

TTFTM

Travel & Tourism Fair

23, 24, 25 July 2010
Expotel Hotel (Lower Tank Bund Road, beside Snow World)
Hyderabad

31 July, 1, 2 August 2010
Netaji Indoor Stadium
Kolkata



Exhibitors' Information & Order Book

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A. THE EXHIBITION

**79th Travel and Tourism Fair (TTF) &
Outbound Travel Mart (OTM)**

A1. VENUE

Exptel Hotel (Beside Snow World)
Lower Tank Bund Road, Hyderabad 500 029
Tel : (040) 30666666 Fax : (040) 30666600

A2. HOURS & DATES

Thursday	22 July	16:00 - 19:00 hrs	Registration & Booth set-up
Friday	23 July	08:00 - 10:00 hrs 11:00 hrs	Registration & Booth set-up Inauguration
		11:00 - 19:00 hrs	Travel Trade
Saturday	24 July	11:00 - 19:00 hrs	Open for all
Sunday	25 July	11:00 - 19:00 hrs 19:00 - 20:00 hrs	Open for all Dismantling of booths & removal of exhibits

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

A3. Show Secretariat / Organiser

Kolkata : 25 C/1 Belvedere Road, Alipur, Calcutta 700 027
Tel : (91) (33) 2479 0010 - 14 (5 Lines) Fax : (91) (33) 2479 0019

Hyderabad : No. 9, R & D Defence Colony, Kakaguda, Secunderabad 500 015
Tel : (91) (40) 2789 6149 Fax : (91) (40) 2789 6179

Mumbai : D-1, Plot No. 76, RSC 6, MHADA S. V. P. Nagar, Andheri (W), Mumbai 400 053
Tel : (91) (22) 2637 2883, 2637 2895 Fax : (91) (22) 2637 2760

New Delhi : 216A/1 Gautam Nagar, Gulmohar Park, New Delhi 110 049
Tel : (91) (11) 2686 6874, 2686 6875 Fax : (91) (11) 2686 8073

Bangalore : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage
Bangalore 560 070 Tel : (91) (80) 2676 1598 Telefax : (91) (80) 2676 1577

E-mail : service@fairfest.com *URL* : www.ttfotm.com, www.fairfest.com

Contact : **R Mahesh** - (91) 9880676884
Raj Kapoor Singh - (91) 9987615640

A4. Recommended Freight Forwarder**R.E. ROGERS INDIA PVT. LTD.**

501/502, Midas, Sahar Plaza Complex, Mathuradas VasANJI Road,
Andheri (E), Mumbai- 400 059.
Tel : (91) (22) 28203845 Dir.: (91) (22) 30880315 Fax : (91) (22) 28208942
E-mail : sudhir@rerogerindia.com
Contact : Mr. Sudhir Dhavan – (91) 98210 33809

A5. Recommended Air / Surface Cargo**GATI LTD.**

1-7-293, M.G. Road, Secunderabad 500 003
Tel (91) (40) 2704 4284, 2784 3788 Fax : (91) (40) 2789 4284
Email : cs_dept_ho@gati.com
Contact : Mr. Mahender
cell no : (91) 9848090885, (91) 9860354284

A. THE EXHIBITION

80th Travel and Tourism Fair (TTF) &
Outbound Travel Mart (OTM)

A1. VENUE

Netaji Indoor Stadium

Auckland Road, Kolkata 700 021

A2. HOURS & DATES

Friday	30 July	16:00 - 20:00 hrs	Registration & Booth set-up
Saturday	31 July	08:00 - 10:00 hrs	Registration & Booth set-up
		11:00 hrs	Inauguration
		11:00 - 13:30 hrs	Trade only
		13:30 - 20:00 hrs	Open for all
Sunday	1 August	10:00 - 12:00 hrs	Trade only
		12:00 - 20:00 hrs	Open for all
Monday	2 August	10:00 - 12:00 hrs	Trade only
		12:00 - 20:00 hrs	Open for all
		20:00 - 21:00 hrs	Dismantling of booths & removal of exhibits

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

A3. Show Secretariat / Organiser

Fairfest Media Limited

Kolkata : 25 C/1 Belvedere Road, Alipur, Calcutta 700 027

Tel : (91) (33) 2479 0010 - 14 (5 Lines) Fax : (91) (33) 2479 0019

Hyderabad : No. 9, R & D Defence Colony, Kakaguda, Secunderabad 500 015

Tel : (91) (40) 2789 6149 Fax : (91) (40) 2789 6179

Mumbai : D-1, Plot No. 76, RSC 6, MHADA S. V. P. Nagar, Andheri (W), Mumbai 400 053

Tel : (91) (22) 2637 2883, 2637 2895 Fax : (91) (22) 2637 2760

New Delhi : 216A/1 Gautam Nagar, Gulmohar Park, New Delhi 110 049

Tel : (91) (11) 2686 6874, 2686 6875 Fax : (91) (11) 2686 8073

Bangalore : 2454, 17th 'E' Cross, 9th Main, Ground Floor, Banashankari, 2nd Stage

Bangalore 560 070 Tel : (91) (80) 2676 1598 Telefax : (91) (80) 2676 1577

E-mail : service@fairfest.com URL : www.ttfotm.com, www.fairfest.com

Contact : **Tarique Ebrahim** - (91) 9831075090

Shankha Biswas - (91) 9831801586

R Mahesh - (91) 9831094700

A4. Recommended Freight Forwarder

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R.E. ROGERS INDIA PVT. LTD.

501/502, Midas, Sahar Plaza Complex, Mathuradas Vasanji Road,

Andheri (E), Mumbai- 400 059.

Tel : (91) (22) 28203845 Dir.: (91) (22) 30880315 Fax : (91) (22) 28208942

E-mail : sudhir@rerogerindia.com

Contact : Mr. Sudhir Dhavan – (91) 98210 33809

A5. Recommended Air / Surface Cargo

GATI LTD.

P-18, Taratala Road, Opp. Eveready Industries, Kolkata 700 088

Tel: (033) 24010342 / 415, 24017488 Fax: (033) 24017403

Email: incharge_cs_kol@gati.com

B. EXHIBITION HALL

B1. CONSTRUCTION OF BOOTH

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

Hyderabad : Exhibitors who have ordered bare space may begin building their booths **16:00 hours on 22 July** and all work should be completed by 10:00 hours on the following day. The hall shall be open overnight for construction.

Kolkata : Exhibitors who have ordered bare space may begin building their booths **16:00 hours on 30 July** and all work should be completed by 10:00 hours on the following day. The hall shall be open overnight for construction.

B2. MOVE IN OF EXHIBITS

Hyderabad : Exhibitors who have ordered space and shell may move in their exhibits from **16:00 hours on 22 July** and all work should be completed by 10:00 hours on the following day.

Kolkata : Exhibitors who have ordered space and shell may move in their exhibits from **16:00 hours on 30 July** and all work should be completed by 10:00 hours on the following day.

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

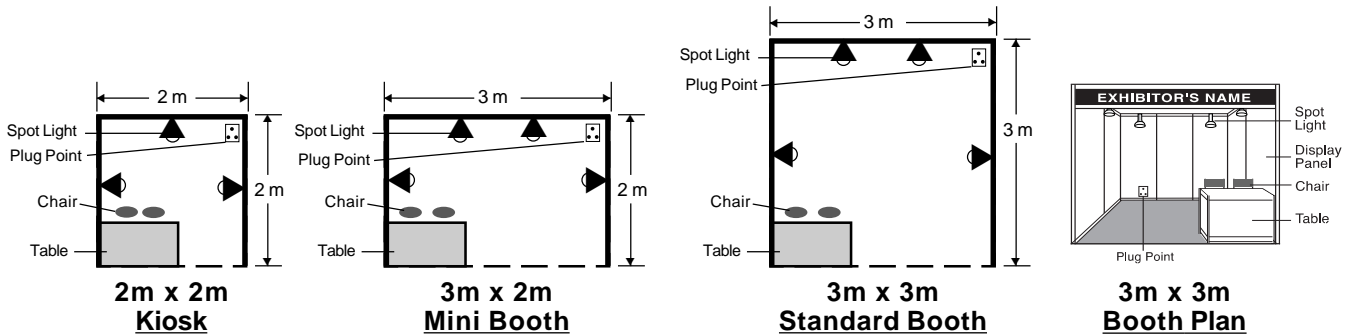
Hyderabad : Exhibits must be moved between 19:00 hours and 20:00 hours on **Sunday, 25 July, 2010**. **Dismantling of booths is prohibited before the close of the exhibition.**

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.

Kolkata : Exhibits must be moved between 20:00 hours and 21:00 hours on **Monday, 2 August 2010**. **Dismantling of booths is prohibited before the close of the exhibition.**

No Exhibits or other exhibition items may be delivered to or removed from the exhibition hall during the exhibition period.

B4. 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. This is subject to availability

I. STANDARD SHELL SCHEME BOOTH INCLUDES

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

Fascia : Blue / Red background with Exhibitor’s name in English (max. 25 letters) using white cut out lettering.

Wall Panelling : 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.

	Kiosk (2m x 2m)	Mini Booth (3m x 2m)	Standard Booth (3m x 3m)
Furniture :	a. One information counter b. Two chairs c. One waste paper basket	a. One information counter b. Two chairs c. One waste paper basket	a. One information counter b. Two chairs c. One waste paper basket
Lighting :	Three Spot-lights (60 W)	Four Spot-lights (60 W)	Four Spot-lights (60 W)
Power :	1 Power socket (5 Amp)	1 Power socket (5 Amp)	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.

Note : the organiser prohibits any change of colour scheme or attachment of logo or other lettering or alteration to the standard fascia.

C. RECORD OF ORDERS

(Put a ✓ if submitted)			Amount Rs / US\$	Last Date of Submission	
				Hyderabad	Kolkata
	FORM 1	Registration of outside Contractor		09.07.2010	09.07.2010
	FORM 2	Fascia Board / Furniture / Electrical		09.07.2010	09.07.2010
	FORM 3	Telecom Services		09.07.2010	09.07.2010
	FORM 4	Temporary Staff		09.07.2010	09.07.2010
	FORM 5	Preferred Customer Pass	N A	09.07.2010	09.07.2010
	FORM 6	Award Forms	N A	16.07.2010	23.07.2010

Total payment committed :

Date : _____

- Note :1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 47 approximately.
- 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.

For official use :
Exhibitor :
Received :

Return within 9 July 2010

Fax or Mail To : **Fairfest Media Ltd.**
No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149 Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

APPLICATION FOR OUTSIDE CONTRACTOR

(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. m. 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 cheque (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).

The deposit is an amount equivalent to Rs.500/- per sq.m. of exhibition space. The minimum deposit is Rs. 2000/- per booth. The Organiser reserves the right to demand additional compensation if there is damage costing more than the deposit amount.

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 : _____ Fax : _____

Signee's Name : _____

Exhibitor's signature / Company stamp _____ Date : _____

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

Please make copy for your own reference

Deadline for Submission : 9 July, 2010

For official use :
Exhibitor :
Received :

Return within 9 July 2010

Fax or Mail To : **Fairfest Media Ltd.**
25 C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

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(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.)

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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 : _____ Fax : _____

Signee's Name : _____

Exhibitor's signature / Company stamp

Date : _____

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

Please make copy for your own reference

For Official use :
Exhibitor :
Received :

Return within 9 July 2010

Fax or Mail To : Fairfest Media Ltd.
No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149 Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

TELECOM SERVICES

Description	Quantity	Rental Charge (Rs.)	Deposit (Rs)	Total (Rs)
a. Telephone line (local calls only, call charges included)		3000.00 ⁺	3000.00 ⁺	
b. Telephone line (local & STD calls, call charges NOT included)		3000.00 ⁺	10,000.00 ⁺	
c. Handsets		--	1000.00 ⁺	
d. Telephone line for using Internet		4000.00 ⁺	--	
Total:				
Site order surcharge 20%				
Total Amount :				

+ Service Tax & Educational Cess extra @ 10.30%

AUTHORISATION FROM HIREE/USER

Company Name : _____

Company Address : _____

Tel : _____ Fax : _____

Name : _____ Designation : _____

Signature : _____ Date : _____

- N.B.**
1. Handset deposits will be refunded on safe return of handsets at the time of checking out.
 2. STD line deposit will be refunded as and when the bill is settled by the P&T Department, Government of India.
 3. Hiree promises to pay for call charges in excess of the deposit amount.

Please make copy for your reference.

For Official use :
Exhibitor :
Received :

Return within 9 July 2010

Fax or Mail To : Fairfest Media Ltd.
25 C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

T E L E C O M S E R V I C E S

Description	Quantity	Rental Charge (Rs.)	Deposit (Rs)	Total (Rs)
a. Telephone line (local calls only, call charges included)		3000.00 ⁺	3000.00 ⁺	
b. Telephone line (local & STD calls, call charges NOT included)		3000.00 ⁺	10,000.00 ⁺	
c. Handsets		--	1000.00 ⁺	
d. Telephone line for using Internet		4000.00 ⁺	--	
		Total:		
		Site order surcharge 20%		
		Total Amount :		

*** Service Tax & Educational Cess extra @ 10.30%**

AUTHORISATION FROM HIREE/USER

Company Name : _____

Company Address : _____

Tel : _____ Fax : _____

Name : _____ Designation : _____

Signature : _____ Date : _____

- N.B.**
1. Handset deposits will be refunded on safe return of handsets at the time of checking out.
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For Official use :
Exhibitor :
Received :

Return within 9 July 2010

Fax or Mail To : **Fairfest Media Ltd.**
No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149 Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

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. 700/-⁺

(b) For the following dates (July 2010)

23	24	25	all 3 days
Put a ✓ :			

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

(d) Total amount payable (@ Rs.700/-⁺ per person per day) :

Rs.

EXHIBITOR'S AUTHORISATION

Contact Person : _____

Name of Exhibitor : _____

Address : _____

Tel : _____ Fax : _____

Signature : _____ Date : _____

*** Service Tax & Educational Cess extra @ 10.30%**

Please make copy for your reference.

For Official use : Exhibitor : Received :

Return within 9 July 2010

Fax or Mail To : **Fairfest Media Ltd.**
 25 C/1 Belvedere Road, Alipur
 Kolkata 700 027. India
 Tel : (91) (33) 2479 0010 - 14 (5 Lines)
 Fax : (91) (33) 2479 0019
 E-mail : service@fairfest.com

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. 650/-⁺

(b) For the following dates (July-August 2010)

31	1	2	all 3 days

Put a ✓ :

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

(d) Total amount payable (@ Rs.650/-⁺ per person per day) :

Rs.

EXHIBITOR'S AUTHORISATION

Contact Person : _____

Name of Exhibitor : _____

Address : _____

Tel : _____ Fax : _____

Signature : _____ Date : _____

*** Service Tax & Educational Cess extra @ 10.30%**

Please make copy for your reference.

For Official use :
Exhibitor :
Received :

Fax or Mail To :

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015

Tel : (91) (40) 2789 6149 Telefax : (91) (40) 2789 6179
or

25 C/1 Belvedere Road, Alipur
Kolkata 700 027. India

Tel : (91) (33) 2479 0010 - 14 (5 Lines)

Fax : (91) (33) 2479 0019

E-mail : service@fairfest.com

PREFERRED CUSTOMER PASS

DEADLINE : JULY 9, 2010

Improve Your Response by Sending Free Invitations to Your Most Important Customers and Prospects!

Distributing Preferred Customer Passes has proven to be one of the easiest, most effective methods of increasing booth traffic - yet many exhibitors simply do token mailings or even worse, don't use them at all! An effective Preferred Customer Pass campaign is the most important step to exceeding your goals at **TTF&OTM**. Research conducted by the *Center for Exhibition Industry Research* confirms that exhibitors who use Preferred Customer Passes attract better, more qualified traffic at their booths than other exhibitors.

YES! I want to maximise my booth traffic at TTF&OTM with preferred Customer Passes

Please tick Hyderabad Kolkata

Quantity Requested : _____ Date Ordered : _____

Kolkata _____ Nos. (upto 50 passes Free and balance @ Rs. 10/- per pass)

Hyderabad _____ Nos. (Free of cost)

SHIP PASSES TO :

Name : _____

Company : _____

Address : _____

Tel : _____ Fax : _____ E-mail : _____

Please make copy for your reference.

D. EXHIBITOR AWARD PROGRAMME

Deadline for submission is 7 days before the opening day.

Dear participant :

Thank you for participating in TTF&OTM Hyderabad / Kolkata. This year's event promises to be a resounding success due to your support!

Entry for all awards are on the following five pages. There is no entry fee but entry forms **must be completed and received 7 days before the opening of TTF**. This is to ensure all entries receive proper consideration. Fax or mail the completed forms to Fairfest. Winners will be notified at the exhibition (TTF & OTM). All decisions made by the Judging Panel are final.

Award Categories (also see attached Entry Forms)

D1. BEST PRINT PROMOTIONAL MATERIAL (two categories : NTO or Tour Operator, Airline, Car Rental Company or Hotel) - judging committee will judge all categories of printed material including posters, leaflets, brochures, pamphlets etc. as part of overall print campaign. Consideration will be made for design concept/creativity as well as print quality. Promotional material must be submitted with completed entry form.

D2. MOST PROMISING NEW DESTINATION (two categories: India, International)—Candidates will provide brief description of new destination on entry form. Consideration will be made for construction of new facilities, offerings of surrounding locale environment, and wealth of local features (entertainment or other).

D3. MOST INNOVATIVE PRODUCT - judged with respect to providing an overall educational service, whether educating visitors on an indigenous population/cultural heritage or promotion of local environmental awareness.

D4. MOST EXCLUSIVE LEISURE PRODUCT - targeted to upscale clientele, where cost is no bounds. Judged with respect to comprehensiveness and uniqueness of overall package.

D5. BEST VALUE LEISURE PRODUCT - product should be comprehensive but maintain cost-effectiveness and be intriguing to general populace (not targeted to select upscale market).

In addition, we have Stall Awards. These awards shall be judged on site. No entry forms are required in advance for these.

Thank you again for your time and participation. We look forward to seeing you at TTF&OTM

Fairfest Media Ltd.

AWARDS PROGRAMME

Please tick

Hyderabad Kolkata

BEST PRINT PROMOTIONAL MATERIAL AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Category (tick one)

Govt.-Sector/NTO

Private Sector Participant

Rules and Procedures

1. Please attach three copies of all print and promotional material you will use at TTF (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 :

TTF & OTM Awards Programme

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149
Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

Fairfest Media Ltd.

25C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

4. All decisions made by Judging Panel are final.

AWARDS PROGRAMME

Please tick

Hyderabad Kolkata

MOST PROMISING NEW DESTINATION AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Region (tick 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 :

TTF & OTM Awards Programme

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
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Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

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25C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

3. All decisions made by Judging Panel are final.

AWARDS PROGRAMME

Please tick

Hyderabad Kolkata

MOST INNOVATIVE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

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 :

TTF & OTM Awards Programme

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149
Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

Fairfest Media Ltd.

25C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

3. All decisions made by Judging Panel are final.

AWARDS PROGRAMME

Please tick

Hyderabad Kolkata

MOST EXCLUSIVE LEISURE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

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 :

TTF & OTM Awards Programme

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149
Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

Fairfest Media Ltd.

25C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

3. All decisions made by Judging Panel are final.

AWARDS PROGRAMME

Please tick

Hyderabad Kolkata

BEST VALUE LEISURE PRODUCT AWARD

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

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 :

TTF & OTM Awards Programme

Fairfest Media Ltd.

No. 9, R & D Defence Colony, Kakaguda
Secunderabad 500 015
Tel : (91) (40) 2789 6149
Telefax : (91) (40) 2789 6179
E-mail : service@fairfest.com

Fairfest Media Ltd.

25C/1 Belvedere Road, Alipur
Kolkata 700 027. India
Tel : (91) (33) 2479 0010 - 14 (5 Lines)
Fax : (91) (33) 2479 0019
E-mail : service@fairfest.com

3. All decisions made by Judging Panel are final.

Extracts from Indian Customs Tariff 2010-2011

HS CODE DESCRIPTION

49.11 Other printed matter, Including printed picture and photographs.

(Basic duty) 10% + (CVD) Nil + (Ex.Ed.Cess) nil + (Custom Ed.cess) 3% + (SAD) 4% = 14.7120% – FREELY IMPORTABLE.

● Tourist literature

Covers tourist literature, technical and publicity material under Additional Protocol to the convention concurring customs facilities for touring, relating to the importation of tourist publicity documents and materials. Duty fully exempted.

Notification 33 Goods described below 0 0 0 0
of 22.06.35 and subject to the limitations

or conditions, if any, specified in the corresponding entry in column (3) of the Schedule below are exempt from the whole of the customs duty leviable thereon.

- (i) ***Documents (folders, pamphlets, books, magazines, guides, posters, framed or unframed photographs and photographic enlargements, maps, whether illustrated or not, printed window transparencies).***
- (ii) ***Lists and year-books of foreign hotels published or sponsored by official tourist agencies and time-tables of transport services operating abroad.***
- (iii) ***Technical material sent to the accredited representatives or correspondents appointed by national official tourist agencies, not intended for distribution, i.e. year books, telephone directories, lists of hotels, catalogues of fairs, samples of negligible value of handicraft, documentation about museums, universities, saps and similar institutions.***
- (iv) ***Technical material sent to the accredited representatives of correspondents appointed by national official tourist agencies, or in other places approved by the Customs authorities, pictures and drawings, framed photographs and photographic enlargements, art books paintings, engravings or lithographs, sculptures and tapestries and other similar works of art.***

Conditions (Col.3) : provided that-

- (a) they are imported from a country which has ratified or acceded to the Additional Protocol to the Convention concerning Customs facilities for touring relating to the importation of tourist publicity documents and materials;
- (b) they are imported chiefly for the purpose of encouraging the public to visit the country of despatch inter alia to attend cultural, tourists, sporting, religious or professional meetings or demonstrations held in that country;
- (c) they are imported either by an official tourist agency or by a national tourist publicity agency affiliated therewith and proof thereof is furnished by presenting to the Customs authorities a declaration made out in accordance with the model (not reproduced);
- (d) they are imported for and on the responsibility of either the accredited representative of the official national tourist agency of the country of despatch or of the correspondent appointed by the aforesaid agency and approved by the Customs authorities. The responsibility of the accredited representative or of the approved correspondent includes in particular the payment of the import duties which will be chargeable if the conditions laid down here are not fulfilled;
- (e) they are re-exported without alteration by the importing agency unless they have been destroyed in accordance with any conditions laid down by the Customs authorities, in which event, the importer shall be freed from the obligation to re-export;
- (f) in the event of fraud, contravention or abuse, the Customs authorities shall be free to take proceedings for the recovery of the Customs duties and also for the imposition of any penalties in accordance with any provision of law for the time being in force;
- (g) their importation is not prohibited on consideration of public morality, public security, public health or hygiene, in accordance with any law for the time being in force.
- (v) ***Display material (show cases, stands and similar articles), including electrical and mechanical equipment required for operating such display.***
- (vi) ***Documentary films, records, tape recordings and other sound recordings intended for use in performances at which no charge is made, but excluding those whose subjects lend themselves to commercial advertising and those which are on general sale in the country of importation.***
- (vii) ***A reasonable number of flongs.***
- (viii) ***Diagrams, scale models, lantern slide, printing blocks, photographic negatives.***
- (ix) ***Specimens in reasonable number, of articles of national handicrafts, local customs and similar articles of folklore.***

Notification History: Original No./Date: 33/22.06.35

Amended by 113/16.05.57

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 TTF&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.
- Recognize 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 TTF&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 TTF&OTM TEAM

Conversation Record

Visitor's Name : _____

Designation : _____

Company : _____

Address : _____

Phone No. : _____

Business Card Attached?

Customer Category

New Old Potential Other

Interests : _____

Results : _____

Special Note : _____

Staff Member :

Date :