

**इंडिया ट्रेड प्रमोशन ऑर्गनाइज़ेशन
(बिज़नेस डेवलपमेंट विभाग)**

Date: जुलाई 29, 2021

CIRCULAR

Subject: Fixation of the rentals of the branding sites in and around the old halls (7 to 12A) at Pragati Maidan, New Delhi.

The Competent Authority, ITPO has approved the branding policy, rentals and terms & conditions of the various branding sites in and around the old halls (7 to 12A), for third party events to be held at Pragati Maidan, New Delhi for publicity purposes, w.e.f. August 01, 2021:

S.No.	Type of Site/Name	Rentals per Event (INR)
1.	Fascia Gate No. 1 (front side)	70,000
2.	Fascia Gate No. 1 (back side)	58,000
3.	Halogen Pole	1,750 (per pole)
4.	Electric Pole	1,000 (per pole)
5.	Flag Pole	100 (only for flags) *
6.	Hoarding (upto 400 sq. ft.)	200 per sq. ft.
7.	Hoarding (above 401 sq. ft.)	220 per sq. ft.
8.	Directional Sign Board with branding	Same as hoardings @ Sr. No. 6 & 7

* please refer point no. 9 below.

Terms and Conditions for these Brandings Sites:

1. All the branding sites at the external walls of the Exhibition Halls (both complimentary/free and paid) are numbered for identification, their differentiation and selection, which is preferably through online mode.
2. The Third Party Organizer (TPO) has to submit to ITPO the brandings sites & size requisition (both complimentary and paid) for their event at least 21 days in advance of the tenancy period, preferably through the "Online Portal" or in case of exigencies through an e-mail to the concerned Fair Officer.
3. Further, the organisers would be required to use complimentary hoardings on the external wall of the booked exhibition halls ensuring that the number and

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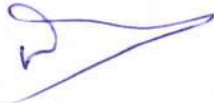
size of the availed hoarding are not exceeded beyond the permissible/complimentary limit but as per their entitlement, any complimentary site of their choice can be chosen from the available ones. The sites once selected would not be allowed to change later.

4. In the case of complimentary branding site / unit on the exhibition wall, the organiser can reduce the size of the branding, i.e., they may be divided into smaller-sized hoardings provided that the total of these combined hoardings doesn't exceed the standard size of a hoarding site, i.e. 400 sq. ft. For example, a 400 sq. ft. branding can be divided into 4 x 100 sq. ft. or 2 x 200 sq. ft. branding given these are adjoined and placed within the single site of 400 sq ft branding. For the purpose of counting complimentary hoardings, such hoardings would be treated as a single hoarding / branding site within the size limit. The reduced area of the branding would not be adjusted in any other branding. Similarly, the organizer could increase the size of a single hoarding site by merging two or more complimentary hoarding sites.
5. The events taking place in any unit of Hall 7 can place their complimentary hoarding in the open area under intimation to the BDD. For example, the events taking place in Hall 7D and one or more units of Hall 7 (ABC, E, FGH) can place the entitled hoarding of Hall 7D on the floor in the open area. In case of concurrent events taking place in different units of hall 7, there is a provision for separate complimentary branding sites earmarked for them for equal opportunity for each organizer. With respect to the Hall 7 Annexe Building/Security Building, the branding opportunities are available as self-standing branding with structure of desired size in the green area adjoining the building.
6. In case of an event taking place in a combination of Hall 7 (any unit) and Halls 8,9,10 / 8-11, a temporary passageway connecting Hall 7 and Hall 8 at the rear of the Admin building can be built by the organizer under intimation to the ITPO (BDD). In such cases, the branding sites would be as per the condition of Tin Sheet branding as detailed in the para 11 & 12 below.
7. In cases where no event is taking place concurrently in Hall 12, the event taking place in the adjacent Hall 12A can use the branding sites on the external wall of Hall 12 for branding purposes. In the other cases where another event is taking place in Hall 12, the Hall 12A event can use the identified sites on the Store Building or place on the road leading to Hall 12-12A Foyer Entry under intimation to the BDD. All such requests should reach ITPO at least 21 days in advance of the start of the tenancy period.
8. Organiser can use branding to cover metal / iron staircases in front of the entry of the foyer of Halls 8 & 9 and 10 & 11 on a complimentary basis, in addition to approved complimentary brandings. Requisition in this regard has to be

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submitted 21 days in advance (with a layout plan) for BDD's approval. The sites once selected would not be allowed to change later.

9. Pole Bunting sites once selected by the organiser will not be allowed to change. Further, the flag poles should only be used to place flags. In case, they are used to place hoardings by placing metal frames, they would be charged as electric pole buntings. If flags are also put on the pole, then charges for the flag as well as electric poles will be applicable, i.e. Rs 1,100 per pole (Rs. 1000 for pole branding and Rs. 100 for flag branding).
10. Brandings of any type including signage, directional boards etc. placed at the ground or in the open area in the grounds would be considered branding and would be charged as per the applicable rentals. Further, any type of branding used other than the complimentary branding(s) entitled to the organisers would be charged as per the applicable rentals.
11. Organisers can use either commercial or non-commercial brandings at the Tin Sheets covering the construction site or at the temporary passageway connecting Hall 7 and Hall 8 at the rear of the Admin building. The charges for the same are 40% of the applicable hoarding charges (i.e., Rs. 88 per sq. ft.). This has to be intimated to ITPO well in advance, and in case of non-intimation, charges as per prevailing rules of ITPO will be charged. The earlier condition of availing complimentary non-commercial branding at tin sheets, given that 33% of it is allocated to ITPO/IECC project display at organiser's own cost is no longer applicable.
12. Brandings to be used at the Tin Sheets have to be intimated to BDD at least 21 days before the start of the tenancy of the event.
13. No ceiling on availing tin-sheet hoardings subject to following the applicable conditions as mentioned in para 11 & 12 above.
14. The Truss Gate / Decorative Gate Branding set up near the main entries / exits of the exhibition halls can be used subject to the following conditions:
 - i. It should be away from the nearby wall/door and should be self-standing, the stability of which has to be ensured by the organiser.
 - ii. The minimum internal opening of the same should be for the entire width and height of the entry/exit gates, and to satisfy the safety norms, its compliance will be ensured during the inspection.
 - iii. The decorative Gate should not obstruct the free movement of vehicles and visitors on the service road.

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- iv. The maximum surface area allowed is 48 sq. m. for which lumpsum charges of Rs. 35,000/- has been fixed. For the surface area beyond 48 sq. m., additional charges @ Rs. 100 per sq. ft. would apply.
 - v. Security and Architecture Divisions would be required to be informed in advance.
 - vi. Intimation of these brandings should reach ITPO(BDD) at least 21 days before the start of the tenancy.
15. The organisers can set up Digital Walls/LEDs brandings at the site designated / approved for open display which will be charged as an open covered area.
 16. In case of competing demands for branding sites in case of concurrent events, BDD would allocate the available sites for optimum use of the service on basis of the size and location of the event.
 17. The details of the vendor undertaking the branding work on behalf of the organizer should be shared with ITPO(BDD) 21 days in advance, and the vendor will be mandated to report the actual details of the branding work being done (sizes, sites, commercial/non-commercial) which should be as per the plan got approved by the organizer from ITPO(BDD). In case of deviations, charges will be levied and in case of major violations, the vendor can also be blacklisted from working in Pragati Maidan.
 18. Brandings requested by the organisers and once approved and allocated by the BDD in its Service Note would be charged in the event's final invoice irrespective of whether the requisitioned service is used or not during the event.
 19. All the requisitions for Paid / Complimentary / LED wall / Tin Sheets / Truss Gates / Pole Buntings / Flag Poles etc. brandings should be preferably through the "Online Portal" or in case of exigencies only through an e-mail to the concerned Fair Officer.
 20. For all the different types of brandings (Paid / Complimentary / LED wall / Tin Sheets / Truss Gates / Pole Buntings / Flag Poles etc.) as stated above in the circular, the following are the general conditions applicable:
 - (a) In cases where requisition of the required/preferred branding sites is received in ITPO (BDD) in less than 48 hours before the start of the tenancy, charges @ 10% would be levied in addition to the normal rental charges.

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(b) In cases where the organiser changes the site of their branding site, or avails the additional branding sites / sizes without requisition or in excess of the entitlement, a non-intimation charge @ 50% of the applicable charges would be levied in addition to the normal rental charges.

21. During the tenancy of the event, Inspection will be conducted by the Inspection cum Service Delivery Team of ITPO to record deviations/violations, and the report of the Delivery Team needs to be signed by the representatives of the organiser. In case the organiser's representatives decline to sign the proforma in order to acknowledge the deviations/violations, the same will be sent to the organiser along-with the photographs of the same via the e-mail and it will be treated as final from ITPO's side.

NOTE: In case of any doubt, the organisers are advised to seek clarifications from the concerned fair officer of the event before using a service.


(Devender Pal)
Deputy General Manager

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To:

1. All Third Party Fair Organisers
2. All Officers/Officials in BDD
3. All HoDs of ITPO
4. Finance Division (Revenue Department)
5. IT Division - for hosting on ITPO's Website

Copy for Information to:

1. PS to CMD
2. PS to ED

