

Sub: Summer Fancy Food Show, Washington DC, USA June 17- -19, 2012

Dear Sir/Madam,

We are pleased to inform you that the India Trade Promotion Organisation will be organising India Participation in 58th Summer Fancy Food Show, at **Walter E. Washington Convention Center, Washington DC, USA from June 17- -19, 2012.**

The event is the largest marketplace for specialty foods and beverages in North America and in the 2011 edition 2,400 exhibitors from more than 80 countries presented their latest specialties, best-in-class foods and beverages, and products at the forefront of emerging trends. The last show drew 23,304 attendees from across the U.S. and around the world.

The event provides an excellent platform to Indian companies to promote food products from India 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 includes food Ingredients, Preservatives, Spices, Seasonings, Pasta, Rice, Seafood, Processed Food, ready-to serve-Meals, Confectionary & Bakery Products, Dairy Products, Fruits, Beverages, Tea, Coffee, Wine, Beer and other Grocery products

In view of the continuous increase in size of India Pavilion at this fair over the years, we have been offered space at a prime location in this fair same as last year show, 2011. The minimum size of the booth is 100 sq. ft.(10 ft.x10 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 and publicity support. Shipment and clearance of exhibits is the responsibility of individual exhibitor. With respect to participation charges, the case is under submission for approval of the Competent Authority under MAI grant. The same will be communicated to you accordingly after approval. *Additional charges per booth plus applicable service tax will be apply for corner booth i.e two side open booth and will be allotted on the basis of area booked and first-come-first-served basis.*

Booth Details: Every booth of 100 sq. ft. will have hard wall partition panels of 2.5 mtr. Height, fascia/title graphics/booth no. as per given details/design enclosed, rail lighting with 5 lights of 100 watt each, One lockable counter, Four shelves, three chairs, one round table/counter, one electric socket with electric connection and one waste paper basket.

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. For additional requirement, the participants have to request directly to C & D agency on payment basis.

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 immediately in the enclosed application form duly filled in along with An advance payment of Rs.1,00,000/-(Rupees One lakh only) by way of Demand Draft favouring "India Trade Promotion Organisation" payable at, New Delhi.

Thanking you,

Yours sincerely,

(Udaeveer)
Manager
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