

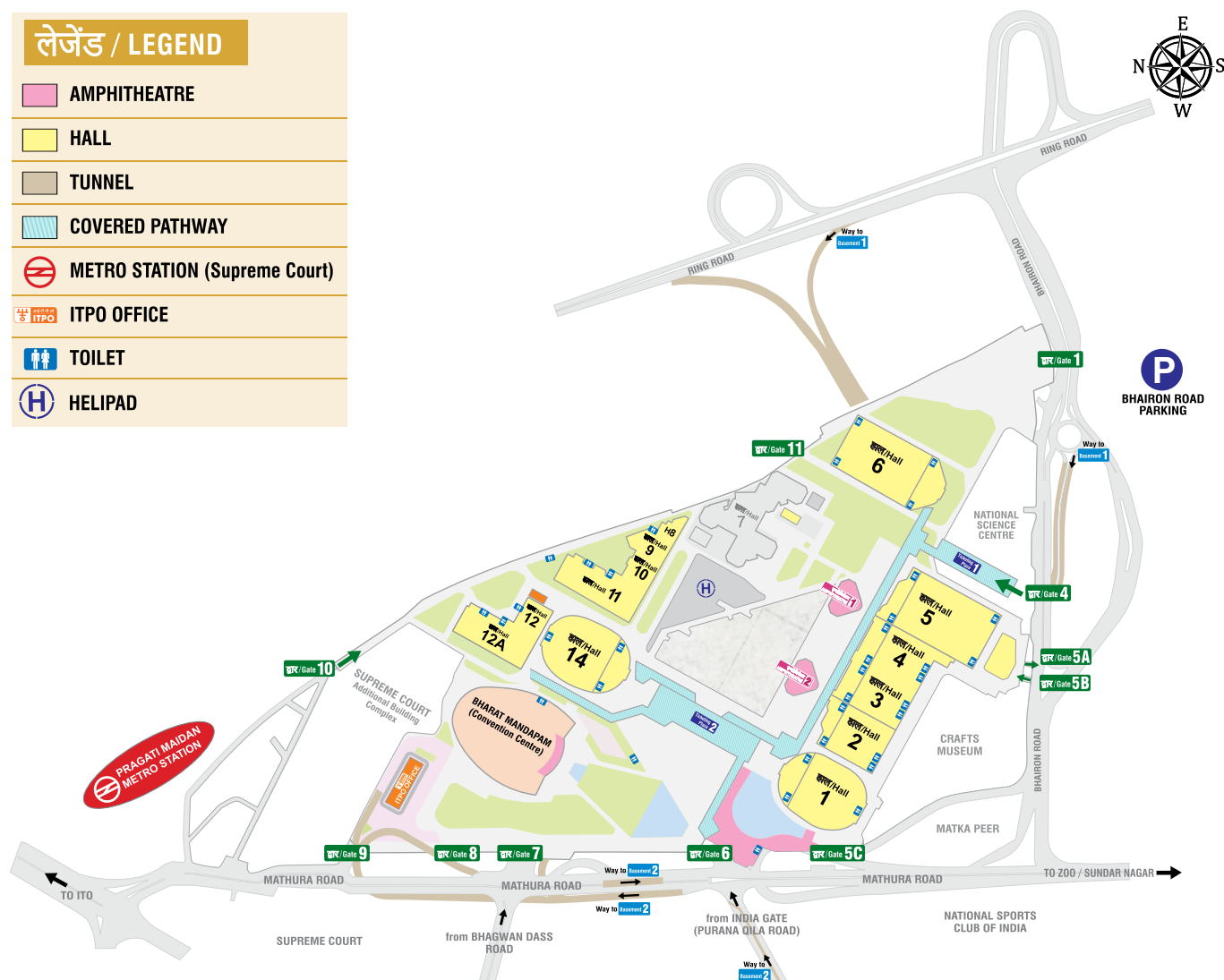


# BRANDING OPPORTUNITIES WITH ITPO



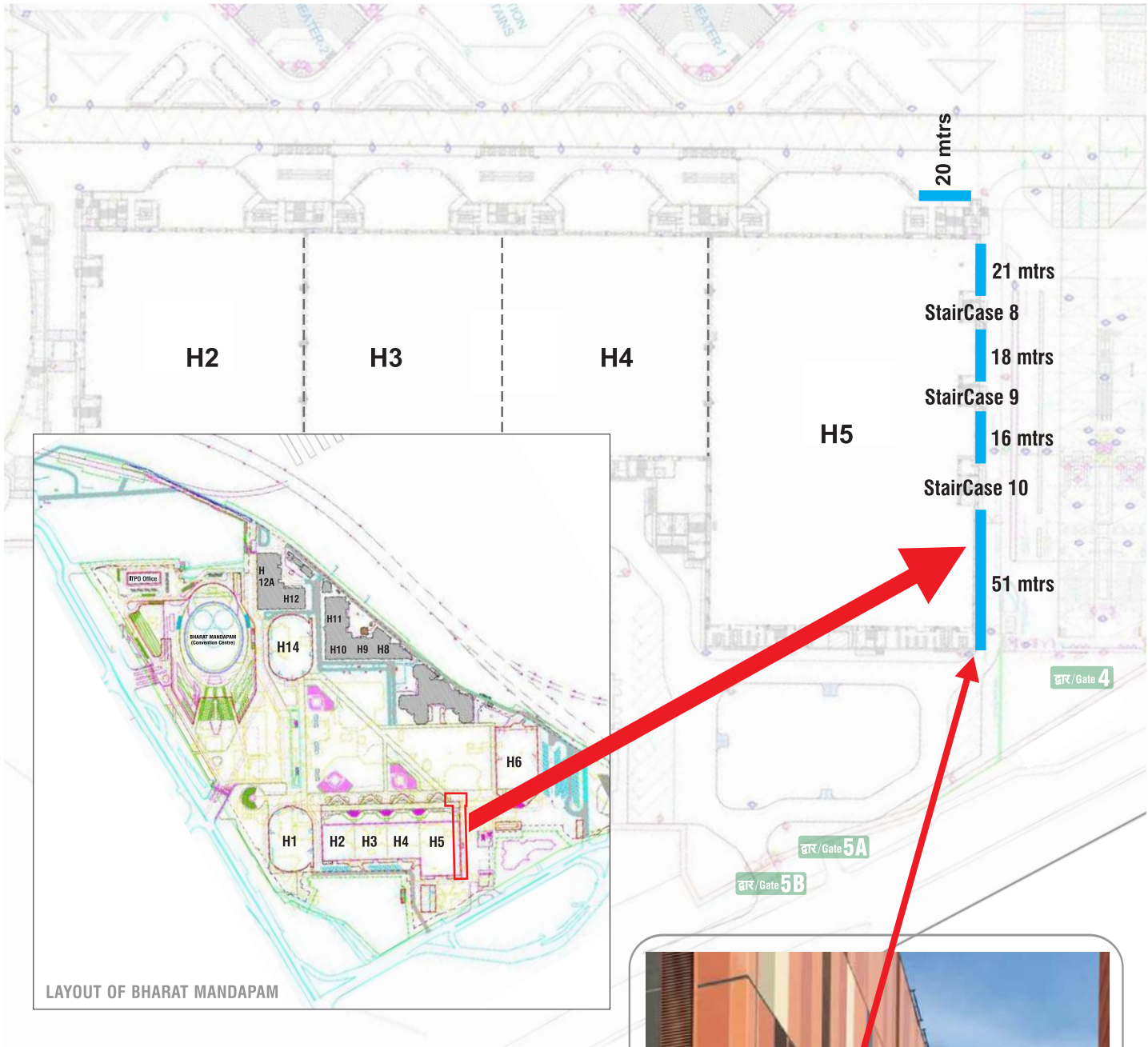
## लेजेड / LEGEND

|  |                               |
|--|-------------------------------|
|  | AMPHITHEATRE                  |
|  | HALL                          |
|  | TUNNEL                        |
|  | COVERED PATHWAY               |
|  | METRO STATION (Supreme Court) |
|  | ITPO OFFICE                   |
|  | TOILET                        |
|  | HELIPAD                       |



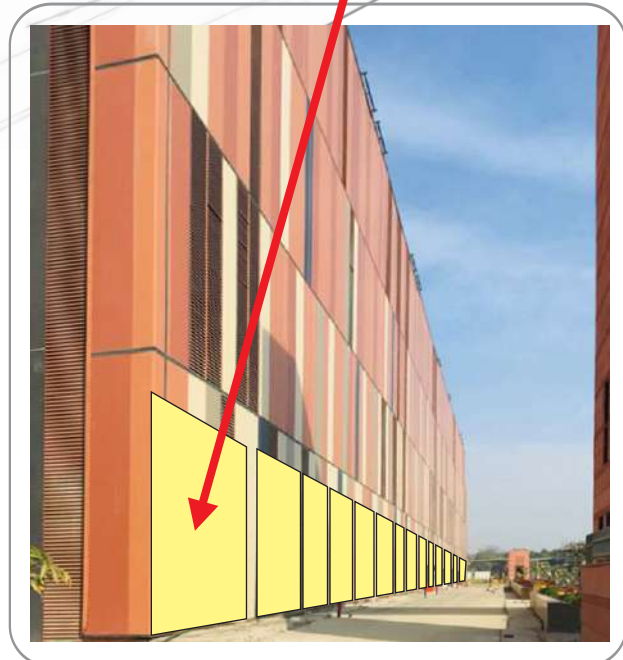
Layout of Bharat Mandapam, New Delhi





Location: Outside Hall 5 Exterior Wall

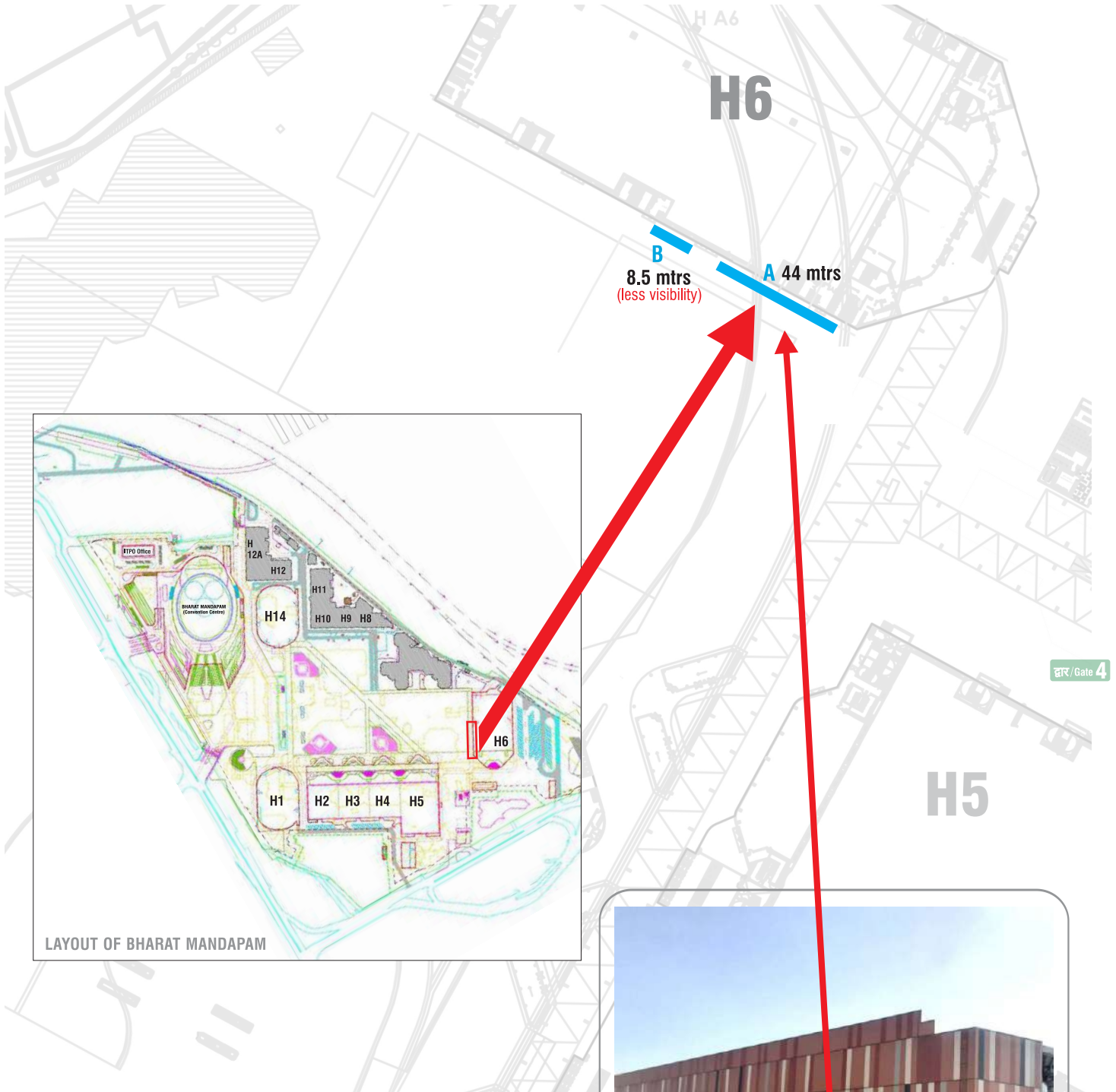
|                                  | Site Description                                       | Available Length                     | Qty                                  |
|----------------------------------|--------------------------------------------------------|--------------------------------------|--------------------------------------|
| <b>Hall 5</b><br>(Exterior Wall) | From rear edge to Staircase 10 entry                   | <b>51 mtrs</b><br>(167 ft. approx )  | <b>7 Nos</b><br>(20 ft x 20 ft each) |
| <b>Hall 5</b><br>(Exterior Wall) | From Staircase 10 entry to Staircase 9 entry           | <b>16 mtrs</b><br>(52.5 ft. approx ) | <b>2 Nos</b><br>(20 ft x 20 ft each) |
| <b>Hall 5</b><br>(Exterior Wall) | From Staircase 9 entry to Staircase 8 entry            | <b>18 mtrs</b><br>(59 ft. approx )   | <b>2 Nos</b><br>(20 ft x 20 ft each) |
| <b>Hall 5</b><br>(Exterior Wall) | From Staircase 8 entry to front edge to Hall 5         | <b>21 mtrs</b><br>(68.8 ft. approx ) | <b>3 Nos</b><br>(20 ft x 20 ft each) |
| <b>Hall 5</b><br>(Exterior Wall) | From Front edge to Hall 5 Glass Covering of Foyer Area | <b>20 mtrs</b><br>(65.5 ft. approx ) | <b>3 Nos</b><br>(20 ft x 20 ft each) |



## BRANDING SIGNAGES - Exterior Wall

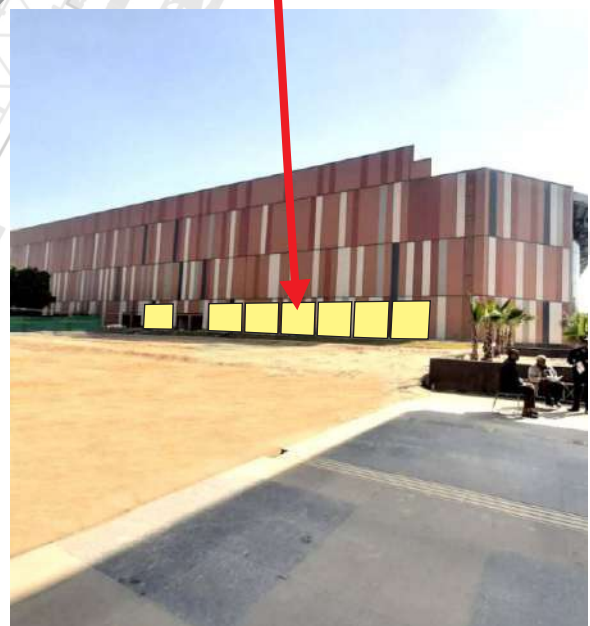
### HALL 6 (Exterior Wall)

Bharat Mandapam, New Delhi



#### Location: Outside Hall 6 Exterior Wall

|                                  | Site Description                                | Available Length                    | Qty                                  |
|----------------------------------|-------------------------------------------------|-------------------------------------|--------------------------------------|
| <b>Hall 6</b><br>(Exterior Wall) | facing towards Bharat                           | <b>44 mtrs</b><br>(144 ft. approx ) | <b>6 Nos</b><br>(20 ft x 20 ft each) |
| <b>Hall 6</b><br>(Exterior Wall) | From Staircase 10 entry<br>to Staircase 9 entry | <b>8 mtrs</b><br>(26 ft. approx )   | <b>1 Nos</b><br>(20 ft x 20 ft each) |





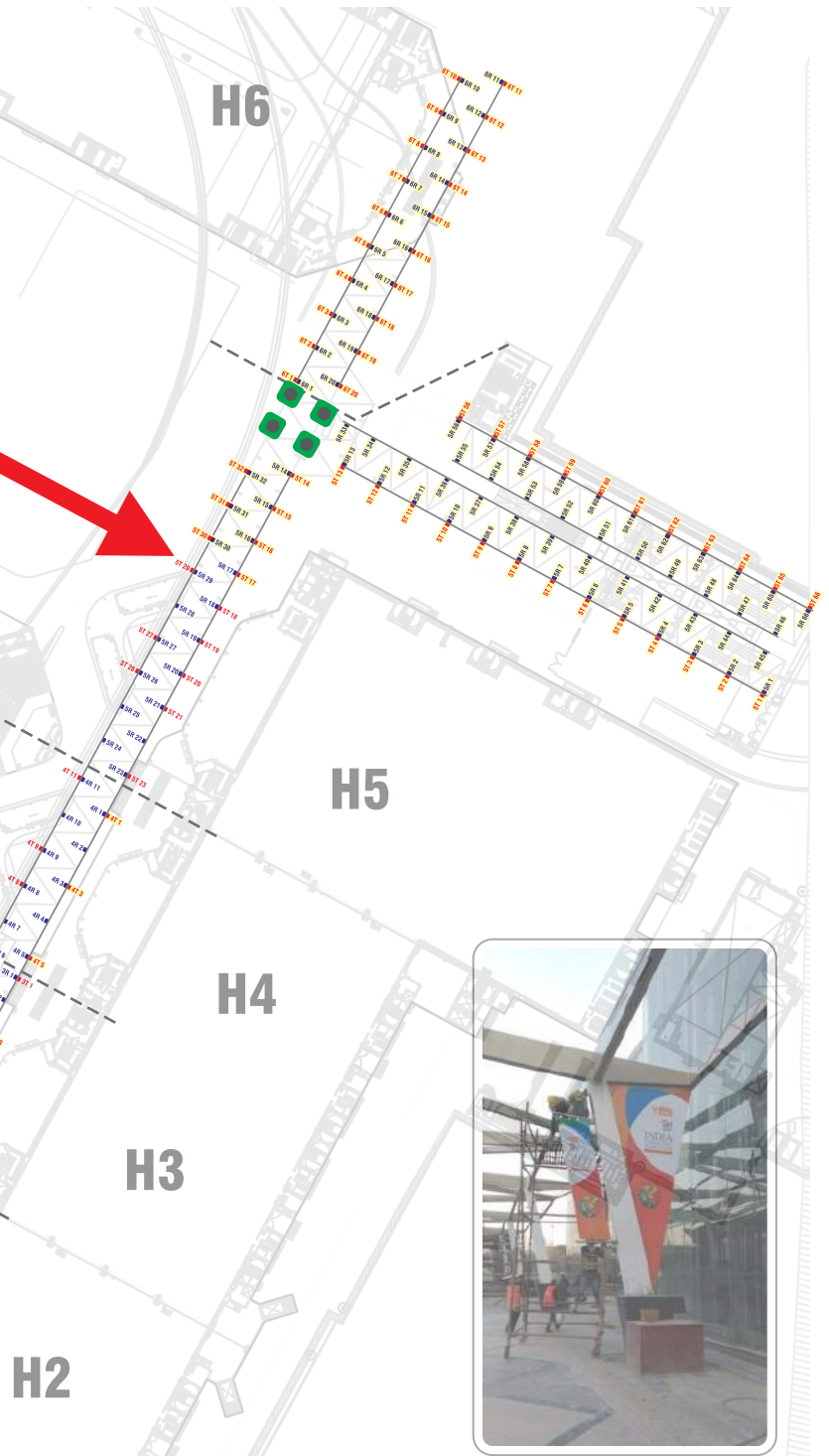
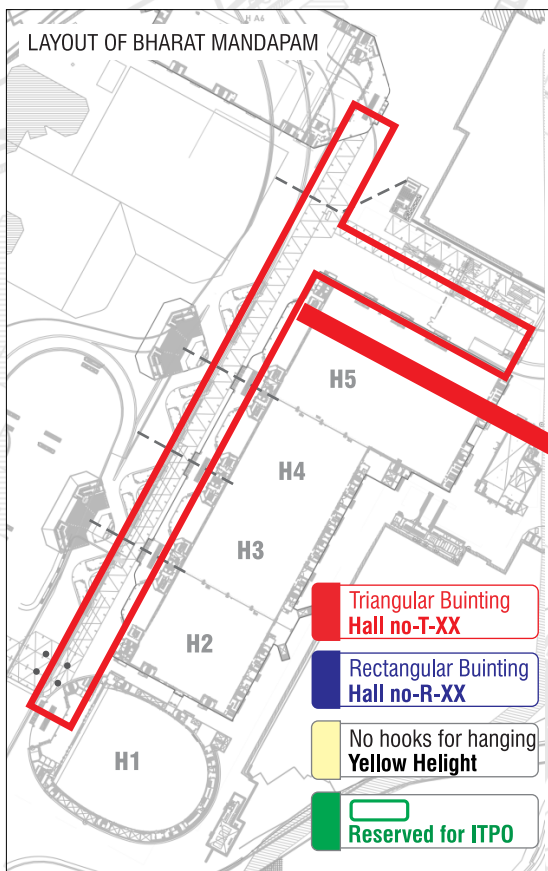
## Canopy Column Branding

Outside Hall 2,3,4,5,6 & inside Gate 4

## BRANDING SIGNAGES

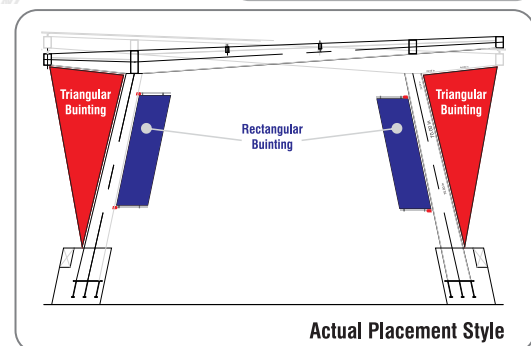
Hall 2,3,4,5 & 6

Bharat Mandapam, New Delhi



Location : Outside Hall 2,3,4,5,6 & from Gate 4 (Glass Canopy Passage)

| Site Description (Paid Site)                                                          | Quantity |        |        |                        |        |
|---------------------------------------------------------------------------------------|----------|--------|--------|------------------------|--------|
|                                                                                       | Hall 2   | Hall 3 | Hall 4 | Hall 5 & inside Gate 4 | Hall 6 |
| <b>Triangular Bunting</b><br><b>Hall no-T-XX</b><br>Size: 2 mtrs (W) x 6 mtrs (H)     | 9 nos    | 7 nos  | 7 nos  | 39 nos                 | 20 nos |
| <b>Rectangular Bunting</b><br><b>Hall no-R-XX</b><br>Size: 0.75 mtrs (W) x 3 mtrs (H) | 14 nos   | 12 nos | 11 nos | 66 nos                 | 20 nos |



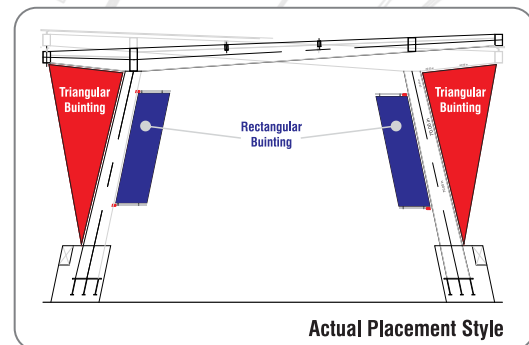
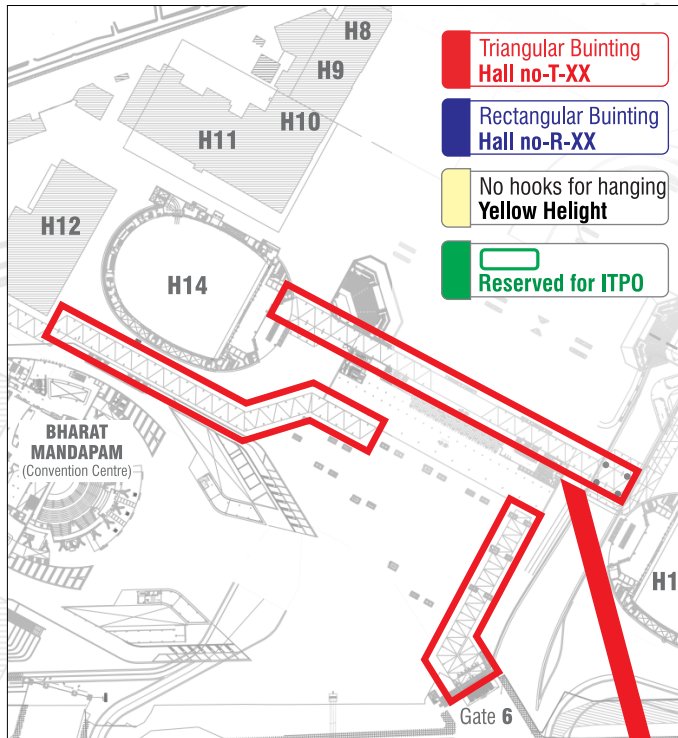
## Canopy Column Branding

Outside Bharat Mandapam (Convention Centre)  
Hall 1, 14 & Gate 6

## BRANDING SIGNAGES

Bharat Mandapam (Convention Centre)  
Hall 1, 14 & Gate 6

Bharat Mandapam, New Delhi



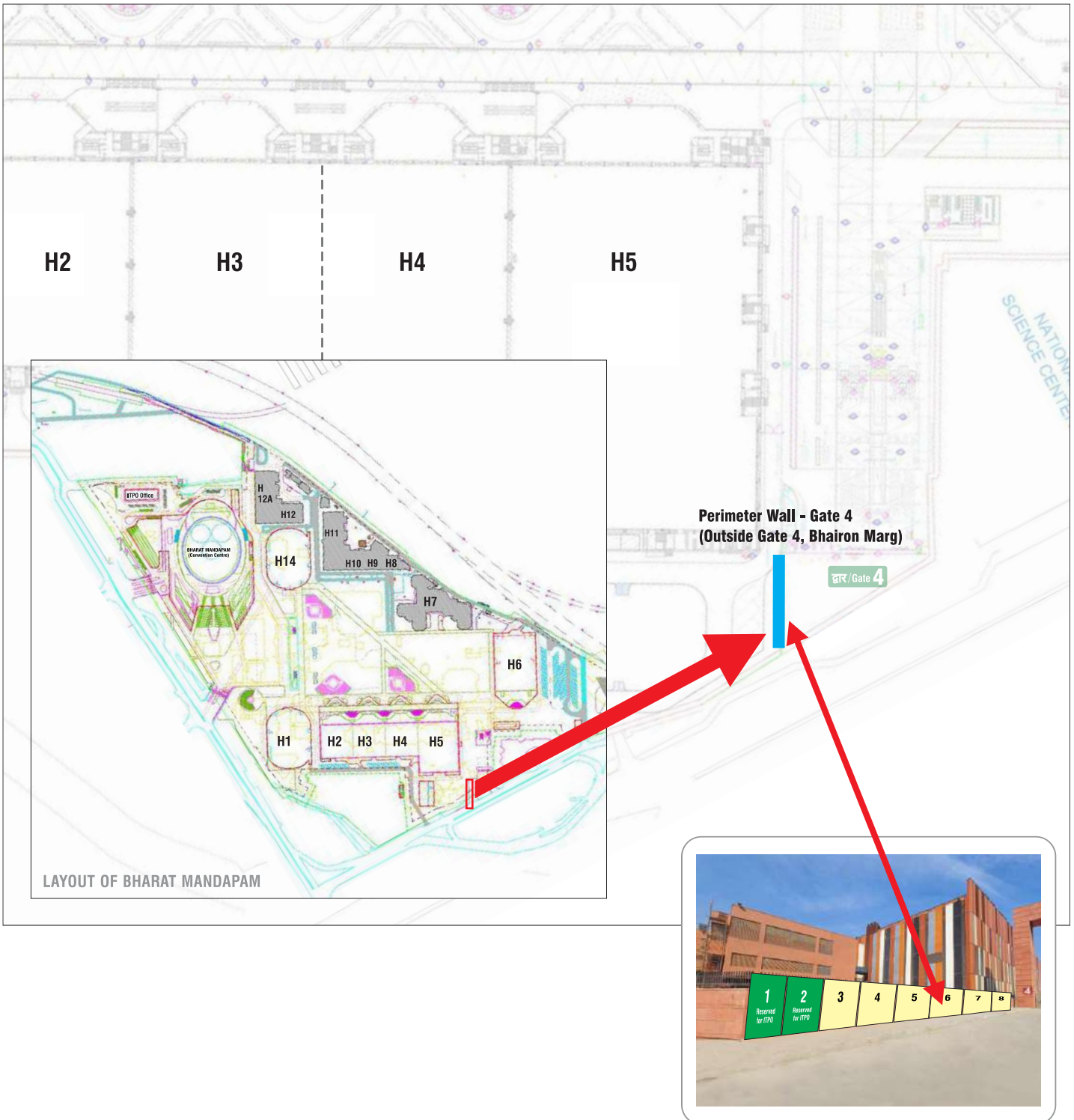
Actual Placement Style

**BHARAT  
MANDAPAM**  
(Convention Centre)

**Location :** Outside Hall 1,14, Bharat Mandapam (Convention Centre) & from Gate 6 (Glass Canopy Passage)

| Site Description (Paid Site)                                                          | Quantity |         |                                        |        |
|---------------------------------------------------------------------------------------|----------|---------|----------------------------------------|--------|
|                                                                                       | Hall 1   | Hall 14 | Bharat Mandapam<br>(Convention Centre) | Gate 6 |
| <b>Triangular Bunting</b><br><b>Hall no-T-XX</b><br>Size: 2 mtrs (W) x 6 mtrs (H)     | 15 nos   | 34 nos  | 18 nos                                 | 21 nos |
| <b>Rectangular Bunting</b><br><b>Hall no-R-XX</b><br>Size: 0.75 mtrs (W) x 3 mtrs (H) | 15 nos   | 34 nos  | 18 nos                                 | 21 nos |

Gate 6



**Location: Periphery Wall outside Gate 4**

| Site Description                                          | Available Length | Quantity                            |
|-----------------------------------------------------------|------------------|-------------------------------------|
| Outer Periphery Wall<br>Adjacent to Gate 4 (Bhairon Marg) | 80 ft.           | 8 Nos<br>10 ft (W) x 10 ft (H) each |



## BRANDING SIGNAGES

Entry Gate 4, 5A & 5B

Bharat Mandapam, New Delhi



**Location:**  
Outer Periphery Wall  
between Craft Museum and Gate 5B  
Total Length : 30 ft.



**Location:**  
Outer Periphery Wall  
between Gate 5A and Gate 5B  
Total Length : 100 ft.

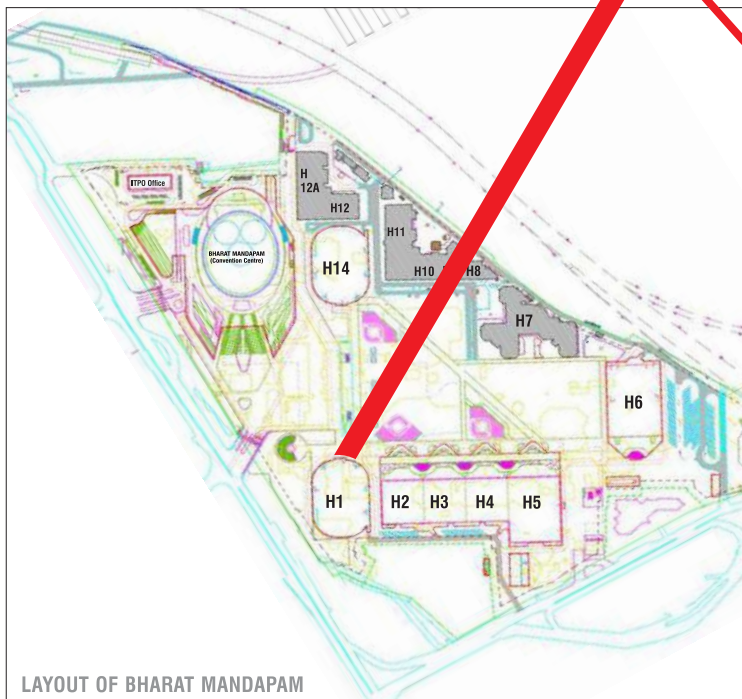
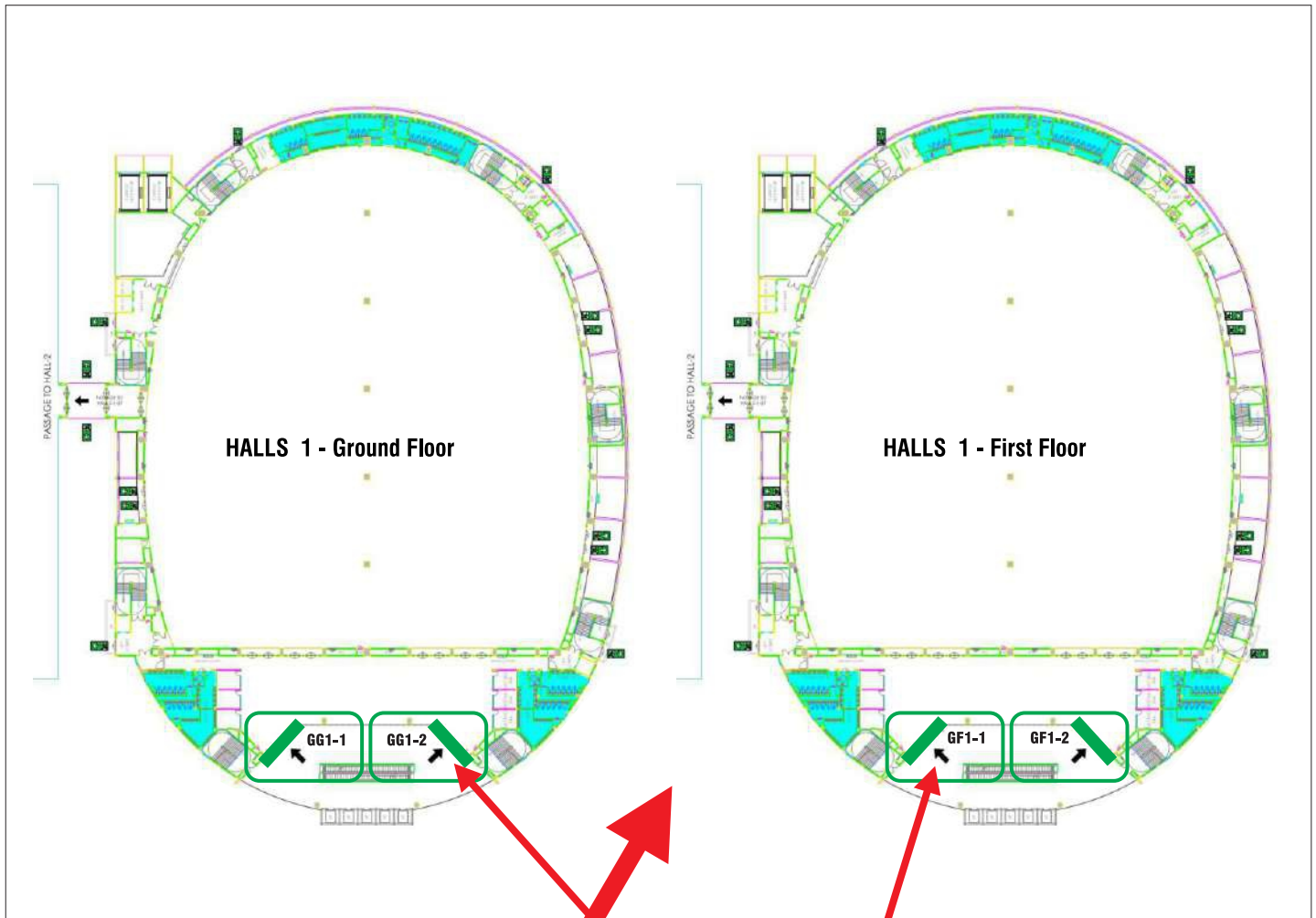


**Location:**  
Outer Periphery Wall  
between Gate 5B and Gate 4  
Total Length : 30 ft.

### Location: Periphery Wall outside Gate 4

| Site Description                                         | Available Length | Quantity                                   |
|----------------------------------------------------------|------------------|--------------------------------------------|
| Outer Periphery Wall<br>between Craft Museum and Gate 5B | 30 ft            | <b>3 Nos</b><br>10 ft (W) x 10 ft (H)each  |
| Outer Periphery Wall<br>between Gate 5A and 5B           | 100 ft           | <b>10 Nos</b><br>10 ft (W) x 10 ft (H)each |
| Outer Periphery Wall<br>between Gate 5A and Subway Entry | 30 ft            | <b>3 Nos</b><br>10 ft (W) x 10 ft (H)each  |

\*Self Standing,  
As per space availability,  
along the running length of the wall,  
up to max height of 10 feet,  
from the wall base.

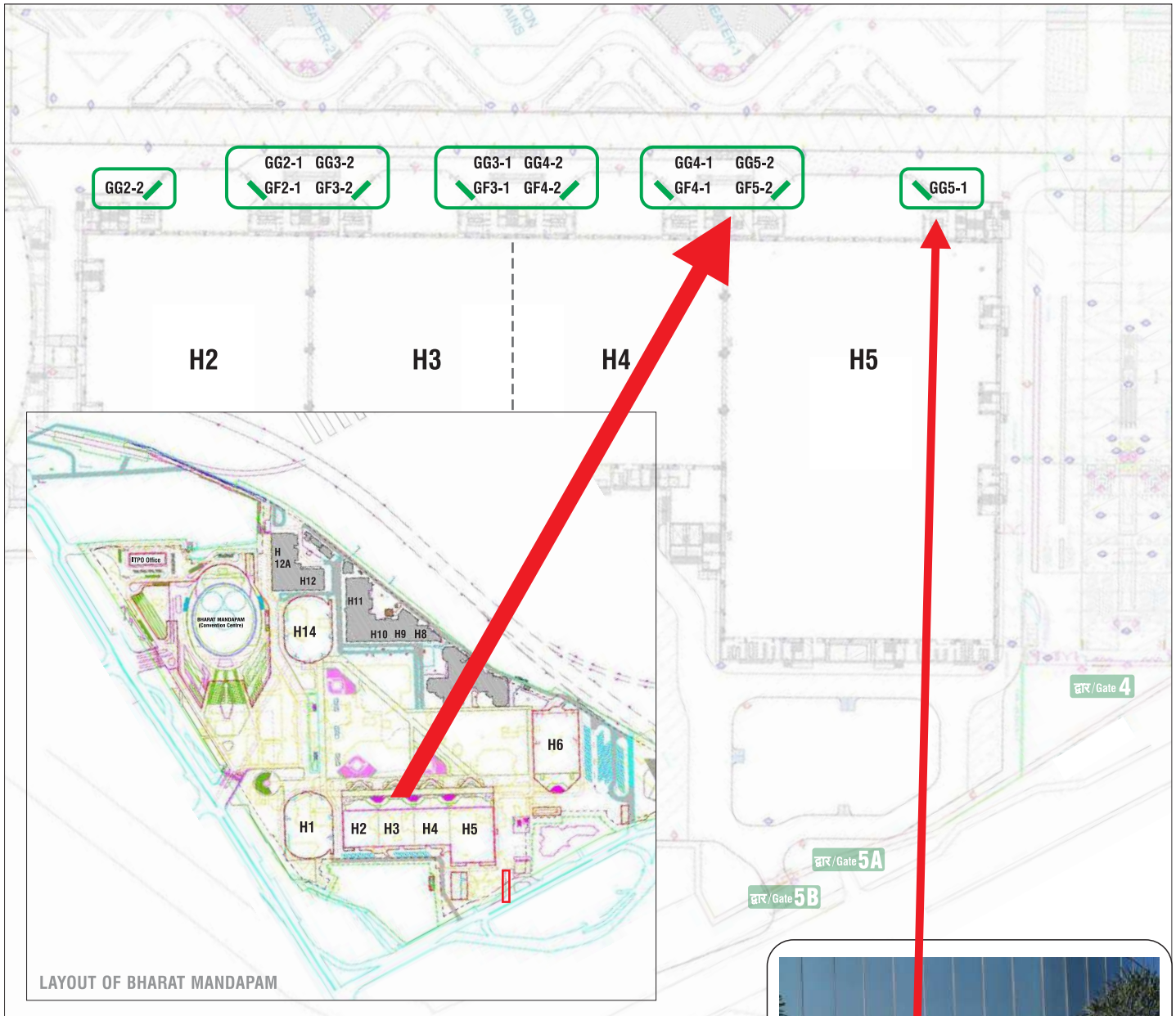


**Location: Main Entry Gates Outside Hall 1**

| Site Code<br>(Paid or complimentary)   | Size                                                                                                                     | Qty      |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------|----------|
| Hall 1 (Ground Floor)<br>GG1-1 & GG1-2 | As per customised*<br>requirement of TPO<br>subject to availability of space<br>*(different rates will be<br>applicable) | 2        |
| Hall 1 (First Floor)<br>GF1-1 & GF1-2  |                                                                                                                          | 2        |
| <b>Total</b>                           |                                                                                                                          | <b>4</b> |

GG: Gate Ground Floor GF: Gate First Floor





**Location: Main Entry Gates of Ground & First Floor Hall 2, 3, 4 & 5**

|               | Site Code (Paid or complimentary) | Size                                                                                                             | Qty.      |
|---------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Hall 5</b> | Ground Floor (GG5-1 & GG5-2)      | As per customised* requirement of TPO subject to availability of space<br>* (different rates will be applicable) | 2         |
|               | First Floor (GF5-2)               |                                                                                                                  | 1         |
| <b>Hall 4</b> | Ground Floor (GG4-1 & GG4-2)      |                                                                                                                  | 2         |
|               | First Floor (GF4-1 & GF4-2)       |                                                                                                                  | 2         |
| <b>Hall 3</b> | Ground Floor (GG3-1 & GG3-2)      |                                                                                                                  | 2         |
|               | First Floor (GF3-1 & GF3-2)       |                                                                                                                  | 2         |
| <b>Hall 2</b> | Ground Floor (GG2-1 & GG2-2)      |                                                                                                                  | 2         |
|               | First Floor (GF2-1)               |                                                                                                                  | 1         |
|               | <b>Total</b>                      |                                                                                                                  | <b>14</b> |

GG: Gate Ground Floor GF: Gate First Floor



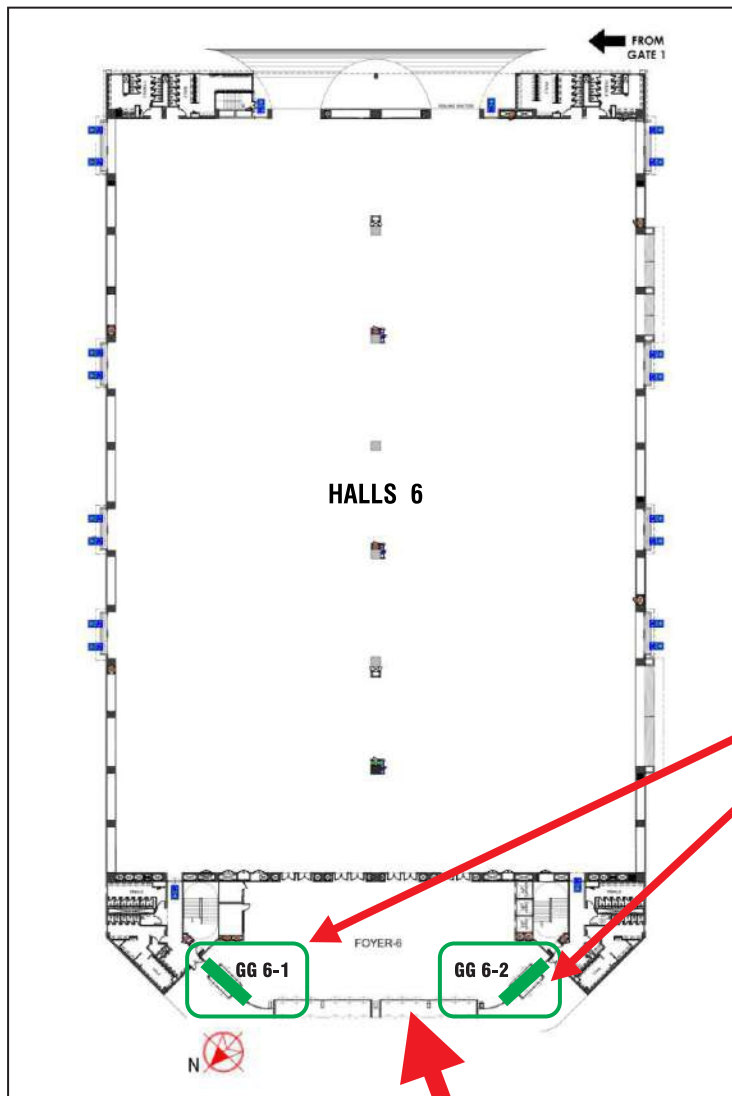


## BRANDING SIGNAGES- Hall Gates

### Hall 6

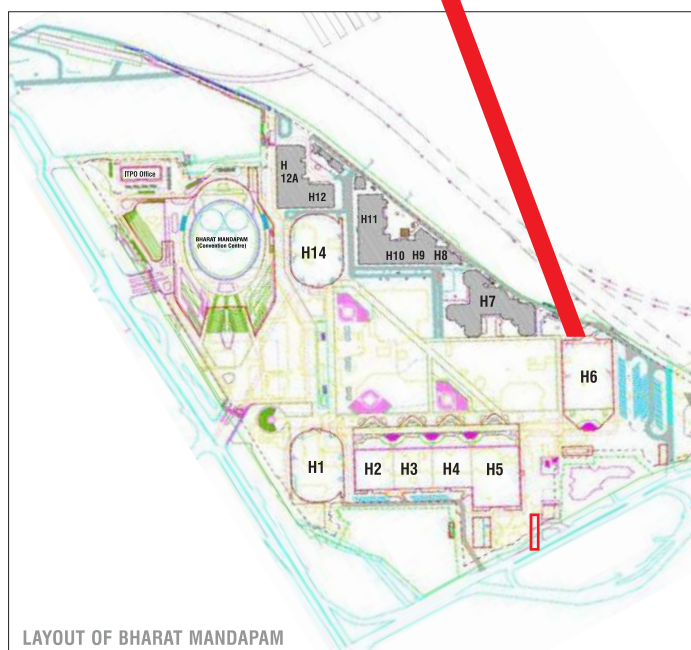
Bharat Mandapam, New Delhi

Reserved for ITPO

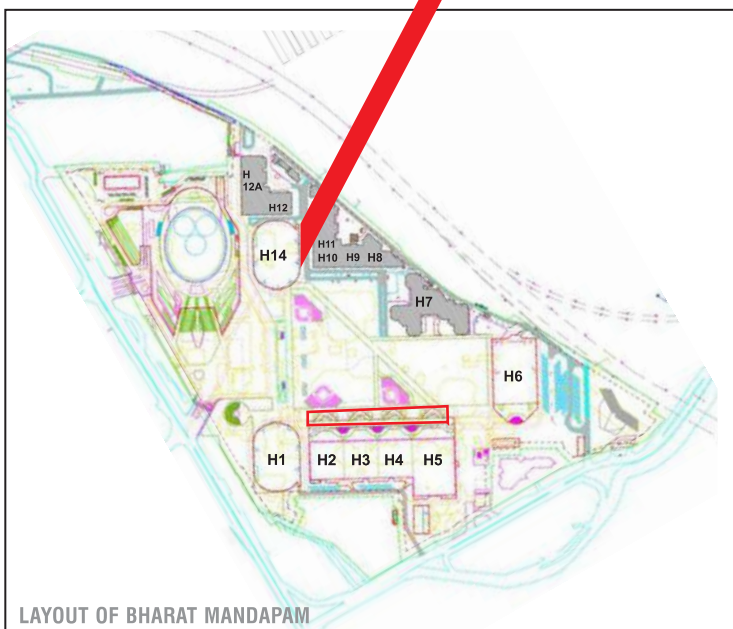
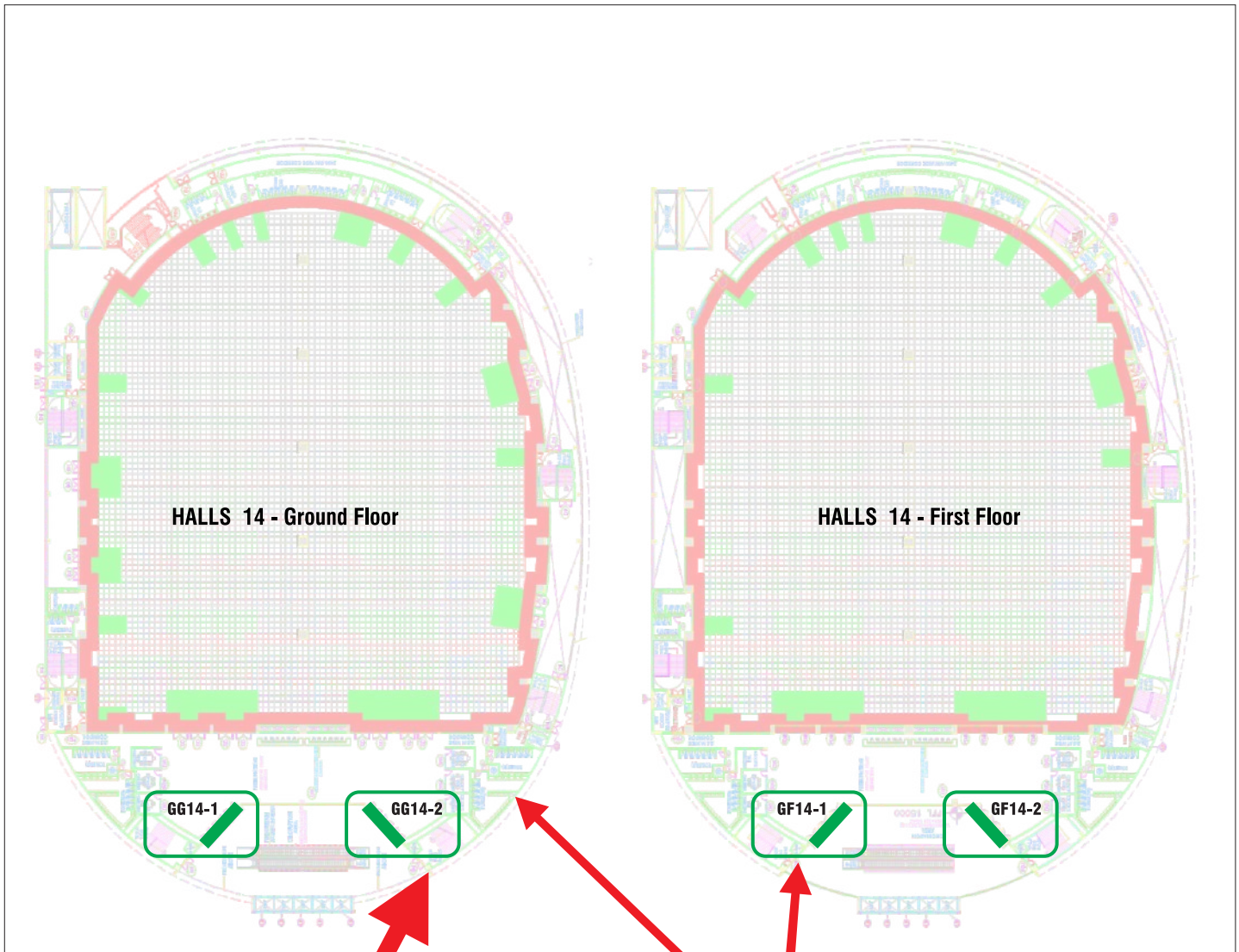


Location: Main Entry Gates Outside Hall 6

|               | Site Code<br>(Paid or complimentary) | Size                                                                                                                   | Qty.     |
|---------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Hall 6</b> | (GG 6-1 & GG 6-2)                    | As per customised*<br>requirement of ITPO subject to<br>availability of space<br>*(different rates will be applicable) | 2        |
|               |                                      | <b>Total</b>                                                                                                           | <b>2</b> |



LAYOUT OF BHARAT MANDAPAM

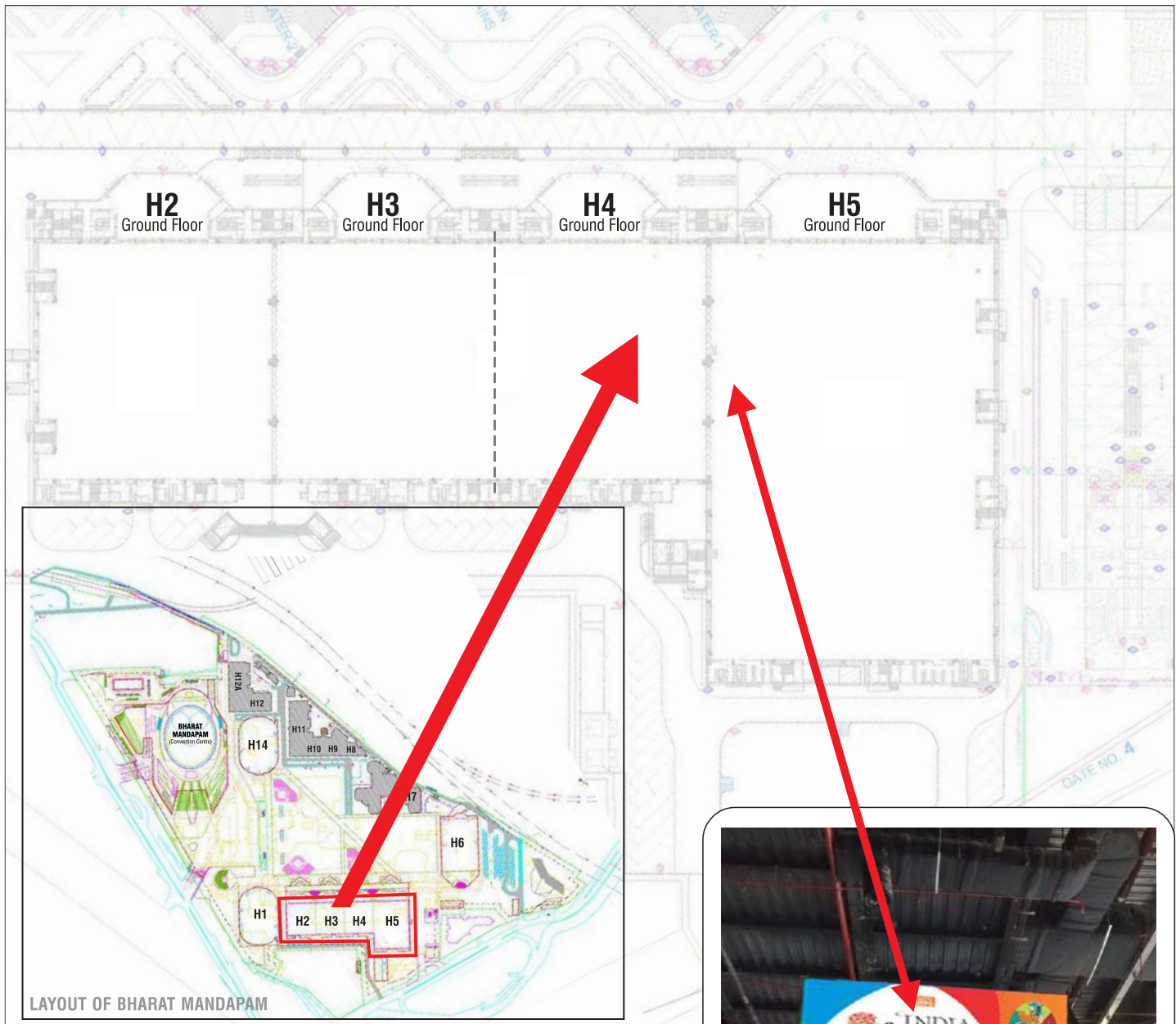


**Location: Main Entry Gates Outside Hall 14**

|                | Site Code<br>(Paid or complimentary)     | Size                                                                                                                   | Qty.     |
|----------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Hall 14</b> | <b>Ground Floor</b><br>(GG14-1 & GG14-2) | As per customised*<br>requirement of ITPO subject to<br>availability of space<br>*(different rates will be applicable) | 2        |
|                | <b>First Floor</b><br>(GF14-2 & GF14-2)  |                                                                                                                        | 2        |
|                | <b>Total</b>                             |                                                                                                                        | <b>4</b> |

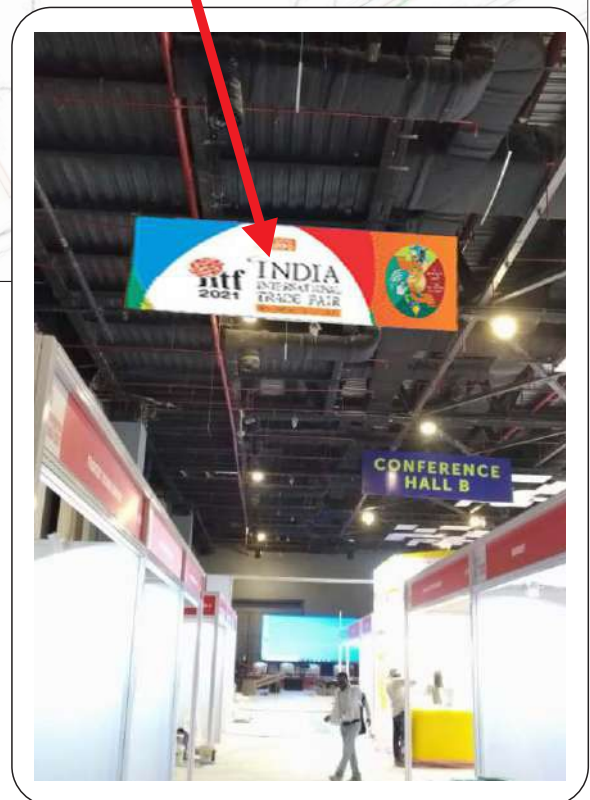
GG: Gate Ground Floor GF: Gate First Floor

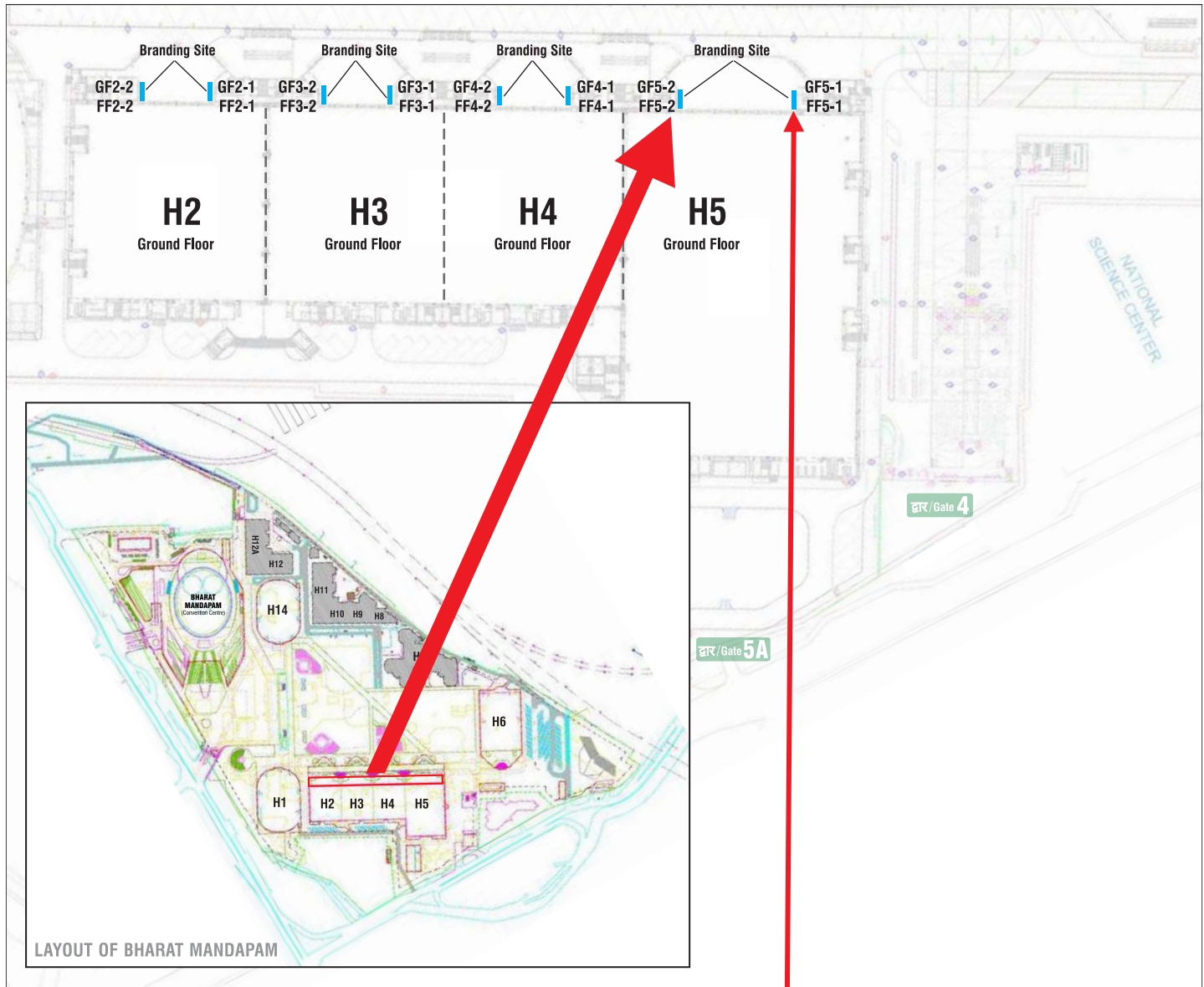




Location: Inside Hall 2, 3, 4 & 5 - Ground Floor\*

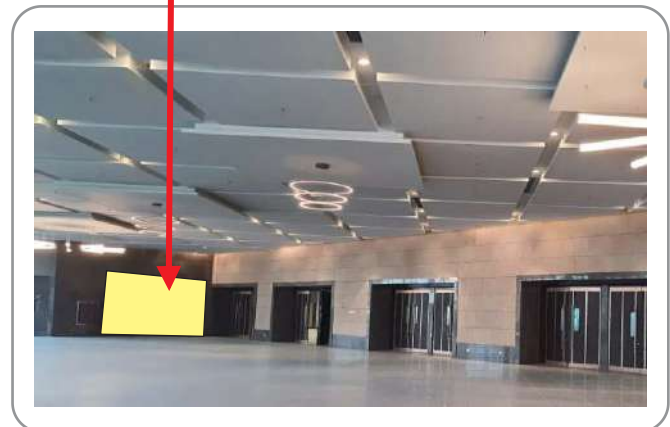
| Site Code          | Size                                                      | Tentative Qty                   |
|--------------------|-----------------------------------------------------------|---------------------------------|
| Hall 2 (paid site) | 6 mtrs(w) x 2 mtrs.(h)<br>or<br>1.75 mtrs(w) x 5 mtrs.(h) | 10<br>(Subject to availability) |
| Hall 3 (paid site) | 6 mtrs(w) x 2 mtrs.(h)<br>or<br>1.75 mtrs(w) x 5 mtrs.(h) | 10<br>(Subject to availability) |
| Hall 4 (paid site) | 6 mtrs(w) x 2 mtrs.(h)<br>or<br>1.75 mtrs(w) x 5 mtrs.(h) | 10<br>(Subject to availability) |
| Hall 5 (paid site) | 6 mtrs(w) x 2 mtrs.(h)<br>or<br>1.75 mtrs(w) x 5 mtrs.(h) | 30<br>(Subject to availability) |
| <b>Total</b>       |                                                           | <b>Approx. 60</b>               |





**Location: Outside Entry Gates of Ground & First Floor Hall 2, 3, 4 & 5**

|        | Site Code (Paid or complimentary) | Size                                                                                                                                                                            | Qty.      |
|--------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Hall 5 | Ground Floor (GF5-1 & GF5-2)      | Self standing<br>6 mtrs (w) x 3 mtrs. (H)<br>or<br>as per customised*<br>requirement of ITPO<br>subject to availability<br>of space<br>(*different rates<br>will be applicable) | 2         |
|        | First Floor (FF5-1 & FF5-2)       |                                                                                                                                                                                 | 2         |
| Hall 4 | Ground Floor (GF4-1 & GF4-2)      |                                                                                                                                                                                 | 2         |
|        | First Floor (FF4-1 & FF4-2)       |                                                                                                                                                                                 | 2         |
| Hall 3 | Ground Floor (GF3-1 & GF3-2)      |                                                                                                                                                                                 | 2         |
|        | First Floor (FF3-1 & FF3-2)       |                                                                                                                                                                                 | 2         |
| Hall 2 | Ground Floor (GF2-1 & GF2-2)      |                                                                                                                                                                                 | 2         |
|        | First Floor (FF2-1 & FF2-2)       |                                                                                                                                                                                 | 2         |
|        | <b>Total</b>                      |                                                                                                                                                                                 | <b>16</b> |






**Branding on IECC Complex Entry Gates**

**Gate 4**

Location: Outside Bhairon Road

| Site Code  | Size                                                                                                     |
|------------|----------------------------------------------------------------------------------------------------------|
| G4- 1      | 8ft.(w) x 15ft.(h)                                                                                       |
| G4- 2      | 8ft.(w) x 50ft.(h)                                                                                       |
| Truss Gate | Decorative / Customised Truss Gate with atleast 6 mtrs clear height for easy movement of heavy vehicles. |

**Branding in Open Areas - Free / Customised Sizes\*  
(Illustrative Examples)**


Box branding on pillars near glass elevators



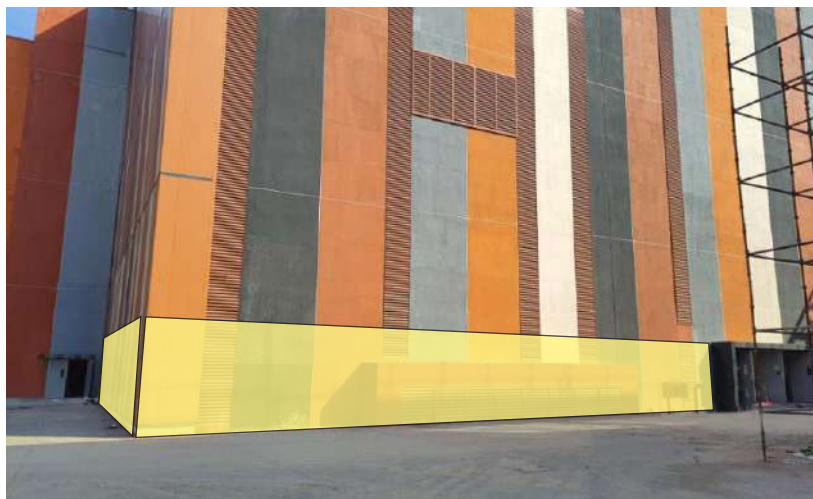
Self standing boards in open spaces (Between H5 &amp; H6)

 As per customised\* requirement of ITPO  
subject to availability of space(\*different rates will be applicable)

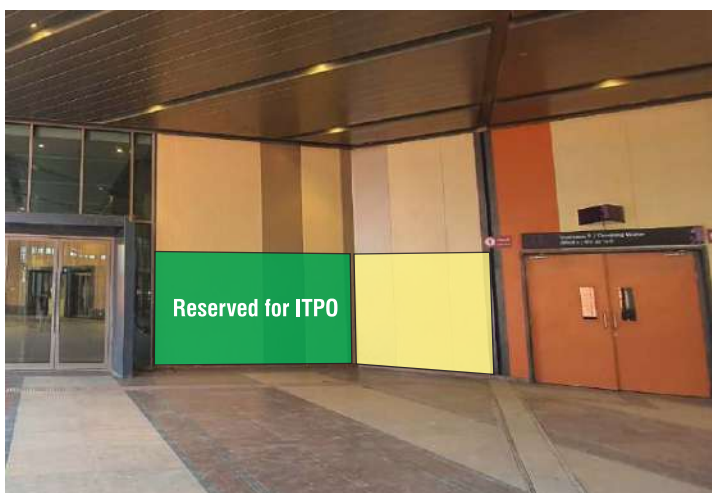
#### Branding in Open Areas - Free / Customised Sizes\* (Illustrative Examples)



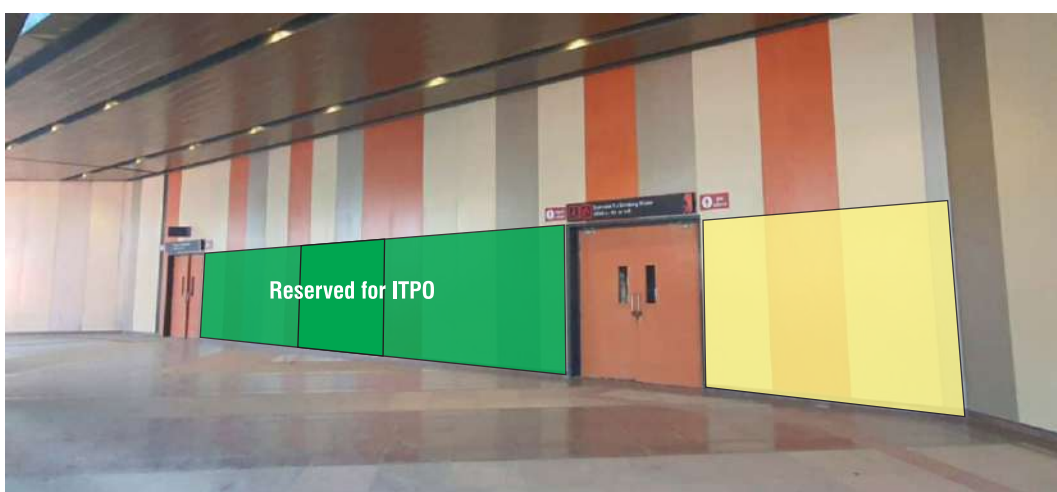
Location: Service Block behind Hall 5



Location: Rear Wall of Hall 5



Location:  
Covered Corridor between  
Foyers of Hall 2-5  
Max height of 10 feet from the wall base



Size: Self Standing, As per space availability,  
along the running length of the wall, upto max height of 10 feet from the wall base.





**Gate - 5A**



**Gate - 5B**



## HALLS 8,9,10,11 12 & 12A







## HALL 8

Location: Truss frame outside hall 8,  
outside ITPO main Head office building

| Site Code        | Size                                                                                            |
|------------------|-------------------------------------------------------------------------------------------------|
| H8-1 (paid site) | 28ft.(w) x 05ft.(h)<br>05ft.(w) x 18ft.(h) (front & back)<br>05ft.(w) x 18ft.(h) (front & back) |



## HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

| Site Code        | Size                |
|------------------|---------------------|
| H9-1 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-2 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-3 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-4 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-5 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-6 (paid site) | 20ft.(w) x 20ft.(h) |

| Site Code         | Size                |
|-------------------|---------------------|
| H9-7 (paid site)  | 20ft.(w) x 20ft.(h) |
| H9-8 (paid site)  | 20ft.(w) x 20ft.(h) |
| H9-9 (paid site)  | 20ft.(w) x 20ft.(h) |
| H9-10 (paid site) | 20ft.(w) x 20ft.(h) |
| H9-11 (paid site) | 20ft.(w) x 20ft.(h) |

## BRANDING SIGNAGES

### Hall Number 9 & 10

Bharat Mandapam, New Delhi



## HALL 9

Location: Outer wall of Hall 9, facing Halls 2-5 and ITPO officials parking lot.

| Site Code         | Size                 |
|-------------------|----------------------|
| H9-12 (paid site) | 20ft.(w) x 20ft.(h)  |
| H9-13 (paid site) | 45ft.(w) x 6.5ft.(h) |

| Site Code         | Size                                                                        |
|-------------------|-----------------------------------------------------------------------------|
| H9-14 (paid site) | 11.5ft.(w) x 24ft.(h) outside panel<br>11.5ft.(w) x 16.5ft.(h) inside panel |
| H9-15 (paid site) | 11.5ft.(w) x 16.5ft.(h)                                                     |



## HALL 10

Location: Outer wall of Hall 10, facing Halls 2-5 and ITPO officials parking lot.

| Site Code         | Size                |
|-------------------|---------------------|
| H10-1 (paid site) | 20ft.(w) x 20ft.(h) |
| H10-2 (paid site) | 20ft.(w) x 20ft.(h) |
| H10-3 (paid site) | 20ft.(w) x 20ft.(h) |
| H10-4 (paid site) | 20ft.(w) x 20ft.(h) |





## HALL 10

Location: Outer wall of Hall 10 (facing Halls 2-5)

| Site Code         | Size                |
|-------------------|---------------------|
| H10-5 (paid site) | 20ft.(w) x 20ft.(h) |
| H10-6 (paid site) | 20ft.(w) x 20ft.(h) |



## HALL 10

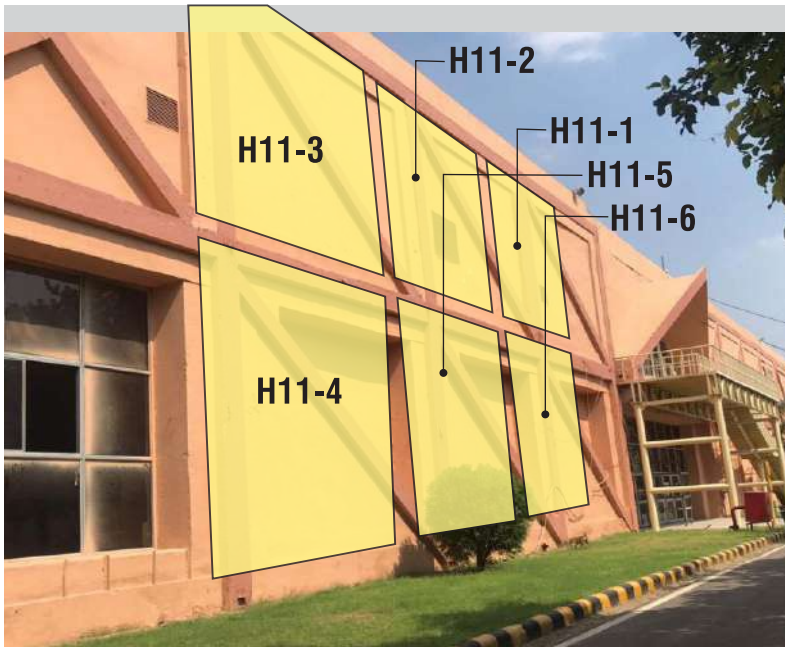
Location: Outer wall of Hall 10 (facing Halls 2-5)

| Site Code          | Size                                                                          |
|--------------------|-------------------------------------------------------------------------------|
| H10- 7 (paid site) | 41 ft.(w) x 6.5 ft.(h)                                                        |
| H10- 8 (paid site) | 10 ft.(w) x 22.5 ft.(h) outside panel<br>10 ft.(w) x 16.5 ft.(h) inside panel |
| H10- 9 (paid site) | 10 ft.(w) x 16.5 ft.(h) inside panel                                          |

## BRANDING SIGNAGES

### Hall Number 11

Bharat Mandapam, New Delhi



### HALL 11

Location: Outer wall of Hall 10 (facing hall 12&14)

| Site Code         | Size                |
|-------------------|---------------------|
| H11-1 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-2 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-3 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-4 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-5 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-6 (paid site) | 20ft.(w) x 20ft.(h) |



H11-7

H11-8

H11-9

H11-10

### HALL 11

Location: Outer wall of Hall 10  
(facing hall 12 & 14)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-7 (paid site)  | 20ft.(w) x 20ft.(h) |
| H11-8 (paid site)  | 20ft.(w) x 20ft.(h) |
| H11-9 (paid site)  | 20ft.(w) x 20ft.(h) |
| H11-10 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-11 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-12 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-13 (paid site) | 20ft.(w) x 20ft.(h) |

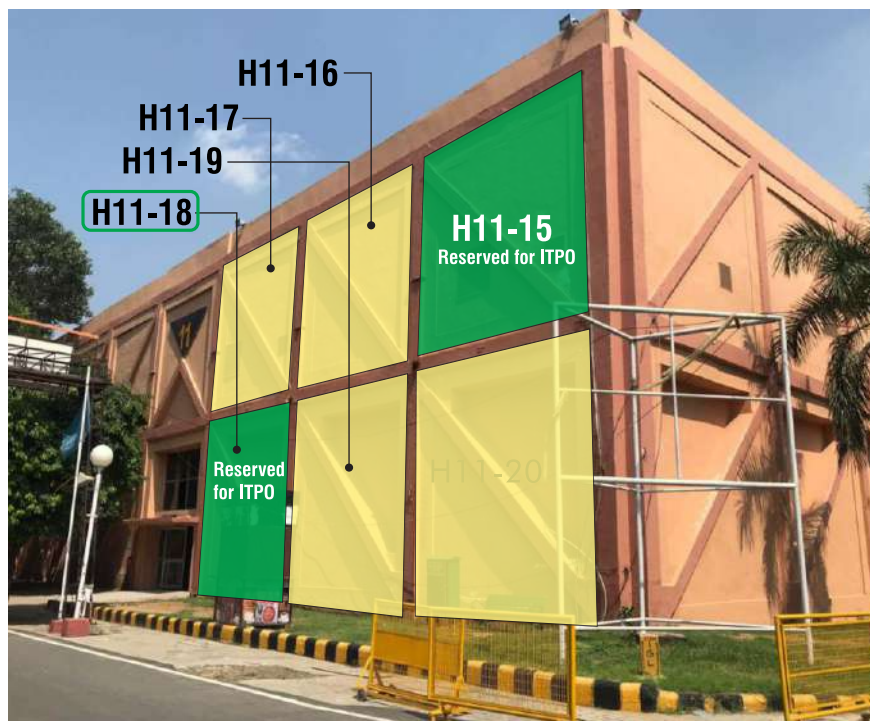




## HALL 11

Location: Triangular Frame in front of Hall 11  
(at the turning point towards hall 12)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-14 (paid site) | 12ft.(w) x 16ft.(h) |



## HALL 11

Location: Outer wall of  
Hall 11 (opposite Hall 14)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-15 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-16 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-17 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-18 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-19 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-20 (paid site) | 20ft.(w) x 20ft.(h) |

## BRANDING SIGNAGES

### Hall Number 11

Bharat Mandapam, New Delhi



### HALL 11

Location: Outer wall of Hall 11  
(facing opposite towards Hall 12 & 12A)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-21 (paid site) | 20ft.(w) x 10ft.(h) |



### HALL 11

Location: Outer wall of Hall 11  
(facing opposite towards Hall 12 & 12 A)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-22 (paid site) | 20ft.(w) x 10ft.(h) |



## BRANDING SIGNAGES

### Hall Number 11

Bharat Mandapam, New Delhi



### HALL 11

Location: Outer wall of Hall 11  
(facing opposite towards Hall 12 a& 12 A)

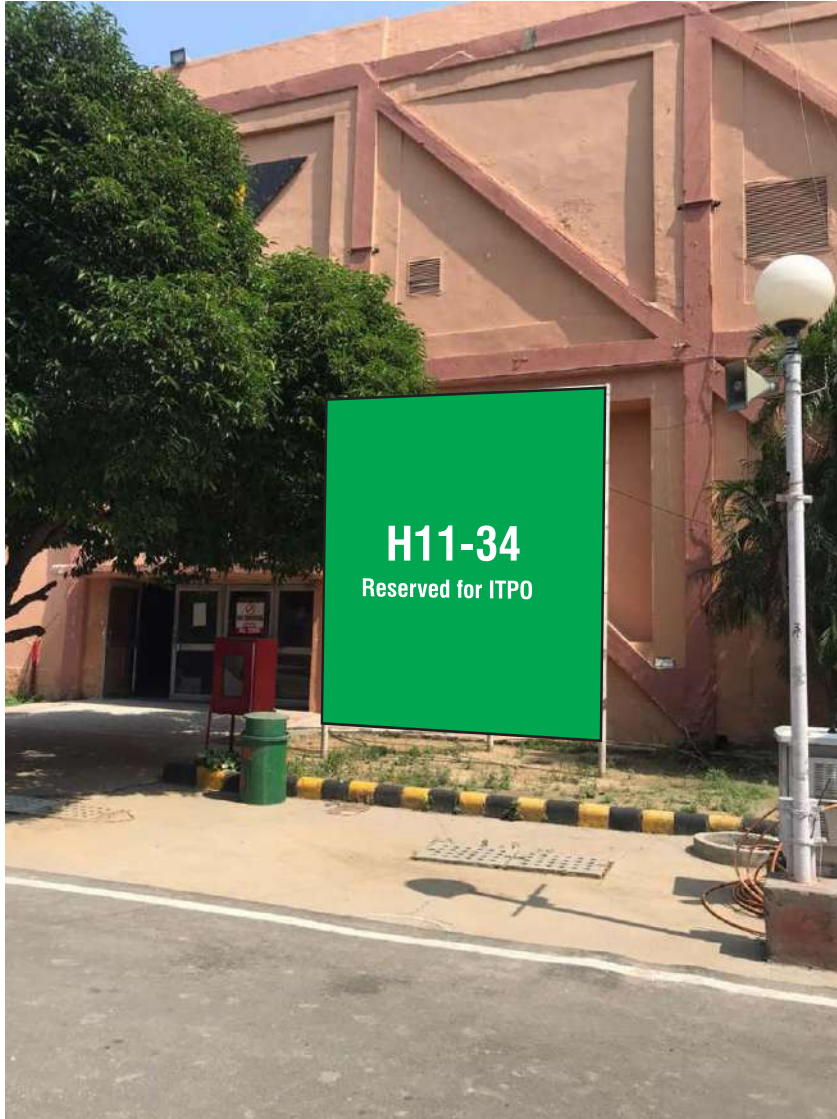
| Site Code          | Size                |
|--------------------|---------------------|
| H11-23 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-24 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-25 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-26 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-27 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-28 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-29 (paid site) | 20ft.(w) x 20ft.(h) |



### HALL 11

Location: Outer wall of Hall 11  
(facing opposite Hall 12 & 12 A)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-30 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-31 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-32 (paid site) | 20ft.(w) x 20ft.(h) |
| H11-33 (paid site) | 20ft.(w) x 20ft.(h) |



## HALL 11

Location: Triangular Frame in front of Hall 11  
(facing opposite Hall 12 & 12 A)

| Site Code          | Size                |
|--------------------|---------------------|
| H11-34 (paid site) | 12ft.(w) x 16ft.(h) |





## HALL 12

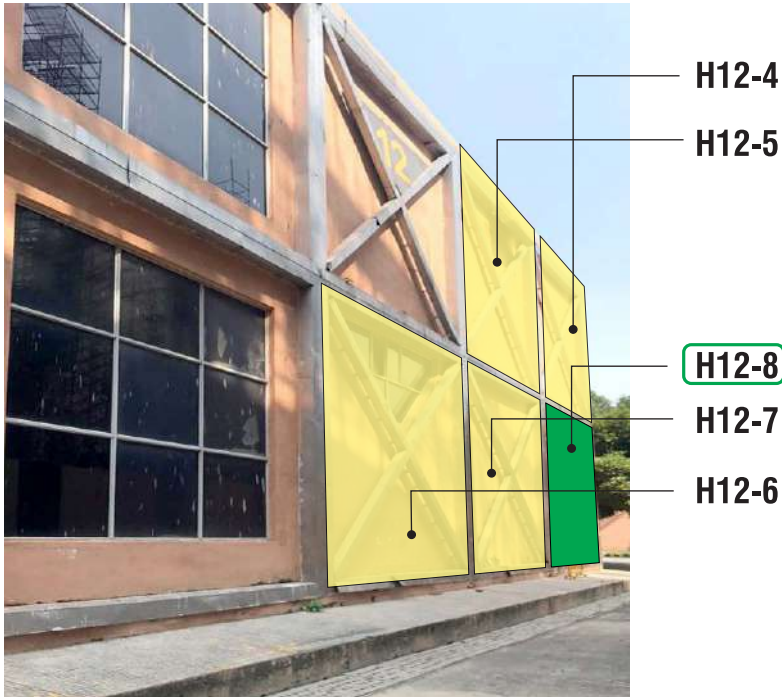
Location: Outer wall Facade of Hall 12 & 12A (opposite Hall 11)

| Site Code         | Size                |
|-------------------|---------------------|
| H12-1 (paid site) | 20ft.(w) x 10ft.(h) |
| H12-2 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-3 (paid site) | 10ft.(w) x 20ft.(h) |

## BRANDING SIGNAGES

### Hall Number 12

Bharat Mandapam, New Delhi

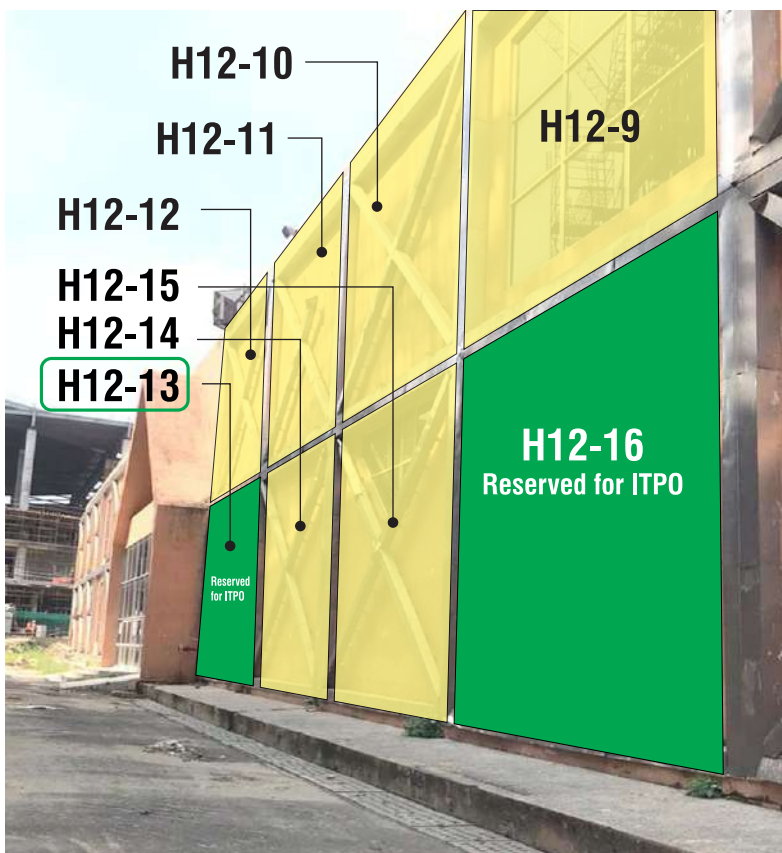


Location: Outer wall of Hall 12 (facing Halls 14)



### HALL 12

| Site Code         | Size                |
|-------------------|---------------------|
| H12-4 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-5 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-6 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-7 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-8 (paid site) | 20ft.(w) x 20ft.(h) |



### HALL 12

Location: Outer wall of Hall 12  
(facing Halls 14)

| Site Code          | Size                |
|--------------------|---------------------|
| H12-9 (paid site)  | 20ft.(w) x 20ft.(h) |
| H12-10 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-11 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-12 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-13 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-14 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-15 (paid site) | 20ft.(w) x 20ft.(h) |
| H12-16 (paid site) | 20ft.(w) x 20ft.(h) |



## BRANDING SIGNAGES

### Hall Number 12A

Bharat Mandapam, New Delhi



H12A-1

H12A-2

H12A-3

H12A-4

### HALL 12A

Location: Outer wall of Hall 12A  
(facing service road leading towards gate 10)

| Site Code                   | Size                |
|-----------------------------|---------------------|
| H12A-1 (paid site)          | 20ft.(w) x 20ft.(h) |
| H12A-2 (paid site)          | 20ft.(w) x 20ft.(h) |
| H12A-3 (paid site)          | 20ft.(w) x 20ft.(h) |
| H12A-4(paid site)           | 20ft.(w) x 20ft.(h) |
| H12A-5 (Opt. 1) (paid site) | 20ft.(w) x 30ft.(h) |



### HALL 12A

Location: Outer wall of Hall 12A  
(facing service road leading towards Gate 10)

| Site Code                   | Size                |
|-----------------------------|---------------------|
| H12A-5 (Opt. 2) (paid site) | 20ft.(w) x 10ft.(h) |
| H12A-6 (paid site)          | 20ft.(w) x 20ft.(h) |
| H12A-7 (paid site)          | 20ft.(w) x 20ft.(h) |



Gate 1

Location: Facing towards Bhairon Road

| Site Code            | Size               |
|----------------------|--------------------|
| G1- 1 (Fascia Front) | 86ft.(w) x 8ft.(h) |
| G1- 2 (Fascia Back)  | 86ft.(w) x 8ft.(h) |



## BRANDING SIGNAGES

Bharat Mandapam, New Delhi

### Halogen Poles, Electric Poles & Flag Poles



**Halogen Pole**

| Site Code   | Size                                            |
|-------------|-------------------------------------------------|
| HP (5 Nos.) | 1mtr (w) x 7mtr (h) (Set of 4, 2 front+ 2 back) |

Total No. of Halogen Poles: 5

Bharat Mandapam, New Delhi



**Electric Pole**

| Site Code    | Size                                             |
|--------------|--------------------------------------------------|
| EP (64 Nos.) | 2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back) |

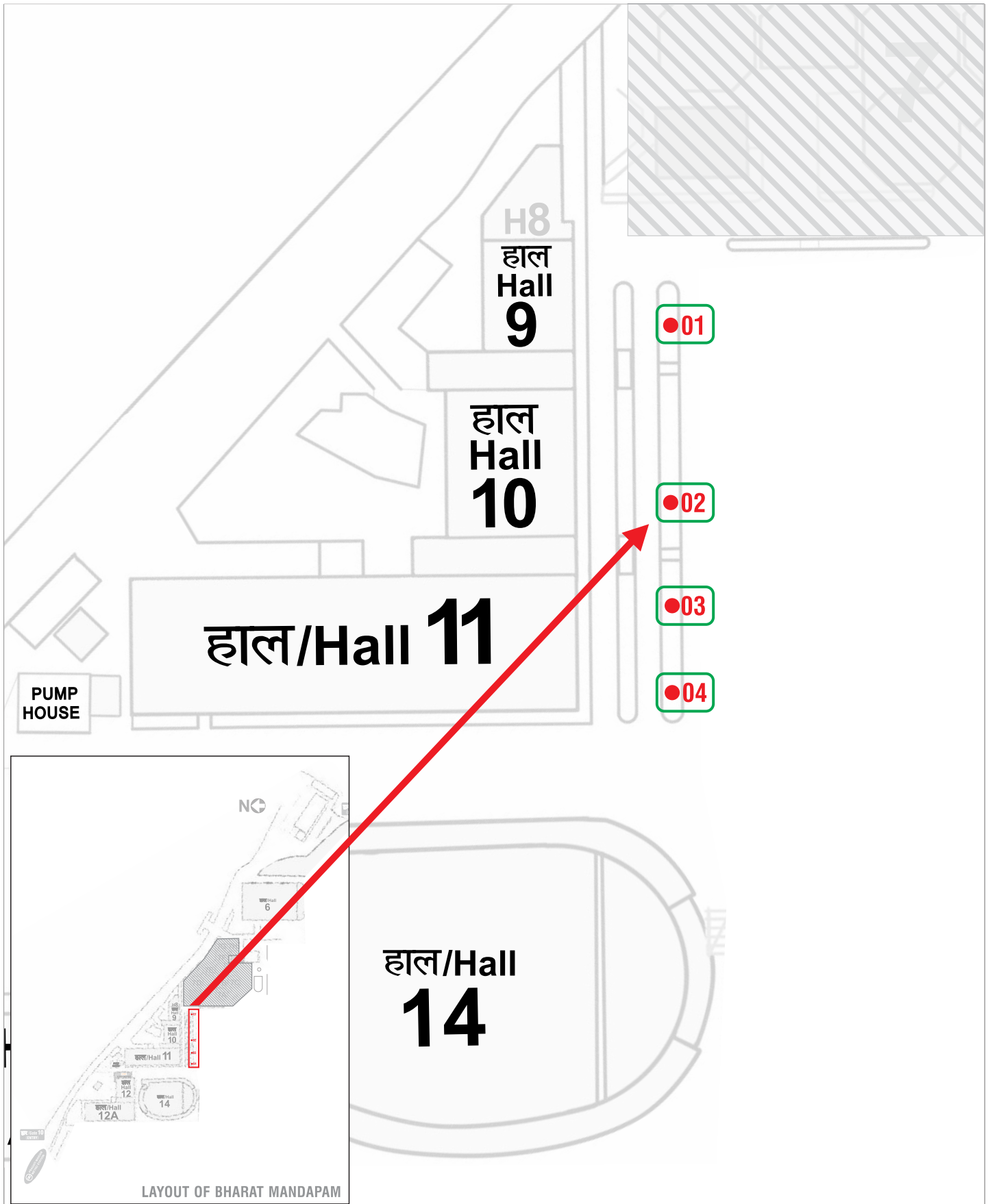
Total No. of Electric Poles: 64



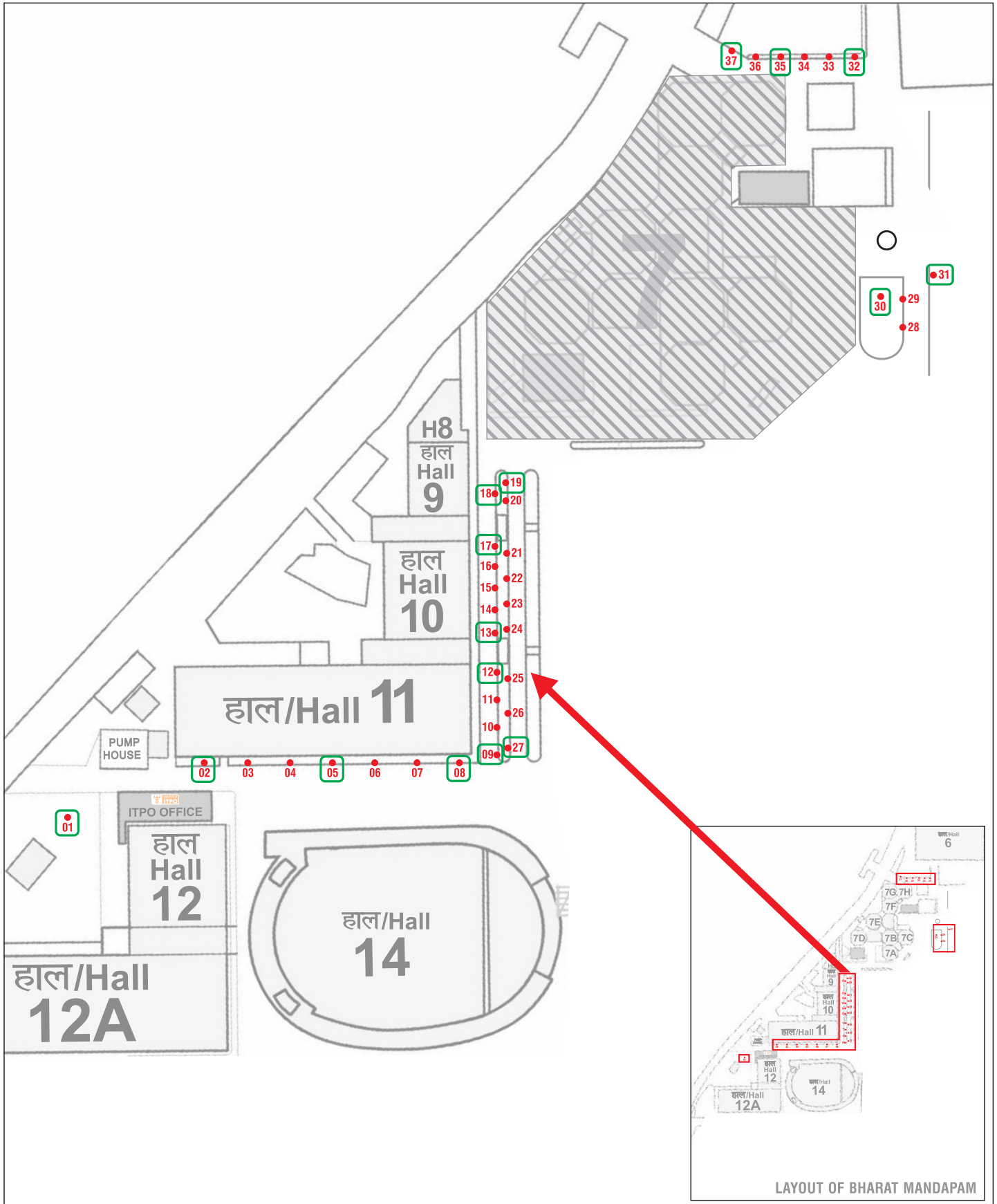
**Flag Pole**

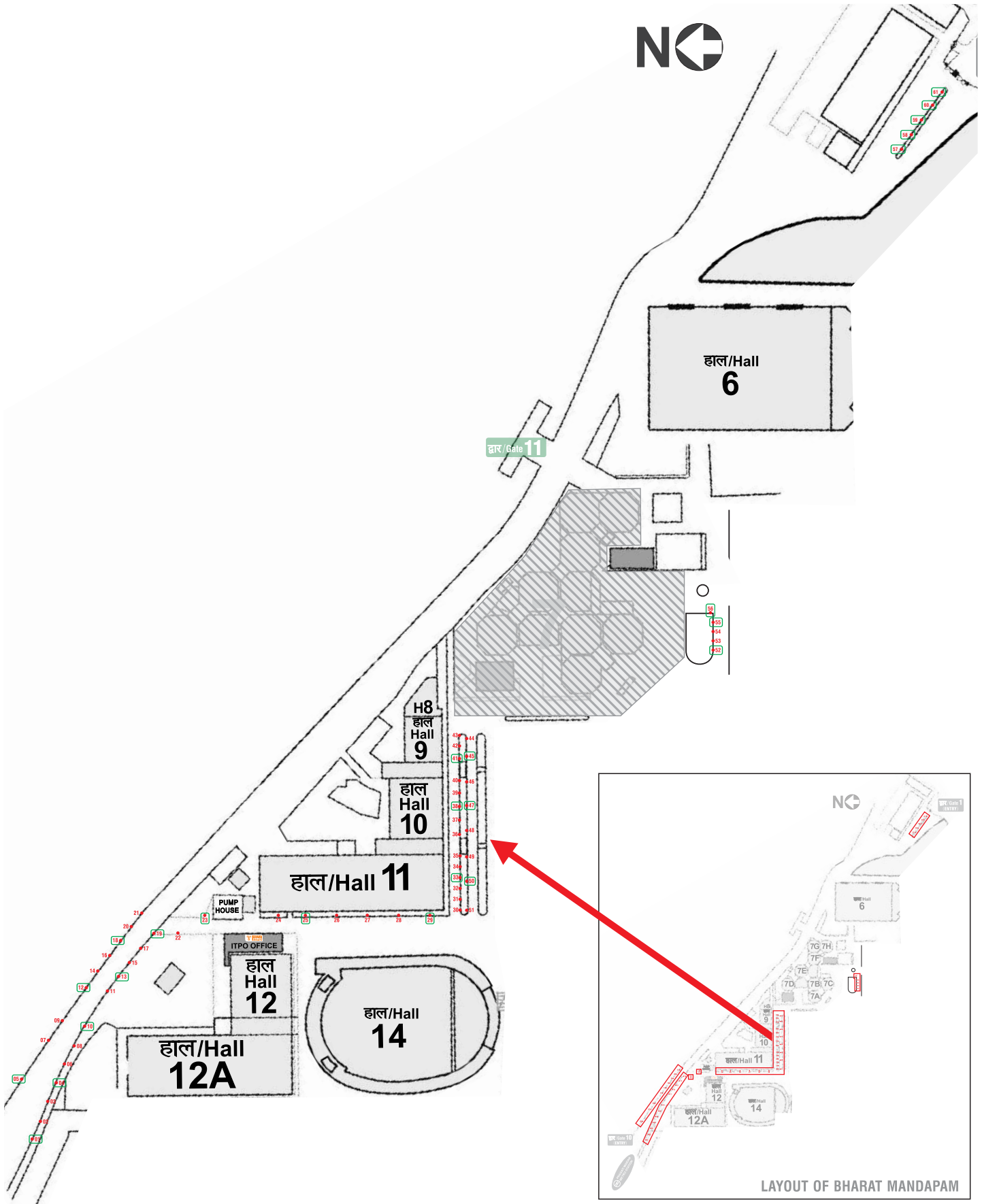
| Site Code    | Size                                             |
|--------------|--------------------------------------------------|
| FP (86 Nos.) | 2.5ft.(w) x 06ft.(h) (Set of 4, 2 front+ 2 back) |

Total No. of Flag Poles: 86









LAYOUT OF BHARAT MANDAPAM



Location: At various locations all around Pragati Maidan

Truss Gate / Decorative Gates, setup by the ITPO, away from the Main Gate of the Hall, should be approved by the Architect and Security Divisions of ITPO.





Location: Service road, along backside of Halls 8 - 12A

Size: As per space availability, along the running length of the wall, upto max height of 10 feet from the wall base.

## GUIDELINES

**The following guidelines have to be followed by all organisers or contractors assigned by the organiser, while executing branding works on Bharat Mandapam campus:**

- **Pasting of stickers on walls, pillars, glass doors /windows, are strictly prohibited as they leave gumming residue behind, and cause extensive damage to paint and other surfaces.**
- **The agency shall deploy non-invasive and innovative style of signage mounting. Any drilling / masonry work to mount signages inside or outside of Halls is strictly prohibited.**
- **Use of GI wires to hang signages from high voltage wires running throughout Hall ceilings are not allowed.**
- **The branding contractor must maintain adequate numbers of scissor lift / scaffolding tower so as to ensure that hall buntings / hoardings / signages can be fixed properly at least up to the height of 10 mtrs or more. Use of ladder against the walls inside New Hall (1,2,3,4,5,6 &14) to hang signages is not allowed, as it may chip-off wall paint.**
- **The Organiser, may undertake branding by taking responsibility of wind-load, public safety and usage of appropriate machines.**
- **Exhaust shafts/air shafts of H 2-5 are not covered by branding, since air-condition cannot function if they are covered.**
- **Ceiling-hung / rigged aisle branding, in H 2-5 should not come below any Smoke Curtain**
- **Truss gate on roads (especially Main Gates such as Gate 4 & 10) must be min. 6m wide and 6m high.**
- **Any branding that blocks right-of-way, emergency exits and fire-hose reel is strictly prohibited.**
- **The branding contractor shall ensure that while mounting / unmounting all branding material which includes hoardings, directional signages, arch gates etc., no damage is caused to any part of IECC complex / infrastructure. Any damages arising as a result of non-compliance of aforementioned parameters shall be the sole responsibility of the Organiser / Branding contractor.**