

01, 02 & 03 February 2019.
Gujarat University Convention and Exhibition Centre



TTF SUMMER

AHMEDABAD

Exhibitors' Information & Order Book

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A. THE EXHIBITION

Travel and Tourism Fair (**TTF SUMMER**)

A1. VENUE

Gujarat University Convention and Exhibition Centre

At Helmet Circle, 132 Ft. Ring Road, Memnagar
Ahmedabad 380052, Gujarat
Tel : (91) (79) 2791 2193 / 94

A2. HOURS & DATES

Thursday	31 Jan.	10:00 - 20:00 hrs	Booth set-up (Bare Space)
		16:00 - 20:00 hrs	Registration & Booth set-up (Bare Space & Built up booth)
Friday	01 Feb.	08:00 - 10:00 hrs	Registration
		11:30 hrs	Inauguration
		11:00 - 19:00 hrs	Open for all
Saturday	02 Feb.	11:00 - 19:00 hrs	Open for all
Sunday	03 Feb.	11:00 - 19:00 hrs	Open for all
		19:00 - 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

Ahmedabad : Room No. 204, Eternia Complex, Behind City Center, Swastik Cross Road, C G Road, Navrangpura, Ahmedabad 380 009 Tel : (91) (79) 2646 1217 Fax : (91) (79) 2646 1214

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road Andheri (E), Mumbai 400 093

Tel : (91) (22) 4555 8555 Fax : (91) (22) 4555 8585

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

Tel : (91) (33) 4028 4028 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

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 Fax : (91) (80) 2676 1577

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

Contact : **Ramesh Chauhan** - (91) 99040 82304

Abhinav Dahiwade - (91) 98192 88356

Gagandeep Singh - (91) 99114 00233

A4. RECOMMENDED AIR CARGO

BLUE DART EXPRESS LTD

Web : www.bluedart.com

Toll Free No. 1860 233 1234

A5. RECOMMENDED SURFACE / AIR CARGO

GATI LTD.

Web : www.gati.com

Toll Free No. 1800 123 4284 / 1800 180 4284

A6. CONTACT DETAILS OF LEADING BOOTH FABRICATORS / DESIGNERS

JMD DESIGN DESK PVT. LTD.

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

PAVILIONS & INTERIORS (I) PVT. LTD.

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

CACHET EVENTS AND DESIGN SOLUTIONS

301 - 302, Ashish Mahal,
1st Road, Near Khar Subway,
Goliwar Road, Santacruz - East,
Mumbai - 400052
Tel : +91 22 6534 6937 / 38 / 39 / 40
Email : info@cachet.in
Ms. Pallavi Jayakar, Director
Mobile : (91) 9819977397
Email : pallavi.jayakar@cachet.in
Mr. Vinod Meher, Director
Mobile : (91) 9819501441
Email : vinod.meher@cachet.in
Website : www.cachet.in

MEROFORM INDIA PVT LTD.

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

PICO SERVICES MUMBAI PVT. LTD.

507 KP AURUM,
Marol Maroshi Road,
Marol, Andheri - East,
Mumbai - 400059
Tel- +91 22 42664036
Mr. Mandar Lalingkar, Associate Director
Mobile : (91) 8450955903
Email : mandarlalingkar@in.pico.com
Ms. Noveena Gandotra, General Manager
Mobile : (91) 8450955904
Email : noveena.gandotra@in.pico.com
Website : www.pico.com

SCONCE GLOBAL PVT. LTD.

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

EXHIKRAFTZ

Sai-Mangal Apts, Office : 6,
Plot : 18, Sector : 8, Charkop,
Kandivali (West), Mumbai - 400067,
Maharashtra, India
Mr. Nimish Shroff
Mobile : +91 9867515003
Email : nimish.exhikraftz@gmail.com
Website : www.exhikraftz.in

D CRAFT EVENTS AND EXHIBITIONS

B21, Shanti Shopping Centre,
Mira Road (E), Mumbai-401107.
Mr. Ravinder Khanna, Director
Mobile : +91 9049412211
Mr. Nimish Shroff, Director
Mobile : +91 9867515003
Mr. Anil Khanna, Operations Head
Mobile : +91 9004756781,
Manager : Client Servicing
Ms. Moumita Pal-+91 8169709667
Email : exhibitions@dcraft.co.in
Website : www.dcraftevents.com

B. EXHIBITION HALL

B1. CONSTRUCTION OF BOOTH

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

Exhibitors who have ordered bare space may begin building their booths 10:00 hours on 31 January and all construction work should be completed by 20:00 hours on the same day.

B2. MOVE IN OF EXHIBITS

Exhibitors who have ordered standard shell scheme booth may move in their exhibits from 16:00 hours on 31 January and all work should be completed by 10:00 hours on the following day. The hall shall be open overnight for construction.

Exhibitors must arrange for an authorised representative to be present at the site to receive and take possession of their goods as the organiser is unable to accept delivery.

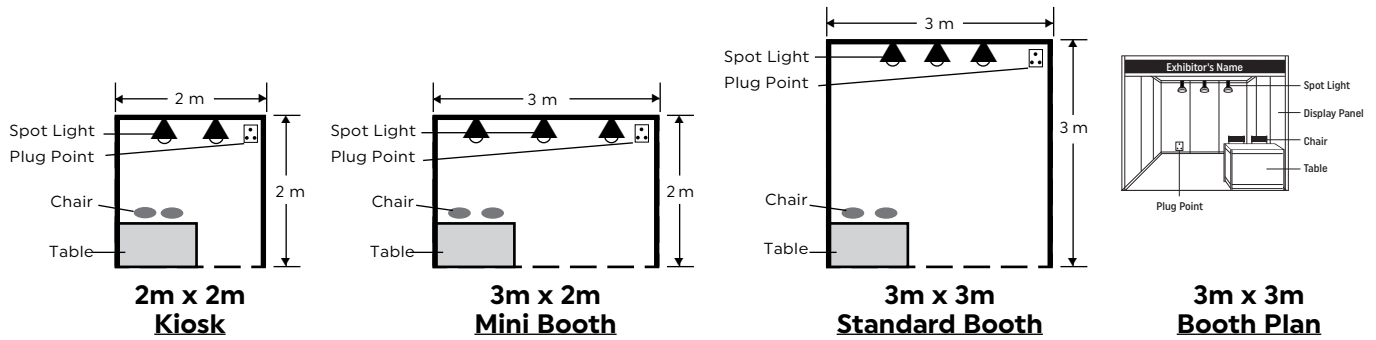
B3. DISMANTLING AND REMOVAL OF EXHIBITS

Exhibits must be moved between 19:00 hours and 21:00 hours on **Sunday, 03 February, 2019.**

Dismantling of booths and removal of exhibits 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.

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 :	Two Spot-lights (100 W)	Three Spot-lights (100 W)	Three Spot-lights (100 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.

B5. EXHIBITOR SOUND LEVEL

TTF maintains an 80 decibel sound level for all exhibitors. This level has been identified as being a safe level for trade show demonstrations. To ensure a successful Trade Show for all exhibiting companies and their guests, Fairfest Media, as Show Management, reserves the right to closely monitor sound usage and, where necessary, restrict and possibly eliminate the music / musical instruments and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include, but are not limited to, reviewing and adjusting all sound system and loud-speaker placements within an exhibit, restricting sound levels within a booth, and restricting demonstrations within a booth.

B6. CAUTIONARY NOTE:

Please go through the following rules carefully as not adhering to it will attract penalties.

- Any Exhibitor appointing Contractor to build customised booth shall get the booth design approved from the organiser, at least 15 days prior to the event. The Exhibitor / Booth Contractor shall also get the Electrical Work inspected and No Objection Certificate (NOC) issued from the Official Electrical Contractor appointed by the organiser.
- Use of public address systems, audio-visual systems and height of displays in the space booked is subject to no inconvenience to other participants and the organisers decisions in this regard shall be final.
- Maximum stall structure height permissible is 14/8 feet, depending on location of booth (including the platform height) on open side and 8 feet on common wall / backwall.
- Stalls constructed in contravention of the rules or not as per approved drawing are liable to be dismantled, and, in addition, will attract penalties.
- No flammable welding / cutting / sawing is allowed inside the hall.
- Do not draw extra electricity load without written approval from the organisers.
- Do not store materials, boxes, cartons behind the booths / pavilions.
- Do not block the emergency exits in any way.
- Exhibits must not be placed beyond the stand booked by the Exhibitor from the Organiser in which case, the Organiser reserves the right to charge @ 200% of the rate contracted, for the additional stand charges, over and above the charges for the actual stand booked. The distribution of brochures from the gangways is strictly forbidden. Equipment presentations, artistic shows and other promotional activities of the Exhibitor must be consulted with the Organiser in advance and cannot hinder or make impossible the operation of other stands or the free movement of participants and public.
- Removing furniture and electrical equipments from another booth will tantamount to snatching and strict action will be taken in such cases. On the spot requisitions will be serviced one by one till the stocks are available, at a premium of 10% on usual rates. Participants are advised to make this extra requisition well in advance.
- The exhibitor indemnifies the organisers against all actions, expenses, costs, charges, or claims which the organisers or any of their contractors may be liable for any consequence or damage or injury to any person or property occasioned by or arising out of the act, default or negligence of the exhibitor, his representatives, servants or workmen or any person or persons or persons under his direction or any independent contractor engaged by him.
- Construction work can be carried out inside the hall till 20:00 hours on 31 January.

C. RECORD OF ORDERS

(Put a ✓ if submitted)		Amount INR / US\$	Last Date of Submission
FORM 1	Registration of Outside Contractor		20.01.2019
FORM 2	Fascia Board / Furniture / Electrical		20.01.2019
FORM 3	Temporary Staff		20.01.2019
FORM 4	Preferred Customer Pass	N A	20.01.2019
FORM 5	Award Forms	N A	26.01.2019
Total payment committed :			

Date : _____

- Note :
- 1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 65 approx. (INR as per prevailing rate during order placement and execution day).
 - 2) Exhibitors are advised to make payment to and deal directly with individual suppliers/contractors concerned.
 - 3) This is for your record. Please retain it for future reference.

FORM 1

For official use :
Exhibitor :
Received :

Deadline for Submission : 20 January 2019

Fax or Mail To : Fairfest Media Ltd.
Room # 204, Eternia Complex, Behind City Centre
Swastik Cross Road, C G Road
Navrangapura, Ahmedabad - 380 009
Tel : +91 79 2646 1214
Fax : +91 79 2646 1217
E-mail : contact@fairfest.in

APPLICATION FOR OUTSIDE CONTRACTOR - DAMAGE & PERFORMANCE BOND

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

Exhibitor's Name

Sq. mtr. booked

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

BOOTH HEIGHT LIMIT : The maximum height of construction in Ahmedabad is 14/8 feet on open side (including platform height) and 8 feet height on common wall.

Damage & Performance Bond

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

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

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

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

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

Please supply **CONTRACTOR PASSES** : No. required :

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

Contractor's Name : _____

Address : _____

Contact Person : _____ Designation : _____

Tel : _____ Fax : _____

Signee's Name : _____

Exhibitor's signature / company stamp

Date : _____

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

Approval of booth design is required to be taken from organisers by submitting the same 15 days before the show. Stalls constructed in contravention of the rules (see point nos. B1 to B6 on page 5 to 7, specially the cautionary note) or not as per approved drawing, are liable to be dismantled, and, in addition, will attract penalties.

Please make copy for your own reference

Deadline for Submission : 20 January, 2019

FORM 3

For Official use :
Exhibitor :
Received :

Deadline for Submission : 20 January 2019

Fax or Mail To : **Fairfest Media Ltd.**
Room # 204, Eternia Complex,
Behind City Center, Road,
C G Road, Navrangpura,
Ahmedabad-380 009
Tel: (91)(79) 26461214
Fax: (91)(79) 26461217

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. 1500.00# onwards

(b) For the following dates (February 2019)

Put a ✓ :

1	2	3	all 3 days

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

(d) Total amount payable (@ Rs.1500.00# per person per day) :

Rs.

EXHIBITOR'S AUTHORISATION

Exhibitor : _____

Contact Person: _____

Address: _____

Tel: _____ Fax: _____

Signature: _____

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

+ GST @ 18%

+ on spot requisitions will cost 20% more and will be subject to availability

+ over & above those provided for each Standard Shell Scheme Booth on page 5

Please make copy for your reference.

Deadline for Submission : 20 January, 2019



FORM 4

For Official use :
Exhibitor :
Recieved :

Fax or Mail To : **Fairfest Media Ltd.**
Room # 204, Eternia Complex,
Behind City Centre
Swastik Cross Road, C G Road
Navrangapura, Ahmedabad - 380 009
Tel : +91 79 2646 1214
Fax : +91 79 2646 1217
E-mail : contact@fairfest.in

PREFERRED CUSTOMER PASS

DEADLINE : 20 JANUARY, 2019

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 SUMMER**. 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 SUMMER with preferred Customer Passes

Quantity Requested * : _____ Date Ordered : _____

* You will automatically receive 50 passes. Show management must receive this completed order form to process your request for additional passes.

SHIP PASSES TO :

EXHIBITOR'S AUTHORISATION

Name: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Please make copy for your reference.

Deadline for Submission : 20 January, 2019

D. EXHIBITOR AWARD PROGRAMME

Deadline for submission is 7 days before the opening day.

Dear Participant :

Thank you for participating in TTF SUMMER. 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 before 7 days from the opening date of the Exhibition**. 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 SUMMER). 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 local 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 Best Decorated 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 see you at TTF SUMMER

Fairfest Media Ltd.

FORM 5A

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

BEST PRINT PROMOTIONAL MATERIAL AWARD

Details

Name of entrant : _____

Position : _____

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 SUMMER (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 SUMMER Awards Programme

Fairfest Media Ltd.

Room # 204, Eternia Complex, Behind City Center
Swastik Cross Road, C G Road
Navrangpura, Ahmedabad-380 009
Tel: (91)(79) 2646 1214 Fax: (91)(79) 2646 1217
E-mail : contact@fairfest.in URL : www.ttfotm.com

4. All decisions made by Judging Panel are final.

FORM 5 B

Deadline : 7 days before opening of fair

AWARDS PROGRAMME**MOST PROMISING NEW DESTINATION AWARD**

Details

Name of entrant : _____

Designation : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Region (tick one)

 India InternationalRules 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 SUMMER Awards Programme

Fairfest Media Ltd.

Room # 204, Eternia Complex, Behind City Center

Swastik Cross Road, C G Road

Navrangpura, Ahmedabad-380 009

Tel: (91)(79) 2646 1214 Fax: (91)(79) 2646 1217

E-mail : contact@fairfest.in URL : www.ttfotm.com

3. All decisions made by Judging Panel are final.

FORM 5 C

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

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 SUMMER Awards Programme

Fairfest Media Ltd.

Room # 204, Eternia Complex, Behind City Center

Swastik Cross Road, C G Road

Navrangpura, Ahmedabad-380 009

Tel: (91)(79) 2646 1214 Fax: (91)(79) 2646 1217

E-mail : contact@fairfest.in URL : www.ttfotm.com

3. All decisions made by Judging Panel are final.

FORM 5 D

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

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 SUMMER Awards Programme

Fairfest Media Ltd.

Room # 204, Eternia Complex, Behind City Center
Swastik Cross Road, C G Road
Navrangpura, Ahmedabad-380 009
Tel: (91)(79) 2646 1214 Fax: (91)(79) 2646 1217
E-mail : contact@fairfest.in URL : www.ttfotm.com

3. All decisions made by Judging Panel are final.

FORM 5 E

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

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 SUMMER Awards Programme

Fairfest Media Ltd.

Room # 204, Eternia Complex, Behind City Center
Swastik Cross Road, C G Road
Navrangpura, Ahmedabad-380 009
Tel: (91)(79) 2646 1214 Fax: (91)(79) 2646 1217
E-mail : contact@fairfest.in URL : www.ttfotm.com

3. All decisions made by Judging Panel are final.

F. FINAL CHECKLIST & SHOW IMPLEMENTATION

FINAL CHECKLIST

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

SHOW IMPLEMENTATION

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

1. Conversation with customers

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

2. Documentation

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

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

3. Follow-up

In no later than 10 days after TTF SUMMER, 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 SUMMER 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 :