

BRANDING OPPORTUNITIES

Charges for branding sites

- **Rs.600/- Per Sqm. per day for all branding sites + Service Tax @15% + interest free refundable security deposit 10% (Full payment to be made as per invoice before using branding sites)**

Order of Preference Policy for Allotment

- 1. Government Exhibitors Participating in IITF 2016.**
- 2. Private Exhibitors Participating in IITF 2016.**
- 3. Government Departments not participating in IITF 2016.**
- 4. Private Companies not participating in IITF 2016.**

BRANDING SITES ON EXTERNAL WALL OF HALLS

Sl. No.	Name	Size		Location	Nos	Branding Sl. No.
		(Feet)	(Mtrs)			
1	BS/H1R/A2-A4	30' x10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing Hall-3	3	2-4
2	BS/H1R/A7-A9	30' x10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing F & B outlet no. 9	3	7-9
3	BS/H1R/B2-B12	20' x10'	9.1 x 3	Peripheral wall of Hall 1 Rear, facing Hall-6	11	12-22
4	BS/H1A/A1-A11	30' x10'	9.1 x 3	Peripheral wall of Hall 1 front & foyer	11	24-34
	TOTAL BRANDING				28	
ABBREVIATION BS - BRANDING SITES H - Hall						

**BRANDING SITES ON ELECTRICAL/FLAG POLES
INSIDE PRAGATI MAIDAN**

Name	Location	Numbers	Tower Hoarding
ZONE A	As per drawing	135	<u>View Map</u>
ZONE B	As Per drawing	191	
ZONE C	As Per drawing	62	
Total		388	

BRANDING SITES

CHOCOLATE BOX (can be used on both sides) ON HALOGEN POLE

Sl. No.	Name	Size		Location	Branding Sl. No.	Tower Hoarding
		(Feet)	(Mtrs)			
1	HPC-2	8' x 16'	2.4 x 4.8	Inside gate-2	56	<u>View Tower & Map</u>
2	HPC-5	8' x 16'	2.4 x 4.8	Central verge between Uttar Pradesh pavilion & Odisha Pavilion.	59	<u>View Tower & Map</u>
3	HPC-6	8' x 16'	2.4 x 4.8	Central verge near west Bengal Pavilion	60	<u>View Tower & Map</u>
4	HPC-7	8' x 16'	2.4 x 4.8	Outside Gate-5		
5	HPC-8	8' x 16'	2.4 x 4.8	Near Hall No. 1R		
6	HPC-11	8' x 16'	2.4 x 4.8	At Central verge between Pragati food court & Hall-15	65	
7	HPC-12	8' x 16'	2.4 x 4.8	At central verge	66	<u>View Tower</u>

				between Defence Pavilion & Karnataka Pavilion.		<u>& Map</u>
8	HPC-13	8' x 16'	2.4 x 4.8	At central verge near Gate-7 & Hall - 14	67	<u>View Tower & Map</u>
9	HPC-15	8' x 16'	2.4 x 4.8	Road junction of near Hall-12A & Meena Bazar.	69	<u>View Tower & Map</u>

BRANDING SITES TRIANGULAR TOWER

Sl. No.	Name	Size		Location	Branding Sl. No.	Tower Hoarding
		(Feet)	(Mtrs)			
1	BTH-1	10'x26'	3 x 8	Green lawn between Hall-4 and Ministry of agriculture	42	<u>View Image & Map</u>
2	BTH-2	10'x26'	3 x 8	Green lawn between Hall-15 & Pragati Food Court.	43	<u>View Image & Map</u>
3	BTH-3	10'x26'	3 x 8	At green lawn of Pragati Food Court facing Hall-12A & Defence Pavilion.	44	<u>View Image & Map</u>
5	STH-2	5'x20'	1.5 x 6	Road junction at ramp of Hall -6 & Gate-2	46	<u>View Image & Map</u>
7	STH-4	5'x20'	1.5 x 6	Inside Itihasik chowk.	48	<u>View Image & Map</u>
8	STH-5	5'x20'	1.5 x 6	At Central verge between Pragati Restaurant & Hall -15.	49	<u>View Image & Map</u>
9	STH-6	5'x20'	1.5 x 6	At green lawn in front	50	<u>View</u>

				of Hall-18 & rear of pump house.		<u>Image & Map</u>
10	STH-7	5'x20'	1.5 x 6	At green lawn between Karnataka Pavilion & Ministry of Defence.	51	<u>View Image & Map</u>
11	STH-8	5'x20'	1.5 x 6	At green lawn Hall - 14 (near gate-7).	52	<u>View Image & Map</u>

41 BRANDING SITES AT TEMPORARY LOCATIONS

S.No.	Location	Size in Mtrs.	Number of Branding Sites	Tower Hoarding
1.	Gate No. 1 Porta Cabin Scanner Room Wall	3x3=9	1	<u>View Image & Map</u>
2.	Boundary Wall (inside), Near Gate No.1	3x1.5=4.5	12	<u>View Image & Map</u>
3.	Gate No. 2, Porta Cabin, Scanner Room Wall, Facing Toilet Block	3x1.5=4.5	1	<u>View Image & Map</u>
4.	Gate No.2, Porta Cabin Scanner Room Wall, Facing Handloom Pavilion	3x1.5=4.5	1	<u>View Image & Map</u>
5.	Gate No. 4 Porta Cabin, Scanner Room Wall, Facing Pragati Bhawan	3.5x1.5=5.25	1	<u>View Image & Map</u>
6.	Gate No. 5 Porta Cabin Scanner Room Wall, Facing Toilet Block	3x1.5=4.5	1	<u>View Image & Map</u>
7.	Gate No. 5 Porta Cabin Scanner Room Wall, Facing Tamil Nadu	3x1.5=4.5	1	<u>View Image & Map</u>

	Pavilion			
8.	Toilet Block near Gate No. 5	3x1.5=4.5	2	<u>View Image & Map</u>
9.	Toilet Block Near Gate No. 7	3x1.5=4.5	2	<u>View Image & Map</u>
10.	Gate No. 7 Porta Cabin Scanner Room Wall, Facing Toilet Block	4.57x1.5=6.855	1	<u>View Image & Map</u>
11.	Gate No. 7 Porta Cabin Scanner Room Wall, Facing Hall No. 14	3x1.5=4.5	2	<u>View Image & Map</u>
12.	Toilet Block behind Hall No. 18, Front Wall	3x3=9	2	<u>View Image & Map</u>
13.	Toilet Block behind Hall No. 18, Side Wall	3x3=9	1	<u>View Image & Map</u>
14.	Inside Gate No. 10	3x1.5=4.5	11	<u>View Image & Map</u>

The following Electric/Flag Poles are reserved for ITPO branding:-

Zone – 'A' - 1,2,3,4,5,6,7,8,9,10,53,54,55,56,57,105,106,107,108,118,119,120,121,128,129,138,145,146,147,148,149,150,151,152,171,172,173

Zone – 'B' – 1,2,3,4,5,6,7,12,13,92,93,94,95,96,158,159,160,161,216,217,218,219, 220,221,222,223,224,225

Zone – 'C' – 76,77,78,79,80,81,82,66,69,70

Chocolate Boxes for ITPO's Branding

HPC-1 - Outside gate-2

HPC-3 - Near ITPO Canteen

HPC-14 - Outside Gate-7

HPC-16 - Inside Gate-11

HPC-9 - Centre Portion between Hall 11 & Lake

Gate No.1 – Porta Cabin, Scanner Room (Branding Serial – 14)

Room wall Opp. Health Pavilion

Gate No.10 - Porta Cabin, Scanner Room Wall, Left side Facing Pragati

Maidan

(Branding Serial No.41)

Two cubes reserved for ITPO use:

- **CUBE-2 9'-0"* 12'-0" (C2A, C2B, C2D)**
- **CUBE-5 12'-0"* 12'-0" (C5A, C5B, C5D)**

Terms and Conditions for Allotment of Branding Sites in Pragati Maidan during India International Trade Fair to be held from November 14-27, 2016

1. The sites are offered on license basis for the period from 14th November to 27th November 2016. First preference shall be given to Government Participants, second to Private Sector Participants, third to non-participating Government Sector and fourth to non-participating Private Sector.
2. Advertisements will be displayed on suitable material with no provision for lighting i.e. back-lit or front-lit.
3. The Licensee shall not be permitted to construct any structure at the locations allotted to them. The Licensee shall only be allowed to put on flex material arranged by them on the frames provided by the Licensor at specified sites/locations.
4. Approvals, if any, from the State and Central Government Departments, MCD/NDMC, Delhi Police, etc. will be the responsibility of the Licensee.

5. The Licensee shall pay the entire License Fee plus 15% service tax alongwith refundable security deposit of 10% in advance by way of Demand Draft drawn in favour of India Trade Promotion Organization, New Delhi along with application.
6. In the event of removal of display material by an Authority such as MDC/NDMC/Delhi Police, etc. the Licensee shall not be entitled to claim any compensation from the Licensor.
7. The Licensor reserves the right to accept or reject any offer without assigning any reason whatsoever.
8. The licensed advertisement site will only be used for the purpose of advertisements on promoting trade in goods and services and not for any other purpose. The Licensor's decision in this regard shall be final and binding. List of prohibited advertisements is enclosed.
9. The Licensee shall not sublet, assign the licensed advertisement site or part thereof to any person including its subsidiary – sister concerns, etc. Any change in the constitution/composition of the management of the Licensee without the written permission of the Licensor, will amount to violation. Violation of this clause would invite immediate cancellation of the License.

The duration of the License shall be for a period 14 days commencing from 14th November, 2016 till 27th November, 2016.

In case of default in respect of any of the terms stipulated herein, or if any legislation prohibiting or restricting such terms is imposed or impending, the Licensor shall be entitled to cancel the license forthwith without any notice. In such an event, the Licensee will not be entitled to any refund of License fee and the security deposit.

The Licensee shall ensure that the advertisement materials remain in good condition throughout the Licensed terms.

The Licensee will display advertisements only in the area/space specified. If it is found that the Licensee has displayed advertisement in excess of the specified area allotted to them, the Licensor shall terminate the License forthwith without giving any notice to the Licensee.

The Licensee will put up the advertisement panels/display materials at the approved sites and locations and ensure that such mounting/fixing/fastening is strong enough to avoid any damage to property and any injury to the visitors within the premises of Pragati Maidan. Any damage arising out of and in this regard will be the responsibility of the Licensee and all consequent claims will have to be borne by the Licensee. Licensee shall indemnify the Licensor against any third party claim in this regard, if in case any damage or litigation is faced by the Licensor, in such an event, the Licensee shall keep the Licensor indemnified towards all charges/damages so incurred by the Licensor.

The Licensee will remove the advertisement material immediately after the expiry/termination of the License. If the material is not removed, the Licensor will remove the same at the cost and risk of the Licensee.

It is the responsibilities of the Licensee to get the particular branding/hoarding sites removed which has damaged/broken/tear, at their own cost & risk.

All disputes arising out of these terms and conditions shall exclusively be within the jurisdiction of the Courts at Delhi/New Delhi.

List of Prohibited Branding Sites

1. Racial advertisements or advertisements propagating caste, community or ethnic differences.
2. Advertisements on drugs, alcohol, cigarettes, or tobacco items.
3. Advertisements propagating exploitation of women and children.
4. Advertisements having sexual overtone.
5. Advertisements depicting cruelty to animals.
6. Advertisements depicting any Nation or Institution in poor light.
7. Advertisements casting aspersion on any brand or person.
8. Advertisements banned by the Advertisement Council of India or by law.
9. Advertisements glorifying violence.

Destructive devices and explosive depicting items.

Lottery tickets, sweepstakes entries and slot machines related advertisements.

Advertisements of weapons and related items (such as firearms and parts thereof, magazines, ammunitions etc.)

Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.

Advertisements which may be obscene or contain pornography or contain an 'indecent representation of women' within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986.

Nudity

Advertisements linked directly or indirectly to or include description of items, goods and services that are prohibited under the applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable advertisements) Act, 1954, the Indian penal Code, 1860, and

Any other item considered inappropriate by the ITPO.

Rights :- The India Trade Promotion Organization reserves its rights in connection with the allotment of Branding Sites of ITPO during IITF – 2016.