

APPLICATION FORM FOR FOREIGN EXHIBITORS









ELECHEMA-2012

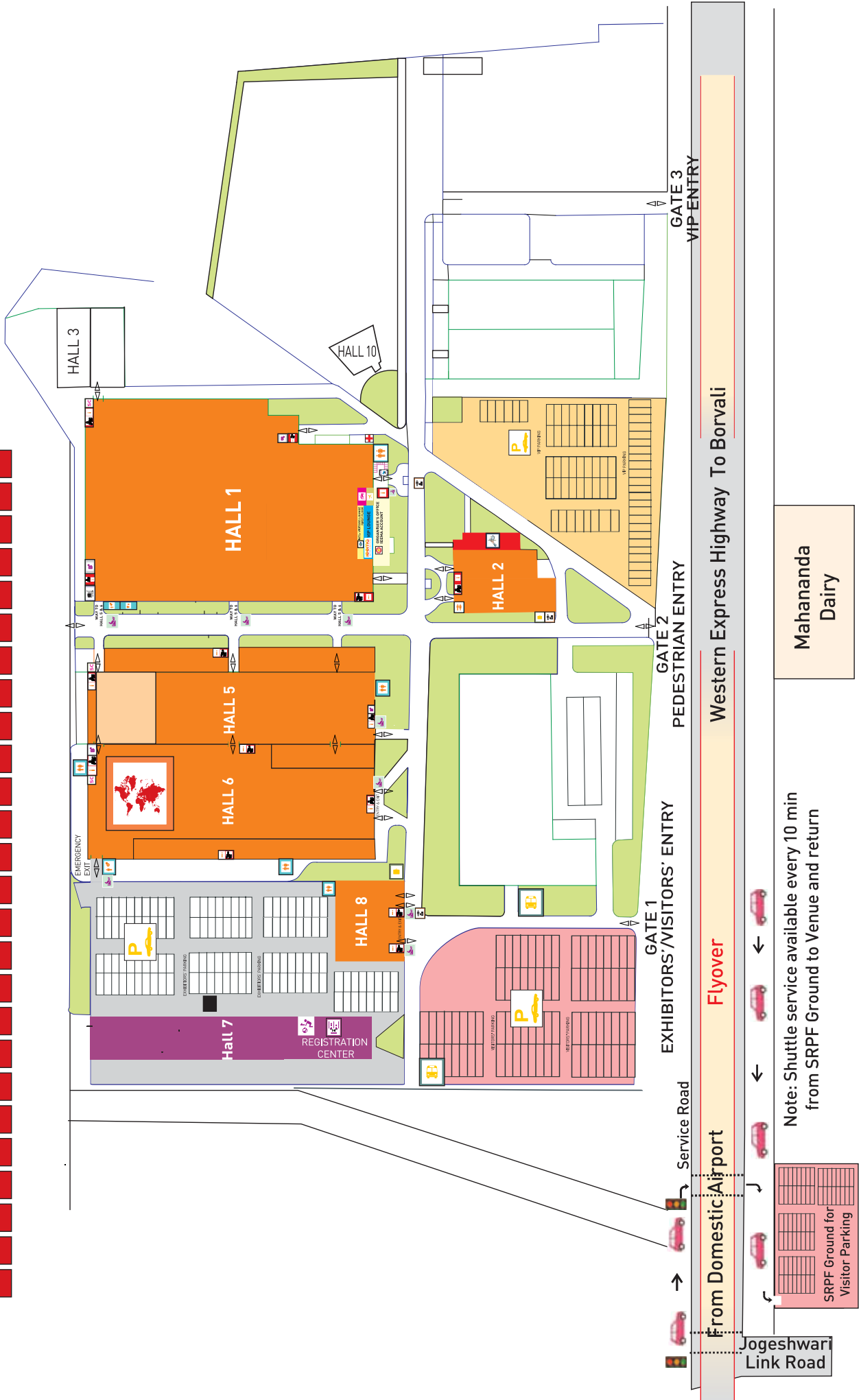
10th international exhibition of electrical and industrial electronics industry

18-22 January 2012

Bombay Exhibition Centre, Mumbai, India

SITE PLAN

-  ORGANISER'S OFFICE
HALL 1 GR. FLOOR
-  IEEMA VIP LOUNGE
-  INTL. VISITORS LOUNGE
HALL 1 FIRST FLOOR
-  BANK
-  TRAVEL AGENT
HALL 1 FIRST FLOOR
-  PRESS LOUNGE
HALL 1 GR. FLOOR
-  INFORMATION
-  HALL DIRECTOR
AREA MANAGER
-  BUSINESS CENTRE
-  TOILET
-  LADIES TOILET
-  GENTS TOILET
-  SSTAR CAFETERIA
GRAND HYATT
-  SECURITY
-  SECURITY CHECK POINT
-  REGISTRATION CENTRE
-  BAGGAGE COUNTER
-  IEEMA SSI PAVILION
-  EXHIBITION HALLS
-  INTL. PAVILION
-  COURIER SERVICE
-  CRECHE
-  FIRST-AID
-  CAR PARKING
-  VIP CAR PARKING
-  EMPTIES



Note: Shuttle service available every 10 min from SRPF Ground to Venue and return

Mahananda Dairy

Western Express Highway To Borvali

Flyover

From Domestic Airport

Jogeshwari Link Road



ELECARAMA-2012

10th international exhibition of electrical and industrial electronics industry

18-22 January 2012

Bombay Exhibition Centre, Mumbai, India

WELCOME to ELECARAMA-2012

Foreign exhibitors are requested to note the following important features of the rules and regulations carefully.

- **Application for Participation:** Prospective exhibitors shall apply for space/stall booking on the prescribed "Application Form-B" together with necessary advance payment. However, the organisers reserve all the rights to reject the application.
- **Space Booking:** Organisers reserve the rights to limit/alter the space booking.
For **Bare space** -Prospective exhibitor should apply for minimum 42 sq. meters.
For **Shell Scheme Stalls** - Prospective exhibitor should apply for minimum 9 sq. meters.
- **Space/Stall Allotment :** Allotment will be on "first- come-first-served" basis, subject to receipt of payment as per the schedule along with application form.
- **Tariff:** Bare space @ US\$. 300* per sqm (Raw space in a row)
Shell scheme stall @ US\$ 360* per sqm (constructed shell scheme stall in a row)
* Premium for extra open sides applicable (Refer tariff in details)
- **Cancellation charges:** Booking once confirmed, can be cancelled by paying cancellation charges as under:

Date of cancellation	Amount of charges
Before 31st March 2011	: 40% of the total stall charges
Before 31st July 2011	: 70% of the total stall charges
On and After 1st August 2011	: 100% of the total stall charges
- **Mezzanine Floor:** Subject to prior approval of the stall layout and in accordance with ELECARAMA-2012 Rules and Regulations, exhibitors who have booked the bare space area 100 sqm and above, may be permitted to create a mezzanine floor upto 40% of the bare space area booked at an additional charge of 20% of the total stall charges.
- **Approval of Layout Plan:** All exhibitors must submit layout plan and elevation drawing, showing dimensions, positions and height of various partitions, cabin, display boards, logos and exhibits within their stalls to the organisers for its approval, before 30th November 2011.
- **Possession of the stall:** Possession of Bare space stalls will be given on 13th January 2012 at 1000 hrs. and shell scheme stalls on 16th January 2012 at 1000 hrs. only after obtaining "**No Dues**" certificate from ELECARAMA accounts department.
- **Stall Completion:** All stalls must be complete in all respects like construction work and electrical wiring, before 1600 hrs. on 17th January 2012.
- **Electrical supply:** All exhibitors must inform their power requirement before 30th November 2011.
- **Exhibitor Manual:** Online manual will be available for hiring various services in the month of August 2011. Exhibitors are required to fill & submit their forms online before last date, mentioned in the form.

Exhibitors are requested to contact IEEMA Mumbai office for any queries / specific requirement at following numbers:



501, Kakad Chambers,
132, Dr. Annie Besant Road,
Worli, Mumbai - 400 018 INDIA

Tel: +91 22 2498 4226 / 2498 4227 Fax: +91 22 2497 5140
Email: elecrama@ieema.org / mumbai@ieema.org
Web: www.elecrama.com / www.ieema.org

P. V. Krishna
Organising Secretary

All information contained in these rules and regulations are correct at the time of printing. The organisers cannot be held responsible for any misprint, omission, error or liability.

Timetable of In-Hall Operations

ACTIVITY	DAY AND DATE	TIME
Construction Period "Bare Space" stall holders to take possession	From Friday, 13th January, 2012 till Saturday, 14th January, 2012	1000 hours Onwards before 1800 hours
Truck entry for delivery of exhibits in bare space stalls	From Friday, 13th January, 2012	1000 hours Onwards
"Shell Scheme Stall" holders can take possession	From Monday, 16th January, 2012 till Tuesday, 17th January, 2012	1000 hours Onwards before 1100 hours
Tempo / Car entry for delivery of exhibits in shell scheme	From Monday, 16th January, 2012	1000 hours Onwards
Last date for truck/tempo entry for delivery of exhibits	Monday, 16th January, 2012 No truck/tempo will be allowed to enter the halls after 1800 hours on 16th January, 2012.	Before 1800 hours
Final Hall Stall cleaning	Tuesday, 17th January, 2012	1200 hours Onwards
Completion of all stalls	Before Tuesday, 17th January, 2012	1600 hours
Laying of Carpet in Aisles	Tuesday, 17th January, 2012	1600 hours
Opening Ceremony	Wednesday, 18th January, 2012	1000 hours
Exhibition Period	From Wednesday, 18th January, 2012 Till Sunday, 22nd January, 2012	1000 hours -1800 hours
Breakdown Period Disconnection of all utilities	Sunday, 22nd January, 2012	1800 hours onwards
Repacking of exhibits and returning the rented furniture to the contractors	Sunday, 22nd January, 2012	1800 hours Onwards
Dismantling of Shell Scheme Stalls starts	Sunday, 22nd January, 2012	2000 hours
Stall material and exhibits must be removed	Before Monday, 23rd January, 2012	1800 hours
NOTE: Vehicles will be allowed to enter inside the halls only after 2200 hours on 22nd January, 2012 for removing exhibition material.		

- The exhibition halls will remain open for stall erection and dismantling purposes from 0900 to 2100 hours daily, during the construction period and break-down period.
- On exhibition days, exhibitors are permitted to enter the exhibition halls one hour before opening (i.e. from 0900 hours) and remain upto one hour after closing (i.e. till 1900 hours) to service their stalls. **For security reasons, exhibitors who want to stay beyond closing time must obtain permission from the Organisers.**
- Please liaise with the official freight clearing and forwarding agents, in case the exhibits are arriving earlier or later than the date specified.
- Truck/Tempo carrying the exhibition material are required to be parked in the parking ground only. The concerned incharge of the stall area will have to report the arrival of their material, along with a copy of delivery challan & Vehicle number to the organizers, who will in turn issue a token for the Vehicle to move inside the hall. Looking at the traffic situation within hall, organiser will call for token and only such Vehicle will deliver the exhibition material to the respective stall.
- Small portable, costly and attractive exhibit items are most at risk of theft, usually after the closing time of exhibition each day. Exhibitors are therefore advised to keep such items locked each day before leaving the exhibition halls.
- Removal of non-portable and heavy exhibits will not be permitted before the evening of 22nd January, 2012. However, only small and portable items can be removed on 22nd January, 2012 after the closure of the exhibition. Repacking/removing exhibits and material may be continued on the next day, i.e. on Monday, 23rd January, 2012.
- Dismantling of shell constructed stalls will commence from 2000 hrs. on Sunday, 22nd January 2012. Exhibitors are advised to remove all display material from the partition panels, which they wish to carry back.
- All Stalls must be dismantled and all material must be removed before 1800 hours, on Monday, 23rd January, 2012. (Organisers reserve all the rights to alter/amend the above schedule.)

This schedule is correct at the time of printing. Should there be any amendment to the above timetable, an updated copy will be sent to the exhibitors.

EXHIBITORS' APPLICATION FORM

organised by

ieema
your link to electricity



ELECHEMA-2012

10th international exhibition of electrical and industrial electronics industry

18-22 January 2012

Bombay Exhibition Centre, Mumbai, India

ELECARAMA-2012 501, Kakad Chambers, 132, Dr. Annie Besant Road, Worli, Mumbai-400 018, INDIA Tel : +91 22 2498 4226 / 2498 4227 Fax : +91 22 2497 5140 Email : elecrama@ieema.org Website : www.elecrama.com / www.ieema.org	FORM - B APPLICATION AND PARTICIPATION CONTRACT FOR FOREIGN EXHIBITOR
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DETAILS OF EXHIBITOR (Type in CAPITAL LETTERS and send to above address)

Name of Company / Organisation:	
Name and Designation of Contact Executive:	Name and Designation of CEO / M.D:
Mailing Address of Contact Executive:	Mailing Address of CEO / M.D:
Phone: STD Code Tel.:	Phone: STD Code Tel.:
Mobile:	Mobile:
Fax: STD Code Fax.:	Fax: STD Code Fax.:
E-mail:	E-mail:
Website:	Website:

SPACE DETAILS		US\$
Space Requirement	Bare Space only.....sqm, withsides open @US\$..... /- per sqm	
	Shell Constructed Stallsqm, withsides open @ US\$..... /- per sqm	
Electricity Charges	For Bare Space requirement of power kW @ US\$ 75/- per kW	
	For Shell Stall requirement of power over 1 kW kW @ US\$ 75/- per kW	
	For every 3 phase connection upto 5 kW @ US\$ 75/- Per Connection	

TYPE OF COMPANY Manufacturer Representative Organizer for group participation
 Distributor/Trader Other: (please specify)

EXHIBITS Exhibits to be displayed at our stall are indicated overleaf

By signing this contract with IEEMA / ELECARAMA-2012, we confirm our participation at ELECARAMA-2012. We also accept all Rules and Regulations attached herewith which we have read and understood and also accept those which will be established from time to time, which form part of this contract. We acknowledge that stall charges once paid are not refundable/adjustable by IEEMA/ELECARAMA-2012 in the event of our non-participation/cancellation.

We confirm that all payments due to ELECARAMA-2012, will be paid before the due dates, failing which we are agreeable to pay the extra charge at the prescribed rate.

We confirm that the amount of US\$..... has been transferred in favour of 'ELECARAMA-2012', to Bank of India, Worli Naka Branch, Mumbai -400018-India, towards payment of stall charges for participation in ELECARAMA-2012.

We ensure that the construction and display arrangement of our stall will be completed in all respect before 1600 hrs. on 17th January 2012.

Name of authorised signatory:.....
Designation:
Date :

.....
Signature with Company's Rubber Stamp



ELECARAMA-2012

10th International exhibition of Electrical and Industrial Electronics Industry

Bombay Exhibition Centre, NESCO Ltd.,
Goregaon, Mumbai, INDIA

18th to 22nd January, 2012

Category of Exhibitor for participating in ELECARAMA-2012 Exhibition	Tarriff# in US \$ per sqm						
	Bare Space 42 sqm and above				Shell Scheme 9 sqm and above		
	Normal	With Open Sides			Normal	With Open Sides	
		2 Sides Open (above 75 sqm)	3 Sides Open (above 200 sqm)	4 Sides Open (above 400 sqm)		2 Sides Open (above 18 sqm)	3 Sides Open (above 36 sqm)
Foreign Organisation	300	360	375	390	360	430	450

Payment Schedule	Booking Amount	Second Installment	Final Payment
Booking before 31-03-2011	40%	30% before 31-07-2011	30% before 30-11-2011
Booking after 01-04-2011 but before 31-07-2011	70%	--	30% before 30-11-2011
Booking after 31-07-2011	100%	--	--

Service tax as applicable (at present 10% + 3 % educational cess on service tax) is payable with installment.

NOTES:

Tariff given above is exclusive of service tax and other government taxes and levies. Any government tax, levy, if applicable will be collected with each installment.

Invoicing will be done on the basis of total layout stall booking instruction given by the exhibitor. After confirmation of stall allocation, exhibitor will receive subsequent invoices. Invoices for other services will be issued separately as per requirements of the exhibitor.

Since availability of 2/3/4 sides open stalls/ space are limited, organiser do not guarantee of allotting stall/space to meet such requirement of all exhibitors.

Invoices will be issued only in name of Exhibitor participating directly by signing the Participation Contract Form B.

Subject to prior approval of the stall layout and accordance with ELECARAMA-2012 Rules and Regulations, exhibitors who have booked stall of area 100 sqm. and above may be permitted to create open mezzanine floor (not exceeding 40% of the area booked) at an **additional charge of 20% of the payable stall charges**, subject to approval of organisers.

For payment made after the due dates, an extra charges of Rs. 30/- per sqm. per month (in case of bare space) and Rs. 50/- per sqm. per month (in case of shell scheme) will be payable in Indian rupees.

EXHIBITS UNDER DISPLAY AT OUR STALL (PLEASE TICKMARK ✓ THE BOXES)					
<input type="checkbox"/>	Cables & Accessories	<input type="checkbox"/>	Capacitors	<input type="checkbox"/>	Conductors
<input type="checkbox"/>	Design & Consultancy	<input type="checkbox"/>	Electrical/ Electronics Components	<input type="checkbox"/>	Energy Meters
<input type="checkbox"/>	Engg. Projects Generators	<input type="checkbox"/>	Indl. Control and Automation	<input type="checkbox"/>	Instrument Transformers
<input type="checkbox"/>	Instruments sensing, measuring	<input type="checkbox"/>	Insulating Materials	<input type="checkbox"/>	Insulators
<input type="checkbox"/>	Lighting and Lighting product	<input type="checkbox"/>	Medical Equipment	<input type="checkbox"/>	Motors
<input type="checkbox"/>	Power Electronics	<input type="checkbox"/>	Software Services	<input type="checkbox"/>	Stampings & Laminations
<input type="checkbox"/>	Switchgear & Controlgear	<input type="checkbox"/>	Transformers	<input type="checkbox"/>	TLT & Accessories
<input type="checkbox"/>	Winding Wires	<input type="checkbox"/>	Other Products		

ELECARAMA-2012 501, Kakad Chambers, 132, Dr. Annie Besant Road, Worli, Mumbai-400 018, INDIA Tel : +91 22 2498 4226 / 2498 4227 Fax : +91 22 2497 5140 Email : elecrama@ieema.org Website : www.elecrama.com / www.ieema.org	FORM - B APPLICATION AND PARTICIPATION CONTRACT FOR FOREIGN EXHIBITOR
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SPACE DETAILS		US\$
Space Requirement	Bare Space only.....sqm, withsides open @US\$..... /- per sqm	
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Electricity Charges	For Bare Space requirement of power kW @ US\$ 75/- per kW	
	For Shell Stall requirement of power over 1 kW kW @ US\$ 75/- per kW	
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Booking after 31-07-2011	100%	--	--

Service tax as applicable (at present 10% + 3 % educational cess on service tax) is payable with installment.

NOTES:

* Tariff given above is exclusive of service tax and other government taxes and levies. Any government tax, levy, if applicable will be collected with each installment.

Invoicing will be done on the basis of total layout stall booking instruction given by the exhibitor. After confirmation of stall allocation, exhibitor will receive subsequent invoices. Invoices for other services will be issued separately as per requirements of the exhibitor.

Since availability of 2/3/4 sides open stalls/ space are limited, organiser do not guarantee of allotting stall/space to meet such requirement of all exhibitors.

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EXHIBITS UNDER DISPLAY AT OUR STALL (PLEASE TICKMARK ✓ THE BOXES)					
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<input type="checkbox"/>	Design & Consultancy	<input type="checkbox"/>	Electrical/ Electronics Components	<input type="checkbox"/>	Energy Meters
<input type="checkbox"/>	Engg. Projects Generators	<input type="checkbox"/>	Indl. Control and Automation	<input type="checkbox"/>	Instrument Transformers
<input type="checkbox"/>	Instruments sensing, measuring	<input type="checkbox"/>	Insulating Materials	<input type="checkbox"/>	Insulators
<input type="checkbox"/>	Lighting and Lighting product	<input type="checkbox"/>	Medical Equipment	<input type="checkbox"/>	Motors
<input type="checkbox"/>	Power Electronics	<input type="checkbox"/>	Software Services	<input type="checkbox"/>	Stampings & Laminations
<input type="checkbox"/>	Switchgear & Controlgear	<input type="checkbox"/>	Transformers	<input type="checkbox"/>	TLT & Accessories
<input type="checkbox"/>	Winding Wires	<input type="checkbox"/>	Other Products		

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RULES AND REGULATIONS

organised by

ieema
your link to electricity



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10th international exhibition of electrical and industrial electronics industry

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Bombay Exhibition Centre, Mumbai, India



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10th international exhibition of electrical and industrial electronics industry

18-22 January 2012

Bombay Exhibition Centre, Mumbai, India

1. Organisers

IEEMA - (Indian Electrical and Electronics Manufacturers' Association)
501, Kakad Chambers, 132, Dr. A. B. Road, Worli, Mumbai 400 018,
INDIA

Tel : +91 22 2498 4226 / 2498 4227

Fax : +91 22 2497 5140

Email : elecrama@ieema.org

Website : www.elecrama.com / www.ieema.org

2. Venue

Bombay Exhibition Centre, NESCO Ltd, Goregaon (East),
Mumbai 400 063. INDIA

3. Exhibition Dates

Wednesday, 18th January, 2012 to Sunday, 22nd January, 2012.

4. Exhibition Timings

For Exhibitors : 0900 to 1900 hours

For Business Visitors : 1000 to 1800 hours

Admission will be regulated during business hours, by advance registration through internet, invitation cards, entry ticket or on presentation of business/identity card.

Entry for persons below 18 years: Only on Sunday, 22nd January, 2012 after 1400 hrs. Right of admission are reserved with IEEMA / ELECARAMA-2012 Organising Committee.

Exhibitors and Visitors are required to carry the photo I.D. Card proof for entering the exhibition halls.

5. Exhibition Halls

Hall Nos. 1, 2, 5 and 6

6. Inauguration

Wednesday, 18th January, 2012 at 1000 hours.

7. Application for Participation

Prospective exhibitors should sign the contract for participation, by filling in the application for space/stall booking "Form B" together with necessary advance payment.

However, the Organisers reserve the right to reject the application for space booking. Organisers also reserve the right to limit/alter the space booking to accommodate more number of exhibitors.

Allotment of the space/stall will be on "first-come-first-served" basis, subject to receipt of payment towards booking.

To accommodate more number of exhibitors, the organising committee of ELECARAMA-2012 had decided to district booking upto 500 sqm. only by any single firm/organisation.

Change in the area to the extent of \pm 10% (maximum) will be permitted from the area originally booked by the exhibitors as per the 'Form B'.

Acceptance of booking is at the sole discretion of the Organizers. Therefore, filling up of the form with advance payment does not confirm booking. The organizers would confirm the booking by way of letter

8. Exhibition Tariff

Tariff given is exclusive of government taxes and levies. Any government tax / levy, as applicable, will be collected with each installment.

Concessional tariff is applicable only to those IEEMA members who have no dues towards IEEMA membership and who are members of IEEMA as on 31st January 2011.

Foreign firms/Organisations applying for space in their own name

will have to pay space/stall charges and other charges in US\$ only. In case foreign firms/Organisations are participating through Indian agents/collaborators, the exhibitors should mention the total area to be physically occupied for the display of foreign products in the application form. (Minimum amount payable in US\$ in such cases would be equivalent to 10% of the total area booked.) In case of Indian exhibitors displaying only imported products, the entire stall charges are to be paid in US\$ or in equivalent Indian Rupees at the prevailing exchange rate on the date of remittance.

9. Payment Procedure, Schedule and Details of Bankers

Exhibitors are requested to strictly adhere to the payment schedule, given in the application form. Invoicing will be done on the basis of total stall/space booking instructions given by the exhibitors. After confirmation of the stall allocation, exhibitors will receive subsequent invoices. Invoices for other services will be issued separately as per requirements of the exhibitors.

For payments made after the due dates, extra charge as mentioned in the application form will be payable. In the event that payment is not made by the established deadline, the exhibitor will lose all right to the space reserved, which will thereupon be placed at the Organiser's disposal and may be offered to other exhibitors. In any event, authorisation will not be given to occupy exhibition space for which any payment is pending.

All payments should be made by cheque / demand draft in favour of "ELECARAMA-2012" payable at Mumbai. Indian participants may remit the funds for credit to A/c No. **004920110000458** of ELECARAMA-2012 with Bank of India, Worli Naka Branch Mumbai - 400 018.

Foreign participants may please remit the funds to the Bank of India New York Branch (Swift Code BKIDUS 33) for credit of Bank of India, Mumbai Treasury Branch A/c No. 0003325000 with them for further credit to Bank of India Worli Naka Branch (Swift Code BKIDINBBWRN) for A/c No. **004920110000458** of ELECARAMA-2012 under advise to Bank of India Worli Naka Branch, Pankaj Mansion, Dr. A. Besant Road, Worli, Mumbai 400018 -India. Fax No. +91 22 24931193 E-mail: boiworlimbr@vsnl.net. **A copy of the correspondence with our bankers should also be faxed/E-mailed to IEEMA/ELECARAMA-2012 for our reference.**

10. Security Deposit

Security deposit is not payable by foreign exhibitors

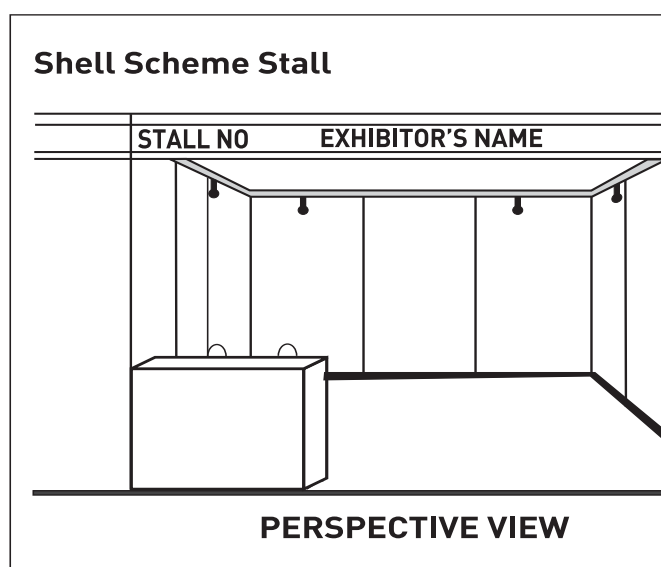
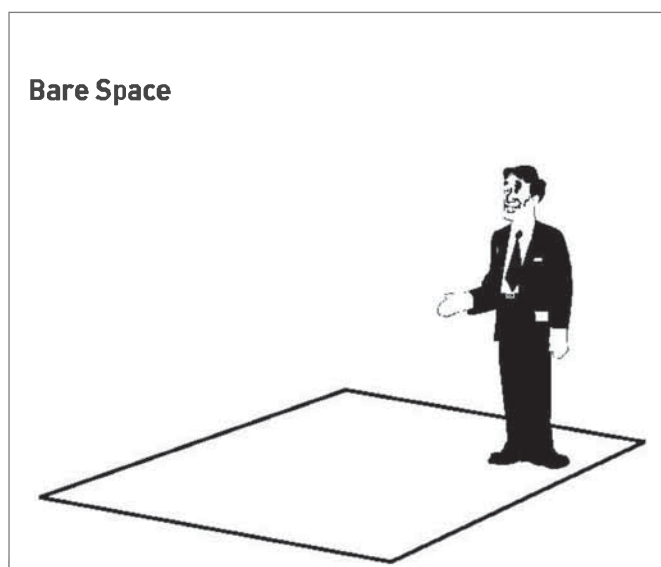
11. Space Booking

Change in the area to the extent of \pm 10% (maximum) will be permitted from the area originally booked.

Bare Space: Organisers will allot only bare space (for booking of 42 sqm and above). Proper marking of the borders of the space booked by the exhibitors will be done on the floor by the Organisers. Constructing of partition walls is the responsibility of the bare space stall holders. Power consumption and other costs will be borne by the exhibitors. Bare space stall holders must pay charges for single phase A.C. Supply (15 AMP-220V) connection, @ Rs. 3,000/- per kW (US\$ 75 per kW for overseas participants) separately on the basis of their total connected load in kW, including power required for lighting load. For 3 phase supply, they must inform their requirement to the Organizers before 30th November 2011.

Shell Scheme Stalls: Under shell scheme, (for booking of 9 sqm and above), stalls will be provided with partition walls on maximum 3 sides, needle punch carpet, namefacia and basic furniture like Table, Chair, Spotlight will be provided on prorata basis of the area booked as mentioned in table above of this document (refer figure on page 14 for details). A.C. supply with 5 Amp. 220V plug and socket for connected load upto 1 kW will be provided to shell stall at no extra cost. However, for connected load more than 1 kW or for 3 phase connection, shell stall holders are required to pay power charges @ Rs. 3,000/- per kW /per connection (US \$ 75/- per kW /per connection).

LIST OF BASIC FURNITURE & FITTINGS PROVIDED ON THE BASIC OF THE STALL AREA BOOKED UNDER SHELL SCHEME STALL							
Stall Area Sq. Mtrs.	Reception Desk (with-out drawers) (Nos.)	Round Table (Nos.)	Folding Arm Chairs (Nos.)	Spotlights (Nos.)	Plug point/s 5A-220V (Nos.)	Plug point 15A-220V (Nos.)	Waste Paper Basket (Nos.)
9	1	-	2	4	1	-	1
12	1	-	2	5	1	-	1
15/16	1	-	3	6	1	-	1
18/20	2	-	4	9	1	-	1
24/27	2	-	5	11	1	1	2
30	2	-	5	12	1	1	2
35/36	2	-	6	15	1	1	2
40 - 45	3	1	7	20	2	2	3



12. Allocation of Space

Allocation of the position and dimensions of the stalls will be decided by the Organisers. Organiser reserves rights of giving priority for larger stalls of 400 sqm and above while allotting space. The exhibitors will be given opportunity for selecting stall location on the first-come-first-served basis. On receipt of booking amount, the organizers will send the layout plan to the exhibitors for selecting stall location for their organization. It may happen that the layout plan will be sent to many exhibitors simultaneously for selecting stall location. Exhibitors should therefore required to inform 5 preference for their stall location since the selected by the exhibitor might have been allotted to the exhibitor having higher priority. It is to be appreciated that the Organisers will try their best to accommodate choices of exhibitors to the extent possible. If it is not possible, the Organisers will allocate a stall at the nearest possible location, originally selected by the exhibitor.

Details of stall allotment will be communicated to the exhibitors appropriately. The decision of the Organisers in regard to stall/space allocation will be final and binding. **Change in the area to the extent of ±10% (maximum) will be permitted from the area originally booked.**

Organisers also reserve the right, should circumstances so necessitate, to change the position, dimension or area of the stalls. In such an event, a sufficient notice will be given to the exhibitors. Since availability of 2/3/4 sides open stalls/ space are limited, organiser do not guarantee of allotting stall/space to meet such requirement of all exhibitors.

13. Administration of Exhibition

Administration of exhibition will be controlled by the Organisers (IEEMA) from the site office i.e. at NESCO Ltd, Goregaon (E), Mumbai 400 063, from 13th December 2011 onwards. Exhibitors should contact IEEMA / ELECRAMA staff at the site office for taking possession of their stall, for information about obtaining various services related to the exhibition.

The Organisers will depute ELECRAMA officials at-site in each hall throughout the construction period, exhibition days and the break down period. ELECRAMA officials and staff members of Organisers will always be available to answer queries, handle problems and be of assistance to exhibitors. Any problem which may arise on-site affecting exhibitors or contractors should immediately be referred to the Organisers' help desk in respective halls so that prompt action can be taken to prevent escalation of the problem.



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14. Possession of Stalls

For Bare Space Stall Holders: Possession of bare space will be given from 1000 hrs onwards on Friday 13th January 2012 till 1800 hrs on 14th January 2012. **Possession of the stall would be given only after obtaining "No Dues" Certificate from IEEMA/ELECARAMA Accounts Department and on submitting a copy of the layout plan, duly approved by the Organisers/Fair Architect.**

For Shell Stall Holders: Possession of shell stalls will be given from 1400 hrs onwards on 15th January 2012 till 1100 hrs on 17th January 2012 only after obtaining "No Dues" certificate from IEEMA/ELECARAMA accounts department.

Possession will not be given to any stall holder after stipulated time.

In order to avoid last minute rush and strain on the material handling facility, exhibitors are requested to book services of the official freight operators for movement of exhibits inside the halls and inform the freight operators about the schedule of arrival of exhibits.

15. Stall Completion

All construction work and electrical wiring must be completed in all respects, before 1600 hrs on 17th January 2012. The Organisers reserve right to stop the construction work after 1600 hrs on 17th January 2012.

The security deposit will be forfeited, if the stall is not complete in all respects before 1600 hrs on 17th January 2012.

The Committee Members for the Best Stall Contest will consider a contestant as qualified, only if the stall construction work is complete in all respects before 1600 hrs on 17th January 2012.

Organisers advise all stall holders and their contractors to store the waste material at one place within their stall area, from where the Organisers would arrange to remove the same through their official contractor.

16. Schedule for Vehicle Entry to Exhibition Halls

16.1 During Construction Period from 13th to 17th January 2012

Freight vehicles carrying exhibition goods must enter from the main gate No. 1 of NESCO complex and to be parked in the designated parking area of NESCO complex before off-loading of exhibition goods. The organizers will not be allowed to park inside the exhibition halls and its surrounding areas before / or after off-loading of exhibition goods. Parking of freight vehicles will not be allowed after off-loading of exhibition goods. Movement of freight vehicles will be managed by the official security agency in co-ordination with the Hall Managers & staff of respective hall.

Freight vehicles carrying exhibition goods, will be allowed to enter exhibition halls only after 1000 hrs. from 13th January, 2012 onwards. There is no restriction on the timing for arrival of vehicles at NESCO venue during the non-exhibition period. However, vehicles carrying heavy equipment for which freight handling machinery is necessary, **will not be allowed to enter the halls after 1800 hrs. on 16th January, 2012.**

Vehicles carrying light exhibits and display material for which freight handling machinery is not required, will be allowed to enter only upto 2000 hrs. on 16th January, 2012, for bringing the exhibition material inside the halls.

Truck/Tempo carrying the exhibition material are required to be parked in the parking ground only. The concerned incharge of the stall area will have to report the arrival of their material, along with a copy of delivery challan & Vehicle number to the organizers, who will in turn issue a token for the Vehicle to move inside the hall. Looking at the traffic situation within hall, organiser will call for token and only such Vehicle will deliver the exhibition material to the respective stall holder.

Exhibitors should depute their representatives to accept delivery of their exhibit cases at the exhibition site. Exhibitors are advised to seek assistance from official freight agency.

Organisers will not receive/handle material on behalf of any exhibitors.

16.2 During Breakdown Period from 22nd to 23rd January 2012

Freight vehicles for removing exhibition goods must enter from the main gate of NESCO complex, as per schedules provided by the Organiser and will not be allowed to park inside the exhibition halls and its surrounding areas before and after reloading of exhibition goods. Freight vehicles should be parked only in the designated parking area outside NESCO complex before reloading of exhibition goods. Movement of freight vehicles will be managed by the official security agency in co-ordination with the Hall Managers and staff of respective halls.

Freight vehicles will be permitted to approach hall gates only after 2200 hrs. on 22nd January, 2012. Vehicles like Tempos, Sumo, Trax, Scorpio, Innova etc can approach only upto hall gates for loading exhibits but will not be allowed to enter the halls before 2400 hrs. on 22nd January, 2012. Heavy material can only be packed and removed on 23rd January, 2012 from 0900 hrs. onwards.

Only light motor vehicles like Taxis, Rickshaws, Santro, Maruti etc will be permitted to reach the nearest convenient gates of halls on 22nd January, 2012 after 2000 hrs. for removing exhibition materials. However, Portable hand carrying exhibits can be removed from 1800 hrs onwards on 22nd January, 2012 itself for loading to their respective vehicles parked at the parking ground.

17. Admission to the Visitors

Exhibitors may obtain official Invitation cards from the organisers for sending it to their clients/customers **Exhibitors can also send their own Invitation cards, and request their clients to register themselves in advance through internet by logging on ELECARAMA website www.elecrama.com.**

The invited trade visitors should register themselves through internet. The visitors who have registered themselves through internet by logging on www.elecrama.com, should carry a printout of the email message with unique visitor number confirming their registration. They can obtain the visitor badge from the registration centre by producing the printout, before entering the exhibition halls.

Visitors are required to produce a printout of the e-mail message and Photo Identity Proof at pre-registration counter for obtaining the entry pass.

This facility will be available on ELECARAMA website www.elecrama.com from 1st November 2011 onwards till 16th January 2012.

Persons below 18 years of age are not allowed to use exhibitors'/visitors' badges. They will also not be permitted to enter the hall during the construction period and break-down period, even if they have registered themselves for visiting exhibition.

18. Approval of Layout Plan of Stalls

All exhibitors must submit online the layout plan and elevation drawing, showing dimensions, positions and height of various participations, cabin, display boards, logos and exhibits within their stalls to the Organisers for approval, before 30th November 2011. The exhibitors are requested to forward copy of the approved layout plan to their stall construction team .

All exhibitors are required to keep one copy of the approved plan at stall during the construction period. Modifications and/or alterations suggested by the organisers will be binding on the exhibitors. If the actual display arrangement of the stalls are not in conformity to the



approved layout plan, **the Organisers reserve the right to remove or cause removal of unapproved installations from the stall at the cost and risk of the exhibitors.**

19. Guidelines for Stall Area Utilisation

19.1 General Guidelines applicable to all exhibitors

1. The exhibitor is responsible for safety at the stand and for ensuring that industrial safety and accident prevention regulations are complied with. The exhibitor is liable for any damage that results from the construction or running of his stand or the exhibits displayed in it. Conditions inside and outside the halls as well as on the open-air site are similar to those on a building site throughout the construction and dismantling periods. The personnel working in this environment must be made aware of the dangers that exist.
2. To achieve uniformity in display and appearance of the entire exhibition and to ensure proper presentation of all exhibits, Exhibitors are advised to strictly follow the guidelines for stand construction, decoration and display specified by the Organisers.
3. There would be general lighting within the hall **Temporary electrical connection would be provided to carry on the construction work only from 0900 hrs to 2300 hrs**, which will be disconnected at 2300 hrs till 0900 hrs next morning.
4. **Aisles in the halls must be kept clear at all times, even during the construction and dismantling periods** since they are required as rescue and escape routes. Construction material, empty packaging and exhibits are not allowed to be stored in the aisles.
5. Digging or grouting or cutting of floor is not permitted in any Hall.
6. Exhibitors should leave minimum 30% of the stall area free for movement of visitors.
7. To ensure safety of stall personnel and visitors, there should be no loose wiring or hanging wires. All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed cable joints are permitted.
8. Sides, which are open to the aisles, should not be blocked by panels more than 30% of the length of such side. Any structure, publicity material, photographs, charts, should not have height exceeding 3.5 meters (bare space) and 2.5 meters (Shell stall). However, **height of products on display can be more than 3.5 meters.**
9. The panels adjacent to other stand areas and the ceilings of the stand areas that are visible from above must be properly finished. Electric wires must be covered by proper casing. **If this is not done, Organiser will carry out the necessary work and charge all expenses to the defaulting exhibitor's account.**
10. **The main supply points and electrical installations in the stand should be easily accessible and should not be concealed / covered by the panels / partitions or even by the exhibits.**
11. Wall, if any, along the aisles should not carry any projections, texts, other than name of the exhibitor and his logo on the side facing the aisles.
12. Logos can be displayed upto a height of 5.0 meters (for bare space) and 3.5 meters for shell stall exhibitors, provided they are **away from adjacent stalls by a minimum distance of 2 meters.**
13. Enclosures for office, conference or pantry can be set up in the stalls provided the height and area covered by such enclosures is not more than 3.5 meters and 30% of the stall area respectively. Such enclosures should be located along the building wall of the exhibition hall, if any, or at the rear of the stall. **Enclosures should be at least 2 meters away from aisles.**
14. For stands with 3 / 4 open sides, there shall be no partitions more than 30% on the open sides and the inside partitions should also be such that they do not obstruct the view or aesthetics of the adjoining stand/s. In case they are found to be obstructive, such partitions shall have to be provided with clear glass / acrylic above 1.2 meters height.
15. Use of suitable floor covering inside the stall, without damaging the floor is recommended.
16. Use of loudspeakers, musical instruments etc. in the stalls is prohibited. Films, multimedia presentations, video or slide shows on products, systems and services may however be conducted within the stalls provided the sound level is kept sufficiently low to avoid causing disturbance to others. Information headphones are allowed, provided these are set up inside the stall at least 1 meter away from the aisles. Noisy demonstrations that may annoy other exhibitors are forbidden. **The noise level should not be more than 60 decibels, measured at the stand limits.**
17. **Cellulose paints should not be sprayed on any type of object within the Exhibition Halls.** Use of exhibit materials that are dangerous, inflammable, explosive, unhealthy, foul-smelling or which may, in general, annoy other Exhibitors or visitors is not permitted. **Use of spray painting for stall decoration is not permitted within any hall.** Organisers advise exhibitors to bring in pre-fabricated stand to avoid delay in completion of stands as well as inconvenience to other exhibitors.
18. Use of bright and/or coloured lights, neon signs of any size, shape or colour or any other electrical decorative material is forbidden. Depicting exhibitors name or logo in non flickering/non off-on type light is however permitted. Use of cloth banner inside and outside the stall is not allowed.
19. **Use of all types of publicity materials** such as posters, banners, hanging decorations made of any material **is not allowed outside the stall area of the exhibitors.** Suspending of display items from the Hall ceiling or any other structure falling within the stands is also not permitted.
20. Posters, banners, hangings and advertisement boards will be put up by the Organisers and will be available for the exhibitors.
21. Use of potted plants is allowed only inside the stall area of the exhibitor.
22. An exhibitor whose design has been approved by the fair architect, can commence erection after taking official possession of the stall area. **No exhibitor shall be allowed to start work on their stands without prior approval of the layout plan.** The decision of the fair architect as regards to the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawing only.
23. Exhibitors are requested to note that it is the responsibility of their appointed stall-fitting contractors to clean the stalls upon completion of construction, before handing over to the Exhibitor. Thereafter, the official cleaning contractor will clean the aisles.



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24. The guidelines for bare space stalls (given below) also applicable to the contractors/ exhibitors carrying out interior decoration for the stalls under shell scheme.
25. Exhibitors are advised the exhibitors to take insurance policy covering their machinery/exhibit, transit and loading and unloading of machines, their exhibition personnel, and third parties (visitors).

19.2 Guidelines for exhibitors under Bare Space category.

Exhibitors can appoint a contractor of their choice for stall design and stall construction, subject to the following rules.

1. Organisers will allot only bare space with proper marking of the borders on the floor for the area booked by the exhibitors. **Construction of partition walls is the responsibility of the bare space stall holder.** For example, a single side open bare space stall holder will have the responsibility of constructing partition walls on 3 sides.
2. Exhibitors are required to submit stall layout plan, elevation and 3D artist's impression, online for its approval **positively** before **30th November, 2011**.
3. An exhibitor whose design has been approved by the fair architect, can commence erection after taking official possession of the stall area. **No exhibitor shall be allowed to start work on their stands without prior approval of the layout plan.** The decision of the fair architect as regards to the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawing only.
4. The stall contractor should be approved by the Organisers and should obtain NOC from the Organisers to carry out the work of stall construction within the premises of ELECRAMA halls.
5. Such contractor must submit a list of his workers, working on site and should obtain official passes from the Organisers for hall entry during construction and break-down period.
6. Workers having night badges issued by the Organisers will be allowed to stay inside the halls at night and that too only within their stall area from 2100 hrs to 0900 hrs next day. Workers are allowed to carry out their work only till 2300 hrs. Any worker, Contractor, Exhibitors representative, material supplier, wanting to enter the exhibition halls must have an official badge issued by the Organisers.
7. **Subject to prior approval of the stall layout and in accordance with ELECRAMA-2012 rules and regulations, a Mezzanine floor with total height of the stall not more than 5 meters can be constructed at extra charges of 20% of the total stall charges payable to IEEMA/ELECRAMA-2012. The area booked by such exhibitors should be 100 sq. meters or more. Area of the mezzanine floor should not be exceeding 40% of the ground area booked. Such mezzanine floor should be constructed at minimum distance of 2 meters away from the adjacent stalls.**
8. **Construction of Mezzanine floor shall be allowed only after submission of a structural and fire safety certificate from a registered Structural Engineer and an indemnity bond discharging the Organisers of any liability or responsibility in the unlikely event of any mishap caused due to poor design / workmanship of such structure. The mezzanine floor should be equipped with at least one fire extinguisher.**
9. Organisers suggest co-operation between neighboring exhibitors for construction and painting of common partitions wall.
10. Sides, which are open to the aisles, should not be blocked by panels, more than 30% of the length of such side. **Any structure, publicity material, photographs, charts, should not have height exceeding 3.5 meters.** However, height of products on display can be more than 3.5 meters. **Height of panels and common panels between stalls should not be more than 3.5 meters and should have smooth surface on both sides.** However, the back wall of the stall against natural wall of the hall or column can go upto a height of 5 meters.
11. Pillars in the stalls should be covered with paneling upto height of 5.0 meters without grouting on the wall, floor or causing damage of any nature to the structure of the exhibition hall. **A door / window should be provided on such paneling, incase the pillar has electrical main supply point / distribution boards for access to electric supply.**
12. No suspensions are to be made from the trusses of the Exhibition Hall. No fittings or display may be attached, nailed, screwed or drilled on to the floor, columns, wall or any other part of the hall. If this instruction is ignored, the Exhibitor/ Contractor concerned will be penalised for the damage caused.
13. A back wall must be provided, except in the case of an island stall. **The Organiser reserves the right to change, modify, lower or shorten any back wall or sidewall, if such, in the opinion of the Organiser, may obstruct the reasonable view or exposure of other Exhibitors' stalls.**
14. A "Bare Space stall" cannot display name boards over an adjacent Exhibitor's back and/or on side-wall, but may display it on any location facing the aisles.
15. Enclosures for office, conference or pantry can be set up in the stalls provided the height and area covered by **such enclosures is not more than 3.5 meters and 30% of the stall area respectively.** Such enclosures should be located along the building wall of the exhibition hall, if any, or at the rear of the stall. **Enclosures should be at least 2 meters away from the aisles.**
16. For stands with 3 / 4 open sides, there shall be no partitions more than 30% on the open sides and the inside partitions should also be such that they do not obstruct the view or aesthetics of the adjoining stand/s In case they are found to be obstructive, such partitions shall have to be provided with clear glass/acrylic above 1.2 meters height.
17. No part of any structure or exhibit would be allowed to extend beyond the boundaries of the stall allocated. This includes, symbols, logos, lighting, floral decorations, furnishings etc.
18. Logos and single branding signages up to a maximum surface area of 1 sq. meter can be displayed upto a height of 5.0 meters, provided they are away from adjacent stalls by a **minimum distance of 2 meters.**
19. Exhibitors under bare space category must pay electricity consumption charges @ Rs. 3,000/- per KW on the basis of their maximum demand of connected load, including lighting load for their stall illumination. Standard single phase A.C. Supply (15 Amp -220V) will be made available on request. Exhibitors must inform their power requirement in KW and 3 phase connection if required, before 30th November 2011.

19.3 Guidelines for Exhibitors under Shell Scheme Package

Organisers will appoint official contractors for constructing stalls under shell scheme package and will inform all exhibitors separately.

Exhibitor may appoint any other contractor only to decorate stall interiors and arrange any free-standing display or fitments that may be required, subject to following conditions:



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1. Exhibitors are required to submit stall layout plan, for approval of the Organizers, before **30th November 2011 positively, only in case exhibitors are planning to modify their standard shell package** by removing partition walls, name facia, lamps, etc. and erect their own structure. The elevation and 3 D artist's impression should be submitted before 30th November 2011, to avoid last minute changes. Last minutes modification request will not be accepted by the Organisers.
2. No additional fittings or display, including additional name boards, covers, logos, balloons, etc. should be carried out by the exhibitor on the panel partitions of the shell scheme. Nailing, screwing, cutting and drilling on the partition wall of shell scheme is not permitted. **If this instruction is ignored, the official shell contractor reserves the right to charge the exhibitor concerned for damage to his material.** The official shell contractor will provide assistance in hanging or displaying exhibits on the stall structure.
3. Logos and single branding signages up to a maximum surface area of 1 sq. meter can be displayed upto a height of 3.5 meters, provided they are away from adjacent stalls by a minimum distance of 2 meters.
4. No painting or wallpapering of panels is allowed. Exhibitors who wish to have panels painted must inform the official contractor, who will provide a quotation and carry out the work.
5. Sides, which are open to the aisles, should not be blocked by panels more than 30% of the length of such side. Any structure, publicity material, photographs, charts, should not have height exceeding 2.5 meters. However, **height of products on display can be more than 2.5 meters.** Height of free-standing fitment within the stalls should not be more than 2.5 meters.
6. No suspensions are to be made from the ceiling of the exhibition hall, nor any fixing be made to the floor, columns, walls or any other part of the building structure.
7. Any change to the type of colour of the floor covering provided, must be negotiated with the official shell contractor. All such costs of modifications must be borne by the exhibitors.
8. No financial credit will be given by the Organiser for any unutilised shell scheme package.

20. Electric Power Supply and Guidelines for Connection

20.1 Electric power supply is available in the Exhibition Halls as under:

- A.C. 3 Phase : 415 volts \pm 10%
- A.C. 1 Phase : 220 volts \pm 10%
- Frequency : 50 Hz \pm 3%
- No D.C. supply is available.

Fluctuations mentioned above are only for reference. Large variations could be expected on some occasions. For precision instruments exhibitors are advised to use stabilizers/spikeguards to protect their equipment.

- 20.2 To ensure safety of stall personnel and visitors there should be no loose wiring or hanging wires. All wiring must be carried out in PVC, Elastomeric or other plastic sheathed cables. No exposed cable joints are permitted.
- 20.3 Exhibitors under bare space category are required to apply for electric power supply and pay electricity consumption charges at the rate of Rs. 3,000/-per kW (US\$ 75/-per kW for overseas participants) on the basis of Maximum Demand of connected load, including lighting load. Exhibitors' should inform their power requirement before 30th November 2011.

3 phase power supply can also be provided, if required, at extra cost of Rs. 3,000/- per connection (US\$ 75/-per connection for overseas participants).

IEEMA/ELECARAMA officials responsible for supply of power will be entrusted with the authority for regulating and controlling the power supply to the exhibition halls and individual stalls.

- 20.4 Exhibitors under shell scheme package would be provided with a plug point socket and a switch for a 220 V 5 Amp A.C. supply. **Consumption of power through this plug point for the connected load upto 1 kW is included in the cost of shell scheme package.**

However, additional power would be made available to them on payment of Rs. 3,000/- per kW (US\$ 75/-per kW for overseas participants). 3 phase power supply can also be provided, if required, at extra cost of Rs. 3,000/- per connection. (US\$ 75/-per connection for overseas participants) Exhibitors under shell scheme are requested to inform their requirement of 3 phase supply or additional power points and fittings before 30th November 2011.

- 20.5 Organisers will provide electric power at one main point to all exhibitors depending on their total requirement of power. **Exhibitors must install separate and independent switch connections for each machine/exhibit.** Exhibitors should use Fuse, Distribution Boards for feeding power to their equipment/machines. Exhibitors should use armoured cables or insulated wires for connecting power supply to machines. These insulated wires should pass through conduits. Alternate connections or throw-over switches are not allowed. All machines should be earthed firmly at two places through bare copper earthing wire of the size appropriate to the load connected to the machines.

- 20.6 Drawing of power from the main point provided for individual stall and connecting it to machines/exhibits is to be carried out by the exhibitors at their own cost. Connecting power to more than the specified load is not permitted.

- 20.7 Exhibitors are advised to exercise highest level of safety precautions and engage services of only qualified personnel for electrical wiring and installations. Exhibitors are advised to engage services of the licensed electrical contractor for cabling work inside their stalls. Exhibitor may engage their own personnel for this work subject to the condition that they are duly licensed to undertake electrical work. Name and contact details of the electrical contractor is to be intimated to the Organisers before the commencement of work.

- 20.8 The installation should conform to National Electricity Code 4, and especially rules in respect of ELCB for safety.

- 20.9 In case power is supplied to the stall from two or more main points, exhibitors must distribute the load as per the capacity of the respective switchboards in consultation with the Organisers.

- 20.10 After completing the electric wiring work, exhibitors must obtain a completion report from the electrician or contractor engaged by them and file the same with the Electrical consultant/inspector appointed by the organizers. On approval of the wiring work by the appointed inspector, the mains will be switched on. Actual connected load for individual machines/exhibits is to be mentioned in the report.

- 20.11 The main electrical supply point must be kept easily accessible for operation and repairs in the event of emergency. These should not be concealed or covered with any partition wall/stored material. In case of emergencies these should be easily accessible for switching off.



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20.12 Power will be supplied only after the wiring work is carried out to the satisfaction of the Organisers.

20.13 Exhibitors are advised to install equipment like Voltage Stabilisers/UPS for their sophisticated machines/exhibits. If the machines are sensitive to the floor alignment, placement of steel plates underneath is recommended.

20.14 Temporary power supply for erection and testing of machines can be made available from 13th January, 2012 onwards. However, no temporary connections will be given after 17th January, 2012. Exhibitors may apply for temporary power connection while taking possession of space.

21. Compressed Air

Compressed air will not be provided by the Organisers. Exhibitors are however allowed to use their own compressor for demonstrating their product. Exhibitors are advised to use sound proof compressor and keep the same within their stall area only.

22. Water

Water will not be provided for running/demonstration machines by the Organisers. Exhibitors are requested to make their own arrangements for the same. Drainage system is also not available in the exhibition hall. Therefore disposal of waste water shall be the responsibility of exhibitor.

23. Telephone/Fax Facilities

The Organisers are discussing with the service providers for making best possible arrangements for telephone/fax lines for Local, STD and ISD calls at their stalls. The tariff for the same will be informed to the exhibitors at a later date. The exhibitors may indicate their tentative requirement.

24. Services / Facilities to be Booked

For booking of additional services / facilities Organiser will upload the exhibitors' manual on ELECRAMA website which will be accessible only to the confirmed exhibitors before 30th August 2011. The order forms given in the manual should be submitted online before the due dates mentioned in the form for following additional services.

- Exhibition Directory Listing (in alphabetic order)
- Product Listing
- Advertising in the Exhibitors' Directory
- Communication Facilities
- Public Telephones / Fax / Internet
- Temporary Telephone connections at stalls
- Complimentary Invitation cards.
- Best Stall Contest
- Best Product Contest
- Advertisement Opportunities at Exhibition Venue
- Shell Scheme Stall Package details
- Electrical Power Requirement
- Extra Electrical Fittings and Additional Furniture for Shell Stalls
- Hotel Accommodation and Travel Programme
- Hiring of Temporary Staff
- Official Invitations
- Octroi Exemption / Clearance
- Freight Handling
- Registration of Stall Personnel
- Seminar Hall Booking
- Car Parking
- Press Information
- Registration of Stall Design Contractor and Temporary Passes during construction period

- Clearance from Accounts Department and Stand Possession
- Gate Pass for Exhibits/Goods

25. Available Services and Facilities

Following services for the convenience of the exhibitors and visitors will be made available at site.

- Information booths
- Sale of IEEMA publications
- Food and beverage facilities
- Travel and Transport Desk
- Bank / ATM / Foreign Exchange
- Photocopy and facsimile services
- Press / Media Room
- Business Center
- First Aid / Doctor / Ambulance
- Courier Services
- Photographer
- Audio-video Equipment on hire

Exhibitors are requested to contact the ELECRAMA-2012 site office to get further details of the above services.

26. Protection of Intellectual Property Rights

The exhibitor shall not exhibit counterfeit goods or any goods which infringe on any person's intellectual property right (collectively, "Infringing Goods") at the Exhibition. The Organisers shall have the right, without recourse, to physically remove any good that are Infringing Goods and related materials and close down such Exhibitor's Stall. Further, such Exhibitor shall not have the right to make any financial claim against the Organisers.

27. Safety Precautions

Use of inflammable material is prohibited. Special mention must be made of the fire resistance level of materials such as those used for covering floors and in the construction of walls and ceiling. Decorative elements must be fire proof and should not include materials or products that are easily ignited, such as straw, wood shavings, paper shavings, sawdust, peat, etc. Use of gas cylinders /stoves within the stall is strictly prohibited.

In order to carry out work, demonstrations that require naked flames, Exhibitors must request the corresponding permit from the Organisers.

Fire fighting equipment will be provided at various points in the exhibition halls by the organisers. Exhibitors are advised to provide necessary space in their stall, if required to keep these equipment and should take due precaution of such equipment in their stall. Exhibitors should also install protecting shielding on machine/ exhibits during the demonstration to avoid injury to visitors.

28. Removal of Exhibits

Exhibitors will be allowed to remove any exhibit from the stalls only after the official closure of exhibition i.e. after 1800 hrs. on 22nd January, 2012. Exhibitors are required to obtain prior permission from the organisers for removing any exhibit for testing, repairing or replacing the same during the exhibition period. Such removal will be allowed only after closer of exhibition timing. Exhibitors are also advised that rented furniture items will be collected after exhibition closes on Sunday, 22nd January 2012. The drawers, cupboards etc. should be emptied and the contents packed after the exhibition closes on Sunday, 22nd January 2012. The work of removing the exhibits could be undertaken immediately after the closure of the exhibition and must be completed before 1800 hrs on 23rd January 2012. After this period, the Organisers will be at liberty to remove and store the goods at other places at the cost and risk of the exhibitors. For vehicle moment please refer point no. 16.2 also.

29. Technical Specifications of Exhibition Halls of NESCO Ltd.

	Hall -1	Hall-2	Hall-5	Hall-6
Ambiance	Air Conditioned	Air Conditioned	Air Conditioned	Air Conditioned
Electrical Supply	220 V Single phase 20Hz or 415 V Three phase 50Hz			
Floor Loading	1.5 tonnes/sq meter	0.5 tonnes/sq. meter	1.5 tonnes/sq. meter	1.5 tonnes/sq. meter
Floor Finish	Cement Concrete	Tiles	Cement Concrete	Cement Concret
Ceiling Height	6.5 meter	5 meter	6.5 meter	6.5 meter
	4 meter		4 meter in extended area	
Height Clearance below Mezzanine floor	5.5 meter 3.5 meter	4.5 meter	5.5 /4 meter in extended area	5.5 meter 3.5 meter
Entrance	5 meter x 5 meter	3 meter x 5 meter	5 meter x 5 meter	5 meter x 5 meter
Below AHUs	5 Meters. However, exhibitors are requested to contact IEEMA for detailed drawing of their stall area with dimensions, pillars appearing within the stall area, if any and height available in the area.			

30. Import of Goods/Exhibits

Exhibits and goods covered by ATA Carnet while in India must be checked and endorsed by Customs prior to departure from India. Please consult the official Freight Forwarding Agencies regarding the correct documentation procedure. It is vital that Exhibitors complete and satisfy this Customs procedure, otherwise the whole consignment will be deemed by customs to have been disposed off in India, resulting in a deduction from deposit or bond or revocation of bank guarantee for customs duty.

No customs duty refund is allowed for goods and services consumed, disposed off or left behind in India, such as accommodation, meals and beverages, car rental, brochures, give-aways, stand materials, etc.

Please consult the official freight forwarding agent who is aware of all formalities for the same.

Temporary duty free import of goods which are hand carried, in the accompanied baggage is not possible. Customs may levy duty on such hand carried imported exhibits as per the baggage rules subject to the valuation by Customs Authority.

Any exhibition material sent through courier, consult the official forwarding agent for its provision and regulations in this regard.

31. Customs Duty on Goods and Exhibits

Following information is a summary of the regulations applicable to the import of exhibits/materials into Mumbai, India for exhibition purposes.

Under the laws of the Republic of India, all imports including hand-carried items into India, whether exhibits, brochures, promotional items, give-aways or stall materials, are subject to payment of appropriate import duty. The Customs and Excise Department of the Republic of India in its role of enforcing these laws requires that all imports must be covered by documentation which shows that either customs and excise duty has been paid on the said imports (wherever applicable) or is being deferred if the said imports are covered by an ATA Carnet or with necessary permissions.

Terms and Conditions for Import of Exhibits

India is a member Country for ATA Carnet. The Indian Customs, therefore, will honour ATA Carnet Documents issued by other member countries.

This can cover a large cargo consignment or a single Exhibitor's hand-carried item, except for all consumable goods meant for distribution or sale which are not likely to be re-exported. For goods imported through medium of post, transit goods, separate bills of entry will be required to be filled in and has 6 months validity. Exhibitors who wish to use the ATA Carnet should contact the International Chamber of Commerce in their respective countries regarding application procedure.

Government of India has also issued notifications/instructions facilitating entry of exhibits against bond for re-export and even procedure for sale of such exhibits against payment of appropriate import and other duties. For further information, exhibitors are requested to contact official Freight and Forwarding Agency.

As Organisers, we strongly recommend that the exhibitor should engage services of the Official Freight Forwarder, who is familiar with the Customs procedures and is also capable of handling exhibits and consignments from arrival in any Indian Port/Airport to final departure from any Indian Port/Airport. Should you use your own freight forwarder, please ensure that your freight forwarder is familiar with the Customs Regulations and is also in a position to provide Bank Guarantee, if required.

32. Excise Duty on Exhibits and Display Material

By issuance of Central Excise Notification No. 21/2006 CE dated 01 March 2006, The Government of India has rescinded the Central Excise Notification No. 215/84-CE dated 09 November 1984, which gave the facility of clearance of goods from the factory without payment of excise duty for display in an exhibition in India. As a result, there is no exemption for the excise duty on exhibits now.

Exhibitors are therefore required to pay excise duty and bring the exhibits to the exhibition venue.

33. Sale of Exhibits/Goods

Physical sale and delivery of any material/exhibit is not permitted during the exhibition days. However, orders can be booked during the exhibition days. Goods which have been imported into India for exhibition purposes under ATA Carnet or a Temporary Import permit without payment of Customs & Excise Duty on entry and if an exhibitor subsequently wishes to sell all or part of such consignment, he must engage services of the Official Freight Forwarder, who has been

authorized to both make an application to Customs for permission to do so against valid import licence and to collect the duty and pay to the Customs Department, following prescribed methods and procedures. Otherwise, please ensure that your nominated freight forwarder is aware of the customs procedure and is capable of handling such documentation and duty payment on your behalf. **Sold exhibits can be removed only after conclusion of exhibition.**

34. Storage of Empties and Packing

Exhibitors will have to Organise storage of their packing cases, surplus materials or other properties. They can take help of their freight agents to remove large packing boxes. Packing boxes should not be placed behind the stalls.

At the conclusion of the exhibition, exhibitors must remove all materials from their respective stalls latest by 1800 hours on Monday, 23rd January, 2012. Should they fail to do so, the same will be removed by the Organisers at the cost and risk of the exhibitor.

35. Removal of Waste and Cleaning of Stalls

During the build-up and break-down of the exhibition, the aisles of the Hall must not be obstructed with packing and construction materials or debris. Contractors constructing "Bare Space stalls" or stall interior decorators are responsible for removing their own waste and off-cuts from the site from time to time and at the end of each day.

Organisers will arrange for the general cleaning of the exhibition Halls. This includes cleaning of the aisles and of waste disposal before opening the exhibition in the morning and after closure of the exhibition in the evening. **The Organisers will not be able to provide cleaning service to the individual exhibitors. The exhibitors are responsible for maintaining their own stall in a tidy condition at all times.**

36. Security

Organisers will be engaging alert and efficient security service to ensure safety of all exhibits. However, **the exhibitors are advised to hire their own security personnel for their stalls.** Exhibitors must arrange their own Insurance, to cover all stages of the event and be particularly careful to pack light, portable exhibits and other attractive exhibits immediately after the exhibition closes on Sunday, 22nd January, 2011. It is at this time that there is the greatest risk of theft. **The Organisers will not accept responsibility for theft, loss or damage to exhibits, stores or any other equipment belonging to exhibitors, contractors or visitors.** It is strongly recommended that at least one person is present at the exhibition Stall at the time of closure.

Organisers will arrange for general security and patrolling of the exhibition site which will not include specific attention to individual stalls. Exhibitors interested in engaging security guards for their individual stalls are advised to hire security personnel from the approved security agency for ELECRAMA-2012. Movement of exhibits during exhibition days will be permitted after 1900 hrs only after obtaining prior written permission from the Organisers.

Exhibitors and their representatives must wear identification badges provided by the Organisers during the exhibition days without which they will not be permitted to enter the exhibition halls.

37. Safety Measures

Safety of Exhibitors, visitors as well as that of exhibits is of paramount importance. Exhibitors must therefore strictly comply with all relevant fire and safety regulations. All electrical wiring and fittings must conform to the appropriate safety norms. Exhibitors should also install guards or protectors on machine exhibits during demonstration to avoid injury or damage by spark, heat, fumes etc. Use of inflammable, poisonous, explosive (including gas cylinders), radioactive and other hazardous material is strictly prohibited.

38. Fire Precautions

Fire fighting equipment will be installed at various points in the Exhibition halls. However, exhibitors are advised to take due precautions and provide necessary fire fighting equipment in their own stands. To ensure clear access to fire extinguishers, no obstruction or display material will be allowed in the aisles and emergency exits. Fire tenders will be stationed at the exhibition site during the period of the exhibition. Exhibitors should also install protective shielding on machine exhibits during the demonstration to avoid injury to visitors.

39. Local and Site Regulations

Exhibitors have to abide by the local and site regulations with respect to safety, law and order etc. The Organisers will take necessary action against those who do not comply with the regulations.

40. Photographs/Films

Organisers have exclusive right to take photographs and video-shooting of the exhibition and of individual stalls. The Exhibitors can, however, take photographs of their own stall and of their visitors.

41. Cancellation

Once the Organisers confirm acceptance of application, cancellation/ withdrawal of participation by Exhibitor on account of any reason including personnel, Force Majeure, strike, lockout etc. will attract cancellation charges, subject to a written communication for cancellation is received from the exhibitor.

The cancellation charges will be as under

1. Before 30th June 2011, 40% of space charges will be forfeited.
2. Before 31st July 2011, 70% of space charges will be forfeited.
3. On or after 1st August 2011, 100% of space charges will be forfeited

The date on which the written communication conveying cancellation is received by the Organisers, shall be considered as the effective date of determining cancellation charges.

Organisers shall not deviate from the rules pertaining to cancellation even if the space is allotted to another applicant from the wait list. Decision of the Organisers shall be final and binding on all applicants.

42. Force Majeure

Under the conditions of force majeure, which include strike, lock-out, closure, riot, natural calamities and terrorist attack etc., the Organisers reserve the right to alter the opening dates and duration or even cancel the entire exhibition. In case of change in dates and duration of the exhibition, the rules and regulations and the agreement between the exhibitors and the Organisers will remain unaffected. In case of total cancellation of the exhibition, payments made by the exhibitors will be refunded after deducting the proportionate non-recoverable costs already incurred by the Organisers.

43. Damage caused by Exhibitors

The stall area must be restored to its original condition after closure of the exhibition. Exhibitors will be required to make good all damages caused to the floor, building or other exhibition structure, equipment by repairing the same or paying the cost specified by the Organisers within 15 days from the date of closure of the exhibition.

44. Liability and Insurance

Every reasonable precaution will be taken by the Organisers to ensure the security and safety of the exhibition halls and adjacent areas. However, the Organisers will not accept any liability and will not be under any liability to exhibitors or their employees or agents, in respect of any direct or indirect damage, loss, theft or damage to

any exhibit, person or property arising out of or in any way connected with the exhibition.

Therefore, **exhibitors must insure their exhibits against such loss or theft and damage, including risk of fire, natural calamities and any act of terrorism.** Organisers are not liable in any form for any loss or damage to exhibitors' property on the exhibition site or injury to their personnel and visitors. Exhibitors agree to refrain from making any claim on the Organisers and to indemnify the Organisers 13 against any claim by third party arising out of exhibitors' conduct.

Exhibitors will be held responsible for damage or injury to property or persons caused by themselves, their employees, contractors or agents. This includes the loss of rented furniture, equipment or instruments.

Exhibitors are required to provide their own third party insurance in respect of their participation in the exhibition. It would be desirable for the exhibitors are advised the exhibitors to

take insurance policy covering their machinery/exhibit, transit and loading and unloading of machines, their exhibition personnel, and third parties (visitors).

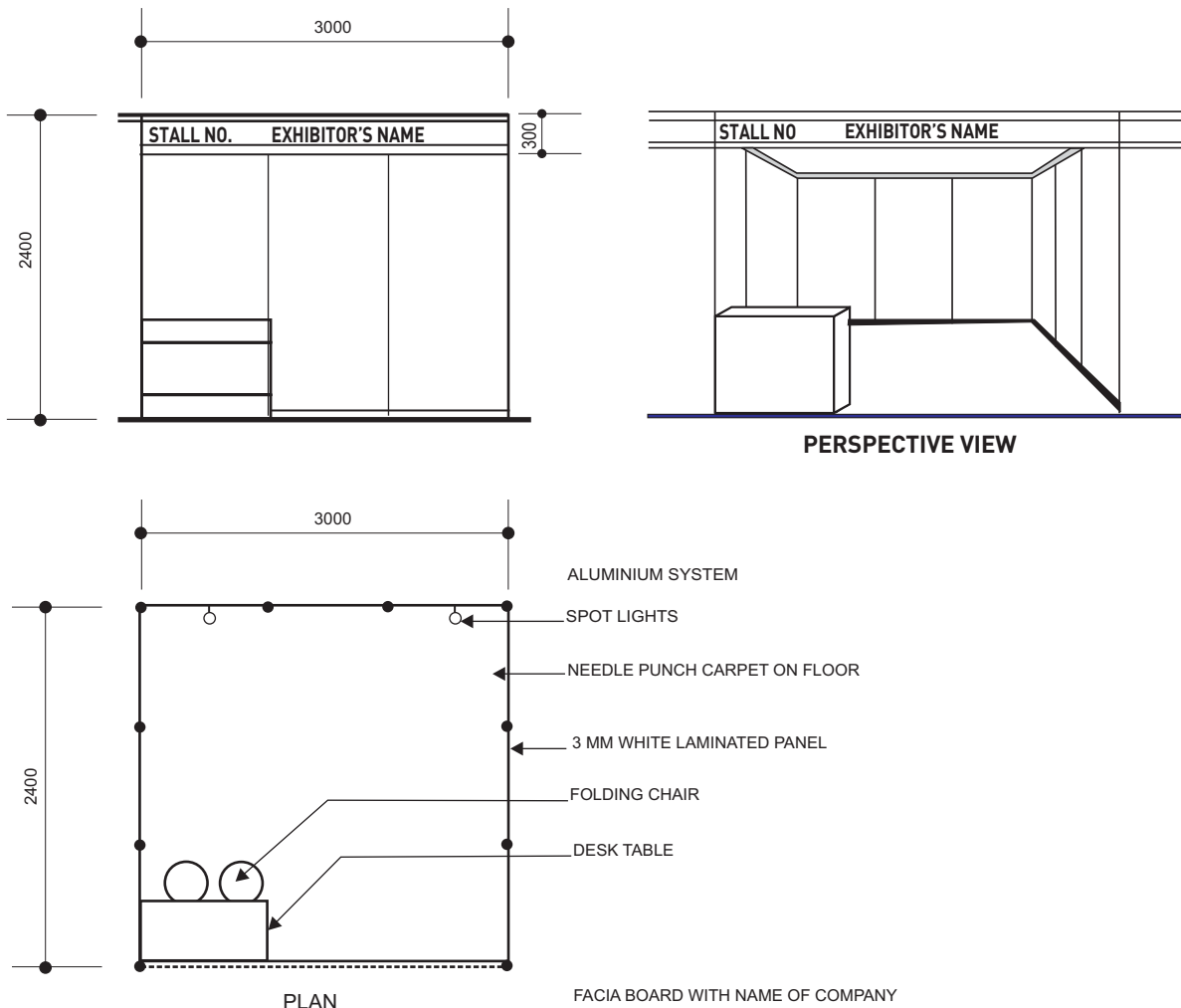
45. Acceptance of Rules

Formulation and execution of the rules and regulations of ELECARAMA-2012 and all other matters with regard to ELECARAMA-2012 will be carried out by IEEMA, Mumbai office, or their authorized representatives, under the guidance of the Organising committee.

The Organisers are vested with the full authority to enforce all rules and regulations pertaining to ELECARAMA-2012. Their decisions will be final and binding in all respects and for all concerned.

Any dispute will be subject to Mumbai Jurisdiction only. By booking space in ELECARAMA-2012 exhibition, the exhibitors undertake to adhere to all rules and regulations laid down by the Organisers or to be framed by them from time to time.

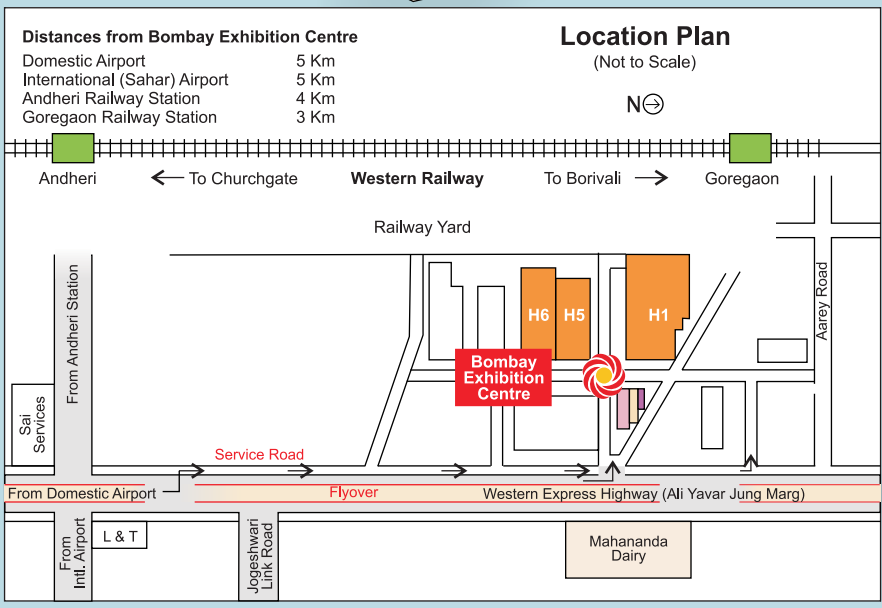
SAMPLE SHELL SCHEME STALL OF 9 SQ.M.



Mumbai City



-  ELEC RAMA Venue
-  IEEMA Office
-  International Airport
-  Domestic Airport
-  Railway
-  Roads
-  Hotels



Map showing part of Mumbai City (Not to Scale)

For Further Information:

ELECRAMA

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Venue:

ELECRAMA

Bombay Exhibition Centre,
Goregaon (W), Mumbai, India

Dates:

18-22 January 2012

Visiting Hours:

1000 hrs to 1800 hrs only for Business Visitors

www.elecrama.com

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