **CONSUMPTION OF LIQUOR IS PROHIBITED IN PUBLIC PLACES.**
- 5.4. **Shopping:** India is a shopper's paradise. Of particular interest are carpets, handicrafts, jewellery, readymade garments and leather goods. It's best to buy goods only from the established shops and official Indian government outlets.
- 5.5. **Postage Rates:** Foreign air mail rates : Letter INR 20 - 30, Aerogramme INR 15.00, Post Card INR 4 - 12. Inland postal rates : Letter INR 20 (upto 20 gms plus INR 8 for every additional 20 gms). These rates are subject to revision by the Government of India. (<http://www.indianphilately.net/intlpostalrates.html>)
- 5.6. **Speed Post:** Ensured delivery of time-bound mail including registered letters and parcels within 24 to 72 hours. The International Speed Post Service offers delivery to many countries within 48 to 72 hours. (<http://www.indianphilately.net/intlspeedpostrates.html>)
- 5.7. **Telephone:** Direct dial to most cities in India and abroad. Established hotels have a multi-media telecom centre that offers video conferencing, high-speed transfer etc. Internet, fax and telephone facilities are available at kiosks in most parts of the city. Most areas have privately owned cyber cafes. Mobile phones are available for rent at hotels and with private cellular outlets.
- 5.8. **Tourist Information:** Contact the Government of India Tourist Office, Hotel Tamil Nadu Complex, Dr. Nachiappa Road, Coimbatore – 641 018, Contact No. - +91 422 2303176.

SECTION - 2

1. GENERAL INFORMATION

1. First Time Exhibitor's Fact Sheet	07
I. Venue and Dates	08
II. Organiser	08
III. Exhibitor Relations	08
IV. Regulations	08
2. PRE FAIR PERIOD	11
I. Construction Period	11
II. Time for Set-up	11
III. Stall Erection and Display	11
IV. Stall Completion	11
V. Grouting	12
VI. Storage, Removal of waste and cleaning	12
VII. Conservancy	12
3. FAIR PERIOD	13
I. Fair Timings	13
II. Replacement of Exhibits	13
III. Sale of Exhibits	13
IV. Manning of Stands	13
V. Inauguration	13
VI. Timings for Manning of Stands	13
4. POST FAIR PERIOD	14
I. Closure of the Exhibition	14
II. Helpful Move-out Information	14
III. Exit Pass	14
IV. Removal of Exhibits	14
V. Handing over of Halls	14

FAIR FACTS

1 : GENERAL INFORMATION **FIRST TIME EXHIBITOR'S FACT SHEET**

- **Please read your Exhibitor Services Manual carefully:** It contains information that will help you save time, money and needless anxiety.
- **Helpful Reminders about Ordering:** Be sure to order your essential services in advance, including the following: Electrical Service, Water Connection, Advertisement, and Additional Entry in Catalogue, to ensure prompt service. Wherever required, the order should be accompanied with payment. Try not to order on-site. Bring copies of all your advance order forms to the show.
- **Helpful reminders on Shipping:** It is suggested that you ship your exhibits and related material via the official freight forwarders only, to ensure that they arrive in order.

Be sure to remove all old shipping labels before you send anything to the show and attach clean labels, with your company name clearly marked, on each carton/case despatched.

While making your shipping plans to the show, also plan for shipping after the show is over. Make sure that someone knowledgeable from your company will be onsite to oversee the return shipment of your display and equipment.

- **Common Shipping Mistakes:** Avoid selecting a carrier that does not service trade shows on a regular basis. Unlike other shipments, exhibit material is time-sensitive.
 - Old labels on cartons cause confusion.
 - Be clear and specify what type of air freight is desired e.g. overnight, a.m., p.m. second day or deferred service.
 - Not giving clear instructions on how the goods are to be shipped. Not advising your carrier about your target date. Not including accurate description or piece count. Not filling out forms properly.

Please avoid these common shipping mistakes and save yourself time, money and needless anxiety.

- **On-site:** Set up your booth on time. Try not to change or cancel your orders on site. If you experience any problems on-site, please contact your Hall Director or the Exhibitor Relations Department immediately, for assistance.

1 : GENERAL INFORMATION

1. VENUE AND DATES

The **IREE 2017** is being held in Pragati Maidan, New Delhi, India, from Wednesday 11 to Friday 13th October, 2017. The Exhibition site-plan with Halls used for **IREE 2017** is given in this manual.

2. ORGANISER:

Headquarters
Confederation of Indian Industry
The Mantosh Sondhi Centre
23 Institutional Area, Lodi Road
New Delhi – 110 003, INDIA
Phone : (+91-11) 24629994 (4 Lines)
Fax : (+91-11) 24626149/24633168
Email : ciico@cii.in

Trade Fair Division
Confederation of Indian Industry
Plot No. 249 F, Sector 18
Udyog Vihar, Phase IV
Gurgaon - 122 015, INDIA
Phone : (+91-124) 4014060-67
Fax : (+91-124) 401 4080/4057

3. EXHIBITOR RELATIONS:

For smooth co-ordination with exhibitors there will be a team of CO-ORDINATORS for the **IREE 2017**. Please contact any of the following executives in CII Secretariat for any clarification / information required by you:

Roy Jacob – Director
Rajesh Wadhwa - Deputy Director
Neelam Bhagat - Deputy Director

roy.jacob@cii.in
rajesh.wadhwa@cii.in
neelam.bhagat@cii.in

In addition to this, for any technical assistance or information not given in this manual, exhibitors are advised to contact Mr. Virendra Gupta, Deputy Director General & Head Trade Fairs in CII Trade Fair Department at the above address or email virendra.gupta@cii.in

4. REGULATIONS

The formulation and execution of the rules and regulations for **IREE 2017** and all other matters with regard to the Exhibition will be carried out by CII Secretariat, Gurgaon. (Hereinafter referred to as the Organiser) or its authorised representatives. The Organiser is vested with the full authority to enforce all the rules and regulations pertaining to the Exhibition. Its decision will be final and binding in all respects and for all concerned.

4.1 Local and site regulations: Exhibitors must agree to abide by the local and site regulations with respect to law and order, safety etc. The Organiser will take necessary action against those who do not comply with the regulations.

4.2 Violation of rules: The Organisers has the authority to demand removal/ change of any structure which in their view does not conform to the **IREE 2017** rules or cancel participation. The decision of the Organiser in this regard will be final and binding.

FAIR FACTS

1 : GENERAL INFORMATION

- 4.4 Exemption from Payment of Customs Duty:** Overseas Exhibitors & Indian Exhibitors displaying foreign manufactured products which are to be imported specifically for the Exhibition are required to pay space rent in foreign exchange at the rates fixed for foreign participation. This cannot be waived as this is one of the conditions of ITPO, for Government of India's approval for organising the fair in India.

Domestic exhibitors participating along with their Foreign Principals, looking for Duty Free Importation of goods are advised to share space with their overseas counterparts and arrange remittance of foreign exchange at the rates fixed for foreign participation from an overseas bank.

Exhibitors will not be allowed to display products which are not included in the application forms submitted to the Organiser. Permission of the Organiser must be obtained to alter or make additions in the Exhibits.

Please Note : The Organiser, in its sole discretion may deny participation to any applicant without disclosing the reasons thereof.

- 4.5 Cancellation:** If a Company withdraws from this contract after having concluded the said contract, the company hereby agrees to indemnify the Organiser, for the losses at the following rates :

Withdrawal till 31 March 2017 : 50% of total space rental. 31.5.2017

Withdrawal from 1 June till 30 August 2017 : 75% of total space rental.

Withdrawal from 1 September 2017 : 100% of space rental.

- 4.6 Administration of Exhibition Halls:** The administration of the Exhibition will be controlled by the Organiser from the Fair Secretariat in Hall. Participants should contact the Fair Secretariat for information on various Exhibition services. Representatives of the Official Clearing and Forwarding Agencies, Travel Agencies, shell scheme contractors etc. will be available at the Exhibition Hall for support and assistance to participants.

During the Fair, Hall Directors will be stationed at their respective control points in all Halls. They may be contacted for taking possession of stands and any assistance required by the participants.

- 4.7 Entry to Exhibition Site:** Entry / Exit of material to the Exhibition site will be permitted only from **Gate No1 on Bhairon Road**. During the show days, entry for products for replacement is allowed only during non-exhibition hours. During the show, Visitors will be allowed to enter from Gate 1, & 7. Shuttle bus services will be available between the Halls and the gates to enable visitors to reach your hall. VIP's can be advised to use trolleys parked at Protocol, near Gate 3.

No vehicles will be allowed into Pragati Maidan during exhibition time. Official trolleys/buses will ply in the Fair Ground during the Exhibition period. Any Vehicle/Exhibit parked within the fair grounds during the exhibition timings, will be towed away by the Traffic Police Authorities and all related expenses thereof will be to the account of the vehicle owners).

FAIR FACTS

- 4.8 Stand Possession:** Possession of space / stand will be given as per schedule given in Point No 1.0 of Sub-Section Pre Fair period (Fair Facts), **subject to clearance of all dues by the Exhibitor.**

Exhibitors who have booked raw / built-up space can carry their Exhibits inside the Exhibition Halls from these dates. In order to avoid last minute rush and strain on the material handling facilities, Exhibitors are requested to cooperate with the programme prepared by the approved agency for movement of Exhibits inside the Halls. There is no restriction on the timings for arrival of exhibit cases at Pragati Maidan during the pre-exhibition period.

Exhibitor should depute their representative to accept delivery of their exhibit / cases at the Exhibition Hall. It will not be possible for Organiser to take delivery and make handling arrangement for the Exhibitors.

- 4.9 Force Majeure :** Under the conditions of force majeure which also include strike, lockout, closure, riot, natural calamities, the Organiser reserves the right to alter the opening and duration, or even cancel the entire exhibition. In case of change in dates and duration of the Exhibition, the rules and regulations and the agreement between the Exhibitors and the Organiser will remain unaffected. In case of cancellation of the Exhibition, the space / Stall Rental paid by the Exhibitors or any amount thereof is refundable at the sole discretion of the Organiser.
- 4.10 Authority on the Premises:** The Organiser shall be responsible for and be entitled to act as the owner of the premises throughout the tenancy period. The decision of the Organiser with regard to any problem or dispute will be final.
- 4.11 Limit of Liability:** Organiser is not liable in any form for any loss or damage to Exhibitors property at the exhibition site or injury to their personnel and visitors. By submitting their application Form No 1 for participation, the Exhibitors also agree to refrain from making any claim on the Organiser and to indemnify it against any claim by their party arising out of other Exhibitor's conduct. All disputes will be subject to New Delhi jurisdiction.
- 4.12 Safety and Behaviour:** To make the exhibition smooth and in order, please keep your personal belonging safely. Visitors are advised to take care of their belongings. The organizer will not be responsible for any losses. Exhibitors are suggested to keep their bags and expensive properties in the cabinet and are advised not to leave their mobile phone on the table. Visitors are advised to keep their cash/passport safely to avoid any loss.

No person present inside any Exhibition Hall is to behave or act in a manner that may cause any harm, injury or damage to other persons or exhibits, nor to the exhibition hall property or fixtures.

FAIR FACTS

2 : PRE FAIR PERIOD

1. CONSTRUCTION PERIOD

Schedule for giving space possession in Halls for **IREE 2017** will be as under :

Raw Space	09/10/2017	1000 hrs
Built-up Space	10/10/2017	1000 hrs

2. TIME FOR SET – UP

All exhibits must be unpacked and placed by 1300 hrs on 10th October 2017. Laying of aisle carpets will start at 1400 hrs on 10th October 2017. Exhibitors may remain in the hall to work but all activities must be confined to their exhibit space. Please have all crates and cartons unpacked so that they may be removed to keep aisles clear.

3. STALL DESIGN / CONSTRUCTION AND DISPLAY

Exhibitors are advised to follow the guidelines stipulated by the Organiser in the Rules and Regulations for **IREE 2017**. The Organizer would particularly like to emphasis on the following points:

There is no restriction on the size of product on display except those imposed by the load bearing capacity for indoor areas and the height of entry doors which must be checked with the Organiser in advance, before finalising large/ heavy exhibits for display.

Woodworking and Spray Painting inside Hall is prohibited. Platforms / panels and other decorations for the interior must be brought in a pre-fabricated condition for assembly and finishing inside the Halls. Use of modular systems will be encouraged for timely completion of stands. Passage area to be kept clear of packing cases, construction material etc.

The Exhibitors should leave a minimum 30% of the stall area free for movement of visitors.

Stalls and displays should be completed in every respect by **1800 Hrs on 10th October 2017**.

The Organiser will have the right to decide on the fulfilment of the above rules, and the authority to demand removal/change of anything that is not according to the rules. The decision of the Organiser in this regard will be final. Exhibitors should advise their Advertising Agents about the rules and guidelines for stall decoration such as permissible, size of display materials, panels, office cabin etc. The CII Fair Secretariat will not correspond with agents engaged by the company/Exhibitor.

4. STALL COMPLETION

Interior and Display of Booths to be completed by **1800 Hrs on 10th October 2017**.

FAIR FACTS

2 : PRE FAIR PERIOD

5. **GROUTING**

Grouting is not permitted in Exhibition Halls.

6. **STORAGE, REMOVAL OF WASTE AND CLEANING**

The Organiser is unable to provide storage facilities for packing cases, surplus materials or other property of the Exhibitor. Arrangement for safe-keeping of such items must be made with the Freight Forwarder or should be shifted to your local go-down.

During the construction and dismantling periods, aisles in the exhibition halls must not be obstructed with packing materials, construction materials or debris. Exhibitor's contractors will be responsible for removing their own off-cuts and waste each day of build up and break down. Failing this, the Organiser reserves the right to invoice the Exhibitors for the removal of excessive packing materials discarded crates or cartons & stand building materials and waste.

7. **CONSERVANCY**

While the Organiser will make arrangements for cleaning the passages during the show, it is the responsibility of the Exhibitors to get their Stands cleaned and their equipment dusted in the evening. No sweeping will be allowed after 0900 Hrs. Contact details of conservancy agency to be used for passage cleaning are given in Directory of Official Agencies. Exhibitors may use their services on payment and deal with them directly on financial matters or make their own arrangements for cleaning of stands.

FAIR FACTS

3 : FAIR PERIOD

1. FAIR TIMINGS

IREE 2017 will be open from 1000 - 1800 hrs. on all the three days.

The schedule of timings are:

- ***Business Visitors 11, 12 & 13 October 2017 1000 – 1500 Hrs***
- ***General Visitors 11, 12 & 13 October 2017 1500 – 1800 Hrs.***

2. REPLACEMENT OF EXHIBITS

No removal or delivery of exhibits and other exhibition stores in or out of the exhibition hall during the Exhibition hours is permitted. Such removal, delivery or replenishment of stock may only be carried out before opening hours (by 0800 hrs) in the morning or after closing time in the evening. For security, to remove any item of your display from the hall during the show days, an "EXIT PASS" must be obtained from the Organiser.

3. SALE OF EXHIBITS

Direct sale or discount sale of exhibits is strictly prohibited during the exhibition. The exhibitors, however, can conduct technical, commercial and sales discussions as well as booking of orders during the exhibition.

The Organiser appreciates that in many cases the Exhibitors prefer to sell exhibits instead of carrying them back to their destination. Such sale of exhibits can be affected, if so desired by the Exhibitors. This is subject to the condition that Organiser shall not be responsible for collection or remission of duty, taxes such as customs and excise duty, sales tax etc. Fulfilment of this obligation would be the responsibility of the Exhibitor. The sold-out exhibits can be removed from the stands only after the conclusion of exhibition, along with other exhibits.

4. MANNING OF STANDS

Your stand must be fully manned and operational throughout the exhibition hours of the exhibition. All activities of the Exhibitor and staff must be confined to the stand or site allocated. No advertising or canvassing for business may take place elsewhere in the Exhibition Hall inside the exhibition ground.

5. INAUGURATION

IREE 2017 is scheduled to be inaugurated on Wednesday, 11th October 2017. Details will be intimated closer to the event.

6. TIMINGS FOR MANNING OF STANDS

Personnel competent and responsible on behalf of the Exhibitor manning the stand must report at the stand latest by 0915 hrs every fair day.

The fair will close at 1800 hrs. For the sake of security, the stand must be vacated by all manning the stand by 1815 hrs every evening. For this purpose, the Hall Director and Exhibition Security personnel will be authorised to ensure this is complied with. To avoid inconvenience, all Exhibitors are requested to cooperate.

Please note, power supply to all stands will be stopped after 1815 hrs.

4 : POST FAIR PERIOD

1. CLOSURE OF THE EXHIBITION

IREE 2017 will close on **Friday 13 October, 2017 at 1800 hrs.**

2. HELPFUL MOVE-OUT INFORMATION

Make sure you order your labour for dismantling well ahead of time.

- If using an Exhibitor Appointed Contractor for the dismantling of your exhibit, please make sure that the contractor has read the move-out schedule and planed labour according to the published hours.
- Please notify your van line or transportation specialist of the move-out schedule.
- Please remember to return telephone sets and lead capture systems to the concerned supplier within one hour after the show closes.
- Please be aware that the Pragati Maidan Exhibition Ground is a bonded area for customs purposes. Therefore, no display items imported temporarily for the show may be removed from the site without the Customs Gate Pass.

3. EXIT PASS

There is no entry pass procedure during installation period for entering Pragati Maidan from Gate 1. However for taking out the Exhibition Material and Exhibits after the closure of the Exhibition, participants would need to obtain a standard final exit pass from the Organiser. The following procedure would be observed.

The Exhibitors should contact their respective Hall Directors for Clearance of Dues, if any, and collect their Exit Pass by using the format given in Section 9.

***Please Note:** Exit Pass will be given to Exhibitors only on the condition that all dues towards participation in the exhibition are cleared before the fair is over. The copies of Exit Pass will be retained by the Fair Secretariat, Hall Security, ITPO Security Personnel at exit Gate '1' and the Exhibitor.*

4. REMOVAL OF EXHIBITS

Exhibitors will be allowed to remove the exhibits from the stalls after 1815 hrs on 13 October 2017 on the basis of valid "Exit Passes".

All hall utilities will be disconnected at 1815 hrs and Exhibitors are requested to keep the aisles clear of cartons and crates to enable removal of aisle carpeting. The removal of exhibits must be completed by 2300 hrs on 13 October 2017. After this, the Organiser will be at liberty to remove and store the goods at other places at the cost and risk of Exhibitors.

5. HANDING OVER OF HALLS

As per the arrangements with India Trade Promotion Organisation (ITPO) the Organiser has to handover all exhibition halls by **0600 hrs on Saturday i.e. 14 October, 2017.**

DESIGN GUIDELINES

SECTION - 3

1. GENERAL INFORMATION	16
I. Submission of Layout for approval	16
II. Encroachment	16
III. Electrical Fittings on hire	16
IV. Care of building and equipment	16
V. Demonstrations of working exhibits	17
VI. Damages	17
VII. Fascia Text- Deadline	17
2. GUIDELINES : RAW SPACE	18
I. Rules & Guidelines for Design & Construction	18
(a) Mezzanine	19
(b) Audio, Visual Films, Video Walls, Stage Shows	22
II. Electrical Installation Regulations	23
III. Stand Approval	23
3. GUIDELINES : BUILT-UP SPACE	24
I. General Information	24
II. Rules and Guidelines for decoration	25
(a) Audio, Visual Films, Video Walls, Stage Shows	26
III. Electrical Installation Regulations	27
IV. Stand Approval	27

DESIGN GUIDELINES

1 : GENERAL INFORMATION

This document contains several regulations, compliance to which is essential for the setting up of the IREE 2017 professionally. Every Exhibitor must study and follow these guidelines carefully. Should you need clarifications or require advice, please contact the IREE 2017 Co-ordinator who will be happy to offer assistance.

Exhibitors are advised to inform their advertising / construction agents regarding these rules and regulations governing stand decoration. Please note the Organiser will not correspond or deal with agents engaged by the Exhibitor.

The Exhibitor while planning stand design must observe the Stand Construction Regulations described in this section.

1. SUBMISSION OF STALL DESIGN FOR APPROVAL

The Stand drawings along with to-scale mock-ups, complete with details of exhibits, electricity, water and other installations, in 4 copies, must be submitted for the Organiser for approval, latest by **10th September 2017**. The exhibitor shall be bound by the changes / modifications advised by the fair architect (Mr Iftikhar Ali - iftikhar.ali@cii.in) In case of non-receipt of stand drawings by **15th September 2017**, the Organiser is at liberty to allot the stand to another exhibitor. The Exhibitor is liable to pay for the space rentals in full to the Organiser.

2. ENCROACHMENT

The Exhibitor must confine their exhibits within the area allocated. No encroachment on corridors, free space or other facilities provided by the Organiser will be permitted. Each Exhibitor shall follow the centre of the markings on the floor for common sides and outside edge for open sides.

3. ELECTRICAL FITTINGS / FURNITURE ON HIRE

Exhibitors who book space especially for the Shell Scheme are advised to contact the Fair Secretariat for requirements of additional furniture & electrical fittings. All such requirements must be registered by **15 September 2017**. The Organiser will make arrangements with concerned stand contractors to deliver additional furniture directly in the Exhibitor's stand area. **All payments must be made directly to the contractor for additional items.**

4. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their contractors must not damage or deface the exhibition facility or the exhibits and equipment of other exhibitors. Should such damage occur, the respective Exhibitor will be liable to compensate the owner of the property so damaged.

Exhibitors are responsible for the cost of making well or replacing any damages to the exhibition premises, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by such agents or contractors.

DESIGN GUIDELINES

1 : GENERAL INFORMATION

5. DEMONSTRATION OF WORKING EXHIBITS

An Exhibitor intending to demonstrate equipment at his stand must :

- Provide the Organiser with full details in writing of working exhibits involving moving parts, naked flames, and lasers or of other hazards which could be potentially dangerous.
- Give proper consideration to safety conditions under which exhibits will be demonstrated, including safety guards and screens to prevent accident or injury to visitors and staff.
- Cause no annoyance to visitors or other Exhibitors. If a high level of noise or other objectionable factors are involved, the Organiser reserves the right to stipulate demonstration timings or to terminate a demonstration at any time.
- Ensure that no naked flames are used in any demonstration in the exhibition premises.
- Isolate controls and switches so that machinery cannot be accidentally activated.
- In case of dispute, the Organisers ruling will be final.

6. DAMAGES

Exhibitors occupying Shell Scheme Stands will be held responsible for the cost of making good, restoring or renewing any damages to the shell stand structures, floor coverings, light fittings, or any part thereof, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by such agents or contractors. The cost of making good any damage will be assessed by the Official Shell Scheme Contractor and charged to the Exhibitor.

Exhibitors are responsible for the cost of making well or replacing any damages to the exhibition premises, whether caused by themselves, their agents, contractors or by any person or persons employed or engaged on their behalf by such agents or contractors.

The Organiser, in conjunction with the ground authorities, will inspect the Halls before build-up and after break-down of the Exhibition.

7. FASCIA TEXT for Built Up Space – Deadline

Exhibitors who have booked Shell Scheme (Built-up) space are requested to send **Form No 5** giving the Fascia text for their Stand Fascia latest by **15th September 2017**. On non receipt of this form organisers are free to take name as mentioned in application form for fascia.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

1. GENERAL RULES & GUIDELINES FOR DESIGN AND CONSTRUCTION

- 1.1 All height details, mentioned in these guidelines, are from the ground level and not from any raised flooring created by the exhibitors.
- 1.2 Exhibitors are responsible for their own stand design and construction. The Organiser would be pleased to offer advice and guidance if required.
- 1.3 The following are strictly prohibited:
- Use of electrical flashes, flashguns etc. However, the Fair Architect may allow Neon signs above 2.5 Mtrs height subject to approval.
 - Cloth Banners.
 - Stage shows or presentations without prior permission in writing from the Organiser & without a concept note on the proposed show.
 - Suspending of display items from the Hall ceiling or parts of it.
 - Storage of any kind, behind the display walls.
- 1.4 The maximum height of the artificial floor should not exceed 10 cm / 4" and any other area raised artificially or for display purpose shall be such that it does not obstruct the adjoining stand.
- 1.5 The maximum height of any stand should not exceed 2.5 mtrs unless approved by the Fair Architect. The following table would give a clear guideline on the permissible heights for branding.

***Area Booked / Branding Heights in meters (Maximum)
Subject to availability***

Area (Sqmts.)	Maximum Height (Mtrs.)
12 – 29	3.0
30 – 60	3.5
61 – 100	4.0
101 & above	4.5

Branding should be done, as per above chart, in centre of the stand / pavilion and are subject to approval from the Fair Architect. All heights are from the natural floor only and should not obstruct the view /orientation of any other stand. Height of panel against natural back wall along the periphery of the Halls will be allowed up to 5.0 mtrs if the height is available at the place where the stall is located.

- 1.6 Height of side partitions will be restricted to 2.5 Mtrs from the ground. If there is any difference in the level of partitions of any two adjacent stands, (not more a 10 cm.) the exhibitor with a bigger height shall finish properly the portion extending above the neighbouring stand.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

- 1.7 Branding on common wall beyond 2.5 meters is not allowed. However, supporting elements or fittings used for holding branding / Fascia beyond 2.5 meters height in the centre of a stall, should not exceed 12 inches width alongside the common wall.
- 1.8 Height of panel against natural back wall along the periphery of the Hall will be allowed upto 5.0 mtrs subject to availability of Height. In Halls where air conditioning vents are installed along on actual walls, exhibitors are advised to keep the back wall below the air conditioning vents or keep the air conditioning vents open through the back wall into the respective stalls.
- 1.9 Access must be given to any Emergency Exit, Fire Exit, Electrical box, Service room etc. falling within the exhibitor's stand area. It is mandatory to leave minimum one opening in the partitions against the natural wall to provide access for electrical fittings etc.
- 1.10 Building of turn- tables/ramps would be permitted after clearance from the Fair Architect. If approved the Height of such a turntable/ ramp must not exceed 1.0 mtrs. Exhibitors wishing to use turn table/ ramps must clearly show the location in their drawings and obtain positive clearance from the Fair Architect failing which they would not be permitted to erect such turn tables / ramps.
- 1.11 Exhibitors may be permitted to erect a Conference/ Meeting Room within their area alongside the natural wall upto 2.5 Mtrs height. The area of the meeting room may be upto 20% of the total area booked by the exhibitor. The location of the Conference / Meeting room would require specific clearance by the Fair Architect. However, for stands with all sides open, the conference room shall have clear transparent glass/ acrylic without any blinds/ curtains above 1.2 Mt. Height.
- 1.12 **Mezzanine Construction**
- 1.12a) Mezzanine floor maybe permitted to be constructed inside the stands having an area of above 100 Sq. Mts. subject to payment of additional space rent and on the following conditions :-
- Area of mezzanine floor shall not exceed 20% of the stand area subject to a maximum of 200 Sqms.
 - The railing of Maximum 1 Mtr. Height on the sides of the mezzanine shall be of transparent material in the portion extending beyond 2.5 Mts. Height from the ground level.
 - ***Any stall which is not along the natural wall; mezzanine covering through the solid wall is not allowed and only open mezzanine with railing of maximum one meter height is permissible.***
 - **Please note that 40% of the periphery can be used for mezzanine length; for example:- if back wall / common wall length is 20m then length of mezzanine against the wall should be 8m only and more than that is not allowed. This rule is relaxed if the particular stall is the last stall and has no stall behind.**
 - Exhibitor to get a structural engineer to duly certify the stability of the structure of the mezzanine. Copy of the certificate must be enclosed along with the stand layouts for drawing approval submission. The organizers shall not be held responsible for any mishap due to the sub-standard design/workmanship/material used while the construction of the mezzanine. Any substandard construction leading to collapse of mezzanine / accidents will be penalised and the exhibitor will be blacklisted for future editions.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

- The construction of mezzanine shall be permitted only if, in the opinion of the Fair Architect, it is not obstructing the display/ visibility of any adjoining stands.
- The mezzanine floors can be used only as a visitor hospitality lounge. Exhibits/display will not be permitted on the mezzanine floor.
- The mezzanine floor to be fully open and Offices/cabins with closed walls & ceilings are strictly prohibited on the mezzanine floor. The mezzanine must be an open area only with safety railings on open sides, not exceeding a maximum height of 1m.
- Rear and side walls of the stand adjacent to / facing neighboring stands must not be transparent and must be clean and covered in a uniform neutral color above the height of 2.5 meters.
- Construction of mezzanine floor must be at least 3m away from the boundary of all open sides of the stand, and one meter away from the back wall and common side wall of neighboring stands.
- No branding is allowed on and above the mezzanine floor.
- **The approval and use of mezzanine floor area shall be subject to payment of 50% of the basic space rentals of IREE 2017 for the area used for mezzanine floor.**

1.12b) MAXIMUM HEIGHT

- No roofing is allowed on mezzanine floor and the height of the mezzanine floor itself should be 1.7m only.
- The maximum permissible height below the mezzanine floor is 2.5 meter.
- The maximum permissible height of the stand covered with mezzanine floor cannot exceed 4.2m (i.e. 2.5m + 1.7m). Height of the stand in all other areas not covered by mezzanine floor cannot exceed 2.5m.

1.12c) RAILINGS

- Safety railings must be at least 1m high and consist of a top, middle and bottom rails.
- Only railing of maximum height of one meter without any branding is allowed in the front and open sides of the stand.
- A strip of at least 10cms. must be mounted along the edge of the mezzanine floor beneath to prevent falling object.
- Walls adjoining neighboring stands on the mezzanine floor must be sufficiently stable so as to prevent accidental falling of person or objects.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

Fire Prevention

Any load bearing elements and fixtures of the mezzanine floor must be of fire proof material. The mezzanine floor should be equipped with at least one fire extinguisher.

Mezzanine floor Structural Stability Certificate with technical specifications approved by Structural Engineer has to be submitted to the IREE 2017 Secretariat for approval and the duly approved drawing should be obtained before commencing the construction.

- 1.13 Covering of Outdoor area beyond the meeting room area (10% of stand area subject to a maximum of 50 sqms) is not allowed. Exhibitors may cover beyond their conference area only after paying an additional amount of 25% of the space rental for outdoor area for the entire covered space.
- 1.14 **It is necessary that panels erected against outer glass walls in the Halls be properly finished on both sides. Exhibitors failing to do so would be penalised INR 1000 per running meter. Covering would be done upto 2.5 mts height.**
- 1.15 All open or unfinished sides of the exhibit space which may appear unsightly must be covered or the Organiser will have them covered at the Exhibitor's sole expenses @ INR 1000 per sqm. Any portion of the Exhibit bordering another Exhibitor's space must have the backside of the portions finished and not carry any identification signs or other marks that could detract from the adjoining exhibit.
- 1.16 All exhibit floor space must be fully carpeted or covered.
- 1.17 **Woodwork is prohibited in the Halls. Platforms/ Panels and other decorations for the interior must be brought in prefabricated condition. Only assembly and finishing will be allowed in the Hall. Spray painting inside the Exhibition halls is strictly prohibited and any exhibitor doing so shall bear the risk of disconnection of power supply to the stand.**
- 1.18 For Island / 3 side open stalls it is mandatory for exhibitors to design their stands in such a way that there is no obstruction on any of the open sides. This will ensure free movement and give exhibitors a feel of openness and transparency. Exhibitors are not allowed to obstruct the view or adversely affect the displays of other exhibitors. For the meeting room, solid Partitions upto 1.2 mtrs and see-through glass / clear acrylic partitions for the balance 1.3 mtr on top may be used.
- Organisers reserves the right to turn down approval for stands with any of the open sides blocked.**
- 1.19 No solid partitions will be allowed within 3.0 mtrs from the aisle in stands covering an area of 500 sqm and above.
- 1.20 **A maximum of 70% of Stand area may be used for exhibits and the balance 30% must be left free for circulation. The Exhibitors shall not arrange the display of material in a way that would obstruct the passage area.**
- 1.21 **Natural Pillars falling within stand area may be covered to a height of 3.0 mtrs only. Stands with over 500 sqm area may cover pillars upto a height of 5 / 6 mtrs subject to approval and availability of height.**

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

- 1.22 Hall columns, Roof Trusses, Air Conditioning Vents and all other structures of the Hall must not be used as support or be subject to load or stress by the stand structure.
- 1.23 Exhibits over 2.5mt Height must not be placed on any raised height.
- 1.24 There is no restriction on height and weight of exhibits on display except imposed by the load bearing capacity of the floor and height of entry doors. The same should be checked with the organiser before finalising large/heavy exhibits for display.
- 1.25 **Any presentation/ demonstration/ exhibit likely to attract groups of 10 or more persons must be located towards the centre of the stand and clearly shown on stand drawings. If the location of such an exhibit results in blocking of the Aisles, the aisle space thus blocked shall be billed to the exhibitor.**
- 1.26 It is mandatory for the exhibitors to inform the Organiser if any of their exhibits comply with the following : -
- Exhibit configuration is 10 sqms or more.
 - Exhibit exceeds 2.5 mtrs in height or 3 mtrs in length.
 - Exhibit material exceeds 3 tons.
 - Exhibit contains liquid fuel / natural gas / propane.
 - Exhibits requiring water for demonstration purposes.
- 1.27 The Organiser reserves the right to change/alter/remove any exhibit interfering with the aesthetics of the exhibition or hinders the general public in any way.
- 1.28 Grouting is not permissible in any Halls. Exhibitors are advised to submit relevant drawings for clearance. Any damage to floor or structure, fittings etc. will be charged @ INR 1000 per hole.
- 1.29 To avoid inconvenience to other exhibitors and to enable the Organiser to complete repair work of passages, cable ducts etc., before the exhibition starts, exhibitors are requested to move in their exhibits within stipulated time given.
- 1.30 **AUDIO VISUAL FILMS, VIDEO WALLS, STAGE SHOWS**
- **Stage events / shows – It is not permitted by Venue Authorities to organise any stage events.**
 - The Organiser reserves the right to regulate or restrict exhibits within a reasonable sound level or the sound level of 60 DB peak on sound level meters (ANSI Type 2) on the SLOW meter position at 3 mtrs distance. The sound speakers must not be placed higher than 1.5 mtrs. They must be positioned downward and inward towards the centre of the exhibit booth or display area and may not be pointed towards the aisle. The Organiser reserves the right to restrict exhibitors the use of sound and other devices which are not permitted by the venue authorities may interfere with the best interest of the fair environment as a whole.
 - The organiser reserves the right to disconnect the supply of electricity to any exhibitor violating the above guidelines.

DESIGN GUIDELINES

2 : GUIDELINES : RAW SPACE

2. ELECTRICAL INSTALLATION REGULATIONS

- 2.1 Raw Space exhibitors have to apply separately for the power connection as per their requirement. No electricity will be provided if exhibitor does not apply. For details please refer Form 4.
- 2.2 Electrical wiring and installation must be done by Exhibitors through registered professional technicians using proper wiring switches etc. so as to ensure safety. The Organiser shall not be responsible or liable in case of any mishap due to use of sub - standard material or unskilled labour.
- 2.3 All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed means of cable joints will be permitted.
- 2.4 Lamps and appliances with high temperature surfaces should be guarded and used well away from combustible materials.
- 2.5 No light fitting or other appliance may be suspended from the roof of the exhibition hall.
- 2.6 The Organiser reserves the right to disconnect any installation, which in their opinion is dangerous or likely to cause annoyance to visitors or other Exhibitors.
- 2.7 In order to take care of voltage fluctuations, the Exhibitors are advised to fix up constant voltage transformers or insulation Transformer or stabilizers for CNC and other sensitive machines. Exhibitors are encouraged to use MCB wherever necessary. The main supply points and electrical installations in the stand should be kept open for easy access and should not be concealed.

3. STAND APPROVAL

- 3.1 The decision of the fair architect as regards the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawings only.
- 3.2 **Exhibitors must submit 4 copies of the design of the stand clearly detailing the design along with the floor plan for approval, latest by 10th September 2017. A penalty of INR 50,000 will be levied on drawings received after this date. The drawings must also clearly show layout of exhibits, logo details, supporting stand electrical points etc. and clearly indicate wall / panel height, exhibits, meeting rooms etc.**
- 3.3 In case any pre-fabrication is done by any Exhibitor before the approval of the design by the fair secretariat, the Exhibitor shall be bound by the changes / modifications advised at the time of approval of the design and to change the said pre-fabricated structure or any other feature so as to adhere to the basic designs guidelines.
- 3.4 An exhibitor whose design has been approved by the Fair organiser may only commence erection on or after the due date. No exhibitor shall be allowed to start work on their stands without the prior approval of the plan. The decision of the Fair Architect as regards to the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawing only.
- 3.5 The exhibitors must keep one copy of the approved drawing at the work site.
- 3.6 All displays will be inspected during the set-up days and any exhibitor deviating from the regulations must make modifications as suggested by the Fair Architect on his own expense prior to the show opening.
- 3.7 **All exhibitors stand must be completed in all respects by 1800 Hrs on 10th October, 2017.**

DESIGN GUIDELINES

3 : GUIDELINES : BUILT-UP SPACE

1. General Information

1.1 **Features** : The Shell Scheme stands would be provided with the following :

- Rear and dividing walls of 2.5 mts. ht.
- Fascia with company's name on open stand frontage(s).
- Floor covering with synthetic carpet.
- Every 12 sqms Built Up booth includes the following items of basic furniture:- Two Table, Three Chairs, Four Light fixtures, 5 Amp Power Socket and waste paper basket.

1.1 a) **Technical Specification of Stands**

The structure of the stand is made of Octanorm system with following specifications

Maximum Height of the Stand	2.50 mtr
Clearance Under fascia	2.20 mtr
Axial distance between vertical aluminium columns	0.99 mtr
Width of Panel	0.95 mtr
Overall width of Fascia	0.30 mtr
Diameter of Vertical aluminium column	0.04 mtr

b) **Maximum Permissible Height for Built up Stand**

The maximum height of any stand should not exceed 2.5 mtrs unless approved by the Fair Organiser. The following table would give a clear guideline on the permissible heights for branding.

Area Booked / Branding Heights in meters (Maximum) Subject to availability

Area (Sqmt.)	Maximum Height (Mtrs.)
12 – 29	3.0
30 – 60	3.5
61 – 100	4.0
101 & above	4.5

Branding should be done, as per above chart, in centre of the stand / pavilion and are subject to approval from the Fair Organiser. All heights are from the natural floor only and should not obstruct the view /orientation of any other stand.

1.2 **Power for Demonstration** : Apart from light fixtures, one 5 Amp Power socket (for TV, Fridge, computers etc.) will be provided in each booth of 12 Sqm. In case additional power is required for demonstration or running of machinery / exhibits, the exhibitors must inform the Organiser vide **Form No 4** before 15th September 2017.

1.3 **Additional Furniture on Hire**: A comprehensive range of standard items, including wall panels to form office enclosures, shelving, display panels, etc. may be hired from the Official Shell Stand Contractor. The Price List for additional furniture etc. will be available nearer to the show dates.

DESIGN GUIDELINES

3 : GUIDELINES : BUILT-UP SPACE

1.4 Discussion Room : Additional fitments for a discussion room (maximum 20% of space) will be provided free of charge to Exhibitors who have booked an area of 48 Sqm and above. Exhibitors are requested to plan the location for this as per their display arrangements and submit the detailed drawing showing the location of conference room at the earliest but not later than **30th September 2017**.

1.5 Ceiling : Ceilings shall be open but will be braced for stability where necessary.

2. RULES AND GUIDELINES FOR DECORATION

2.1 Shell Scheme stands will be provided in accordance with the specifications mentioned. Please note that the internal dimensions of the Shell Scheme area are approximately 5 cm smaller than the contracted area as the walls are contained within circular upright aluminium members within the booth area.

2.2 Alterations are not allowed in the Standard Shell Scheme structure.

- No Alterations may be made in the standard Shell Scheme Fascia.
- No alterations / removal of panels / podiums / etc. will be allowed.
- Private furniture / carpets etc. are not permissible
- Raising the floor artificially or construction of wooden flooring is not permissible
- Major woodwork, if any, must be approved in advance by the Fair Architect before starting such work.

2.3 The following are **strictly prohibited**.

- Use of electrical flashes, flash guns and neon signs.
- Cloth Banners, Velvet Banners or Velvet Covers on the panels / table.
- Stage shows or presentations without prior permission in writing of the Organiser.
- Painting, Colouring, Wallpapering and Sticking of Thermocole cut letters, Nailing or drilling of panels. If you require assistance in hanging or displaying your exhibits, please consult the Official Shell Stand Contractor of your Hall. Exhibitors would be charged @ INR 1500 per panel for any damages to panels.
- Suspending of items from the Hall ceiling or parts of it.
- Storage of any kind behind the display walls.
- Digging, grouting or cutting of the floor.
- Raising the height of the back wall/ fascia for promoting the company name / logo.

2.4 No additional out sourced stand fitting or display may be attached to the shell stand structure.

2.5 All interior stand fittings must be contained within the shell stand structure, and must not exceed 2.5m height. No free standing equipment may exceed a height of 2.5m or extend beyond the boundaries of the site allocated.

2.6 It is mandatory for Exhibitors with 2 or 3 or 4 side open stands, to arrange display in such a way that there is no obstruction on any of the open sides. This will ensure free movement and give exhibitors a feel of openness and transparency. Exhibitors are not allowed to obstruct the view or adversely affect the displays of other Exhibitors.

2.7 A minimum of 30% of Stand area must be left for circulation. Exhibitors shall not arrange the display of material in a way that will obstruct passage areas.

DESIGN GUIDELINES

3 : GUIDELINES : BUILT-UP SPACE

- 2.8** Natural pillars falling within stand area may be covered to a height of 2.5 mtrs.
- 2.9** Exhibits of over 2.5 mtrs height must not be placed on any raised platform.
- 2.10** There is no restriction on height and weight of exhibits on display except imposed by the load bearing capacity of the floor and height of entry doors. Please refer technical specification of exhibition halls. The same should be cleared by the Organiser before finalising large / heavy exhibits for display.
- 2.11** Any presentation / demonstration / exhibit likely to attract groups of 10 or more people must be located towards the centre / rear portion of the stand and clearly shown on stand drawings.
- 2.12** It is mandatory for the exhibitors to inform the Organiser if : -
- Exhibit configuration is 10 sqms or more.
 - Exhibit exceeds 2.5 mtrs in height or 4 mtrs in length.
 - Exhibit material exceeds 3 tons.
 - Exhibit contain liquid fuel / natural gas / propane.
 - Exhibits require water for demonstration purposes.
- 2.13** To avoid inconvenience to other exhibitors and to enable the Organiser to complete repair work of passages, cable ducts etc., before the exhibition starts Exhibitors are requested to move in their exhibits within the stipulated time.

2.14 AUDIO VISUAL FILMS, VIDEO WALLS, STAGE SHOWS

- **Stage events / shows – It is not permitted by Venue Authorities to organise any stage events.**
 - The Organiser reserves the right to regulate or restrict exhibits within a reasonable sound level or the sound level of 60 dB peak on sound level meters (ANSI Type 2) on the SLOW meter position at 3 mtrs distance. The sound speakers must not be placed higher than 1.5 mtrs. They must be positioned downward and inward towards the centre of the exhibit booth or display area and may not be pointed towards the aisle. The Organiser reserves the right to restrict exhibitor's use of sound and other devices which may interfere with the best interest of the fair environment or not permitted by the venue authorities as a whole.
 - The organiser reserves the right to disconnect the supply of electricity to any exhibitor violating these guidelines.
- 2.15** The Organiser reserves the right to change/alter/remove any exhibit interfering with the aesthetics of the exhibition or that which hinders the general public in any way.

DESIGN GUIDELINES

3 : GUIDELINES : BUILT-UP SPACE

3. ELECTRICAL INSTALLATION REGULATIONS

- 3.1** Electrical wiring and installation required for connecting machine (s) for demonstrations purpose must be undertaken by Exhibitors employing registered professional technicians using proper wiring switches etc. so as to ensure safety. The Organiser shall not be responsible or liable in case of any mishap due to use of sub - standard material or unskilled labour.
- 3.2** All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed means of cable joints will be permitted.
- 3.3** The Organiser reserves the right to disconnect any installation, which in their opinion is dangerous or likely to cause annoyance to visitors or other Exhibitors.
- 3.4** In order to take care of voltage fluctuations, the Exhibitors are advised to install suitable constant voltage transformers or insulation transformer or stabilizers for CNC and other sensitive machines. Exhibitors are encouraged to use MCB wherever necessary.

4. STAND APPROVAL

- 4.1** Exhibitors must move in as per schedule given in section 2 (Pre Fair Period) of the Exhibitor Services Manual, provided space rent, deposits and other dues have been paid in full to the Organiser.
- 4.2** Exhibitors booking over 48 sqms of space must submit 4 copies of the design of stand showing elevations and plan for approval, by **10th September 2017**.
- 4.3** All stands will be inspected during the set-up days and any Exhibitor deviating from the regulations must make modifications as suggested by the Fair Architect on his own expense, prior to the show opening.
- 4.4** **All exhibition stands must be complete in all respects by 1800 Hrs on 10 October 2017.**

**For more details please contact Fair Architect at
iftikhar.ali@cii.in**

ELECTRICITY

SECTION - 4

1.	ELECTRICAL SUPPLY	29
2.	ELECTRICITY CHARGES	30
3.	TEMPORARY ELECTRICITY SUPPLY	30

ELECTRICITY

ELECTRICAL SERVICES

1. ELECTRICAL SUPPLIES & INSTALLATIONS

The electric power supply available in India is as under:

Single / 3 Phase	:	230 / 400 volts $\pm 10\%$
Frequency	:	50 cps $\pm 3\%$

CII Fair Electrical Department responsible for supply of power will be entrusted with the authority of regulating and controlling the power supply to the Exhibition Halls and individual stalls. Each stall will be provided with electric power at one or more main points depending on the total load requirement. Exhibitors should use Distribution Boards for feeding power to their machines. Individual isolation switches should be provided for each machine. Exhibitors should use either armoured cables or metal conduits for connecting power supply to machines.

The work for drawing power from main points to machines/exhibits is to be carried out by the exhibitors, at their own cost. Exhibitors may engage the services of their own personnel or authorised electrical contractors for wiring work inside their stall subject to the condition that they are duly licensed to undertake electrical work. Exhibitors are advised to exercise the highest level of safety precautions for electrical wiring and installations. The service charges of electrical contractor are to be borne by the Exhibitors and are payable directly to the contractors.

The Exhibitors should connect power to machines and exhibits as per the requirement given in their Application. Connecting power to the Exhibits other than those mentioned in the Electricity requisition **Form No. 4** or more than the specified load or the load allotted by the CII Fair Electrical Department will not be permitted.

Exhibitors must install separate and independent switch connections for their machines/exhibits. Alternate connections or throw-over switches are not allowed. In case power is supplied to the stall from two or more main points, Exhibitors must distribute the load as per the capacity of the respective switch boards in consultation with the CII Fair Electrical Department. Exhibitors requiring single-phase power for lighting purpose should carry out necessary wiring from 3 phase outlet through two pole single phase switches if necessary for future distribution. After the electric wiring work is completed, the Exhibitor must obtain a completion report from their Electricians or Contractors engaged by them and file the same with the CII Fair Electrical Department. Actual connected load for the individual machines/exhibits is to be mentioned in the report. Power will be released only after the wiring work is carried out and on receipt of the completion report.

All the main electric supply points must be kept easily accessible for operation and repairs in the event of emergency. Main electrical supply points should not be concealed or covered.

Exhibitors are advised to install equipment like voltage stabiliser/UPS equipment for their sophisticated machines/exhibits. If the machines are sensitive to the floor, placement of steel plates underneath is recommended.

ELECTRICITY

ELECTRICAL SERVICES

2. ELECTRICITY CHARGES

Organiser has formulated a flat rate of **US\$ 90 / Rs 4000/KW** for overseas and domestic exhibition respectively of connected load (*single and three phases*) and **US\$ 10 / Rs. 400 per Sqmts. for the Built-up stand**, which will be the basis for charging for power and lighting load during the **IREE 2017**. These rates are subject to revision. It is essential for all exhibitors to give complete details of power requirement and submit to the Organiser in the prescribed Reply Sheet for Power Requisition Form No. 4 enclosed in this booklet and return the same to Organiser by **15 September 2017** or immediately on confirmation of space.

Under no circumstances Exhibitors will be permitted to reduce their electricity requirement. Request for additional electricity load may be considered, subject to availability.

3. TEMPORARY ELECTRIC SUPPLY

Temporary power supply for erection and testing of machines can be made available from the first day of construction on extra charges @ **Rs. 1000 or US\$ 25 / kW / day**.

ON-SITE SERVICES

SECTION - 5

1.	EXHIBITORS PARKING	32
2.	INSURANCE	32
3.	SECURITY	32
4.	STAND SECURITY	32
5.	TRANSPORTATION	32
6.	WATER CONNECTION	32

ON-SITE SERVICES

1. EXHIBITORS PARKING

The Organiser will make arrangements for **PARKING FOR EXHIBITORS** parking labels will be issued by the Organiser during the construction time at the venue.

2. INSURANCE

It will be advisable for Exhibitors to take Insurance coverage for the build-up, during and dismantling periods of the fair for the following: a) Machinery, b) Transit and Loading & Unloading of machines, c) Electrical accidents, d) Exhibition personnel e) Third parties (visitors)

The Organiser will not accept liability for any loss or damage to any exhibit, or for injury to Exhibitor personnel at any time. Exhibitors are strongly advised to insure their exhibits against theft, loss or damage, including the risk of fire and to cover themselves against third party liability for visitors to their stands.

3. SECURITY

- Badges supplied by the Fair Secretariat must be worn at all times to gain entry to the exhibition halls.
- Badges may be obtained from the respective Hall Director or from the Organiser's Office.
- During show days, Exhibitors are allowed to enter one hour prior to the opening of the show each day and will be allowed to remain half an hour after the close of the show. Please check with the Hall Director if additional time is required.
- Hand carried items or any equipment going out of the exhibition hall will require an Exit Pass.

4. STAND SECURITY

Exhibitors should inform the Organiser in case they require security personnel for their booths during set-up and dismantling. Security personnel from the official security agency may be employed.

While the Organiser will maintain general security surveillance at all times throughout the Exhibition, Exhibitors are reminded that goods may be at risk after the show closes on the final day. Please be sure to see that your stand is not left unattended at this time. Particular care should be taken of small portable items, tools and instruments. The exhibitors are advised to hire the security personnel for their stall from the official security agency appointed for the IREE 2017. Details of Official agencies are given in **Annexure 1. (Will furnish shortly)**

5. TRANSPORTATION

- 5.1 Shuttle Bus:** There will be shuttle buses between Gates 1, 3 and 7 inside the exhibition grounds to facilitate VIPs and Visitors.

6. WATER CONNECTION

Water connection with drainage facilities will be available only for demonstration of machines. Charges are **US\$ 400 or Rs. 25,000 per tap connection**. Exhibitors are requested to apply before **15 September, 2017**.

FREIGHT HANDLING

SECTION – 6

1.	IN-HALL FREIGHT HANDLING	34
2.	MATERIAL HANDLING AT THE SITE	34
3.	CUSTOMS CLEARANCE AT THE FAIR GROUND	34
4.	TERMS AND CONDITIONS FOR TEMPORARY IMPORT	35
5.	SALE OF EXHIBITS BY OVERSEAS EXHIBITORS	35
6.	EXHIBITION GOODS	35

FREIGHT HANDLING

1. IN-HALL FREIGHT HANDLING

To provide adequate security, safety and protection against damage to the Exhibition Hall and in the interest of an efficient, co-ordinated move-in and move-out of goods, no private trucks, cars, fork-lifts or handling equipment (trolleys, lift jacks, etc.) will be allowed inside any of the Exhibition Halls. All such equipment will be provided and controlled by the Official Freight Forwarders who will take over from other forwarders, at the entrance to the Halls.

2. MATERIAL HANDLING AT THE SITE

The Exhibition material can be handled only by the CII approved official agencies, as per the rules. The Organiser has appointed Official Clearing and Forwarding Agents (CFAs) for exhibits and also for material handling at the site.

For unloading of goods, cargo handling equipment such as, forklifts, mobile cranes and skilled labour will be available at the fair ground, from the official CFAs, on hire. The rates for clearing /forwarding and other services will be settled by the participants with those agents directly, depending upon the quantum of work and kind of job required. The Official CFAs will have their offices at the site during the pre-exhibition period. **Please note that no agency other than the approved agency by CII is allowed to operate for handling /clearing jobs inside the halls earmarked for IREE 2017.**

The Official CFAs operate with modern mechanical equipment (*Fork lift, Cranes, Pallette Trucks etc*) and a specialised labour force of international standards. Through their international network, they will provide detailed shipping instructions and offer services to Exhibitors from the point of origin itself. Official Clearing and Forwarding Agents will offer to the Exhibitors, information and assistance in respect of (i) re-export, (ii) Warehousing, if exhibit is to be retained for further exhibitions etc. It is suggested that Exhibitors discuss their requirements with official agents and enter into comprehensive arrangements.

Normally cases / packets will be allowed, if carried in hand by the Exhibitor. However, handling of heavier exhibit cases will have to be entrusted to the approved agencies only. At the time of movement of exhibits, it is suggested that Exhibitors adhere to the programme prepared for the movement of exhibits by approved agencies. In no way will the Organiser be responsible for damages caused to Exhibits while loading/unloading at the site.

3. CUSTOMS CLEARANCE AT THE FAIR GROUND

India offers the ATA Carnet as means for clearing exhibition goods. Alternatively, goods can be cleared under simple Embassy Bonds, without financial overheads. Bank Guarantees is a third alternative.

FREIGHT HANDLING

4. TERMS AND CONDITIONS FOR TEMPORARY IMPORT

Under the Customs Notification No 3/89 dated 09.01.1989, import of Exhibits for IREE 2017 will be allowed without payment of Import Duty, Import License or Customs Clearance Permit, provided the Exhibits are re-exported within a period of six months from the date of import or any other period stipulated by the Customs Authority. Please refer pt. 5.4 of the Fair Facts (General Information) section.

The Exhibitor/Importer will have to furnish following documents to the Customs authority in India :

- Re-export Bond for ITC purpose
- Provisional Duty Bond to the extent of Customs Duty payable on the Machines/equipment at the prevailing rates.
- These bonds are required to be supported by a Bank Guarantee at concessional rates approved by the Collectorate of Customs or the Guarantee of the Embassy of the concerned country. Details of Bank Guarantee rates will be available from approved C&F Agency. The Exhibitors are advised to contact the approved agencies in this regard.
- India is a Member Country for ATA Carnet. The Indian Customs, therefore, will honour ATA Carnet Documents issued by the other Member Countries keeping aside normal Import Procedure such as taking Bonds and preparation of Bills of Entry etc.
- Sale of Exhibits imported for IREE 2017 may be allowed against payment of Customs Duty at prevailing rates as per Import Policy and the Guidelines in force issued by the Reserve Bank of India.
- Official CFAs will provide the Exhibitors up-to-date information on rules and procedures for import of restricted or banned items

5. SALE OF EXHIBITS BY OVERSEAS EXHIBITORS

- 5.1 General Information:** Exhibition goods, imported initially via Embassy Bond, ATA Carnet or Bank Guarantee, can be sold after the exhibition after following the procedure laid down.

The goods remain in the Customs Warehouse till such time as the buyers comply with sale conditions. The sale can be effected within the stipulated six months period and may be extended upon the discretion of Customs. On completion of sale, the Guarantee or ATA CARNET will be cancelled.

5.2 Liberalised Provision:

- *Sale of Exhibits, of items which are freely imported :*
The items covered are Capital Goods, Raw materials, Intermediaries, Components, Consumables, Spare parts, Accessories, Instruments and goods other than those covered under the Negative List. Any of these goods, may be imported by any person whether he is an Actual User or not without restrictions.
- *Sale of Exhibits, of items which are in the Negative List.*

These may be made against a valid license. For these items, the actual user alone may import such goods unless the Actual User condition is specifically dispensed with, by the Licensing Authority.

- 5.3 Simple Procedures :** Following documents to be produced by buyers for Customs clearance of sold exhibits:

Bank attested invoices drawn on buyer
Packing List

FREIGHT HANDLING

Confirmation of order from Exhibitor
Mode of Payment
Technical write-up of solid items
Printed catalogue of items sold, if available
Buyer's importer Code No.
Buyer's GATT and Customs Declaration License, if item under Negative List.

The buyer, on the basis of the above documents, and through a Customs Clearing Agent, should submit necessary Bill of Entry for clearance of Goods. Upon completion of Sale Clearance and Payment of Customs Duty, the buyer can take custody of Exhibits. Upon producing proper and valid documents, the sale procedure can be effected within two to five days.

6. EXHIBITION GOODS

6.1 Connections to India : All major Airlines have connections to New Delhi.
There are regular freighter services with enough spare capacity.

All major shipping lines touch Mumbai, offering both FCL and LCL facilities.
Alternatives also available at Chennai and Calcutta Ports.

Modern handling facilities are available at Airports and Ports.

6.2 Connections to the Fair Grounds : On arrival at the New Delhi Airport, Exhibits are transferred by road to the Fair Grounds under bond. On arrival at Mumbai / Kolkata / Chennai Ports, Exhibits are transferred by rail or road directly to Delhi, again under bond. Transfer time is approximately four to six days by road.

6.3 Post Exhibition : Goods can be sold after the exhibition, to buyers complying with regular import procedures. Goods may be taken for other private demonstrations, subject to permission from Customs. Consumables like printed matter, literature, pamphlets etc. attract no duty. If not being sold or kept for further demonstrations, goods to be re-exported within the stipulated period. Mode of transport for re-export need not be the same as that of import.

7. APPROVED ON-SITE HANDLING CHARGES

On-site Tariff for All other exhibitions

The following tariff card / rate is approved for on-site freight handling by Freight Forwarders

S No	Description of Works	Tariff (in Rupees) @
		Up to 2 tonns
1	Off Loading & shifting to stand per 500 Kgs (Minimum)	350
2	Unpacking & placement per 500 Kgs	350
3	Repacking with same packing material	350
4	Removal from stand and loading on vehicle in one operation	350
5	Removal of empties to storage and return after the closure of the exhibition	350
6	Heavy lifts charges Single piece (extra charges)	2001 to 4000 Kgs - 10 % 4000 to 10000 Kgs - 15 % above 10000 Kgs - 25 %
	Hire Charges of Equipment's	
	Hydraulic Pallet Truck – (per hour charges)	300
	Fork lift - 3 tonns (per hour charges)	400
	Fork lift - 5 tonns (per hour charges)	650
7	Crane - 10 tonns (per hour charges) (Minimum 1 Hour)	1000
	Crane - 15 tonns (per hour charges) (Minimum 1 Hour)	1250
	Crane - 20 tonns (per hour charges) (Minimum 1 Hour)	1500
	Crane - More than 20 tonns	Quote upon request
	Labor - (per hour charges)	75
8	Night charges (Applicable from 2100 hrs to 0800 hrs)	20%
9	Service Tax and any other government approved tax	As applicable

FREIGHT HANDLING

TERMS AND CONDITIONS

- 1.0** It is compulsory on the part of Exhibitors to use the services of approved handling agencies at the Exhibition Site. The packages which can be easily carried in hand can be handled by Exhibitors on their own, if they so wish.
- 2.0** Exhibitors should advise transporters to carry "Weigh-Bridge Certificate" so that, there would be proper assessment of the weight to be handled by the handling agency.
- 3.0** Exhibitors should send product leaflets along with the packing list to the approved agencies to enable them to study the products in advance for handling at the site.
- 4.0** Exhibitors are not allowed to order equipment for assembly and erection work from outside. It is compulsory to use the facility made available by approved agencies only.
- 5.0** These charges are not applicable to the exhibits cleared as temporary imports.
- 6.0** Charges for storage of empty cases are for the entire duration of the show.

ADDITIONAL INFORMATION

SECTION - 7

1. FIRE AND SAFETY REGULATIONS	39
2. PROTOCOL	39
3. EXHIBITION CATALOGUE AND ADVERTISEMENT	39
4. VISITOR REGISTRATION AT GATE	40
5. PHOTOGRAPHS / VIDEOS	40
6. LITERATURE / FILM / AUDIO VISUAL DEMONSTRATION	40

ADDITIONAL INFORMATION

1. FIRE & SAFETY REGULATIONS

Firefighting equipment will be provided at various points in the exhibition halls. Exhibitors are, however, advised to take due precautions and provide necessary equipment in their own stalls. Exhibitors should also install Guards or Protectors on Machine/Exhibits during demonstrations to avoid injury to visitors. Fire Tenders with firemen will be on duty round the clock near the Exhibition Hall.

- a) All exit / entry areas and exit aisles must be kept clear and unobstructed.
- b) Compressed gas cylinders are prohibited in the exhibition area.
- c) All temporary wiring must be accessible and free from debris and storage material.
- d) No storage of any kind is allowed behind booths or near electrical services.
- e) All empty cartons and crates must be labelled and removed for storage.
- f) Helium balloons are not allowed inside the halls.

Note : Smoking is strictly prohibited inside the exhibition halls during set-up, show days and dismantling periods.

2. PROTOCOL

The Protocol will be functional from Gate No 3 on Mathura Road for receiving VIPs, Diplomats and senior guests. Exhibitors are advised to send details of their most important guests with programme of their visits well in advance to facilitate their visit to the Fair.

3. EXHIBITION CATALOGUE AND ADVERTISEMENT

The Organiser will bring out an official **Catalogue** of the Exhibition. All confirmed Exhibitors are entitled to a free entry in the Fair catalogue. An Exhibitor representing a 'Group' of Companies will be entitled to one free entry in the Catalogue and additional entries for each participating company in the Group @ Rs. 5000/- (*for Indian Companies*) or US\$ 150 (*for Overseas companies*). Details of each company must be submitted individually on **Form No 3**.

The catalogue will be compiled on the basis of the information given by the Exhibitors in **Form No 3** to be returned to Organiser before **15 September, 2017**. In case Organiser does not receive this within the stipulated date, the company's information will either not be included in the Fair Catalogue or Organiser reserves the right to use any information available with him. All Exhibitors will be entitled to a free copy of the catalogue.

Business visitors would be keen to know the business opportunity that your company can offer them at the fair.

Exhibitors are requested to complete and return the Form No 3 to Organiser by 30 September, 2017. This facility is free of charge. The return of this form is mandatory.

Advertisement In Catalogue: Advertisement opportunities are available in the Fair catalogue to promote products during and after the fair period. **Form No 2** giving details is attached with this booklet. Last date for receiving advertisement is **30 September, 2017**. Advertisers are entitled to a free copy of the catalogue.

ADDITIONAL INFORMATION

4. VISITOR REGISTRATION AT GATE

Organiser has made arrangements for registering each business visitor to the **IREE 2017**. Registration Desks will be located outside Gate 1, 7 & 10.

5. PHOTOGRAPHS / VIDEOS

The Organiser has exclusive rights to take photographs and films of all Exhibition stalls. Prior permission of the Organiser will be essential for taking photographs and films by the Exhibitors. The Exhibitors can, however, take photographs of their own stall and visitors to their stands.

6. LITERATURE / FILM / AUDIO VISUAL DEMONSTRATION

Exhibitors are requested to refrain from displaying Videos /films / Literature that may be considered politically or culturally objectionable or incorrect.

The Organiser is empowered to remove any such display material in order to facilitate a smooth conduct of the event.

EXHIBITOR PUBLICITY

SECTION - 8

- | | | |
|-----------|--|-----------|
| 1. | SPONSORSHIP AVENUES | 42 |
| 2. | MEDIA / PRESENTATION LOUNGE | 42 |
| 3. | ADVERTISEMENT IN EXHIBITORS CATALOGUE | 42 |

EXHIBITOR PUBLICITY

The Organiser will undertake general publicity of the Exhibition. Exhibitors are not allowed to use the Fair Ground and inside the Exhibition halls for publicity purpose. Distribution of printed pamphlets / literature is limited within the stalls of the respective Exhibitors.

1. SPONSORSHIP AVENUES

A wide range of sponsorship avenues such as Exhibitor Catalogue & CD ROM, Exhibitor / Visitor delegate badges, Hall Layout Plans, Bus Shelters, Trolley, Kiosks on Flagpoles, and Bunting on Lamp poles and Railings at Venue are available for Exhibitors at IREE 2017. Details of Charges and Quantity are annexed as **Annexure 2**.

2. ADVERTISEMENT IN EXHIBITOR CATALOGUE

The Exhibitor Catalogue offers good exposure to the company both during and after the show. Advertising in the Catalogue provides the benefit of calling more attention to your products / services and company.

SECTION - 9

ANNEXURES

Annexure 1 - Directory of Official Agencies	44
Annexure 2 - Sponsorship Avenues	46

FORMS

DIRECTORY OF OFFICIAL AGENCIES

- 1. CLEARING AND FORWARDING AGENTS**
- 2. BUILT-UP STAND CONTRACTORS**
- 3. CONSERVANCY**
- 4. SECURITY**

ANNEXURES

ANNEXURE - 1

OFFICIAL AGENCIES

1. CLEARING AND FORWARDING AGENTS

Will furnish shortly

2. BUILT-UP STAND CONTRACTOR

Will furnish shortly

3. CONSERVANCY

Will furnish shortly

4. SECURITY

Will furnish shortly

ANNEXURES

ANNEXURE - 2 (Sponsorship Avenues)

The updated sponsorship options are attached

Supporter Options for IREE 2017					
		EVENT	PLATINUM	DIAMOND	GOLD
		1	2	5	5
		AMOUNT			
		Rs.50L / USD 100K	Rs.40L / USD 80K	Rs.20L / USD 50K	RS 10L / USD 25K
Advantages	Details				
Indoor Raw Space (Sqmts)		200	150	50	40
Fascia at Main Entry Gate of the venue (24 Hrs visibility)	Supporter's logo will appear with IREE 2017 details. Logo on the main fascia to be put up at main entry gate of the venue facing the main road and shall remain there from the setting up to the end of the show.	√	X	X	X
Fascia at entry point of Exhibition Hall	Supporter's logo will appear with IREE 2017 details. Logo on the fascia / wings at the entry point of the Exhibition Hall	√	√	X	X
Outside Hoarding (logo) - Wall of the exhibition hall	Supports Logo at the bottom of the wall hoardings outside exhibition halls (art work to be provided by supporter)	√	√	√	√
Long Pole	Supporter Brandings / Logo on 23ft x 3ft Bunting (artwork to be provided by supporter)	2	1	X	X
Buntings (6ft x 2ft) inside the fair grounds along with IREE 2017 buntings	High visibility at prime location around the inner boundary of the fairground (Art work to be provided by the Supporter). Lamp Poles are used for hanging buntings of (one Pole = 4 sides) sponsors and IREE	10 poles x 2 side	8 poles x 2 side	6 poles x 2 side	4 poles x 2 side
4 Color Advertisement in the Exhibitor Catalogue.	Art work to be provided by Supporter	Back Cover	Inside Front cover* Inside Back cover	Double Spread Advertisement	Full page Advertisement
Logo Link of Supporter on the Home Page of IREE 2017 Website	Supporter's Logo link will be provided on the home page of IREE 2017 website.	√	√	√	√
Visitor Registration Form on Website	Supporter's Logo will appear on the Visitor Registration form on the IREE 2017 Website.	√	√	√	√
Thank you Supporter Board	Company name or logo will appear on 'Thank you Supporter' board placed at the Fair Ground	√	√	√	√
Catalogue Cover	Supporter Logo	√	X	X	X
Company Logo on Admit Card	Supporter's Logo will appear on the Admit Cards. This being the most visible and widely distributed element of communication	√	√	X	X
Visitor Promotion Direct Mailers, Promotional mailers for Email blast	Supporter's logo will appear on the Direct Mailer (DM), and flyer. DM, flyer will be sent to select database of business visitors, contacts and general visitors. DM and promotional mailers will also be sent to your clients and dealers inviting them to visit the show. Direct Mailer will also be used for electronic mailing.	√	√	√	√
Conference Delegates	IRC delegates Passes - Complimentary	5	2	1	1

* on first-come-first-served basis