

August 01, 2024

Office Order: Admn/645/2024

Subject: Revised Branding Policy of the Exhibition Halls and the associated facilities at Bharat Mandapam (erstwhile Pragati Maidan), New Delhi

In reference to the Point No. 1(ii) of the Office Order No. Admn./592/2024 dated 12th July, 2024 regarding the Rental Policy for the Exhibition Halls and Convention Centre, and in supersession of the earlier Branding Circulars dated March 15, 2021 and July 29, 2021, the revised branding policy is as under:

2. *"The placing of the brandings will be permitted strictly as per the branding plan of ITPO issued from time to time. The organizer has to place the brandings as per the branding plan locations only. The brandings utilized as per branding manual will be part of hall rentals, without any additional charge, as per the entitlements, both in the case of old and new halls."*

3.

a. Rectangular and Triangular brandings, under the Canopy, will be without any charge.

b. No charge in the case of brandings placed in the Foyer of all the halls.

c. The Hanging brandings in the new hall are without any charge.

d. On the external walls of the old as well as new halls, the organizers are allowed to place the brandings without any charge at the designated locations only as defined in the branding manual available on website.

e. There are no charges on placing the brandings on the Halogen poles, electric poles in the entire Bharat Mandapam.

f. If any organizer intends to set up the decorative gate at the main entrance of the complex i.e. Gate 1, 4, 5 & 10 and at entry of the Hall(s), the usage for the same will be on the following terms & conditions:-

(i) The Truss Gate/ Decorative Gate(s) at the main entrance of Complex and Hall(s) is charged @Rs.50,000/- each.

(ii) It should be away from the nearby wall/door and should be self-standing, the stability of which has to be ensured by the organizer.

(iii) The minimum internal opening of the same should match with width and height of the entry/exit gates and should satisfy the safety norms. Its compliance will be ensured by the Organiser.

(iv) The decorative Gate should not obstruct the free movement of vehicles and visitors.



Boyer

(v) Clearance from Security and Architecture Divisions would be required.

4. The Fascia at the Main Gates is charged @Rs.70,000/- for front side and for back side Rs. 58, 000/- is charged for gate Nos. 1, 4, 5, & 10. In case of more than one event being organized simultaneously at the complex, fascia will be shared amongst the organizers proportionately on the basis of the size of the event and will be charged accordingly.
5. The places earmarked for placing of branding in front of Hall(s) shall be used by the Organiser whose event is being organized in the respective Hall(s) without any charge.
6. If two or more events are being held concurrently, then all the common places earmarked for placement of the brandings will be shared by the Organisers in the proportion of the size of their respective events without any charge.
7. If there is only one event taking place, organiser can utilize the spaces earmarked for the placements of brandings at its own wisdom and no payment will be charged.
8. Branding Manual as prepared by Design & Display Unit, ITPO will be available on the website for reference.
9. For the events held in the First Floor of the halls, their organisers may also place brandings at the space on the Ground Level below their halls. In such cases, the HOD(BDD), ITPO is authorised to adjudicate and allow the placing of the brandings on case to case basis. ITPO also reserves the right to decide finally on any demands relating to placement of brandings.
10. This issues with the approval of the Competent Authority, ITPO.




(Krishan Kumar)
Deputy General Manager

Copy to:

- All Third Party Event Organisers
- All HODs of ITPO
- All Officers / Officials of Business Development Division and Revenue Section (Finance Division) of ITPO
- IT Services Division
 - Web update - for updating on the Corporate Website
 - Online Portal - for mass circulation and for updating the Booking Software
- Regional Offices of ITPO

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