

India's Biggest Travel Show Network



**23 24 25 September 2022**

Messe Global Laxmi Lawns, Magarpatta, Hadapsar  
**PUNE**

## EXHIBITOR'S INFORMATION & ORDER BOOK

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**INDIA'S BIGGEST TRAVEL  
SHOW NETWORK**

**SURAT • AHMEDABAD • DELHI • MUMBAI • PUNE  
BENGALURU • CHENNAI • KOLKATA • HYDERABAD**

# Pune

## A. THE EXHIBITION

Travel and Tourism Fair (**TTF**)

### A1. VENUE

#### Messe Global Laxmi Lawns

133, Magarpatta,  
Hadapsar, Next to Magarpatta City,  
Pune, Maharashtra - 411 013  
Tel : (91) (22) 6236 1291 / 4003 6045  
Email : info@exhicongroup.com Website : www.exhicongroup.com

### A2. HOURS & DATES

#### Schedule for 22nd September, Thursday

Space handover for booth construction (Bare space)	:	08:00 hrs - 20:00 hrs
Exhibitor Registration (Booth Set-up Built up booth)	:	16:00 hrs - 20:00 hrs
Deadline to complete Booth Construction	:	20:00 hrs

#### Schedule for 23rd September, Friday

Exhibitor Registration	:	08:00 hrs - 09:00 hrs
Inauguration	:	11:00 hrs
Open for Travel Trade	:	11:00 hrs - 19:00 hrs

#### Schedule for 24th September, Saturday

Open for all	:	11:00 hrs - 19:00 hrs
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#### Schedule for 25th September, Sunday

Open for all	:	11:00 hrs - 19:00 hrs
Dismantling of booths and removal of exhibits	:	19:00 hrs - 21:00 hrs

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

### A3. SHOW SECRETARIAT / ORGANISER

#### Fairfest Media Limited

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

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

**Kolkata** : 25 C/1 Belvedere Road, Alipur, Calcutta 700 027  
Tel : (91) (33) 4028 4028

**New Delhi** : U-1, Green Park Main, New Delhi 110 016  
Tel : (91) (11) 2686 6874, 2686 6875

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

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

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

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

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

### **STELLAR EXHIBITIONS INDIA**

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

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

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

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

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

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

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

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

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

## **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 08:00 hours on 22 September 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 22 September and booth setup 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 position goods as the organiser is unable to accept delivery.

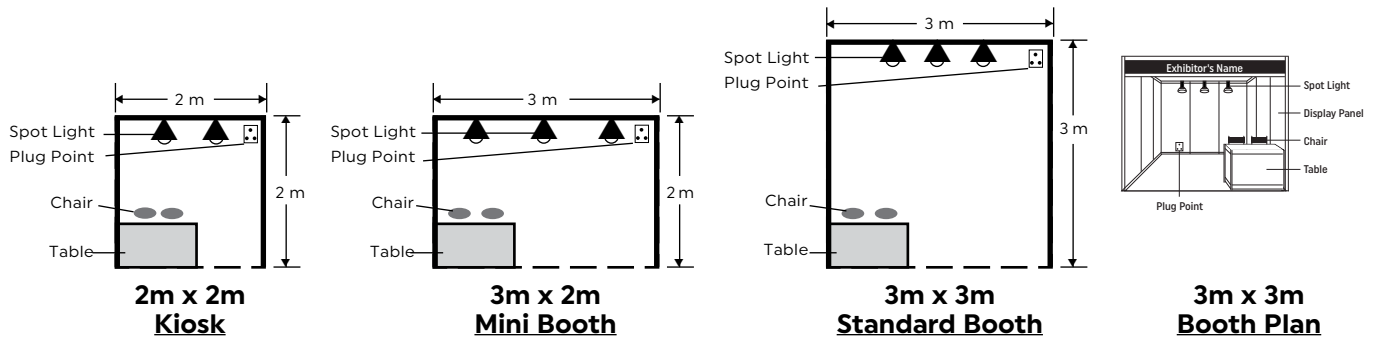
### **B3. DISMANTLING AND REMOVAL OF EXHIBITS**

Exhibits must be moved between 19:00 hours and 21:00 hours on **Sunday, 25 September, 2022.**

**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.

	<b>Kiosk</b> (2m x 2m)	<b>Mini Booth</b> (3m x 2m)	<b>Standard Booth</b> (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 4 mtr / 2.5 mtr, depending on location of booth. Booth design should be approved from the organiser, at least 15 days prior to the event.
- Stalls constructed in contravention of the rules or not as per approved drawing are liable to be dismantled, and, in addition, will attract penalties.
- Welding / cutting / sawing is not allowed. Booth Should be fabricated in workshop and only assembled on site.
- 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 22 September.

## PUNE

### C. RECORD OF ORDERS

(Put a ✓ if submitted)		Amount Rs / US\$	Last Date of Submission Pune
FORM 1	Registration of outside Contractor		10.09.2022
FORM 2	Fascia Board/Furniture/Electrical		10.09.2022
FORM 3	Temporary Staff		10.09.2022
FORM 4	Award Forms	N A	19.09.2022

Total payment committed :

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

- Note :
- 1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 80 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.

**FORM 1**

For official use :  
 Exhibitor :  
 Recieved :

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

**Deadline for Submission : 10 September 2022**

**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 Pune is 4 mtr / 2.5 mtr (including platform height) depending on location of booth.

**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 : 10 September, 2022**





**FORM 3**

For Official use : Exhibitor : Recieved :
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**Deadline for Submission : 10 September 2022**

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

**TEMPORARY STAFF**

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

We require :

Service : Information counter personnel

(a) Daily rate per person : Rs. 1500.00# onwards

(b) For the following dates (September 2022)

23	24	25	all 3 days

Put a ✓ :

(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 : 10 September, 2022

## D. EXHIBITOR AWARD PROGRAMME

Deadline for submission is 7 days before the opening day.

Dear Participant :

Thank you for participating in TTF Pune. 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). 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**

Fairfest Media Ltd.

## FORM 4A

Deadline : 7 days before opening of fair

# AWARDS PROGRAMME

Pune

## 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 (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 Awards Programme

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

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

4. All decisions made by Judging Panel are final.

## FORM 4B

Deadline : 7 days before opening of fair

# AWARDS PROGRAMME

Pune

## 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 Awards Programme

**Fairfest Media Ltd.**

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

3. All decisions made by Judging Panel are final.

## **FORM 4C**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

**Pune**

## **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 Awards Programme

**Fairfest Media Ltd.**

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

3. All decisions made by Judging Panel are final.

## **FORM 4D**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

**Pune**

## **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 destination

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 Awards Programme

**Fairfest Media Ltd.**

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

3. All decisions made by Judging Panel are final.

## **FORM 4E**

Deadline : 7 days before opening of fair

# **AWARDS PROGRAMME**

**Pune**

## **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 Awards Programme

**Fairfest Media Ltd.**

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

3. All decisions made by Judging Panel are final.



## E. 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 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, 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 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 :

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