



12-14 October 2011
Mumbai Exhibition Centre,
Goregaon (E), Mumbai, India

SPACE APPLICATION
&
CONTRACT FORM

Applicant's Company & Address : _____

Tel: _____ Fax: _____

Email: _____ Website : _____

Please address all future correspondence to our authorized representatives :-

Name: 1. _____ Designation: _____

2. _____ Designation: _____

Please reserve for us, the following at the cost given below at :

1) **PARTICIPATION ADVERTISEMENT ROUTE:**

We are releasing _____ sq. cms. Colour advertisement in The Times of India / Bombay Times on the ____/____/____ dates which would earn us _____ sq. mtr. of exhibit space. A 50% refundable booking amount is being paid by cheque No. / Draft No. _____ of Rs. _____ drawn on _____ Bank. The release order will be issued at least 20 days prior to the event

2) **PARTICIPATION STALL ROUTE:**

A) Shell Scheme Package: _____ sq.mtr. @ Rs. 8,000/- per sq.mtr. Rs. _____

OR B) Bare Space (min. 24 sq.mtr.): _____ sq.mtr. @ Rs. 7,500/- per sq.mtr. Rs. _____

Add : C) Government Service Tax @ 10.30% (on participation charges only) Rs. _____

Total (A or B + C) Rs. _____

Preferred Stall Location: 1.: _____ 2.: _____ 3.: _____

Please draw cheques in favour of "WINMARK SERVICES PVT LTD."

Payment enclosed Rs. _____ Vide DD/ Cheque No. _____ Date _____

Drawn on _____ in favour of WINMARK SERVICES PVT. LTD., payable at Mumbai. (Or by bank remittance to your account # 223 0 522840 0, swift # SCB LIN BB XXX, Standard Chartered Bank, Centre Point Branch, Santacruz (W), Mumbai 400 054, India., under intimation to you.)

We confirm our participation as per the above and accept the terms & conditions given overleaf & agree to comply with them :

Name _____

Designation _____ Signature _____

Date _____ Company Seal _____

Terms of Contract and Conditions for Participation for Exhibitors

1. **Definition :**

The "Exhibition" shall mean **MIF&BEC 2011 - Mumbai International Food & Beverages Exhibition & Conference**. The "Exhibitor" shall mean the party to whom space has been allotted in the exhibition and the "Organizers" shall mean 'Winmark Services Pvt. Ltd.' and Jt. Organiser being 'The Times of India'
2. **Allotment of Exhibition Space :**

The Organizers reserve the right to refuse allotment of space of any applicant without giving any reason. Confirmation of allotment of space will be made by the organizers on receipt of Exhibit Space Application Form duly signed, along with appropriate payment.
3. **Costs of Participation** for special position are as given overleaf.
4. **Security Deposit**

Every Exhibitor shall pay an interest free security deposit of 10% of participation charges (rounded off to nearest 100) refundable after the exhibition, after deduction, if any, towards cost of additional services, damages, penalties etc.
5. **Terms of Payment**

Exhibit Space Application Form must be submitted with 25% of participation costs. Further payments to be made as follows : 50% by 31-06-2011 and balance 25% by 10-10-2011 along with the Security deposit (Refundable).
All payments must be made by crossed cheques / DD drawn on Mumbai / payable in Mumbai in favour of "Winmark Services Pvt. Ltd."
6. **Imported Exhibits / Foreign Principals**

As per directives of India Trade Promotion Organization, the nodal agency attached to Ministry of Commerce, Govt. of India, which approves all International Exhibitions, duty-free import facility (Under ATA Carnet or Re-Export Bond supported by the Bank Guarantee) is available to only foreign exhibitors who have paid participation charges in foreign exchange at the rates applicable to foreign exhibitors. Indian exhibitors interested in displaying exhibits imported from foreign principals, must ensure that each of their foreign principals register as an exhibitors with the organizer, on payment of Registration Fee of US \$ 150/- and space charges US \$ 300/- per sqm. with shell scheme package for appropriate space required. At the request of Indian exhibitors and foreign principals, an integrated stall with their combined space will be provided.
7. **Withdrawal from Participation**

50% of the amount paid towards participation charges will be refunded, if the exhibitors written notice for withdrawal from participation is received by the organizers before 31-07-2011. On withdrawal after 31-07-2011 all payments made by the exhibitors shall be forfeited. Failure to take possession of the allotted space one day prior to opening of the exhibition and non-payment of full participation charges as per given schedule will be treated as withdrawal from participation. In such cases, all payments made by the exhibitors shall be forfeited and the organizers will be at liberty to allot the space so vacated to another exhibitor or to use it for any other purpose.
8. **Reduction in Space**

Reduction in space booked is allowed upto 31-07-2011. After this date, if Exhibitor reduces the space booked, 10% of space charges for the difference will be charged as penalty.
9. **Changes of Venue Dates etc.**
 - (a) The organizers reserve the right to change the venue, dates and/or duration of the exhibition, if exceptional circumstances so demand. In such an event, the obligation of exhibitor to participate shall remain in force, so long as he is informed about the charges by the organizers as early as possible, either by individual communication or press advertisement.
 - (b) The organizers also reserve the right to change the floor plans and/or location of space allotted to an exhibitor or of exit/entry points, passages, etc. any time before the commencement of erection of stalls, if in the opinion of the organizer, such changes are necessary.
 - (c) Any such changes shall not be sufficient ground for exhibitors to cancel their participation, and in case of withdrawal from participation, no refund will be permissible. Furthermore, exhibitors shall clearly indemnify the organizers against all claims, costs, or demands arising out of any such aforementioned changes or due to failure of any services during the exhibition period, including the construction and dismantling of stalls.
10. **Insurance & Liability**

Exhibitors are advised to obtain insurance cover against all risks. It is clearly understood that the organizers stand indemnified by the exhibitors in respect of any loss or damage to property due to theft, fire & Water etc. or injury to any person as well as third party claims.
11. **Lien on Exhibits**

The organizer reserves the right to retain all or any of an exhibitor's good/exhibits as collateral till all the dues including charges for services, damages, or penalties, if any, are settled by the exhibitor. Any costs for retention of the collateral will also have to be paid by the exhibitor.
12. **Binding Terms of Contract**

The Submission of the Exhibit Space Application Form duly signed by an authorized officer of the applicant company shall be deemed as confirmation of participation and acceptance of these terms of contract by the exhibitor and the Exhibitor is bound to comply with the payments due to the organizers. The contract becomes effective as soon as the organizers have confirmed the allotment of space to the applicant. Dispute if any, will be referred to the Indian Merchants Chamber 'Arbitration Council' and/or subject to Mumbai Jurisdiction
13. **Heavy Equipment Display**

Exhibitors Should inform the organizers atleast 30 days in advance for special arrangement in flooring for extremely heavy equipment exhibit display.
14. **Supplementary Rules & Regulations**

All rules and regulations detailed in the Exhibitors Manual (being issued to each exhibitor) as well as further rules framed by the organizers from time to time and circulated to all exhibitors shall be deemed to be part of these Terms of Contract and shall be binding on all exhibitors.
15. **Electricity / Power Connection / Consumption / Other services and facilities**
 - a) Electricity requirement to Bare Space holders will be charge on actual consumption.
 - b) A host of other services and facilities like water, telephones & security etc can be availed on payment.
16. **Terms of Contract for release of Advertisement in the Exhibition Catalogue**
 - (a) Advertisements will be accepted only against full payment in advance.
 - (b) No agency commission will be payable.
 - (c) Advertisers must supply latest by 1st October 2011, the advertisement material in correct size. Artworks or typeset matter will be accepted for B/W advertisement. However, for colour advertisements, colour separated positive films and progressive proofs must be sent by the advertiser. If the organizers are asked to process colour art-works or transparencies, cost for the same will have to be paid by the advertiser.
 - (d) Special Colours (not obtained by combination of basic colours) will be charged 10% extra over & above the normal tariff.
 - (e) In case advertiser does not supply advertisement material in time, or if the material supplied is inadequate, advertisement space booked will be filled by publishing "With Compliments of _____ (name & address of the company)", and no refund will be allowed.
 - (f) One voucher copy of the catalogue will be provided to each advertiser.
 - (g) Double spread rates are not applicable for special position. Special position double spread advertisements will be charged at actuals.

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For further information please contact :

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