

The Leading Travel Show in Asia-Pacific



02, 03 & 04 February 2023

Jio World Convention Centre, BKC, **Mumbai**

**#1 In Venue Quality & Location**  
**#1 In Quality of Buyers & Sellers**



## Exhibitor's Information & Order Book

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## A. THE EXHIBITION

**OTM** - The Leading Travel Show in Asia-Pacific

### A1. VENUE

#### **Jio World Convention Centre**

G Block BKC, Bandra Kurla Complex, Bandra East,  
Mumbai, Maharashtra 400051

<b>A2. DATE &amp; TIME</b>	<b>Pavilion Hall 2 &amp; 3</b>	<b>Jasmine Hall 1</b>	<b>Jasmine Hall 2</b>
<b>Schedule for 30th January, Monday</b> Space handover for booth construction (Bare space)	14:00 hrs onwards	-	-
<b>Schedule for 31st January, Tuesday</b> Space handover for booth construction (Bare space)	00:00 hrs - 14:00 hrs	12:00 hrs - 14:00 hrs	-
<b>Schedule for 1st February, Wednesday</b> Space handover for prefab / modular booth construction (Bare space)	00:00 hrs - 14:00 hrs	00:00 hrs - 14:00 hrs	12:00 hrs - 14:00 hrs
Exhibitor Registration	12:00 hrs - 20:00 hrs	12:00 hrs - 20:00 hrs	18:00 hrs - 20:00 hrs
Booth Set-up (Built up booth)	12:00 hrs onwards	12:00 hrs onwards	18:00 hrs onwards
Deadline to complete Booth Construction	20:00 hrs		
<b>Schedule for 2nd February, Thursday</b> Exhibitor Registration	08:00 hrs - 09:00 hrs		
Inauguration	11:00 hrs		
Open for Travel Trade	10:00 hrs - 18:00 hrs		
<b>Schedule for 3rd February, Friday</b> Open for Travel Trade	10:00 hrs - 18:00 hrs		
<b>Schedule for 4th February, Saturday</b> Open for Travel Trade	10:00 hrs - 18:00 hrs		
Dismantling of booths and removal of exhibits	18:00 hrs - 22:00 hrs		

***Participants will not be allowed to leave their stall before the official closing time everyday.***

### **A3. SHOW SECRETARIAT / ORGANISER**

**Fairfest Media Limited**

**Mumbai :** 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road Andheri (E), Mumbai 400 093 Tel : +91 22 4555 8555

**New Delhi :** U-1, Green Park Main New Delhi - 110 016  
Tel : +91 11 2686 6874 / 75

**Kolkata :** 74/2 AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 017  
Tel : +91 33 4028 4028

**Registered Office:** 25 C/1 Belvedere Road, Alipur, Kolkata 700 027

E-mail : [contact@fairfest.in](mailto:contact@fairfest.in) URL : [www.otm.co.in](http://www.otm.co.in), [www.fairfest.com](http://www.fairfest.com)

### **A4. RECOMMENDED AIR CARGO**

**Blue Dart Express Limited**

Web : [www.bluedart.com](http://www.bluedart.com)  
Toll Free No. : 18602331234

### **A5. RECOMMENDED SURFACE / AIR CARGO**

**Gati Limited**

Web : [www.gati.com](http://www.gati.com)  
Toll Free No. : 18601234284

## A6. CONTACT DETAILS OF LEADING BOOTH FABRICATORS / DESIGNERS

### **JMD DESIGN DESK PVT. LTD.**

702, Ruby Crescent Business Boulevard,  
Ashok Nagar, Kandivali - East,  
Mumbai - 400101  
Tel : +91 22 28850759 / 28852951  
Mr. Rohit Saraogi, Director  
Mobile : (91) 9769914770  
Email : rohit@designdesk.in  
Web : www.designdesk.in

### **PAVILIONS & INTERIORS (I) PVT. LTD.**

Ashok Industries,  
M N Dsoza Compound,  
Kherani Road, Sakinaka,  
Andheri - East,  
Mumbai - 400072  
Tel : +91 22 28521408 / 10  
Mr. Kunal Mhatre,  
Asst. Manager Client Servicing,  
Mobile : (91) 9867018132  
Email : kunal.mhatre@pavilionsinteriors.com  
Website : www.pavilionsinteriors.com

### **CACHET EVENTS AND DESIGN SOLUTIONS**

301 - Shant Industrial Estate,  
Goregaon East, Mumbai - 400052  
Ms. Pallavi Jayakar, Director  
Mobile : (91) 9819977397 / 9769857397  
Email : pallavijayakarr@gmail.com  
Mr. Vinod Meher, Director  
Mobile : (91) 9819501441  
Email : Vmeher9@gmail.com  
Website : www.cachet.in

### **MEROFORM INDIA PVT LTD.**

306, Acme Industrial Park,  
I B Patel Road,  
Goregaon - East,  
Mumbai - 400069  
Tel : +91 22 66780432  
Mr. Ravi Upadhyay, Manager  
Mobile : (91) 9821062214  
Email : ravi@meroformindia.com

### **STELLAR EXHIBITIONS INDIA**

119, Topiwala Centre, Goregaon West,  
Opp Goregaon Railway Stn.,  
Mumbai 400101, Maharashtra, India  
Mr. Nimish Shroff  
Mobile : +91 9867515003  
Email : nimish@stellarexhibitions.com  
Website : www.stellarexhibitions.com

### **D CRAFT EVENTS AND EXHIBITIONS**

B21, Shanti Shopping Centre,  
Mira Road (E), Mumbai-401107.  
Mr. Ravinder Khanna, Director  
Mobile : +91 9049412211  
Mr. Anil Khanna, Operations Head  
Mobile : +91 9004756781,  
Manager : Client Servicing  
Ms. Moumita Pal +91 8169709667  
Email : exhibitions@dcraft.co.in  
Website : www.dcraftevents.com

### **SCONCE GLOBAL PVT. LTD.**

Unit 14, Triupati Udyog,  
I B Patel Road, Goregaon East,  
Mumbai- 400063.  
Tel- +91 22 26860371 / +91 22 26861964  
Ms. Daksha Mistry, BD - Manager  
Mobile : +91 8450955908  
Email : daksham@sconceindia.com  
Website : www.sconceindia.com  
Mr. Nitin Nayak  
Mobile : +91 9820078738  
Email : daksham@sconceindia.com  
Mr. Milton Vaz  
Mobile : +91 9867566213  
Email : milton@sconceindia.com

### **CREATIVE FOCUS**

#### **(A DIVISION OF EXHICON)**

103, Crystal Paradise, DS Road,  
off Veera Desai Road, Andheri (W),  
Mumbai 400053  
Mr. Umar Nadkar, Business Head  
Mobile : +91 7021668008  
Email : nadkar@exhicongroup.com  
Website : www.exhicongroup.com

### **EXPOGURU CONCEPTS PVT. LTD.**

906 , 9th floor,  
Hemkunt Chambers Nehru place,  
New Delhi - 110019 India  
Mobile : +91 9582744848  
Email : mayank@projectexpoguru.co.in  
Website : www.projectexpoguru.co.in

### **EXHIBIT DZINES**

B-17, St No.1, Madhu Vihar,  
Near Dwarka Sec-3,  
New Delhi-110059 India.  
Mr. James, BD- Manager  
Mobile: +91 8510007689  
Email: exhibitdzines@gmail.com  
Website: www.exhibitdzines.com

## B. IMPORTANT INFORMATION FOR THE SHOW VENUE

### B1. CONSTRUCTION OF BOOTH / PAVILION - ALL CONSTRUCTION WORK MUST BE FINISHED BY 20:00 HRS ON 1ST FEBRUARY, 2023

Exhibitors must ensure that all parts of their work are self supporting and secure.

Exhibitors who have ordered bare space may begin building their booths as mentioned below.

<b>Pavilion Hall 2 &amp; 3</b>	14:00 hrs onwards on 30th January
<b>Jasmine Hall 1</b>	12:00 hrs onwards on 31st January
<b>Jasmine Hall 2</b>	12:00 hrs onwards on 1st February

Contractors / Exhibitors are required to complete all their work within 20:00 hrs on 1st February. **The penalty charges are INR 10,000/- per hour per booth / pavilion (20:00 hrs to 24:00 hrs only on 1st February 2023)**

### B2. MOVE IN OF EXHIBITS

Exhibitors who have booked shell scheme may move in their exhibits as per timing mentioned below.

<b>Pavilion Hall 2 &amp; 3</b>	12:00 hrs - 20:00 hrs on 1st February
<b>Jasmine Hall 1</b>	12:00 hrs - 20:00 hrs on 1st February
<b>Jasmine Hall 2</b>	18:00 hrs - 20:00 hrs on 1st February

**Exhibitors must arrange for an authorised representative to be present at the site to receive and position goods as the organiser is unable to accept delivery.**

### B3. DISMANTLING AND REMOVAL OF EXHIBITS - ALL EXHIBITS and/or DEBRIS MUST BE CLEARED BY 22:00 HRS ON 4th FEBRUARY, 2023

Dismantling of booths is prohibited before 18:00 hours on 4th February, 2023. Exhibits must be removed between 18:00 hours and 22:00 hours.

Contractors / Exhibitors are required to clear their booth space of all their exhibits or debris before 22:00 hours on 4th February 2023, failing which a penalty charge of INR 10,000/- per hour per booth / pavilion will be levied.

Removal, delivery or replenishment of stock may only be carried out before the opening hours of the exhibition in the morning or after closing time in the evening. If the removal of any valuable item or display from the hall is necessary, exhibitors must obtain permission from the organiser.

### B4. ARCHITECTURAL / STAND LAYOUT / PAVILION DESIGN / INSTALLATIONS LAYOUT SUBMISSION

Exhibitors shall strictly comply with all the guidelines set forth by OTM at JWCC. Exhibitor shall submit the architectural / stand layout / pavilion design / installations layout plans to OTM at least 20 days prior to the event.

Exhibitor has to submit a complete lighting / rigging plot along with the stand layout and also submit an AutoCAD plan (to the scale Grid Layout) on the number of fixtures, rigging points to be used and load per point.

Exhibitor shall comply with any modifications / changes suggested by the authorised person of OTM / JWCC, failing which we reserves the right to deny access to the Event Venue and the Centre including cause Exhibitor to dismantle and/or remove at its costs the temporary infrastructure.

If Exhibitor fails to dismantle and/or remove the temporary infrastructure, its other facilities or possessions from Event Venue and the Centre within the specified time, OTM / JWCC may (at its option) dismantle and/or remove the same or have it dismantled and removed, at Exhibitor's cost, expense and risk.

A penalty of Rs. 1.00 Lakh + Applicable Taxes would be charged from the Exhibitor for non-submission of the layout plan within the above stipulated time.

Exhibitor shall take responsibility of customs clearance for their exhibits being imported from foreign country

#### **B5A. INFRASTRUCTURE BUILD UP**

All installations at Event Venue and the Centre should be temporary and not damage the venues during installation or removal.

The Exhibitors shall ensure these installations are such that are not capable of damaging the structure, fixtures and fittings of the Event Venue while installation, dismantling or otherwise.

Exhibitor shall, and shall ensure that the infrastructure shall be built by qualified and experienced contractors for the Event.

Temporary installations / customized stand constructions on raw space shall be allowed only for areas of 18 square meters and above. Booths below 18 sqm will be constructed in standard shell scheme only.

Contractors of exhibitors may be permitted to work at the Event Venue only after such contractor having provided to OTM / JWCC an undertaking to comply with all applicable laws including all safety, health and environment guidelines as may be issued by Owner from time to time.

Any floor marking of the layout for setting up of temporary infrastructure at Event Venue shall be carried out by erasable chalks or white masking tapes which do not leave any residue on the floor or any other location.

Exhibitor / Exhibitor's Contactor shall not carry out any build up work during the Event.

#### **B5B. RIGGING**

The rigging point is at a height of 12 mtr and the rigged element can be suspended till 5 mtrs above the exhibition floor.

Maximum permissible weight per rigging point is 500 kgs

Rigging will require approval from Jio World Convention Centre by submitting a complete lighting / rigging plot along with the stand layout.

Exhibitor has to also submit an AutoCAD plan (to the scale Grid Layout) on the number of fixtures, rigging points to be used and load per point.

#### **B6. STRUCTURE HEIGHTS**

Maximum permissible height for fabricated booth is 4 meter including platform height.

If the Exhibitor wants to create a structure above 4 metre they need to take a written permission by submitting the booth design to OTM / JWCC along with a structural stability certificate from a qualified and government approved structural engineers.

Exhibitor agrees and undertakes to follow all the rules and regulations in respect of the design and construction of stands.

All the infrastructure including stand structures, mobile stands, special structures and designs shall be subject to prior written approval of OTM

Exhibitor shall submit the plans to a scale of not less than 1:100, with ground plans and elevations and with indications of dimensions OTM's authorised personnel for approval at least 30 days prior to the event.

OTM shall have a right to demand the structure stability certificate from a qualified and/or government approved agency.

Exhibitor shall bear all the costs of the approvals. Any stand or structures which are not approved, do not confirm to the rules and regulations, must be altered or removed by Exhibitor / Exhibitor's Contractor at the costs of Exhibitor.

In the event Exhibitor fails to comply with the instructions issued by OTM / JWCC and fails to perform its obligations within the specified time, OTM shall be authorised to have changes made at Exhibitor's cost, expense and risk including to shut down the stand.

Exhibitor shall ensure that the structures, including all equipment, exhibits and advertising material should be set up with such stability as to pose no danger to public safety and order, and specially to life and health.

#### **B7. Waste Water & Garbage Disposal.**

Exhibitor / Exhibitor's Contractor shall ensure that waste water is disposed at designated places only.



Indoor and outdoor drainage, wash basins and water closets at the Event Venue shall not be used for disposal of waste water, food or garbage.

Cleaning of polluted ditches, blockages in the drainage system and carry out any other remedial work caused due to damage by use thereof shall be borne and paid by the Exhibitor

Garbage to be segregated at source.

Dustbins in different colours should be used for segregation of wet and dry garbage.

All waste should be bagged and tagged in different colour bags; wet and dry waste should be stacked separately.

Depending on the pavilion size, appropriate bins should be placed inside the pavilion.

#### **B8. Use of Sand, Turf or similar Material.**

If sand, soil, garden use turf, moss or any other similar material are required for exhibition, decoration or presentation, an anti-leak protective layer approved by the OTM / JWCC shall be put on the floor by Exhibitor.

Exhibitor shall take all necessary precautions to prevent any part of the Event Venue being damaged and shall ensure that there is no water leakage.

Exhibitor shall be fully liable for all the costs incurred to repair the damages resulting from or arising out of use of such sand, soil, garden use turf, moss or any other similar material.

#### **B9. Floor Coverings.**

Bare space exhibitor has to place a layer of carpet covering the bare space area allotted to them on the exhibition floor before starting work.

Carpets and any other floor covering should be laid in a manner to avoid accidents and should be fixed in place using appropriate PE or PP adhesive tape, ensuring no residue is left on removal.

Carpets, drapes and other material should be either flame retardant or fire retardant spray from a competent authority to be sprayed..

The use of fasteners/anchors or fixing by digging, drilling, driving nails or screws into the walls or flooring of the venues and surrounding areas is strictly prohibited.

All the standard/Vertical Posts of the scaffold should be provided with the Base plates or Sole Plates.

#### **B10. Advertising Materials / Presentations.**

Exhibitor must not place any advertising or other signage in the Isle, Concourse areas or any other area of the event venue.

Presentations, slowly moving visual advertising and acoustic advertising and / or musical reproductions are permitted provided that, they cause no nuisance to others, create no jams in the aisles, not drown announcements on the public address systems.

The noise level must not under any conditions exceed 70dB (A) at the edge of the stand or such levels as may be prescribed under applicable laws.

#### **B11. Live / Design Loads.**

The floor live load bearing capacity should not exceed 5 tonnes per square metre inside the Exhibition Halls.

The details and drawings of all exhibits / structures weighing more than 500 Kgs individually should be submitted to OTM / JWCC authorised personnel at least 30 days in advance otherwise these may not be allowed to be exhibited.

#### **B12. Goods Transportation.**

Exhibitors shall ensure that the goods and cargo vehicles shall enter from designated gates and parked at designated bays for unloading in pre-arranged order through any of the referred logistics, clearing and handling agents.

The Exhibitor shall ensure that the transport vehicles for the Event adhere to the logistics traffic management as per the guidelines issued by the OTM / JWCC.

The movement of goods through public area, audience passage, entry plaza and other non designated

areas including movement of goods during the event / exhibition is strictly prohibited. Any goods arriving at venue shall be received and handled by Exhibitor.

JWCC shall not allow any vehicles to enter the Event Venue in advance. The exit of exhibits shall be through exit passes duly authenticated by JWCC security team, as per the scheduled move out timings.

### **B13. Traffic Regulations.**

In order to ensure smooth circulation of traffic during the entire Event, all rules regulating and directing traffic shall be strictly observed without exception.

The speed of the vehicles including truck, lorry or any other vehicle shall not exceed 10 km per hour within the Event Venue and the Centre.

If any vehicles or trailers are parked at such areas not specifically designated and approved in writing for parking of vehicles or trailers of the Exhibitor, or containers, boxes or empty receptacles of any kind or packaging material are not placed at the designated and approved locations, the Exhibitor shall and shall cause to remove such vehicles or trailers or containers, boxes or empty receptacles of any kind or packaging material at its costs.

Any instruction from the authorized staff of the JWCC with directing and controlling traffic shall be followed at all times.

JWCC shall not allow any parking for trucks within the premises.

### **B14. Fire Fighting Access Zones.**

The necessary access routes and mobility zones for the firefighting services must be kept free at all times.

Vehicles and objects left on rescue service access routes and safety areas will be removed at Exhibitor's cost, expense and risk.

### **B15. Emergency Exits, Aisles.**

Exhibitors shall ensure that the emergency exits are kept free at all times.

The aisles should always be kept clear across its entire width and length.

Any costs and expense arising from the need to clear the exits and / or aisles will be borne by Exhibitor

### **B16. Structure Construction and Decoration Material.**

Exhibitor is prohibited to use highly inflammable materials and the materials which drip when burning or form toxic gases.

For safety reasons, load bearing structural elements may in certain cases, be required to satisfy certain specific requirements (e.g. no flammability).

If some normally flammable decoration materials are used by their mode of installation should provide adequate protection against catching fire.

All stand larger than or equal to 36 sqm must have one suitable type of fire extinguisher for every 36 sqm stand area.

Scaffold above 4 m in height should be supported with support scaffold and in the ratio of 4:1.

### **B17. Motor Vehicles Display**

Vehicles with internal combustion engines may be exhibited only on the condition that their fuel tanks are almost empty.

The battery must be disconnected, and fuel tank locked.

For Gas fuelled engines, the gas storage vessel must comply with relevant statutory rules and regulations.

### **B18. Explosives and Ammunitions.**

Explosives, hazardous substances and ammunitions (fire arm) shall not be exhibited or used

### **B19. Balloons and Flying Objects**

The use of air balloons filled with gas and remote-controlled flying objects within the Event Venue is not permitted.



**B20. Artificial Mist/Smoke**

Use of machines producing artificial mist / smoke is subject to consultation with the JWCC

**B21. Spray Guns, Nitrate Paints/Lacquers**

Use of spray guns, spray painting or Nitrate paints / lacquers is prohibited.

**B22. Rotary Cutters and work using naked flame.**

Use of power tools for cutting, welding, painting, varnishing, buffing etc is strictly not allowed in any of Event Venue halls or Centre

**B23. Empty Packing Material.**

It is prohibited to store empty containers, packing & packaging material on or off the stand in the exhibit area. All empties are to be disposed of without delay.

**B24. Glass and Acrylic Glass.**

Only glass suitable for intended use shall be employed. All glass employed on glass structures shall be safety glass.

The edges of the glass panes shall be ground or protected so that personal injuries are precluded.

Building elements fabricated entirely from glass shall be marked at eye level

**B25. Lounges and Closed Rooms.**

All lounges and rooms which are surrounded and / or enclosed on all sides (closed rooms) and have no optical and acoustic links with the exhibition / display area shall be equipped with an optical and acoustical warning system in order to guarantee the possibility of warning on the stand at all times.

In exceptional cases, substitute measures can be adopted as per the discretion of JWCC.

**B26. Exits and Escape routes.**

The distance from each point of an exhibition space / built up structure to an aisle may not be more than 20 M. on foot.

Enclosed stand areas which cover more than 100 Sq.m, must have at least two separate exits to escape routes which are as far away as possible from each other and at opposite ends.

These routes should be clearly marked.

**B27. Doors.**

It is not permitted to use swing doors, revolving doors, doors with coded locks, sliding doors as well as other access barriers on escape routes.

**B28. Platforms, Ladders, Stairs.**

Areas accessible to general pedestrian circulation lying over 0.20 metres lower shall be surrounded by railings with height of at least 1 metre.

Evidence of structural soundness for platforms / stages must be provided at the request of OTM / JWCC.

**B29. HEALTH AND SAFETY GUIDELINES****1. General Rules**

Exhibitor is responsible for operational safety and compliance with health, safety and accident prevention regulations.

Stand set-up and dismantling must be performed according to prevailing industrial safety regulations and other applicable laws.

Exhibitor and their contractors must ensure that others are not endangered by their set-up and dismantling activities.

In relation to the work carried out Exhibitor must coordinate with others at OTM / JWCC, Event Venue, and if this coordination is not possible or if the procedure is dangerous for either, the work should be stopped temporarily.

At OTM / JWCC, "Safety of Person overrides all the protection targets". OTM / JWCC also believes that all injuries, occupational illnesses as well as safety and environmental incidents are preventable.

During the build-up and dismantling period, all staff at Event Venue should be equipped with appropriate Personal Protective Equipment such as shoes, gloves, helmets.

Bare foot and slippers are strictly not permitted for any staff at the Event Venue.

## **2. Built up and Dismantling Timings**

If dismantling works are not completed on time, then the Exhibitor will incur the penalty as well as the cost of clearing away any remaining elements.

## **3. Damages.**

Exhibitor shall be responsible for making good to the satisfaction of OTM / JWCC for any loss of or any damage to any or all structures and properties belonging to OTM / JWCC or being executed or procured or being procured by OTM / JWCC or of other agencies at the Event Venue, including for loss or damage due to fault and/or the negligence or wilful acts or omission of Exhibitor or its subcontractors or its and their employees, agents or representatives or third parties visiting the Event Venue for the Event.

## **4. Use of Materials for Work**

The use of bolt guns is forbidden.

The use of cranes and forklift trucks is restricted to certain areas of Event Venue and or Centre.

Digging or pegging is not permitted in the Event Venue and /or Centre. User agrees and undertakes to protect the surface of the Venues, Ceiling, Walls, Installations, Wash Rooms, Loading bays and the entire premises in a manner as may be specified by Owner from time to time

Spray painting, cutting / grinding metal / wood cannot be done in the Centre.

## **5. Electrical Installations.**

All temporary electrical installations fitted on stands shall be installed by the trained and licensed electricians of the approved contractors and operated in compliance with latest statutory regulations.

Exhibitor shall be fully liable for damage caused by defective electrical installations.

Any conductive stand structural elements must be included in measures taken for protection in the event of indirect contact (earthing of stand).

Further, the cables used must be as per statutory codes. Bare electric leads and crocodile clips are not allowed. All the wiring must be protected against short circuit and overloading.

The cables should not have any cuts on them. All joints to be made from appropriate industrial standard (C-form) connectors.

The switch and fuse boxes on the individual stands must be installed outside the stalls in a visible and permanently accessible position. Installation in the locked cabinets is not permitted.

No open joints will be allowed. All joints to terminate in a junction box or electrical panel, and the panel should have individual rated trip switches, ELCB and fuses.

Wooden junction boxes & Switch boards are strictly not allowed at Event Venue.

All lighting systems and lights must be switched off before leaving the stand in the evening. Any special requirements for overnight usage needs to be intimated to the OTM / JWCC for necessary permissions and approvals

For the reasons of safety, the electrical supply is made available 60 minutes before the scheduled Event timings and switched off 30 minutes after closing time.

## **6. Safety Measure**

For particular protection, heating and heat generating electrical items (hot plates, spotlights, transformers

etc.) must not be installed on flammable, non-heat resistant or heat conductive surfaces.

According to the level of heat generation, appliances must be placed at an adequate distance from flammable materials.

Lighting units must not be attached to flammable decorations or the like.

All staff working at a height of 1.8 meters or above ground level should wear a rated full body harness, the same should be anchored to an appropriate anchor point.

All types of stunts performed by professional artists for any shows during the event shall be at the risk of the Exhibitor. The Exhibitor has to inform details about any such performance to the OTM / JWCC atleast 14 days prior to the event along with an undertaking given in writing.

## **7. Emergency Lighting.**

Stands on which general emergency lighting is ineffective due to their construction require their own additional emergency lighting which shall be laid out such that it will reliably allow finding one's way to the general escape routes.

## **8. Food Service**

JWCC reserves exclusive catering rights at the Centre.

Outside Food and Beverages, Mineral Water is strictly prohibited.

Only Food and Beverages items provided by the JWCC can be consumed inside the premise including the distribution of free food & beverage Samples, Tea/Coffee for Vendors etc.

Consumption of Food & Beverages by labour/fabricators are strictly not allowed within the halls/on the booths during set up/dismantle/event days. They should dine at the designated lounge areas within the Event Venue as advised by the JWCC.

## **12. Environment Protection**

Protection of environment is of prime concern and important business objective at OTM / JWCC.

OTM / JWCC is committed to prevent pollution, maximize recycle reduce waste, discharges and emissions.

Exhibitors and their contractors are required to make a positive contribution to achieving this aim at all stages of the Event.

Recyclable materials and / or those least harmful to the environment are generally to be used for construction and running of the Event.

Any materials left behind will be disposed without verification of their value and at Exhibitor's expense.

## **13. No Smoking**

Entire Event Venue is a no smoking zone and smoking is strictly prohibited within the centre or its premises.

## **15. Firecrackers.**

Use of Firecrackers is strictly prohibited within the Centre

## **16. Unattended Item/Additional Security.**

OTM / JWCC cannot ensure the security of items/ belonging left unattended in function rooms.

Special arrangements may be made with the OTM / JWCC for securing a limited number of valuable items.

If the Exhibitor requires additional security with respect to such items or for any other reason, the OTM / JWCC will assist in making these arrangements at an additional charge.

All security personnel to be utilized during the Event are subject to OTM / JWCC approval.

## LIST OF LICENSES FOR PERFORMANCE (PPL, IPRS, ISRA, NOVEX, FRRO)

(List of General Licenses along with terms and conditions for liquor license).

Name of the License / Permission	Remarks	Particulars
Phonographic Performance Ltd. License (PPL)	In Case of any DJ and the DJ should also have the license to perform (PPL)	Relevant permissions required and needs to be submitted 10 days prior to the event
IPRS License	This is required for Entertainment Programme, i.e. Dance, Live Musical Performance, DJ, Exhibitions, Mela, etc.	Relevant permissions required and needs to be submitted 10 days prior to the event
Indian Singers' Rights Association ISRA	This is required for Recorded Performances of Singers within the Premises by way of Mechanical means like a DJ etc., Client needs to obtain the Indian Singers' Rights Association (ISRA) Collection Clearance Certificate (C3) before the start of the function by paying the necessary Royalties to ISRA.	Relevant permissions required and needs to be submitted 10 days prior to the event
Novex Music Copyright License	This is required for Entertainment Programme, i.e. Dance, Musical Performance, DJ, Exhibitions, Mela, etc.	Relevant permissions required and needs to be submitted 10 days prior to the event
Foreign Artist - FRRO	Required for foreign artists on work & business visa	NOC FRRO to be submitted 10 days prior to the event
Letter of Intimation to GST Authority (Subject to Jurisdiction under State/ Central)	Required for any sales during the exhibition/ event by the Exhibitor.	Relevant permissions required and needs to be submitted 10 days prior to the event

## TERMS & CONDITIONS FOR LIQUOR LICENSE

Liquor purchase is mandatory from the JWCC either in the form of packages or as per the beverage list.

Liquor purchased from JWCC must be consumed on day of the event at the function venue.

Alcohol to be consumed with-in the designated banquet /venue/ hall/ event space only as per license procured from excises department.

No leftover alcohol shall be permitted outside the banquet / venue/ hall/ event space.

As per the prevailing excise policies the alcoholic beverages served in the party are to be from the JWCC licensed bar and JWCC can procure it on behalf of Exhibitor at a price of INR 25,000 + applicable taxes per event per day inclusive of administrative charges.

It is the responsibility of Exhibitor to comply with provisions of The Maharashtra Prohibition Act, 1949.

The charge of the liquor license is subject to change as per government norms.

Liquor will be served latest till 2200 Hrs. No deviation from the license terms and conditions will be done.

## B42. EXHIBITOR SOUND LEVEL

OTM maintains an 70 decibel sound level for all exhibitors. This level has been identified as being a safe level for trade show demonstrations. To ensure a successful Trade Show for all exhibiting companies and their guests, Fairfest Media, as Show Management, reserves the right to closely monitor sound usage and where necessary, restrict and possibly eliminate the music and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include, but are not limited to, reviewing and adjusting all sound

system and loud-speaker placements within an exhibit, restricting sound levels within a booth, and restricting demonstrations within a booth.

#### **B43. CAUTIONARY NOTE:**

Please go through the following rules carefully.

Not adhering to the rules, will attract penalties (as per venue authority guidelines / organiser rules).

- Maximum permissible height for fabricated booth is **4 meter** including the platform height
- If the Exhibitor wants to create a structure above 4 metre they need to take a written permission by submitting the booth design to OTM / JWCC along with a **structural stability certificate** from a qualified and government approved structural engineer
- Approval of booth design is required to be taken from organiser by submitting the same at least **20 days prior** to the show.
- Last minute change from builtup booth to bare space will attract penalty of **Rs. 2,000/- per sq mtr**
- Stalls constructed in contravention of the rules or not as per approved drawing are liable to be dismantled, and in addition will attract penalties.
- Welding, Cutting that may be flammable, Sawing is **NOT allowed** inside the hall / JWCC premises
- Do not draw extra electricity load without written approval from the organisers
- Do not encroach in the passages inside the hall (beyond your booth periphery)
- No plastic bags
- No storage of materials behind the octonorm panels / booth
- The emergency exit should not be blocked in any way

#### **B44. FIRE PRECAUTION DURING THE FAIR**

Though we have made adequate security arrangements this is to ensure the safety of you and your staff.

##### **In case of fire**

- 1) In case you discover fire or smoke remove anyone from danger only if safe to do so.
- 2) Sound fire alarm / look for fire extinguisher
- 3) Contact emergency services number –  
Control Room No. – 101/ 022 2308 5992  
Control Room No. – 101/ 022 2308 5993  
Control Room No. – 101/ 022 2308 5994  
Fire Station: B.K.C. Fire Station : 101/ 022 265 224
- 4) Evacuate by going to the nearest safe area or exit

##### **If you are on fire**

- 1) Stop where you are
- 2) Drop to the floor or ground
- 3) Roll your body to smother fire

##### **Fire prevention**

- 1) Do not smoke
- 2) Keep pathways clear of obstruction, don't block the exit area
- 3) Store flammable materials in an approved area

#### **B45. IMPORTANT BRIEF FOR SECURITY**

##### **Do's**

- **Foreign Visitors / Exhibitors** entering the Exhibition Venues are requested to carry only **Photo copies of their passport.**

- Follow **Safety & Security** Procedures.
- **Visitors / Exhibitors need to carry the valid Id Badge issued by the organisers** for entering the Show Areas & need to **display the same** during the exhibition time.
- Exhibitors need to keep their **valuables** in **safe custody** during the exhibition time.
- Need to have a **proper Exit Pass** for taking out any **Material / Equipment** during the **Exhibition Dates**.
- In case of **Emergency** use Exit gates.
- **Visitors / Exhibitors** need to **park their vehicles** in **designated** areas by the organisers.
- **Keep your work area** clean & tidy in accordance to safety regulations.
- Use **trash skips** for all waste & debris.
- Obey the **Safety & Security Instructions** from Management.
- Use Security Desk in case of any help.

#### **Dont's**

- **Foreign Visitors / Exhibitors** are requested **not to carry their Passport** at Exhibition Area.
- **Do not enter** the exhibition hall **without the valid Id Badge issued by the organisers**.
- **Smoking is prohibited** in **Exhibition Area**.
- No Material will be allowed out without valid Exit Pass.
- **Don't carry any Explosive Items** or **any Restricted Weapons**.
- **Never leave** any of **Items / Materials** unsecured.
- Maintain the **Speed Limits** of your **Delivery vans & Cars** while entering the Exhibition Area.



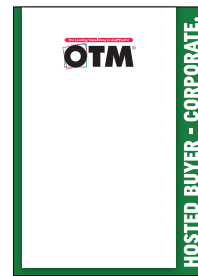
## B46. BADGES AND THEIR SIGNIFICANCE



**Exhibitor**  
Participants exhibiting at OTM



**Hosted Buyer - Travel Trade**  
Very Important travel trade, buyers hosted by OTM



**Hosted Buyer - Corporate**  
Very important corporate buyers focused on business travel and MICE purchases, hosted by OTM



**Hosted Buyer - Event/Wedding Planner**  
Very important wedding planners hosted by OTM



**Cine Locales**  
Participants for CineLocales - marketplace connecting commercial, film & television professionals to global destinations and locations.



**Speaker**  
Eminent Personalities and Industry Professionals speaking at conference sessions and panel discussions.



**VIP**  
Special guests at the show.



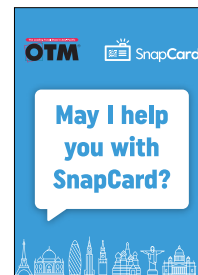
**Invitee**  
May or may not be a buyer



**Visitor**  
Registered travel trade & corporate visitors from pan India



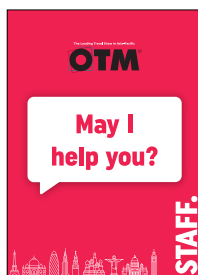
**Media**  
Journalists and bloggers from pan India



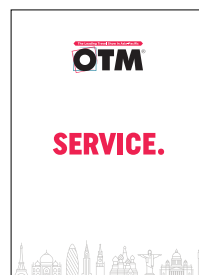
**SnapCard Team**  
Snap Card representatives that will help you install and use the app to enable quick and easy networking at the show.



**Organising Team**  
OTM team members always available for your services

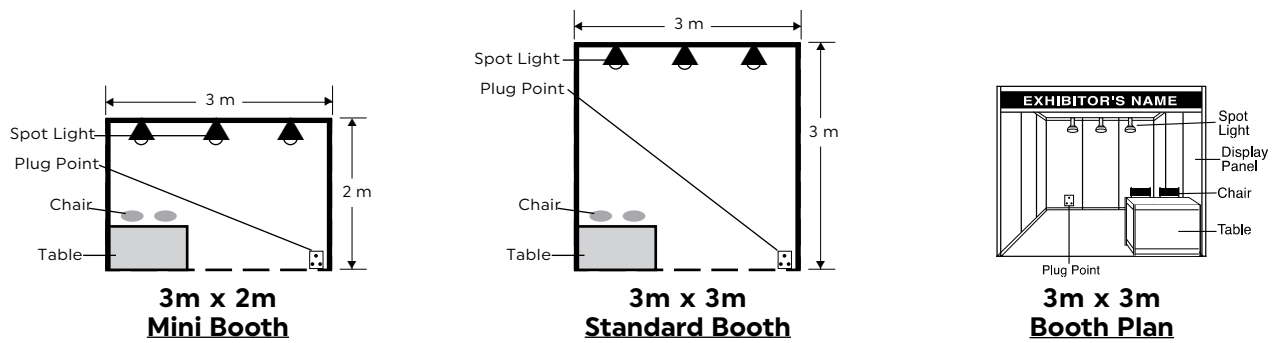


**Staff**  
Your point of contact if you need any help during the show



**Service**  
Vendors who would provide you with house keeping, structural and electrical services

## B47. STANDARD SHELL SCHEME BOOTH



Note:

1. No nailing, stickers or painting allowed on aluminium frames.
2. No nailing or painting allowed on panels.
3. Double-sided tape, stickers, placed by Exhibitors on panels must be removed by Exhibitors at the end of the exhibition.
4. Exhibitors can request for coloured panels at extra cost from the Official Contractor.

### I. STANDARD SHELL SCHEME BOOTH INCLUDES

The Official Contractors will provide the following items for each shell scheme booth  
Mini Booth (3m x 2m) and Standard Booth (3m x 3m)

<b>Fascia</b>	:	Red background with Exhibitor's name in English (max. 25 letters) using white cut out letterings.
<b>Wall Panelling</b>	:	Three side walls (white laminated panels) held by prefabricated aluminium system. In the case of corner booths it will be two side walls and two fascia boards.
<b>Furniture</b>	:	a. One information counter b. Two chairs c. One waste paper basket
<b>Lighting</b>	:	Three Spot-lights
<b>Power</b>	:	1 Power socket (5 Amp)

### II. ADDITIONAL RENTAL FURNITURE & ELECTRICAL FITTINGS

In addition to items provided in the basic Standard Shell Scheme Booth, Exhibitors may require additional furniture/electrical items, which can be supplied on a rental basis by the Official Contractor. Please complete the attached form 2 and return to the Organiser by the deadline given.

#### Payment

According to general Terms & Conditions of participation balance payment due if any must be cleared at the earliest before taking possession of the booth.

#### Wifi

Wifi will be available on paid basis at the venue. It is advised to download as much data on the hard drive and carry your own wifi dongles/hotspots as the onsite wifi has limited bandwidth which is usually slow when there are excessive concurrent users.

## C. RECORD OF ORDERS

(Put a ✓ if submitted)		Amount INR / US\$	Last Date of Submission
FORM 1	Registration of Outside Contractor		15.01.2023
FORM 2	Fascia Board / Furniture / Electrical		15.01.2023
FORM 3	Rigging Services		15.01.2023
FORM 4	Temporary Staff		15.01.2023
FORM 5	Award Forms	N A	27.01.2023

Total payment committed :

Date : \_\_\_\_\_

- Note :
- 1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 82 approx. (INR as per prevailing rate during order placement and execution day).
  - 2) Exhibitors are advised to make payment to and deal directly with individual suppliers/contractors concerned.
  - 3) This is for your record. Please retain it for future reference.

## FORM 1

For official use :  
Exhibitor :  
Received :

**Deadline for Submission : 15 January 2023**

**Mail To : Fairfest Media Ltd.**

305, 3rd Floor, The Summit Business Bay  
Near WEH Metro Stn. Off Andheri Kurla Road  
Andheri (E), Mumbai 400 093  
Tel : +91 22 4555 8555  
E-mail : contact@fairfest.in

### APPLICATION FOR OUTSIDE CONTRACTOR - DAMAGE & PERFORMANCE BOND

(Please fill in this form if you plan to engage your own contractor instead of the Official Contractor for any booth design, decoration or construction work.)

Exhibitor's Name

Sq. mtr. booked



This upper portion of the application form should be completed by the contractor appointed by the individual Exhibitor, and must be accompanied by a demand draft (issued by the contractor) made payable to "Fairfest Media Ltd." which will be held against possible damages to the Exhibition Hall, and/or the disposal of extra waste left on site after the event (if any).

**BOOTH HEIGHT LIMIT :** Maximum permissible height for fabricated booth is 4 meter including platform height.

#### Damage & Performance Bond

(1) A Damage & Performance Bond of **INR 25,000 for booths below 100sqm** or **INR 50,000 for 100sqm and above** must be paid in cash, cheque or by demand draft by the booth contractor to the Organisers when they register at the exhibition site for booth possession. This will be held against damages to the venue, and / or the disposal of booth construction waste left on-site after the event. Any breach of the organisers / venue's regulations may also cause the deposit to be forfeited.

(2) It is the individual booth contractor's responsibility to remove all packing and waste materials from the exhibition hall during both move-in and move-out. Garbage & waste materials from decoration work must not be discarded into the aisles & must be cleared. All material used must be removed during move-out and this must be done safely (no pushing over high pieces of booth, no smashing of glass panels etc). Failure to comply will result in the Damage & Performance Bond being totally forfeited.

(3) The Damage & Performance Bond will be refunded by showing the receipt after the exhibition subject to the clearance of the site by the contractors and no damage or garbage being recorded by the exhibition centre management and the organisers.

(4) Organisers reserve the right to deduct an actual and appropriate amount for damages to the hall structures / venue, made by the exhibitor or their design & handling agencies' staff during build-up, show days and dismantling time, from the Damage & Performance Bond paid by the exhibitor. This is to ensure all the rules & regulations are abided by and to cover any damage arising directly or indirectly from infringement. This is without prejudice to any additional claims the organisers may have on the exhibitor if the damages exceed the bond amount. Balance amount if any, will be returned if no damage is found.

On receipt of this Form and the deposit payment CONTRACTOR PASSES will be issued. Only holders of CONTRACTOR PASSES will be allowed access to the site.

Please supply CONTRACTOR PASSES : No. required :

The deposit will be refunded after the exhibition subject to the clearance of the site by the contractors and no damage being recorded.

Contractor's Name : \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Designation : \_\_\_\_\_

Tel : \_\_\_\_\_

Signee's Name : \_\_\_\_\_

Exhibitor's signature / company stamp

Date : \_\_\_\_\_

**N.B. :** Electrical installations must be carried out by the Official Contractor only.

Approval of booth design is required to be taken from organisers by submitting the same 15 days before the show. Stalls constructed in contravention of the rules ( see point nos. B1 to B5 on page 5, specially the cautionary note) or not as per approved drawing, are liable to be dismantled, and, in addition, will attract penalties.

**Please make copy for your own reference**

Deadline for Submission : 15 January, 2023



## FORM 3

For Official use :  
Exhibitor :  
Received :

**Deadline for Submission : 15 January 2023**

Mail To : **Fairfest Media Ltd.**  
305, 3rd Floor, The Summit Business Bay  
Near WEH Metro Stn. Off Andheri Kurla Road  
Andheri (E), Mumbai 400 093  
Tel : +91 22 4555 8555  
E-mail : contact@fairfest.in

## RIGGING SERVICES ORDER FORM

### JWCC offers Rigging Points for Branding / Design Elements.

The rigging point is at a height of 12 mtr and the rigged element can be suspended till 5 mtrs above the exhibition floor.

Maximum permissible weight per rigging point is 500 kgs

Rigging will require approval from Jio World Convention Centre by submitting a complete lighting / rigging plot along with the stand layout.

Exhibitor has to also submit an AutoCAD plan (to the scale Grid Layout) on the number of fixtures, rigging points to be used and load per point.

Description of Branding / Design Element to be rigged			
Describe items to be rigged, including dimensions and approximate weights.			
Summary of Costs	Unit Cost	Qty	Total Amount (Rs)
Rigging Package (inclusive of 4 rigging points)	50,000#	1	50,000#
Additional Rigging Points	10,000#		
<b>Total Amount</b>			

Exhibitor : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Contact Number : \_\_\_\_\_

Email ID : \_\_\_\_\_ Signature : \_\_\_\_\_

### #Add GST @ 18%

Please Note: All prices are current and subject to change without prior notice.

**Please make copy for your reference.**



## FORM 4

For Official use :  
Exhibitor :  
Received :

**Deadline for Submission : 15 January 2023**

Mail To :

**Fairfest Media Ltd.**  
305, 3rd Floor, The Summit Business Bay  
Near WEH Metro Stn. Off Andheri Kurla Road  
Andheri (E), Mumbai 400 093  
Tel : +91 22 4555 8555  
E-mail : contact@fairfest.in

### TEMPORARY STAFF

Temporary staff may be hired through a manpower agency on daily basis. If you are not requiring staff through the whole period, please indicate the dates that temporary staff will be needed.

We require :

Service : Information counter personnel

(a) Daily rate per person : Rs. 2500# onwards

(b) For the following dates (February 2023)

Put a ✓ :

02	03	04	all 3 days

(c) Number of persons required on the above dates :

(d) Total amount payable (@ Rs.2500# per person per day) :

Rs.

# Add GST @ 18%

### AUTHORISATION FROM HIRER/USER

Company Name : \_\_\_\_\_

Company Address : \_\_\_\_\_

Tel : \_\_\_\_\_

Name : \_\_\_\_\_ Designation : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

**Please make copy for your reference.**

Deadline for Submission : 15 January, 2023

## FORM 5 A

Deadline : 7 days before opening of fair

# AWARDS PROGRAMME

## OTM Mumbai

### BEST PRINT PROMOTIONAL MATERIAL AWARD

#### Details

Name of entrant : \_\_\_\_\_

Designation : \_\_\_\_\_

Name of company : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Telephone : \_\_\_\_\_ Email : \_\_\_\_\_

#### Category (check one)

☐ Govt.-Sector/NTD

☐ Private Sector Participant

#### Rules and Procedures

1. Please attach three copies of all print and promotional material you will use at OTM (including brochures, posters, leaflets, pamphlets, etc.)
2. Please attach separate form on company letterhead which details target audience, objectives of print campaign, results or expected results.
3. Completed entry forms must be received before 7 days of the fair :

#### Awards Programme

##### **Fairfest Media Ltd.**

**Mumbai** : 305, 3rd Floor, The Summit Business Bay  
Near WEH Metro Stn. Off Andheri Kurla Road  
Andheri (E), Mumbai 400 093  
Tel : +91 22 4555 8555  
E-mail : contact@fairfest.in URL : www.otm.co.in

4. All decisions made by Judging Panel are final.

## **FORM 5 B**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

## **OTM Mumbai**

### **MOST PROMISING NEW DESTINATION AWARD**

#### Details

Name of entrant : \_\_\_\_\_

Designation : \_\_\_\_\_

Name of company : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Telephone : \_\_\_\_\_ Email : \_\_\_\_\_

Region (check one)

☐ India

☐ International

#### Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of new destination on entry form. Details should include:
  - description of new facilities constructed, offerings of surrounding locale / environment and wealth of local features (entertainment or other).
  - target market
  - statistics on tourism to the destination in recent years, as well as statistics on expected tourism to the region if available.
2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

**Fairfest Media Ltd.**

**Mumbai :** 305, 3rd Floor, The Summit Business Bay

Near WEH Metro Stn. Off Andheri Kurla Road

Andheri (E), Mumbai 400 093

Tel : +91 22 4555 8555

E-mail : [contact@fairfest.in](mailto:contact@fairfest.in) URL : [www.otm.co.in](http://www.otm.co.in)

3. All decisions made by Judging Panel are final.

## **FORM 5 C**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

**OTM Mumbai**

## **MOST INNOVATIVE PRODUCT AWARD**

### Details

Name of entrant : \_\_\_\_\_

Designation: \_\_\_\_\_

Name of company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of your product and how it provides overall educational service, such as educating visitors on an indigenous population/cultural heritage or promotion of local environmental awareness. Details should include:
  - historical development of programme or project
  - source of funding for project or programme
  - target market
  - results achieved in increasing awareness of programme or project's cause

2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

**Fairfest Media Ltd.**

**Mumbai :** 305, 3rd Floor, The Summit Business Bay

Near WEH Metro Stn. Off Andheri Kurla Road

Andheri (E), Mumbai 400 093

Tel : +91 22 4555 8555

E-mail : [contact@fairfest.in](mailto:contact@fairfest.in) URL : [www.otm.co.in](http://www.otm.co.in)

3. All decisions made by Judging Panel are final.

## **FORM 5 D**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

**OTM Mumbai**

## **MOST EXCLUSIVE LEISURE PRODUCT AWARD**

Details

Name of entrant: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Rules and Procedures

1. Please attach separate form on company letterhead which details:
  - brief description of product
  - target market (should be geared towards upscale, select market)
  - reasons why this product offers the most comprehensive or unique way to access destinationPlease also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

**Fairfest Media Ltd.**

**Mumbai :** 305, 3rd Floor, The Summit Business Bay

Near WEH Metro Stn. Off Andheri Kurla Road

Andheri (E), Mumbai 400 093

Tel : +91 22 4555 8555

E-mail : [contact@fairfest.in](mailto:contact@fairfest.in) URL : [www.otm.co.in](http://www.otm.co.in)

3. All decisions made by Judging Panel are final.

## FORM 5 E

Deadline : 7 days before opening of fair

# AWARDS PROGRAMME

OTM Mumbai

## BEST VALUE LEISURE PRODUCT AWARD

### Details

Name of entrant : \_\_\_\_\_

Designation: \_\_\_\_\_

Name of company : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

Telephone : \_\_\_\_\_ Email : \_\_\_\_\_

### Rules and Procedures

1. Please attach separate form on company letterhead which details:
  - brief description of product
  - cost of product to various markets (product should be targeted to large market)
  - reasons why this product is the best value of its kind

Please also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be received before 7 days of the fair :

Awards Programme

**Fairfest Media Ltd.**

**Mumbai :** 305, 3rd Floor, The Summit Business Bay

Near WEH Metro Stn. Off Andheri Kurla Road

Andheri (E), Mumbai 400 093

Tel : +91 22 4555 8555

E-mail : [contact@fairfest.in](mailto:contact@fairfest.in) URL : [www.otm.co.in](http://www.otm.co.in)

3. All decisions made by Judging Panel are final.



## F. FINAL CHECKLIST & SHOW IMPLEMENTATION

### FINAL CHECKLIST

- ☐ Furniture ordered for exhibition booth and/or trade show contractor hired?
- ☐ Hotel accommodation and travel bookings made?
- ☐ Informational materials prepared for the general public?
- ☐ Business cards printed?
- ☐ How will the packaged material be brought to the booth?
- ☐ Arrangement for temporary staff made?
- ☐ What invoices are still outstanding?

### SHOW IMPLEMENTATION

During OTM it is important that your stand personnel converse professionally with customers. These interactions must be documented properly to collect information for professional trade show follow-up.

#### **1. Conversation with customers**

- Every opportunity to make contact is priceless and must be converted to dialogue with a great deal of attention and willingness.
- Even seemingly disinterested customers present a window of opportunity for fruitful communication.
- Understand the visitor's busy schedule and compress your sales pitch accordingly.
- Leave room for the visitors to explore, instead of overwhelming them with attention.
- Recognise the interests of the visitor and build your conversation around it.

#### **2. Documentation**

Each conversation forms the basis for your trade show follow-up and hence must be documented by stand personnel whenever a visitor shows keen interest.

- When a business card is available do not ask for information already mentioned there.
- Only begin taking notes after a short warm-up phrase.
- Because your notes are not secret, allow the person concerned to see what you write down.
- Use copies of the enclosed "Conversation Record" for evaluating significant contacts.

#### **3. Follow-up**

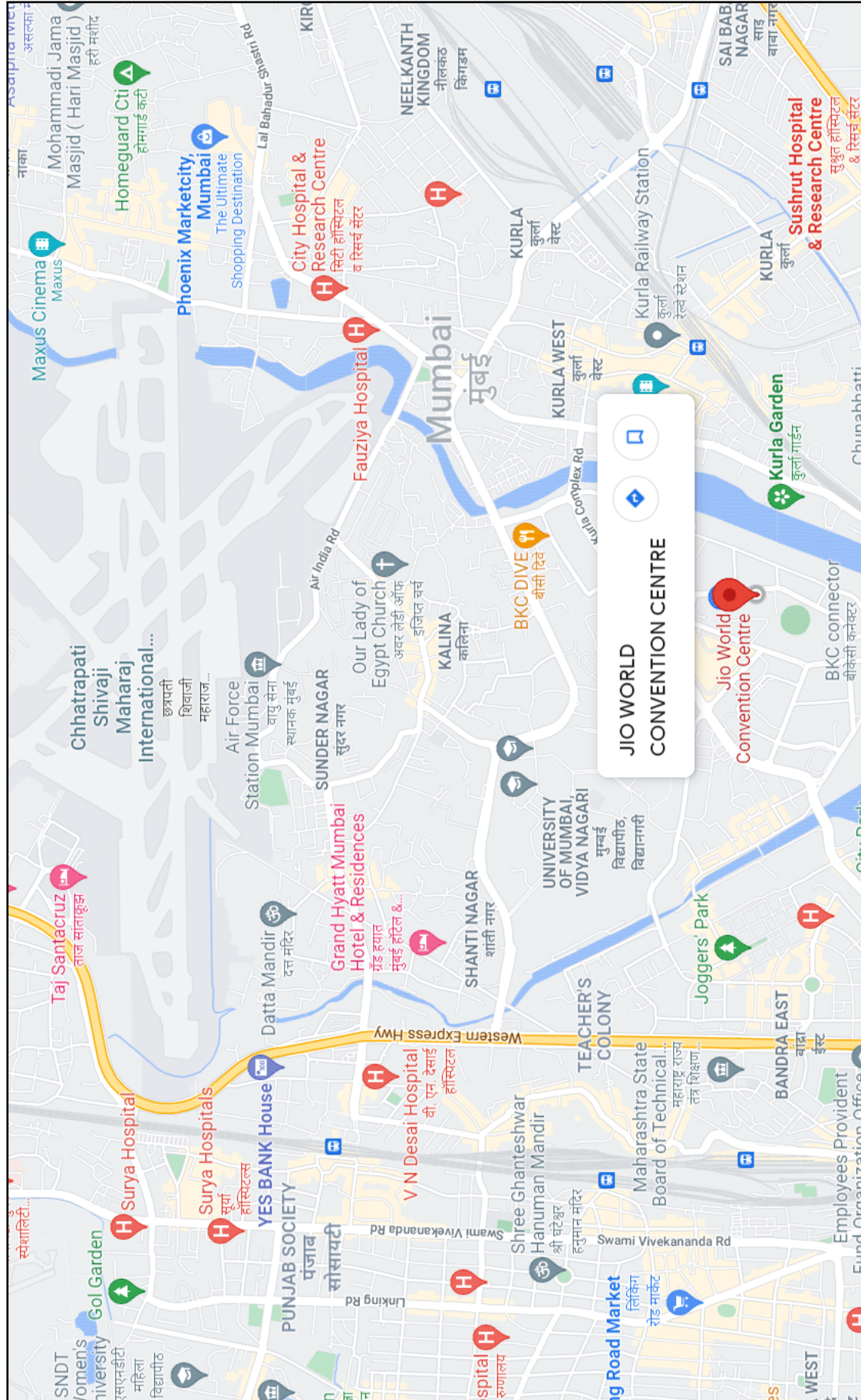
In no later than 10 days after OTM, the following activities when efficiently handled directly influence the business decisions of important contacts:

- Thank-You mailings
- Phone calls to initiate contacts
- Business proposals
- Live up to the promises made

**WE WISH YOU SUCCESS IN THE UPCOMING EVENTS &  
HOPE YOU FIND THESE GUIDELINES USEFUL**

**YOUR OTM TEAM**

## Jio World Convention Centre Location Map



# Some of our Partners & Supporting Organisations

## Premium Partner Country



## Partner Countries



## Partner Countries

## Destination Partners

## Focus Destination



## Feature Countries



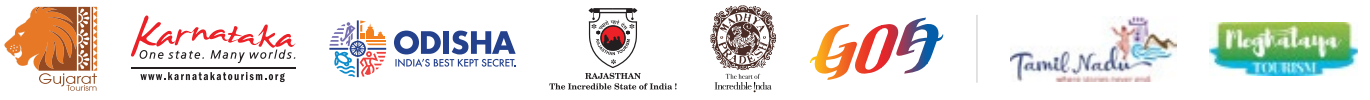
## Host State

## Partner States



## Partner States

## Feature States



## Feature States

## Featured Exhibitors



## Supported by



## Supported by

## Official Publication

## Organised by



Fairfest Media Ltd. (CIN - U74140WB1988PLC045101)

### Kolkata

**Tel |** +91 33 4028 4028  
**Address |** 74/2 AJC Bose Road  
 Tirupati Plaza, 4C, 4th Floor  
 Kolkata - 700 017  
**Registered Office:**  
**Address |** 25 C/1, Belvedere Road  
 Alipur, Kolkata - 700 027

### Mumbai

**Corporate Office:**  
**Tel |** +91 22 4555 8555  
**Address |** 305, 3rd Floor  
 The Summit Business Bay  
 Near WEH Metro Station  
 Off Andheri - Kurla Road  
 Andheri East, Mumbai - 400 093

### New Delhi

**Tel |** +91 11 2686 6874 / 75  
**Address |** Fairfest Media Ltd.  
 Green Park Main  
 New Delhi - 110016