

Subject: Participation in India Pavilion at National Hardware Show, Las Vegas (USA), May 1-3, 2012

Dear ,

We are pleased to inform you that the India Trade Promotion Organisation (ITPO), a Govt. of India Enterprise, will organise India Pavilion at National Hardware Show at Las Vegas (USA) from May 1-3, 2012.

USA is, by far, the single largest market for Home Improvement products, including Hardware items. The National Hardware Show in Las Vegas is North America's most important Hardware and Homeware Show being held every year since 1945. It is the leading time & place based face-to-face, sourcing, trading and learning event for a US\$ 343 billion dollar US "home after market" i.e. all the products sold for the home and after the home is built. The event attracts about 3,000 exhibitors (including 1,400 from abroad) and is visited by a worldwide audience of more than 27,000 industry professionals which include buyers, opinion makers, designers and engineers associated with hardware industry. This show provides an excellent platform to Indian companies to explore the potential of Builders Hardware & tools and other homewares not only in the North American market but also in other parts of the world as buyers from all over the world visit the show.

The product profile for this annual important event includes hardware and tools, housewares, lawn & garden products, paint & home décor, flooring, electrical & plumbing and other home related products and services.

In view of the India's regular participation in this fair over the years, India Pavilion gets a prime location in this fair. The minimum size of the booth is 100 sq ft (10 ft x 10 ft). Larger space can also be booked in multiples thereof. ITPO's package of services includes fully constructed booth including wall to wall carpeting, adequate lightings, standard display aids & furniture, daily cleaning, publicity support including directory listing, assistance in visa invitation letter. Shipment and clearance of exhibits is the responsibility of individual exhibitor.

The participation fee (highly subsidised) has been fixed at Rs.1,55,000/- (Rupees One lakh fifty five thousand only) for a booth of 100 sq.ft.. A premium of Rs.15,000/- (Rupees Fifteen Thousand only) will be charged for corner booth i.e. two side open stand (subject to availability). The fair is governed by general terms and conditions for participation in International trade fairs organized by ITPO. A copy of application form along with

brief rules and regulations for participation in fairs abroad is enclosed. In view of the limited availability of space, you are requested to confirm your space requirement immediately as space would be allotted on first-come-first-served basis. Please confirm your requirement in the enclosed application form duly filled in along with an advance payment of Rs. 1,00,000/- (Rupees One Lakh only) by demand draft favouring "India Trade Promotion Organisation" payable at Delhi. For any clarification or further information, please feel free to contact the undersigned.

Thanking you,

Yours sincerely,

(Mrs. S. Kishore)
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Encl: a/a

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