



India's Biggest Travel Show Network

**TTF**®

TRAVEL & TOURISM FAIR

**07, 08 & 09 August 2024**

Mahatma Mandir Convention and Exhibition Centre  
GANDHINAGAR

**EXHIBITOR'S MANUAL**

# ORGANISER

## Fairfest Media Limited

302A, Eternia Complex, Behind City Centre, Swastik Cross Road,  
CG Road, Navrangapura, Ahmedabad - 380 0090 | Tel: +91 79 2646 1217  
E-mail: [contact@fairfest.in](mailto:contact@fairfest.in) | [www.ttfotm.com](http://www.ttfotm.com), [www.fairfest.com](http://www.fairfest.com)

India's Biggest Travel Show Network



TRAVEL & TOURISM FAIR

Organised by



### 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

### KOLKATA

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

### AHMEDABAD

302A, Eternia Complex,  
Behind City Center,  
Swastik Cross Road,  
C G Road, Navrangpura,  
Ahmedabad 380 009  
Tel : +91 79 2646 1217

### NEW DELHI

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

# CONTENTS

<b>Exhibition Venue &amp; Dates</b>	4
<b>Exhibition Schedule</b>	5
<b>Contact Details Of Leading Booth Fabricators / Designers</b>	6
<b>Exhibitor Guidelines</b>	7 - 12
<b>Health and Safety Guidelines</b>	13 - 14
<b>Standard Shell Scheme Booth</b>	15
<b>Mandatory &amp; Requisition Forms (Forms 1 to 5)</b>	16 - 22
<b>Awards Programme &amp; Forms (Forms 6A to 6E)</b>	23 - 27
<b>Final Checklist &amp; Show Implementation</b>	28

# EXHIBITION VENUE & DATES

## VENUE

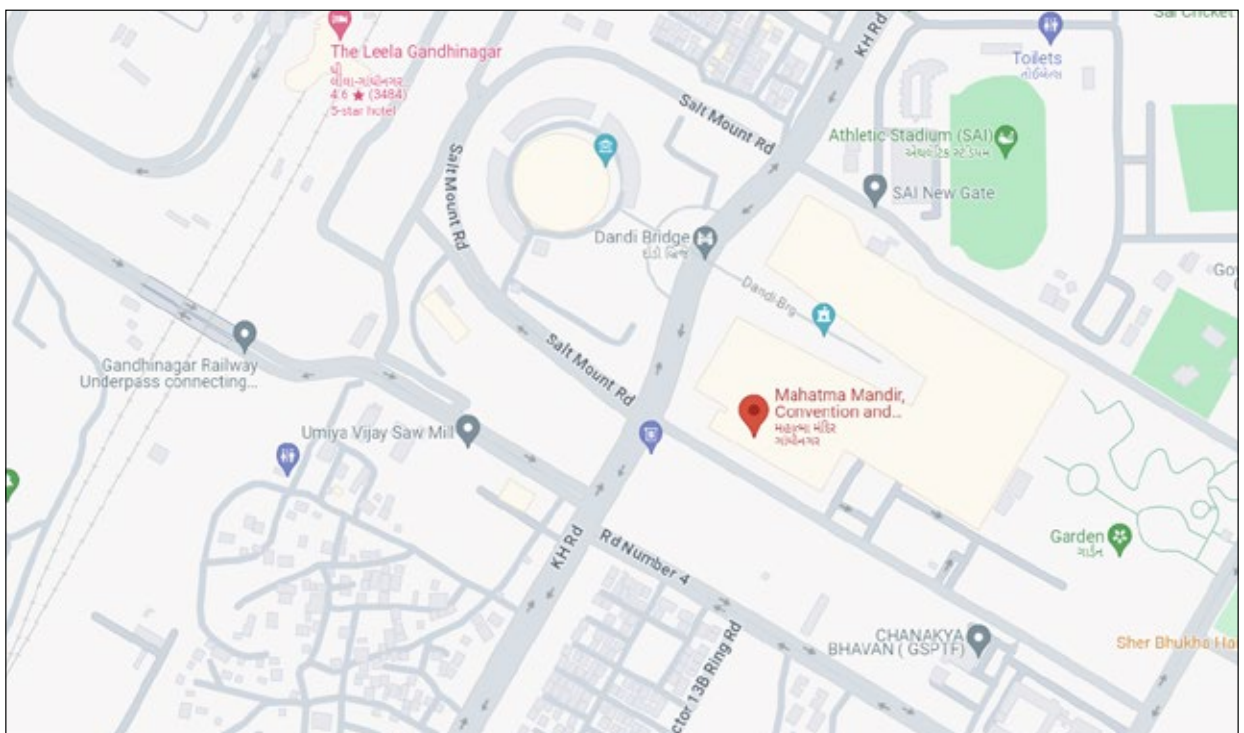
### MAHATMA MANDIR CONVENTION AND EXHIBITION CENTRE

Mahatma Mandir, Gandhinagar, Gujarat, India 382 010

Tel : (91) (079) 23250492 / 0493

## DATES

07, 08 & 09 AUGUST, 2024



Organised by

**FAIRFEST**  
MEDIA LIMITED

4

**TTF** Ahmedabad 2024

# EXHIBITION SCHEDULE

SETUP DAYS	
<b>DATE &amp; TIME</b>	
<b>Schedule for 05th August, Monday</b> Space hand over for booth construction (Bare space)	08.00 hrs onwards
<b>Schedule for 06th August, Tuesday</b> Exhibitor Registration Space hand over for shell scheme exhibitors	14:00 hrs - 20:00 hrs 14:00 hrs onwards
Deadline to complete Booth Construction	20:00 hrs
EXHIBITION DAYS	
<b>Schedule for 07th August, Wednesday</b> Exhibitor Registration  Inauguration  Open for Travel Trade	08:00 hrs - 09:00 hrs  11:30 hrs  11:00 hrs - 18:00 hrs
<b>Schedule for 08th August, Thursday</b> Open for Travel Trade	11:00 hrs - 18.00 hrs
<b>Schedule for 09th August, Friday</b> Open for Travel Trade	11:00 hrs - 18.00 hrs
<i>Participants will not be allowed to leave their stall before the official closing time everyday.</i>	
DISMANTLING PERIOD	
<b>Schedule for 09th August, Friday</b> Dismantling of booths and removal of exhibits	18:00 hrs - 23:59 hrs

## CONTACT DETAILS OF LEADING BOOTH FABRICATORS / DESIGNERS

<p><b>JMD DESIGN DESK PVT. LTD.</b> 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</p>	<p><b>MEROFORM INDIA PVT LTD.</b> 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@meroformindia.com</p>
<p><b>PAVILIONS &amp; INTERIORS (I) PVT. LTD.</b> Ashok Industries, M N Dsoza Compound, Kherani Road, Sakinaka, Andheri - East, Mumbai - 400072 Tel : +91 22 28521408 / 10 Mr. Kunal Mhatre, Sr. Marketing Manager, Mobile : (91) 9867018132 Email : kunal.mhatre@pavilionsinteriors.com Website : www.pavilionsinteriors.com</p>	<p><b>CACHET EVENTS AND DESIGN SOLUTIONS</b> 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</p>
<p><b>STELLAR EXHIBITIONS INDIA</b> I 19, 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</p>	<p><b>D CRAFT EVENTS AND EXHIBITIONS</b> B21, Shanti Shopping Centre, Mira Road (E), Mumbai-401107. Mr. Ravinder Khanna, Director Mobile : +91 9049412211 Mr. Anil Khanna, Operations Head Mobile : +91 9004756781, Email : exhibitions@dcraft.co.in Website : www.dcraftevents.com</p>
<p><b>KRAFT INDIA DESIGNS</b> Office No.65, 1st Floor, Evershine Mall Link Road, Near Mind Space, Chincholi Bunder, Malad West, Mumbai, Maharashtra 400064, India. Mobile : (91) 7738288861 / 7715822236 Email : kraftindiadesign@gmail.com Website : www.kraftindiadesigns.com</p>	<p><b>CREATIVE FOCUS</b> (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</p>
<p><b>EXPOGURU CONCEPTS PVT. LTD.</b> 906 , 9th floor, Hemkunt Chambers Nehru place, New Delhi - 110019 India Mobile : +91 9582744848 Email : mayank@projectexpoguru.co.in Website : www.projectexpoguru.co.in</p>	<p><b>EXHIBIT DZINES</b> B-17, St No.1, Madhu Vihar, Near Dwarka Sec-3, New Delhi- 110059 India. Mr. James, BD- Manager Mobile: +91 8510007689 Email: exhibitdzines@gmail.com Website:www.exhibitdzines.com</p>
<p><b>PROPWOOD PRODUCTION PVT. LTD</b> B-212, Crystal plaza, LinkRoad, Andheri west, Mumbai-400059 . BSI Business Park, H-15, 404, Sector 50, Noida- 201301 Mobile - 9819159957, 9372604624 Email : propwoodmumbai@gmail.com / propwooddelhi@gmail.com Website : www.propwood.in</p>	<p><b>THE WOODPECKERS</b> 404, Powai Plaza Premises, Opp. Nirvana Park, Hiranandani Gardens, Powai, Mumbai - 400 076. India. Tel: 022-5708678 Navreet Kaur Brar, Business Devt. Executive Mobile : (91) 7977717410 Email : navreetwoodpeckers@gmail.com Web : www.woodpeckersglobal.com</p>



# EXHIBITOR GUIDELINES



## 1. Construction of Booth / Pavilion - All Construction work must be finished by 20:00 hrs on 06th August, 2024

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

Exhibitors who have reserved bare space may begin constructing their booths as outlined below.

**Space hand over for booth construction (Bare space):** Schedule for 05th August, Monday 08.00 hrs onwards

**Booth Construction Deadline:** Contractors and exhibitors must complete all work by 20:00 hours on August 6, 2024.

**Penalties for Delays:** Any delays in completing the work will incur penalty charges of INR 10,000 per hour per booth/pavilion from 20:00 to 23:00 hours on August 6, 2024.



## 2. Move in of Exhibits

Exhibitors with shell scheme bookings may move in their exhibits according to the schedule provided below.

**Space hand over for shell scheme exhibitors:** Schedule for 06th August, Tuesday 14.00 hrs onwards

**Exhibitors must ensure that an authorized representative is present on-site to receive and position goods, as the organizer cannot accept deliveries.**



## 3. Badge Entitlement

Each exhibitor is entitled to receive free Exhibitor Badges according to the table below, for personnel managing their stands. Any misuse of an Exhibitor Badge will result in its confiscation.

Stand Size (sq m)	Exhibitor Badges
6 sq m	3
9 sq m	5
18 sq m	10

### Charges for Additional Exhibitor badges : INR 2,000 / USD 25 + GST @ 18%

Exhibitor Badges will be issued by the organizers at the Exhibitor Registration area on **August 6, 2024, from 14:00 to 20:00.**

Exhibitors can collect their badges by presenting their business cards upon arrival at the venue. For security reasons, exhibitors are required to wear their badges at all times during the exhibition, as well as on setup and teardown days.

Badges will not be sent by post or courier in advance.



## 4. Dismantling and removal of Exhibits - All Exhibits and/or debris must be cleared By 23:59 hrs on 09th August 2024

Dismantling of booths is prohibited before 18:00 on 9th August 2024. Exhibits must be removed between 18:00 and 23:59.

Contractors and exhibitors must clear their booth space of all exhibits and debris by 21:00. Failure to do so will result in a penalty charge of INR 10,000 per hour per booth or pavilion.

Removal, delivery, or replenishment of stock is only allowed before the exhibition opens in the morning or after it closes in the evening.

To remove any valuable items or displays from the hall, exhibitors must obtain permission from the organiser.



## 5. Architectural / Stand Layout / Pavilion Design / Installations Layout Submission

Exhibitors must strictly adhere to all guidelines set by the Organisers. The Exhibitor must submit their architectural, stand layout, pavilion design, and installation plans to the Organisers by **July 24, 2024**. Additionally, they must provide a detailed Electrical Plan alongside the stand layout, including an AutoCAD plan (to scale Grid Layout) indicating the number of electrical fixtures and load per point.

The Exhibitor is required to comply with any modifications or changes suggested by the authorised representative of the Organisers. Failure to do so may result in the Organisers denying access to the Event Venue and the Centre, and the Exhibitor may be required to dismantle and/or remove their temporary infrastructure at their own cost.

If the Exhibitor fails to dismantle and/or remove their temporary infrastructure, facilities, or possessions from the Event Venue and the Centre within the specified time, the Organisers may, at their discretion, dismantle and/or remove these items at the Exhibitor's cost, expense, and risk.

A penalty of **Rs. 25000 plus applicable taxes** will be charged to the Exhibitor for failing to submit the layout plan within the stipulated time.

The Exhibitor is also responsible for customs clearance for any exhibits imported from foreign countries.



## 6. Structure Construction

Exhibitors are not allowed to utilize highly flammable materials or substances that produce dripping or toxic gases when burned.

Certain load-bearing structural components may need to meet specific safety standards, such as being non-flammable, under certain circumstances.

If flammable decoration materials are used due to their method of installation, Fire Extinguishers must be readily available to provide sufficient protection against fire hazards.

Scaffolding exceeding a height of 4 meters should be bolstered with support scaffold at a ratio of 4:1 for safety purposes.



## 7. Structure Heights

The maximum allowable height for a fabricated booth, including platform height, is 4 meters. If the exhibitor intends to exceed this height, they must obtain written permission from the organizers by submitting the booth design along with a **structural stability certificate** from a qualified and government-approved engineer.

The exhibitor agrees to adhere to all rules and regulations regarding the design and construction of stands. All infrastructure, including stand structures, mobile stands, special structures, and designs, must receive prior written approval from the organizers.

Before **July 24, 2024**, the exhibitor must submit plans, scaled at not less than 1:100, showing ground plans, elevations, and dimensions, to authorized personnel for approval.

The organizers reserve the right to request a structure stability certificate from a qualified and/or government-approved agency. The exhibitor is responsible for all costs associated with approvals. Any stands or structures not approved or not in compliance with regulations must be altered or removed by the exhibitor or their contractor at the exhibitor's expense.

If the exhibitor fails to comply with instructions from the organizers within the specified time, the organizers may make changes at the exhibitor's expense, including shutting down the stand.

The exhibitor must ensure that all structures, equipment, exhibits, and advertising materials are set up with sufficient stability to prevent any danger to public safety, particularly to life and health.



## 8. Infrastructure Build Up

All installations within the event venue and center must be temporary and non-damaging to the venues during both installation and removal processes. Exhibitors



are responsible for ensuring that these installations pose no risk of harm to the structure, fixtures, or fittings of the event venue during setup, dismantling, or any other activities. Exhibitors must engage qualified and experienced contractors for constructing any infrastructure related to the event.

Contractors hired by exhibitors may commence work at the event venue only after providing an undertaking to comply with all relevant laws, including safety, health, and environmental guidelines issued by the Owner.

Floor markings for setting up temporary infrastructure at the event venue should be done using erasable chalks or white masking tapes that do not leave any residue on the floor or elsewhere.

Exhibitors or their contractors are prohibited from conducting any construction work during the event.



### 9. Floor Coverings

**Exhibitors with bare space must lay a carpet over their allotted area on the exhibition floor before commencing setup.**

The carpet and any other floor coverings should be laid down carefully to prevent accidents and secured in place using appropriate PE or PP adhesive tape, ensuring no residue remains upon removal. Additionally, all carpets, drapes, and materials must either be flame-retardant or treated with fire-retardant spray by an authorized professional.

It is strictly prohibited to use fasteners, anchors, or any method involving digging, drilling, or driving nails or screws into the walls or flooring of the venue and its surrounding areas.

Furthermore, all standard or vertical posts of the scaffold must be equipped with base plates or sole plates.



### 10. Housekeeping

The organizers will not handle booth cleaning during setup or event days. Fabricators must assign their own staff for final booth cleaning. Vacuum cleaners are required for cleaning booths larger than 36 square meters.



### 11. Waste Water & Garbage Disposal

Exhibitors and their contractors must ensure that wastewater is disposed of only in designated areas.

Indoor and outdoor drainage systems, wash basins, and toilets at the Event Venue are not to be used for the disposal of wastewater, food, or garbage. Any cleaning of polluted ditches, drainage blockages, or other remedial work resulting from damage caused by misuse shall be the responsibility and expense of the exhibitor.

Garbage must be sorted at its source, with different colored dustbins used for separating wet and dry waste. All waste should be bagged and labeled with different colored bags, and wet and dry waste should be stored separately. Depending on the size of the pavilion, appropriate bins should be placed inside for waste disposal.



### 12. Fire Extinguishers

Every stand with an area equal to or greater than 36 square meters must be equipped with at least one appropriate type of fire extinguisher in their stand.



### 13. Fire Fighting Access Zones

It is imperative to keep the access routes and mobility zones clear for firefighting services at all times.

The Exhibitor/Fabricator must ensure that fire hydrants remain uncovered, unobstructed, and accessible.

The Exhibitor/Fabricator is responsible for ensuring accessibility and visibility

of sprinklers, fire alarms, fire extinguishing equipment, smoke extractor trigger points, smoke alarms at hall entrances, and other safety equipment, along with corresponding signage and emergency exit signs.

Each stand must be equipped with a fire extinguisher during setup, show, and dismantling days. Users are required to deploy fire marshals and extinguishers throughout these periods.



#### 14. Emergency Exits, Aisles

Exhibitors and Contractors must maintain emergency exits clear at all times.

Aisles must remain unobstructed along their entire width and length.

Any expenses incurred in clearing exits and/or aisles will be the responsibility of the Exhibitor/Contractors.



#### 15. Exits, Escape routes and Doors

Each point within an exhibition space or constructed area must be within a maximum distance of 20 meters from an aisle, accessible by foot.

Enclosed areas exceeding 100 square meters must feature a minimum of two distinct exits leading to escape routes. These exits should be positioned at opposite ends of the area and be clearly indicated.

The use of swing doors, revolving doors, code-activated doors, sliding doors, or any other access barriers within escape routes is strictly prohibited.



#### 16. Explosives and Ammunitions

The Explosives Act regulates the handling of explosive, hazardous substances, and ammunition, prohibiting their display at trade fairs or exhibitions.



#### 17. Balloons and Flying Objects

The presence of air balloons filled with gas and remote-controlled flying objects is prohibited within the Event Venue.



#### 18. Artificial Mist/Smoke

Consultation with the Mahatma Mandir Convention & Exhibition Centre is required for the use of machines that produce artificial mist/smoke.



#### 19. Lounges and Closed Rooms

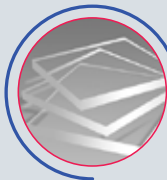
Rooms and lounges completely enclosed and isolated from the exhibition area must have optical and acoustic warning systems to ensure continuous stand alerts. In rare instances, alternative measures may be considered at the discretion of the Mahatma Mandir Convention & Exhibition Centre.



#### 20. Platforms, Ladders, Stairs

Pedestrian areas with a drop of over 0.20 meters must have railings at least 1 meter tall.

Organizers may request evidence of structural integrity for platforms or stages.



#### 21. Glass and Acrylic Glass

Only glass that is appropriate for its intended use may be used.

Safety glass must be used for all glass components in glass structures.

The edges of glass panes must be either ground or protected to prevent personal injury.

Glass building elements must be marked at eye level if they are fabricated entirely from glass.



## 22. Spray Guns, Nitrate Paints/Lacquers

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



## 23. Rotary Cutters and work using naked flame

The use of power tools for cutting, welding, painting, varnishing, buffing, etc., is prohibited within any Event Venue, Hall, or Exhibition Centre.



## 24. Use of Sand, Turf or similar Material

If an exhibitor requires sand, soil, garden turf, moss, or similar materials for exhibition, decoration, or presentation purposes, they must apply an approved anti-leak protective layer on the floor as mandated by the Organizer/Mahatma Mandir Convention & Exhibition Centre.

The exhibitor is responsible for taking all necessary precautions to prevent any damage to the Event Venue and ensure there is no water leakage.

Any damages resulting from the use of such materials will be fully covered by the exhibitor, including repair costs.



## 25. Advertising Materials / Presentations

Exhibitors are prohibited from placing advertising or signage in the aisles, concourse areas, or any other part of the event venue.

However, presentations, slowly moving visual advertisements, and acoustic or musical reproductions are allowed as long as they do not disrupt others, block aisles, or overpower announcements made through the public address systems.

Noise levels must not exceed 70dB (A) at the stand's edge or any other levels mandated by relevant laws.



## 26. Empty Packing Material

Exhibitors are requested to please deliver any unnecessary packing materials, transport crates, and similar items to the designated freight forwarder of your choosing for storage, with associated costs.

Contractors are requested during booth setup and teardown, keep pathways clear within the halls by promptly removing transport and packing materials and other equipment no longer in use.



## 27. Damages

The Exhibitor is obligated to compensate and rectify any loss or damage, to the satisfaction of the Organisers/Mahatma Mandir Convention & Exhibition Centre, incurred to structures and properties owned by the Organisers/Mahatma Mandir Convention & Exhibition Centre, or those under their execution or procurement, or procured by them, or by other agencies at the Event Venue. This includes losses or damages resulting from the Exhibitor's fault, negligence, willful acts, or omissions, as well as those of its subcontractors, employees, agents, representatives, or third parties visiting the Event Venue for the Exhibition



## 28. Exhibitor Sound Level

Exhibitors at the trade show must adhere to a maximum sound level of 70 decibels, as determined to be safe for demonstrations by Fairfest Media Ltd., the Show Organiser. To ensure a successful event for all participants and attendees, Fairfest Media Ltd.

Organised by

reserves the right to closely monitor sound usage. If necessary, they may intervene by adjusting sound systems and speaker placements, limiting sound levels within booths, or even restricting certain demonstrations at their discretion. These actions are intended to maintain a comfortable environment for all exhibitors and guests.

# HEALTH AND SAFETY GUIDELINES



## 1. General Rules

The exhibitor holds the responsibility for ensuring operational safety and compliance with health, safety, and accident prevention regulations.

Setting up and dismantling stands must adhere to current industrial safety regulations and other relevant laws.

Both the exhibitor and their contractors must take measures to ensure that their activities do not pose a danger to others.

Coordination with other parties at the Exhibition Centre, Event Venue, is essential for safe operations, and if coordination is not feasible or poses risks, work should be temporarily halted.

At Mahatma Mandir Convention & Exhibition Centre, the safety of individuals takes precedence over all other objectives. The center is committed to the belief that all injuries, occupational illnesses, and safety and environmental incidents can be prevented. Throughout the setup and dismantling period, all personnel at the Event Venue must wear appropriate Personal Protective Equipment, including shoes, gloves, and helmets. The use of bare feet and slippers by staff members is strictly prohibited at the Event Venue.



## 2. Use of Materials for Work

Bolt guns are not permitted for use. Cranes and forklift trucks are only allowed in specific areas of the Event Venue and/or Centre.

Digging or pegging is prohibited within the premises of the Event Venue and/or Centre.

The user agrees to safeguard the surfaces of the Venues, Ceilings, Walls, Installations, Wash Rooms, Loading bays, and the entire premises according to the Owner's specifications.

Spray painting, metal cutting/grinding, and woodwork are not permitted activities within the Centre.



## 3. Electrical Installations

All temporary electrical installations set up on stands must be carried out by trained and licensed electricians from approved contractors and operated in accordance with the latest statutory regulations.

The exhibitor will bear full responsibility for any damage resulting from faulty electrical installations.

Any conductive structural elements of the stand must be included in measures taken to protect against indirect contact, such as grounding the stand.

Furthermore, cables used must adhere to statutory codes. The use of bare electric leads and crocodile clips is prohibited. Wiring must be safeguarded against short circuits and overloads, and cables must be free of cuts. All connections should be made using appropriate industrial standard connectors.

Switches and fuse boxes on individual stands must be positioned outside the stalls in a visible and easily accessible location; installation in locked cabinets is not allowed.

Open joints are prohibited; all connections should terminate in a junction box or electrical panel equipped with individual rated trip switches, ELCB, and fuses.

Wooden junction boxes and switchboards are strictly prohibited at the event venue.

All lighting systems and lights must be switched off before vacating the stand in the evening. Any special requirements for overnight usage must be communicated to Organisers for necessary permissions and approvals. For safety reasons, electrical supply will be provided 60 minutes before the scheduled event start time and switched off 30 minutes after closing time.



## 4. Safety Measure

For specific safety measures, it's imperative not to install heating and heat-generating electrical devices like hot plates, spotlights, or transformers on surfaces that are flammable, lacking heat resistance, or poor conductors of heat.

Appliances should be positioned at a sufficient distance from flammable materials based on their heat output.

Additionally, it's crucial that lighting fixtures aren't affixed to decorations or materials that are flammable.

Any personnel working at heights of 1.8 meters or higher above ground level must wear a properly rated full-body harness, securely anchored to an appropriate point.

Regarding performances involving stunts by professional artists during the event, it's understood that the Exhibitor assumes full responsibility for any risks involved. The Exhibitor must provide details of such performances to the Organisers at least 14 days prior to the event, accompanied by a written undertaking.



#### **5. Emergency Lighting**

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



#### **6. Environment Protection**

Ensuring environmental protection is a top priority and fundamental business goal for Organisers.

We are dedicated to minimizing pollution, maximizing recycling, and reducing waste, discharges, and emissions.

Exhibitors and their contractors are expected to actively support these efforts throughout all stages of the Event.

Whenever possible, recyclable materials or those with minimal environmental impact should be utilized for event construction and operations.

Any leftover materials will be disposed of at the Exhibitor's expense without verification of their worth.



#### **7. No Smoking**

Smoking is strictly prohibited within the entire event venue and its premises, as it is designated as a no smoking zone.



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

The organizers cannot guarantee the safety of items left unattended in function rooms. However, arrangements can be made with them to secure a limited number of valuable items. If exhibitors need extra security for such items or any other purpose, the organizers can help arrange this for an additional fee.

Approval from the organizers is required for all security personnel to be employed during the event.



#### **9. Firecrackers**

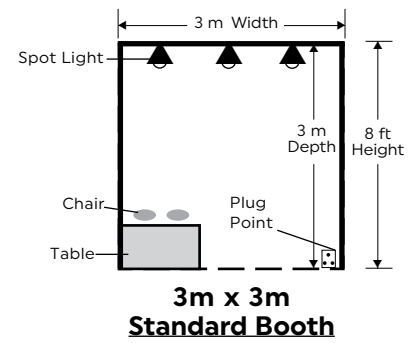
Use of Firecrackers is strictly prohibited within the Centre.



# STANDARD SHELL SCHEME BOOTH

## IMPORTANT NOTES:

- Nailing, stickers, or painting on aluminum frames are prohibited.
- Nailing or painting on panels is not allowed.
- Exhibitors must remove any double-sided tape or stickers they place on panels at the end of the exhibition.
- Coloured panels are available from the Official Contractor at an additional cost.
- The organiser does not permit changes to the colour scheme, attachment of logos or other lettering, or alterations to the standard fascia.
- External electrical contractors are not allowed inside the exhibition hall to provide metal lights, halogen lights, spotlights, or plug points.



## I. STANDARD SHELL SCHEME BOOTH INCLUDES

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

**Fascia** : Red background with Exhibitor's name in English (max. 25 letters) using white cut out letterings.

**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.

## II. ADDITIONAL RENTAL FURNITURE & ELECTRICAL FITTINGS

In addition to the items included in the basic Standard Shell Scheme Booth as listed in the table above, exhibitors may need extra furniture or electrical items. These can be rented from the Official Contractor. Please refer to Form No. 4 (Page No. 20 & 21) and submit it to the Organiser by the specified deadline.

UTILITY CHART	2 mtr depth		3 mtr depth	
	6 sqm	12 sqm	9 sqm	18 sqm
<b>Table</b>	1	2	1	2
<b>Chairs</b>	2	4	2	4
<b>Spotlight</b>	3	6	3	6
<b>Plug Point</b>	1	2	1	2
<b>Dustbin</b>	1	2	1	2

FLEX PRINT DIMENSIONS								
Size	2 mtr	3 mtr	4 mtr	5 mtr	6 mtr	7 mtr	8 mtr	9 mtr
<b>Width (feet)</b>	6.5	9.5	13	16	19.5	22.5	26	29
<b>Height (feet)</b>	8	8	8	8	8	8	8	8

VINYL PRINT DIMENSIONS	
Per Panel	
<b>Width (feet)</b>	3.25
<b>Height (feet)</b>	8

TABLE BRANDING DIMENSIONS	
Vinyl Print	
<b>Width (feet)</b>	3.25
<b>Height (feet)</b>	2

## MANDATORY & REQUISITION FORMS

Mandatory Forms	Last Date of Submission
<b>FORM 1 Registration of Contractor</b>	24.07.2024
<b>FORM 2 Electrical Requirement</b>	24.07.2024
<b>FORM 3 Contractor Security Deposit</b>	24.07.2024

Requisition Forms	Last Date of Submission
<b>FORM 4 Additional Furniture</b>	24.07.2024
<b>FORM 5 Temporary Staff</b>	24.07.2024

Award Forms	Last Date of Submission
<b>FORM 6A Best Print Promotional Material Award</b>	31.07.2024
<b>FORM 6B Most Promising New Destination Award</b>	31.07.2024
<b>FORM 6C Most Innovative Product Award</b>	31.07.2024
<b>FORM 6D Most Exclusive Leisure Product Award</b>	31.07.2024
<b>FORM 6E Best Value Leisure Product Award</b>	31.07.2024

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090

Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**

(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.)

Booth No	Exhibitor's Name	Sq. mtr. booked
<input type="text"/>	<input type="text"/>	<input type="text"/>

**BOOTH FABRICATION GUIDELINES AND REGULATIONS:**

**Height Limit:** The maximum allowable height for fabricated booths, including platform height, is 4 meters.

**Carpet Requirement:** Fabricators must lay a single-use carpet over the entire booth area before starting construction. Failure to comply will result in the forfeiture of the refundable security deposit.

**No Storage Space:** Storing or retaining materials behind the booth is prohibited. Violating this rule will result in the forfeiture of the performance bond.

**Housekeeping:** The organizers will not provide booth cleaning services during setup or show days. Fabricators must arrange for their own housekeeping personnel to ensure final booth cleaning.

**Fire Extinguishers:** For safety reasons, each booth must have fire extinguishers. This requirement must be incorporated into the booth design for approval.

**DAMAGE & PERFORMANCE BOND**

**Payment:** Booth contractors must pay a Damage & Performance Bond via demand draft to the organizers, "Fairfest Media Ltd.," upon registering at the exhibition site. This bond covers potential venue damages and the disposal of booth construction waste. Any breach of the regulations may result in forfeiture of the bond. The deposit will be refunded after the exhibition, provided the site is cleared and no damage is recorded.

**Waste Removal:** Contractors are responsible for removing all packing and waste materials from the exhibition hall during both move-in and move-out. Decoration waste must not be discarded into the aisles and must be properly cleared. All materials used must be safely removed during move-out. Non-compliance will result in the forfeiture of the Damage & Performance Bond.

**Refund of Security Deposit:** The Security Deposit DD will be refunded upon presentation of the receipt after the exhibition, subject to the site being cleared without any damage or garbage recorded by the exhibition center management and organizers.

**Deductions of Security Deposit:** Organizers reserve the right to deduct appropriate amounts for any damages caused to the hall structures or venue by the exhibitor or their staff during build-up, show days, and dismantling. This ensures adherence to the rules and covers any damages arising from violations. Additional claims may be made if damages exceed the bond amount. Any remaining balance will be returned if no damage is found.

**Contractor Access:** Upon receipt of this form and the deposit payment, CONTRACTOR BANDS will be issued. Only individuals with CONTRACTOR BANDS will be granted access to the site.

Please apply **CONTRACTOR BANDS : No. required :**

Approval of booth design is required to be taken from organisers by submitting the same **24 July, 2024.**

<u>CONTRACTOR'S DETAILS</u>	
Organisation :	_____
Contact Person :	_____ Designation : _____
Mob :	_____ Email : _____
Exhibitor's Signature _____	Date & Stamp : _____

*Please make copy for your own reference.*

Deadline for Submission : 24 July, 2024

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
 Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**

This form must be completed and returned by every exhibitor under Bare Space / Shell Space.

1. Exhibitors who have booked BARE SPACE / SHELL SPACE must specify their power requirements in this form.
2. The Shell Scheme package includes only standard single-phase supply. For three-phase supply with a connected load exceeding 1 KW, please complete this form and send it to contact@fairfest.in.
3. The Shell Scheme / Pre-fabricated Stall Exhibitors Package includes fluorescent tubes, spotlights, and 230V, 5 Amp plug points (for consumption up to 1 KW only).

Item	Unit Cost (Per KW)	Electrical Load Requirements (KW)	Total Amount
Single Phase/Three Phase Power	INR 2,500/USD 31		

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

**Electrical requirements can be serviced only if order is placed on or before 24th July 2024. There is no provision of making last minute / onsite request after 24th July 2024.**

**\* Orders are valid only when accompanied by full remittance with 18% GST.**

Being transferred to: **Kotak Mahindra Bank Ltd.** Bally High, 1, Ballygunge Park Road, Kolkata 700 019, India  
**Account Name:** Fairfest Media Ltd. **Account Number:** 8047380963 **IFSC Code:** KKBK0000325 **Swift Code:** KKBKINBBPCP  
 Please Note: All prices are current and subject to change without prior notice.

**Rules for Electrical Work**

Exhibitors are required to make the payment for electrical work 20 days before the show, along with the form submission. The cheque or demand draft should be made payable to "Fairfest Media Limited".

1. All exhibitors must hire a licensed electrical contractor to perform the internal wiring within their stands and must submit a photocopy of the contractor's license to the organizers.
2. Only ISI-marked new materials must be used for electrical installations, and the wires should be PVC copper insulated with a voltage rating of 1100 V.
3. For lighting circuits, 3x2.5 sq mm PVC insulated copper wire must be used. For 16A power points, 3x4 sq mm PVC insulated copper wire is required.
4. Wires must be safely routed through conduits or casing capping, without any loose hanging wires, and must be terminated using crimping lugs.
5. LED lights must be used. If halogen lights are used, they must be equipped with a transformer.
6. The load connected to the power point must be appropriate for the socket.

Booth No	Exhibitor's Name	Sq. mtr. booked
<input type="text"/>	<input type="text"/>	<input type="text"/>

**BILLING DETAILS**

Organisation : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 GST No. \_\_\_\_\_  
 Contact Person : \_\_\_\_\_ Designation : \_\_\_\_\_  
 Mob : \_\_\_\_\_ Email : \_\_\_\_\_  
 Date \_\_\_\_\_ Signature & Stamp : \_\_\_\_\_

*Please make copy for your own reference*

Deadline for Submission : 24 July, 2024

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
 Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**

Booth No	Exhibitor's Name	Sq. mtr. booked
<input type="text"/>	<input type="text"/>	<input type="text"/>

Contractor Company Name : _____	
Contractor Person Name : _____	
Mobile Number : _____	Email ID : _____
Contractor GST Number : _____ Contractor PAN Number : _____	

Particulars	Amount
On Account of:	
Payment Mode: DD Only	
By DD No.: _____ Bank Name: _____ Branch _____ Dated: _____	
Amount in words: _____	

**NOTES:**

- The security deposit must be submitted only via Demand Draft. No other forms of payment will be accepted.
- A refundable security deposit must be paid by Demand Draft in the name of "**Fairfest Media Ltd.**"
- Booth possession will not be granted if the contractor fails to submit the security deposit by Demand Draft.
- Cash payments will not be accepted as security deposits. In exceptional cases where a cash security deposit is accepted, a service charge of INR 5000 / USD 63 + 18% GST will be applied and deducted from the security deposit.
- The security deposit must be paid by the booth contractor, not the exhibitor, unless the exhibitor is personally handling their own stand fabrication.
- If the booth contractor fails to meet the deadline for the final completion of booth construction or dismantling, the entire security deposit will be forfeited as a penalty for non-completion.
- Please bring two copies of this form, signed and stamped by the authorized company representative, at the time of possession.
- Submit the signed copy of this form when collecting your security deposit.

No.	Booth Sq.	Amount in INR/USD
1	0 - 36	INR 25,000 / USD 313
2	37 - 100	INR 50,000 / USD 625
3	101 and above	INR 75,000 / USD 938

**For Contractor**

**For Fairfest Media Ltd**

\_\_\_\_\_  
 Date: \_\_\_\_\_ Signature & Stamp: \_\_\_\_\_

\_\_\_\_\_  
 Authorised Signatory

**Please make copy for your reference.**

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090

Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**



**System Table**

₹ 900 / \$ 12



**Lockable Cabinet**

₹ 2500 / \$ 32



**Glass Round Table**

₹ 1200 / \$ 15



**Centre Table**

₹ 1200 / \$ 15



**Leather Chair**

₹ 600 / \$ 8



**Leather Chair**

₹ 600 / \$ 8



**Fibre Chair**

₹ 350 / \$ 5



**Bar Stool**

₹ 900 / \$ 12



**Sofa Double**

₹ 3500 / \$ 44



**Sofa Single**

₹ 2000 / \$ 25



**Brochure Stand**

₹ 800 / \$ 10



**LED Spotlight**

₹ 450 / \$ 6



**Metal Halide**

₹ 1200 / \$ 15



**Power Socket**

₹ 450 / \$ 6



**Waste Bin**

₹ 50 / \$ 1



**LED TV with Stand  
 (Per Day)**

₹ 1800 / \$ 23

Deadline for Submission : 24 July, 2024



PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090

Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**

Item	Unit Cost		Qty	Amount (INR / USD)
	INR	USD		
System Table	900	12		
Lockable Cabinet	2,500	32		
Leather Chair (Black)	600	8		
Leather Chair (White)	600	8		
Fibre Chair	350	5		
Centre Table	1,200	15		
Single Seater Sofa	2,000	25		
Double Seater Sofa	3,500	44		
Glass Round Table	1,200	15		
Bar Stool	900	12		
Brochure Rack	800	10		
Waste Basket	50	1		
LED Spot Lights	450	6		
5/15 AMP Power Socket	450	6		
Metal Halide	1,200	15		
LCD TV (42") with stand - Per Day	1,800	23		

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

**Additional furniture can be serviced only if order is placed on or before 24th July 2024.**

**\* Orders are valid only when accompanied by full remittance with 18% GST.**

Being transferred to: **Kotak Mahindra Bank Ltd.** Bally High, 1, Ballygunge Park Road, Kolkata 700 019, India

**Account Name:** Fairfest Media Ltd. **Account Number:** 8047380963 **IFSC Code:** KKBK0000325 **Swift Code:** KKBKINBBCPC

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

Booth No	Exhibitor's Name	Sq. mtr. booked
<input type="text"/>	<input type="text"/>	<input type="text"/>

BILLING DETAILS	
Organisation :	_____
Address :	_____
GST No.	_____
Contact Person :	_____ Designation : _____
Mob :	_____ Email : _____
Date _____	Signature & Stamp : _____

**Please make copy for your own reference.**

Deadline for Submission : 24 July, 2024

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090

Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 24 July 2024**

Particulars	Unit Cost (INR / USD)	Qty	Amount (INR / USD)
Hostess - Per Day	INR 3500 / USD 44		
Male Promoter - Per Day	INR 2500 / USD 32		

**\* Orders are valid only when accompanied by full remittance with 18% GST.**

Being transferred to: **Kotak Mahindra Bank Ltd.** Bally High, 1, Ballygunge Park Road, Kolkata 700 019, India

Account Name: Fairfest Media Ltd. Account Number: 8047380963 IFSC Code: KKBK0000325 Swift Code: KKBKINBBCPC

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

Booth No

Exhibitor's Name

Sq. mtr. booked

**BILLING DETAILS**

Organisation : \_\_\_\_\_

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

GST No. \_\_\_\_\_

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

Mob : \_\_\_\_\_ Email : \_\_\_\_\_

Date \_\_\_\_\_ Signature & Stamp : \_\_\_\_\_

**IMPORTANT NOTES:**

1. Service hours are 8 hours per person per day.
2. Service is available from 10:00 AM to 6:00 PM.
3. On-site orders must be paid immediately via RTGS or UPI, along with the submission of the order form.
4. No refunds will be issued for cancellations once an order is placed.
5. Temporary staff are not permitted to handle cash or valuables.
6. Exhibitors are responsible for the temporary staff at their stands during the show.
7. The organizer is not liable for any damage caused by temporary staff.
8. Temporary personnel must not be assigned to handle cash or valuables.

Deadline for Submission : 24 July, 2024

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 31 July 2024**

## BEST PRINT PROMOTIONAL MATERIAL AWARD

- Govt.-Sector/NTO       Private Sector Participant

### ENTRY REQUIREMENTS:

- ▶ Please provide three copies of all printed and promotional materials intended for use at OTM (including brochures, posters, leaflets, pamphlets, etc.).
- ▶ Please submit a separate form on company letterhead detailing the target audience, objectives of the print campaign, and expected results.
- ▶ Completed entry forms must be submitted on or before 31 July 2024.

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

302A, Eternia Complex, Behind City Centre,  
Swastik Cross Road, CG Road,  
Navrangapura, Ahmedabad - 380 0090  
Tel: +91 79 2646 1217  
E-mail: contact@fairfest.in

- ▶ All decisions made by the Judging Panel are final.

Organisation : \_\_\_\_\_ Booth No. \_\_\_\_\_

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

Mob: \_\_\_\_\_ Email: \_\_\_\_\_

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

Signature \_\_\_\_\_

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 31 July 2024**

## MOST PROMISING NEW DESTINATION AWARD

India

International

### **ENTRY REQUIREMENTS:**

- Please ensure that a separate form, preferably on official company letterhead, is attached. This form should provide a concise overview of the new destination, including details such as:
  - Description of newly constructed facilities.
  - Offerings of the surrounding locale/environment and any notable local features or entertainment options.
  - Target market demographics.
  - Recent tourism statistics for the destination, as well as any projections for expected tourism to the region, if available.

- Completed entry forms must be submitted on or before 31 July 2024. Please send them to:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre,  
Swastik Cross Road, CG Road,  
Navrangapura, Ahmedabad - 380 0090  
Tel: +91 79 2646 1217  
E-mail: contact@fairfest.in

- Please note that all decisions made by the Judging Panel are considered final.

Organisation : \_\_\_\_\_ Booth No. \_\_\_\_\_

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

Mob: \_\_\_\_\_ Email : \_\_\_\_\_

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

Signature \_\_\_\_\_

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 31 July 2024**

## MOST INNOVATIVE PRODUCT AWARD

### ENTRY REQUIREMENTS:

- ▶ Please submit a separate form on your company letterhead detailing your product's educational contributions, such as promoting awareness of indigenous populations, cultural heritage, or local environmental issues. Include:
  - Historical background of your program or project.
  - Funding sources.
  - Target audience.
  - Impact on raising awareness for your cause.
- ▶ Completed entry forms must be submitted on or before 31 July 2024.

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

302A, Eternia Complex, Behind City Centre,  
Swastik Cross Road, CG Road,  
Navrangapura, Ahmedabad - 380 0090  
Tel: +91 79 2646 1217  
Email: contact@fairfest.in

- ▶ Decisions of the Judging Panel are final.

Organisation :	_____	Booth No. _____
Contact Person _____	Designation : _____	
Mob: _____	Email : _____	
Address : _____	_____	
Signature _____	_____	

PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
 Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 31 July 2024**

## MOST EXCLUSIVE LEISURE PRODUCT AWARD

### ENTRY REQUIREMENTS:

- Kindly include a separate form on the company's official letterhead containing the following details:
  - A brief overview of the product.
  - The target market, which should cater to an upscale and selective audience.
  - Explanation of why this product provides the most comprehensive or unique means of accessing the destination.
  - Additionally, please attach any available brochures, pamphlets, or supporting documentation.
- Completed entry forms must be submitted on or before 31 July 2024.

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre,  
 Swastik Cross Road, CG Road,  
 Navrangapura, Ahmedabad - 380 0090  
 Tel: +91 79 2646 1217  
 Email: contact@fairfest.in

- All decisions rendered by the Judging Panel are deemed final.

Organisation : _____	Booth No. _____
Contact Person _____	Designation : _____
Mob: _____	Email: _____
Address : _____	
_____	
Signature _____	

Deadline for Submission : 31 July, 2024



PLEASE COMPLETE AND RETURN THIS FORM TO:

**Fairfest Media Ltd.**

302A, Eternia Complex, Behind City Centre, Swastik Cross Road, CG Road, Navrangapura, Ahmedabad - 380 0090  
Tel : +91 79 2646 1217 | E-mail : contact@fairfest.in

**Deadline for Submission : 31 July 2024**

## BEST VALUE LEISURE PRODUCT AWARD

### ENTRY REQUIREMENTS:

- ▶ Please ensure that you attach a separate form on company letterhead. This form should include:
  - A brief description of the product.
  - The cost of the product in various markets (with a focus on large markets).
  - Reasons explaining why this product stands out as the best value in its category.
  - Additionally, if available, please attach brochures, pamphlets, or any other supporting documentation.
- ▶ Completed entry forms must be submitted on or before 31 June 2024.

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

302A, Eternia Complex, Behind City Centre,  
Swastik Cross Road, CG Road,  
Navrangapura, Ahmedabad - 380 0090  
Tel: +91 79 2646 1217  
E-mail: contact@fairfest.in

- ▶ All decisions made by the Judging Panel are final.

Organisation : _____ Booth No. _____
Contact Person _____ Designation : _____
Mob: _____ Email : _____
Address : _____ _____
Signature _____

# FINAL CHECKLIST & SHOW IMPLEMENTATION

## **FINAL PREPARATION CHECKLIST**

- Have you ordered furniture for your exhibition booth or hired a trade show contractor?
- Are hotel accommodations and travel bookings secured?
- Have you prepared informational materials for the general public?
- Are your business cards printed and ready?
- How will you transport packaged materials to the booth?
- Have arrangements been made for temporary staff?
- Have all outstanding invoices been addressed?

## **IMPLEMENTING THE SHOW**

During TTF, it's crucial that your booth personnel engage professionally with customers. These interactions should be documented effectively to gather information for post-show follow-up.

### **Engaging with Customers**

- Every opportunity for contact is valuable and should be approached with attentiveness and enthusiasm.
- Even seemingly disinterested customers offer potential for meaningful communication.
- Recognize visitors' busy schedules and tailor your sales pitch accordingly.
- Allow visitors space to explore rather than overwhelming them with attention.
- Identify visitors' interests and shape your conversation around them.

### **Documentation**

Every conversation serves as the foundation for your post-show follow-up and should be documented by booth personnel when visitors express genuine interest.

- When provided with a business card, refrain from requesting redundant information.
- Begin taking notes after a brief introductory exchange.
- Share your notes openly, as they are not confidential.
- Utilize the provided "Conversation Record" templates for assessing significant contacts.

### **Follow-up**

Within 10 days following TTF, timely execution of the following activities significantly impacts the business decisions of key contacts:

- Sending thank-you emails
- Initiating contact via phone calls
- Presenting business proposals
- Fulfilling promises made during the event

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

**YOUR TTF TEAM**



**Fairfest Media Ltd. (CIN - U74140WB1988PLC045101)**

**KOLKATA**

**Tel :** +91 33 4028 4028

**Address :** 74/2, AJC Bose Road  
Tirupati Plaza, 4C, 4th Floor  
Kolkata - 700 016

**Registered Office:**

**Address :** 25 C/1, Belvedere Road  
Alipur, Kolkata - 700 027

**MUMBAI**

**Corporate Office:**

**Tel :** +91 22 4555 8555

**Address :** 305, 3rd Floor  
The Summit Business Bay  
Near WEH Metro Station

Off Andheri - Kurla Road  
Andheri East, Mumbai - 400 093

**NEW DELHI**

**Tel :** +91 11 4615 0947

**Address :** Fairfest Media Ltd.  
UI, Green Park Main  
New Delhi - 110016