

# Stall Reservation Form

**A.** We hereby apply for Area to an extent of (Sqr. Mtrs .....Stall No.(s) .....of **Lulu International Convention Centre , Thirssur-Kerala.**

For an Amount of Rs..... (in words).....

The Charges for each Stall include carpet floor, panel walls, one 5 Amp. 3 pin socket , 3 spotlight 1 table and 2 chairs. Additional power & power points and furniture will be provided at extra cost. Stalls will be erected using pre-fabricated system with provision for company's name on the headboard.

The Charges include page in the Exhibition Directory with brief description of your business and Communication details. (Please enclose your Company Brochure or Profile with Communication details along with this form.)

**B. We will display the following exhibits:** (Please provide us with a brief description of your products & services.)

.....  
.....

**The following Company Products will be represented on our stand:**

.....  
.....

The organisers strictly prohibit the display, sale or writing on board or promotions of the companies other than the mentioned company products unless taken permission. In such a case, we reserve the right to remove unauthorised products from the Exhibition. In line with this policy you may be required to produce proof of authenticity for the products displayed on your stand.

**C. Payment Terms :** Payment must be made in the form of a Demand Draft or Cheque favouring Photofest India payable at Thirssur. 100% Advance payment should be sent together with this duly filled Application Contract. Advance payments are Non-Refundable.

Company's Name .....

Address .....

Contact Person ..... Designation .....

Email ..... Phone.....

Mobile ..... Fax ..... Website .....

## Payment Details :

D.D./ Cheque No. .... Date ..... Drawn on Bank .....

For Rs..... (Rupees in words) .....

In favour of Photofest India payable at Thirssur.

We have read the general Conditions for the exhibitors on the reverse page and in the event of the application being granted (fully or in part ) we undertake to observe and to be bound by them.

**This form must be signed by an authorised officer of the applicant company.** (with Rubber Stamp)

Date ..... Authorised Signature (with stamp & name) .....

*Kindly complete this form at your earliest convenience and return it to :*

**For further discussion contact:**  
Vijayan Maranchery +91 9447167024  
Baburaj +91 9847110965  
Email : photofestindia@gmail.com  
Website: www.akpa.in

**PHOTO FEST**  
**INDIA 2011**  
PHOTO & VIDEO TRADE FAIR

PHOTOFEST INDIA  
AKPA Bhavan 70, 2nd Floor,  
Lamex Arcade, Post Office Road,  
Thirssur-1, Kerala.  
Ph: 0486-6537559

# General Terms & Conditions for Exhibitors

01. In these Conditions the term "Exhibitor" means the signatory of this application and includes all employees or agent of such and the term "Exhibition" means that described on the reverse hereof "The Organizer" means All Kerala Photographers Association.
02. The Exhibitor is deemed to have obtained the consent of all the individual participants to all the conditions of this contract.
03. The stall cannot be confirmed until payment in full is received. Payment by the stipulated date is pre-requisite condition governing the use of the stall and participation in the Exhibition. In the Event of default of payment by the stipulated date the organisers shall reserve the right to claim dues in full from the defaulting Exhibitor, who will not be entitled to any form of compensation whatsoever. If the Exhibitor does not pay the balance of the contract price at the prescribed time, the Organizer reserves the right after due notice to the Exhibitor or the agents appropriate to cancel the booking. In this event, or if the Exhibitor cancels the booking after the application is granted, the deposit will be forfeited.
04. Exhibitors may avail the services of the material handling agency authorized by the organizer. No other agency will be allowed to operate at the venue.
05. The exhibitor will not be permitted to sell his products/ services at the exhibition. However, booking of the goods is allowed. Exhibitor can sell his goods on condition that he gets necessary permission from the sales tax authorities. In case, the exhibitor wants any temporary exhibition permit, the organizers shall give necessary assistance when requested for at least 7 days in advance.
06. Space allocation -will be done on first-come-first-served basis only on receipt of application form duly completed along with requisite payments. Space will be allotted the participants. No subletting will be allowed. Decision - of organizer will be final and binding.
07. The Organizer shall have full power to determine in every respect the allocation of area and position of space and it shall be entitled for any reason which in its sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allocated and the Exhibitor shall accept a new allotment of space in substitution of that originally allotted.
08. The exhibitor shall ensure that the stall is vacated within five hours of the close of the exhibition on the last day. The organizer will not in any way be responsible or liable for the general security after the close of the exhibition on the last day. In the event the exhibitor fails to vacate the premises within the time stipulated by the Organizers, any additional charges by way of rentals charged by the venue will be charged to the exhibitor and be payable by him.
09. Possession of space will be given only on receipt of full payment, including space rental and electricity charges etc. Possession will be given 18 hours before the opening of the exhibition. Display will have to be completed 4 hours before opening of the exhibition.
10. The Exhibitor shall occupy the space allotted on the day prior to the opening of the Exhibition. In the event of default due to any cause whatsoever the Exhibitor shall pay to the Organizer a further sum in liquidated damages equal to the total charge for the space and the Organizer shall have the right to deal with space in any way it thinks best.
11. The Exhibitor may not assign, sublet or grant licenses in respect of any part of the space allotted to it nor may show on its stand advertisements of firms who are not bonafide exhibitors. Only those products, services and companies mentioned on the application form may be incorporated in the stand.
12. The Exhibitor will be totally responsible for the cost of restoring it to its original condition any part of the stand or structure occupied by it, which has been altered or damaged in any way.
13. The Organizer shall not be responsible for the loss or damage to any property of the Exhibitor or any other person caused by theft, fire, defect in the Exhibition Hall, storm, tempest, lightning, national emergency, civil unrest, war, labour disputes, lockouts, explosions, Acts of God or any cause not within the Organizer control or for any loss or damage sustained in the event that the opening or holding of the Exhibition is prevented, postponed or abandoned or if the Hall becomes totally or partially unavailable for the holding of the Exhibition due to any of the foregoing causes.
14. In no event shall the Exhibitor have any claim for damages of any kind against the Organizer in respect of any loss or damage consequent upon the prevention or postponement or abandonment of the Exhibition by reason of the happening of any of the event referred to above Condition or otherwise or of the Hall becoming wholly or partially unavailable for the holding of the Exhibition for reason beyond the Organizer's control and the Organizer shall be entitled to retain all sums paid by the Exhibitor or such part thereof as the Organizer shall consider necessary. If in the opinion of the Organizer rearrangement or postponement of the period of the Exhibition or by substitution of another hall, or building or in any other reasonable manner, the Exhibition can be carried out in these Conditions and it shall be binding upon the parties except as to size and position to which any modification or re-arrangement shall be determined by the Organizer.
15. The Exhibitor shall indemnify and hold the Organizer safe and harmless from all loss and damage to person or property and all claims arising out of the Exhibitor's stand fittings and for the Exhibitor's portion of the shell scheme and for any loss or damage to the basic shell scheme stand. The Exhibitor is advised to take out insurance cover for the purpose of indemnifying the Organizer as aforesaid and also to cover itself against all risks in respect of which the Organizer is expressed not to be responsible in these conditions.
16. Participants will keep and maintain fire fighting equipment within their stalls as per safety regulations.
17. Organizers will make the general security arrangements. However, participants will be responsible for the security of their exhibits and stall. They will make security arrangements of their stalls through Security Agencies registered with and approved by organizer.
18. Entry into Exhibition site by representatives of participants will be on the basis of exhibitor passes issued per stall. Extra passes may be given at Organizer's discretion at Rs. 100/- per badge. No exhibits/ cases /display material will be allowed to be taken out of exhibition ground without an exit Permit. Exit Permit will be issued by Project Director on production of clearance certificate at the end of the show.
19. Car/Vehicles will be parked only in parking areas provided for the purpose.
20. The Exhibitor shall hold the Organizer safe and harmless from all loss or damage suffered by or arising out of any act or default of any service agent, employee or subcontractor of the Exhibitor.
21. The Organizer reserves the right to alter, add to, or amend any of these Conditions and the decision of the Organizer shall be final.
22. The Exhibitor shall not without the written consent of the Organizer display, exhibit or bring into the Hall any explosives or dangerous material or any such thing which has noxious fumes or which make use of or display and other materials which may involve a danger to the health or safety of any person. The Exhibitor shall indemnify the Organizer against any loss or damage arising out of a breach of this clause.
23. The Organizer cannot accept any complaint or claim against it unless the complaint is submitted in writing to the address given below within two weeks or the closing date of the Exhibition. All claims and disputes shall be settled in Thrissur in accordance with the Law.
24. All display advertising exhibits and stand arrangements shall be appropriate to the subject matter of the Exhibition in the sole opinion of the Organizer and shall be tasteful and of a suitable high standard and shall not contravene or conflict with any local law, moral or custom and if in the opinion of the Organizer the Exhibitor is in breach of this clause the Organizer may direct the Exhibitor to rectify such breach and Exhibitor shall immediately act accordingly.
25. In the event of violation of the above Rule (s), organizer has the right to immediately close down the stall of the participant or take suitable action/measures to abate such violation and shall have the exclusive right to stop the participant's continuation and also organizer shall have the right to cause cessation of the participants right to exhibits. Organizer shall not be liable to the participant for any losses or damages, consequential or otherwise arising out of this.
26. If cancellation of participation is resorted to by any of the party at any stage, no refund of money paid till that date will be made by organizer.
27. Decision of Organizer or authorised nominee shall be final and binding on the participant regarding interpretation of rules and regulations.
28. Disputes, if any, arising out of participation in this exhibition shall fall solely within the jurisdiction of Thrissur.

## Stall Tariff

Category	Per Sqr. Mtr. In Indian Rupees	Foreign Exhibitor US\$ Per Sqr. Mtr.
Shell Scheme	Rs. 5,500/-	\$ 200
Bare Space	Rs. 4,500/-	\$ 150

### Important Notes :

- Bare Space available only for 25 Sqr. Mts . & Above .
- The Stalls and Offices are subject to availability of the space.
- Stalls will be confirmed only after receiving 100% advance payment.
- Additional facilities shall be charged at actual
- 10.30% Service Tax is applicable as per Govt. Rules.
- For more Rules & Regulations see General terms and conditions for the exhibitors.

### Additional Electricity Charges:

- Connection Charges : Single (1)/ Three(3)Phase : Rs. 3,000/- (for 3 Days)
- Consumption Charges : Rs. 300/- per KW /Day

## Sponsorship Tariff

### CATEGORY

AMOUNT  
(In Rupees)

#### Prime Sponsor (1 sponsor)

4,00,000/-

50 Sqr. Mtr. Space , Logo will be printed on Invitations, Posters, Stickers, Hoardings, News Paper Advertisements, Announcement at Press conferences throughout Kerala. Event Welcome Board at the Venue . Full Page Color Advertisement in Exhibition Directory.

#### Co-Sponsor

2,50,000/-

30 Sqr. Mtr. Space. Logo will be printed on Invitations, Posters, Stickers, Hoarding, News paper Advertisements, Announcement at Press conferences throughout Kerala. Half page Color Advertisement in Exhibition Directory

Hoarding at prime spots in Cochin & Thrissur

70,000/-

Invitation Mailer (1 sponsor)

50,000/-

Press Advertisement

50,000/-

Visitor Badge - (1 sponsor)

30,000/-

Welcome Board (2 Nos)

30,000/-

Sticker & Poster (1 sponsor)

30,000/-

Registration Form (Logos)

30,000/-

Carrier Bag at registration area (1 sponsor)

30,000/-

T-Shirts & Caps of volunteers (1 sponsor)

50,000/-

All sponsorship items to be provided by the exhibitor . All production costs of the relevant items are the responsibility of the exhibitor.

All sponsorships are awarded on a first come first served basis and will be confirmed on receipt of Advance Payment

100% Payments should be in the form of D.D or. Cheque issued in favour of Photofest India , Thrissur.

\*Please note that payment made is not refundable.

**For further discussions contact:**

Vijayan Maranchery +91 9447167024  
Baburaj +91 9847110965  
Email : photofestindia@gmail.com  
Website: www.akpa.in

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# Floor Plan



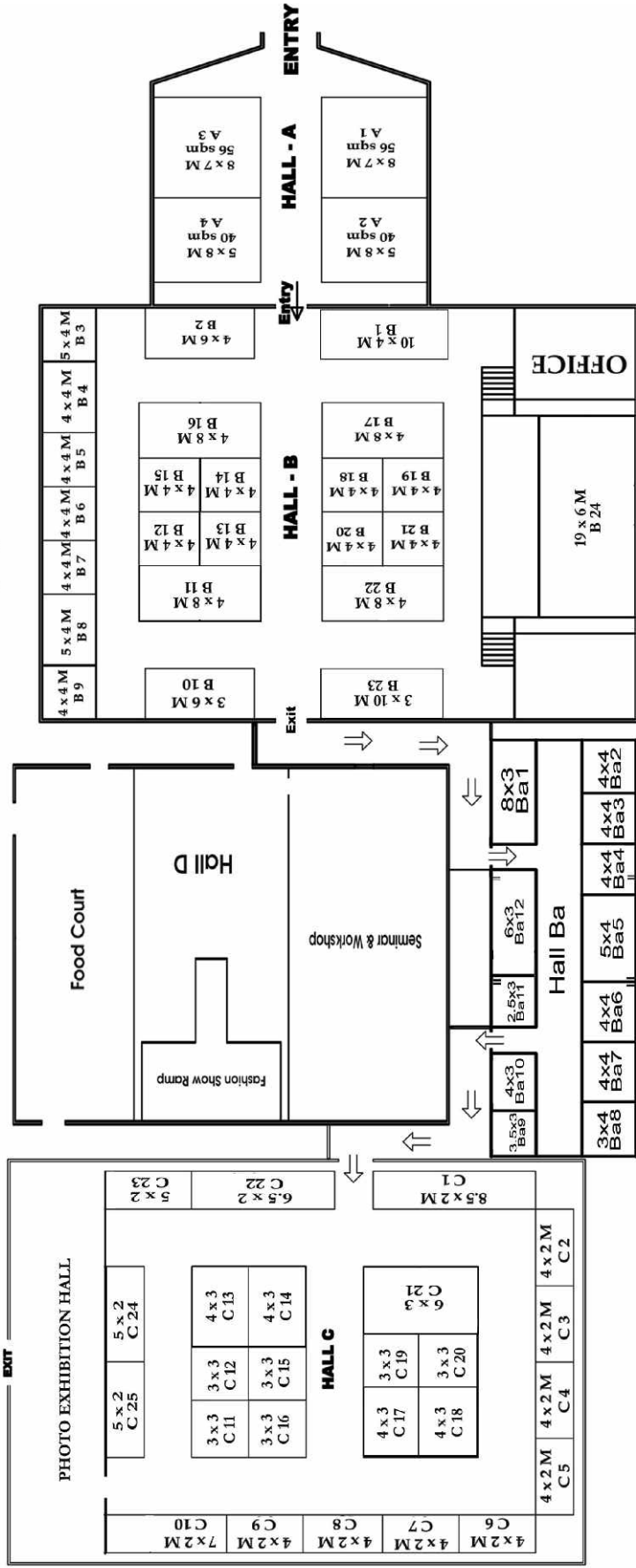
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**ALL KERALA  
PHOTOGRAPHERS'  
ASSOCIATION**

# PHOTOFEST INDIA 2011 PHOTO & VIDEO TRADE FAIR

AKPA Bhavan 70, IInd floor, Lamex Arcade,  
Post Office Road, Thrissur - 680 001, Kerala, India  
Phone : 09447167024, 09847110965  
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www.akpa.in

## FLOOR PLAN OF -PHOTO FEST INDIA 2011 SEP. 28,29,30 THRISUR



**IMPORTANT NOTE : THE ORGANISER RESERVES ALL THE RIGHTS TO MODIFY THE FLOOR PLAN UNDER UNAVOIDABLE CIRCUMSTANCES**