



Notice for inviting expression of interest (EOI) and price quotation for Sponsorship during 40th India International Trade Fair (IITF) (November 14-27, 2021) at Pragati Maidan, New Delhi

1. INDIA TRADE PROMOTION ORGANISATION (A Public Sector Undertaking) under the aegis of Ministry of Commerce & Industry, Government of India ,is the nodal agency for promote trade and industry through exhibitions in India and abroad.
2. India Trade Promotion Organisation is organizing 40th edition of India International Trade Fair, November 14-27, 2021 in new halls 2, 3, 4, 5 as well as in existing halls 7-12A at Pragati Maidan, New Delhi. The theme of the event is “Atmanirbhar Bharat/Self Reliant India” inspired by the objective of self-sufficiency and self-Reliance set forth by the Hon’ble Prime Minister.
3. IITF being one of the most renowned events in Asia-Pacific Region with both B2B & B2C components, attracts more than one thousand domestic as well as foreign exhibitors and around 4-5 Lakh national and international visitors. It provides a huge platform for brands launch, promotion, positioning & new business tie-ups as well as retail sale. The format of IITF has Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professional, social activists, NGOs etc. all converge to explore their objectives. Domestic as well as overseas buyers source their needs. A number of Government Organisations use this platform to spread awareness about their programmes and policies among the public. As such, almost all States and Union Territories of Government of India participate in this mega event, which depicts the picture of Mini-Bharat.
4. In this context, ITPO is providing sponsorship opportunities during the forthcoming IITF’21 under the following categories:
 1. Visitor Carry Bags
 2. Lanyards & Badges
 3. Delegate Kits (Bags, Writing pads, pen)
 4. Registration Counter
 5. Protocol Lounge
 6. Media Centre
 7. Face mask & sanitizer
 8. Water Bottles
5. ITPO offers this opportunity to harvest the hidden potential of branding and positioning the products & services among the target audience and to achieve the company's targeted goals. The interested companies may envisage their interest for selected items or for the whole package of above items.

6. **DELIVERABLES FROM ITPO**

- i. Exclusive branding of the sponsor.
- ii. Sponsor's name and logo will be printed on the sponsored item(s).
- iii. Sponsor's logo will be displayed on the event webpage with a hyperlink to their website and on the sponsor's panels at the exhibition ground at designated locations during the currency of the event.
- iv. Sponsor's logo will be printed in all the other relevant marketing collaterals of IITF 2021.
- v. The production and distribution of the following items will be managed by ITPO. The sponsor will pay sponsorship amount to ITPO in lieu of the sponsorship of the selected item or whole package of the sponsored items:-

S. No.	Item	Minimum Quantity
1.	Lanyards & Badges	20,000
2.	Registration Counters	Two
3.	Protocol Lounge	One
4.	Media Centre	One

7. **DELIVERABLES FROM SPONSOR**

- i. The sponsor will bear the production cost and handle the distribution during IITF 2021 and will pay sponsorship amount to ITPO in lieu of the sponsorship of the selected item or whole package of the sponsored items. The Sponsor shall also supply these items to ITPO against ITPO's specific requirement.
- ii. The sponsor will share the artwork in respect of sponsors name, logo and company profile with ITPO for the approval before initiating the production. The artwork to compulsorily have IITF 2021 branding.
- iii. The production and distribution of the following items will be managed by Sponsor(s):-

S. No.	Item	Minimum Circulation
1.	Visitor's Carry Bag	50,000
2.	Delegate Kit	6,000
3.	Face Mask & Sanitizer	3,00,000
4.	Water Bottle	3,00,000

8. **TERMS & CONDITIONS FOR SPONSORSHIP:-**

- i. The sponsorship opportunities will be given to the sponsor quoted highest price (H-1).
- ii. The selected sponsor(s) shall make complete payment within 7 days of issuance of allotment letter towards sponsorship in favour of ITPO, New Delhi via DD/RTGS. Once the sponsorship allotment letter is issued to the applicant, no withdrawal request will be accepted and no refund will be entertained.

- iii. In case of TDS deduction, an interest free refundable security equivalent to TDS should be deposited alongwith the payment of sponsorship. The interest free refundable security would be released on receipt of TDS certificate, failing which the security will be forfeited and adjusted against the TDS amount.
- iv. Artwork in respect of sponsors name, logo and company profile would be provided by the sponsor to ITPO in case production and distribution is handled by ITPO.
- v. Size and specifications of Name & Logo of the sponsor will be accommodated as per space of the item sponsored.
- vi. ITPO reserves the right to reject or accept any offer and cancel the EOI, and / or reject all applications. ITPO shall be under no obligation to inform the applicant of the same.
- vii. In case of any dispute arising out of this proposal, the decision of CMD, ITPO shall be final and binding.

9. **REFUND POLICY FOR SPONSORSHIP:**

Refund towards sponsorship amounted received from various sponsors may be entertained in the following conditions:-

- i. Refund of sponsorship charges will only be accepted in situation where event is cancelled by ITPO before commencement of the event. The sponsorship charges deposited will be refunded after deduction of Rs.15,000/- and production cost, if any, incurred by ITPO. The refund will be made within three months.
- ii. No refund fully/partly will be entertained, in case, the event is cancelled/terminated **during its currency** due to the act beyond the reasonable control of ITPO including war, hostility, acts of the public enemy, civic commotion, sabotage, act of State or direction from Governmental/Statutory Authority - whether central, state or local explosion, epidemic, pandemic, quarantine restriction, strikes and lockouts, fire, floods, natural calamities or any act of GOD.

How to Apply:

Interested Applicants may furnish their Expression of Interest by quoting price for each sponsorship item(s) or for whole package of sponsored items in a sealed cover along with the covering letter duly signed by an authorized signatory are requested to submit EOI proposal not later than **1730 hours on 28.10.2021.**

The request for Expression of Interest has to be sent to the following address:

General Manager (FS-II),
India Trade Promotion Organisation,
Room No. 108, First Floor,
Pragati Bhawan, Pragati Maidan, New Delhi - 110001

For any Query please contact.

Senior Manager (FS-II)
Mob : 9810819924 email : kk@itpo.gov.in

Manager (FS-II)
Mob : 9868862101 email : rashmipanwar@itpo.gov.in

A. LETTER OF SUBMISSION

(To be submitted and signed by the Authorized Signatory)

To,

The General Manager (FS-II Division)
India Trade Promotion Organisation
Pragati Bhawan, Pragati Maidan, New Delhi - 110001

Sub: Expression of Interest for Sponsorship during 40th India International Trade Fair (IITF) (November 14-27, 2021) at Pragati Maidan, New Delhi

Sir,

1. Being duly authorized to represent and act for and on behalf of.
(Hereinafter referred to as "the Sponsor"), and having studied and fully understood all the information provided in the EOI document, the undersigned hereby apply as a Sponsor for the subject mentioned above.

2. We are interested to avail sponsorship of the following item (s) on the price indicated against each item :-

S. No.	Item	Price Quoted (excluding GST) (Rs.)
1.	Lanyards & Badges	
2.	Registration Counters	
3.	Protocol Lounge	
4.	Media Centre	

S. No.	Item	Price Quoted (excluding GST) (Rs.)
1.	Visitor's Carry Bag	
2.	Delegate Kit	
3.	Face Mask & Sanitizer	
4.	Water Bottle	

3. This application is made with full understanding that:

- (a) ITPO reserves the right to reject or accept any offer and cancel the EOI, and / or reject all applications.
- (b) ITPO shall not be liable for any of the above actions and shall be under no obligation to inform the applicant of the same.

4. The statements made/information provided is complete, true and correct in every detail.

5. We hereby confirm that we have read, understood and accepted all the detailed terms and conditions of this EOI and sponsorship related information as required for the Proposal. We have made our own due diligence and assessment regarding the sponsorship proposal(s) of ITPO for IITF 2021.

6. We agree to keep our proposal valid for thirty (30) days from the date of submission of Proposal thereof, and not to make any modifications in the terms and conditions, not acceptable to ITPO. Should this Proposal be accepted, we hereby agree to abide by and fulfil all the terms, conditions and provisions of the aforesaid documents.

7. General information with regard to our Company are enclosed herewith

Authorized signatory:

Name and seal of Company:

Place:

Date:

B. GENERAL INFORMATION OF THE SPONSOR

Name of Firm	
Year of incorporation	
Address	
Details of individual(s) who will serve as the point of contact	(a) Name : (b) Designation : (c) Company : (d) Address : (e) Telephone Number : (f) E-Mail Address
Encls:	1. Certificate of Incorporation/Registration 2. Latest brochures/Organisation Profile etc.

Signature

Seal of the company