

GENERAL REGULATION - UP INTERNATIONAL TRADE SHOW 2025

(To be enclosed with the "direct exhibitor" application form)

Article 1. Name and organizers

The name of the exhibition is UP International Trade Show 2025 (hereinafter referred as "exhibition") and is jointly organized by Govt. of Uttar Pradesh & India Exposition Mart Limited (hereinafter referred to as the ORGANIZER) having its registered office at Plot No.1, 210, Atlantic Plaza, Local Shopping Centre, Mayur Vihar, Phase-I Delhi — 110091.

Article 2. Location, dates and timings

Section 2.01 Location, Dates and Timings

The exhibition will be held at India Expo Centre & Mart, Greater Noida in the National Capital Region from 25th - 29th September 2025 and will remain open to visitor From 11.00 hrs to 20:00 hrs every day.

THE ORGANIZER reserves the right to change the venue as well as the dates timings, suspend the entry of visitors for certain periods or for special organizational requirements. THE ORGANIZER also reserves the right to introduce an entry ticket, which will be required to be purchased by the visitors or by the exhibitors on behalf the visitors.

Section 2.02 Entry time for exhibitor

Exhibitors and persons employed by them and working for them may enter the exhibition halls after 09:30 hrs and must leave the halls latest by 20:30 hrs.

Article 3. Permitted categories of exhibitors, goods and services

To safeguard the specialist nature of the exhibition, only the following categories of exhibitors, goods and services will be admitted:

Section 3.1 Permitted goods and services

MAJOR ATTRACTIONS OF THE EVENT	
Agriculture & Horticulture	IT/ITES
Defence Corridor	MSMEs
E-Commerce, Banking, Financial Services	Namami Gange & Jal Shakti
Education Sector	ODOP
Infra, Engineering & Manufacturing	Renewable Energy & EV
Film Sector	Sports
Food Processing & Dairy Products	Tourism & Hospitality
GI Tag Products	Toy Association & Clusters of UP
Handloom, Handicraft & Textiles, Retail	Warehouse & Logistics
Health & Wellness (AYUSH/Pharma/	Women Entrepreneurs
Naturopathy/Diagnostic/Yoga/Unani)	Any others as approved...

The ORGANIZER reserves the right to amend, delete, modify and substitute in part or in full the list of exhibits presented above.

Section 3.02 Permitted Exhibitors categories

All producers, traders, associations, institutions or consortia dealing in goods & services indicated in article 3.01 above.

Representatives/agents/distributors/importers may take part in the exhibition and display the products of the companies represented. However, they must provide: details of the company represented and their products in the directory entry form as well as a letter of authorization from the principals.

Section 3.03 Permitted Visitor categories

Entrance to the Exhibition is open to general public and to those other categories that the ORGANIZER may decide to. invite. Entrance is strictly upon invitation by THE ORGANIZER or by the registered exhibitors only. The organizer reserves the right to admit or refuse entry to any visitor for any reason and is decision will be final and binding on all parties.

Article 4. Registration procedure, exhibition fees and essential services.

Section 4.01 Registration procedure

In order to register as exhibitor, the following documents must be submitted to the ORGANIZER latest by 31st August 2025

- {a} Application form for participation. It can be submitted in either of these ways: Online through our website. (ii) by email using the application form received from us in "pdf" format, i) sending original signed and stamped by the legal representative of the participating company (the company) to the organizer by courier or speed post iv) duly signed and stamped application form sent to the organizer by mail;
- {b} The general regulation duly signed in the space provided:
- {c} A confirming deposit or receipt of payment made equal to 25% of the total amount due on account of space rent;
- The organizer reserves the right to modify the last date of submission or any other conditions hereof.

Section 4.02 Points to remember for registration

While submitting the application, the exhibitor must take note of the following:

- (a) The ORGANIZER reserves the right to reject any application, which is not in accordance with articles 3.01, 3.02 and 4.01 of the general regulation;
- (b) Submission of the application form by any means is an irrevocable & binding undertaking to take part in the exhibition;
- (c) Submission of the application form by any means shall bind the applicant other general regulation, to the technical regulation contained the exhibitors handbook and to any subsequent forms of regulation laid down for the proper functioning & organization of the exhibition;
- (d) THE ORGANIZER reserves the right to reject or accept any application at any point of time. Its decision is final. Acceptance is formally communicated to the exhibitor through "stand allocation notice".
- (e) The management reserves the right to request further documentation from the exhibitor with regard to products / services displayed or promoted.
- (f) In order to safeguard the exhibition's image and quality of the goods on show THE ORGANIZER reserves exclusive right to expel companies undergoing criminal or civil proceedings for violation of rules governing the manufacture, sale and marketing of their products.
- (g) Exhibitors shall display / promote only those products or services, which are specified in their "application form" and are in accordance with article 3.01 above. Display and promotion of these products should be confined only within the perimeter of the allotted stand.
- (h) It is forbidden to display second-hand, re-built or re-conditioned goods and services without prior written permission of THE ORGANIZER.
- (i) THE ORGANIZER declines any liability arising from events attributable to the exhibitors even if they are in accordance with the provisions of the regulation governing the exhibition.
- (j) The exhibitor must ensure that its staff wears exhibitor badges provided by the organizer at all times during the show.
- (k) Failure to observe the above regulation will lead to expulsion from the exhibition, closure of the stand and termination of the agreement with the exhibitor. Furthermore, the organizer also reserves the right to lay claim for further damages.

Section 4.03 Participation charges

The charges for participation in UP International Trade Show 2025 are as Follows:

Pre-fitted stand	Space only
Basic rate = ₹ 7,000 +GST per sqm. (Stall sizes available in sqm. 12/ 15/18/21/24.....240 Sqm Bigger sizes available in multiples of 3 sqm.	Basic rate = ₹ 6,500 +GST per sqm. Bare space only (min.36 sqm)
Additional costs	
18% GST extra.	
There may be a possibility for exhibitors to design a Double Storey Booth subject to submission of Structural Designs duly certified by a Structural Engineer. The height of booths in general may also be allowed upto 10 ft. and if double storey, it may be allowed higher.	
All rates/taxes as currently applicable and are subject to change as notified by relevant government authorities. Exhibitor is liable to pay any additional taxes which may come in force before or during the show or after the show if applicable with retrospective effect.	

Please note that the exhibitor's request for 2, 3 and 4 sides open stands is only indicative and not binding on THE ORGANIZER

Section 4.04 Essential services with costs included in the participation charges

The exhibitor registered at UP International Trade Show 2025 is entitled to following services:

- (a) Inclusion of the company name, address, telephone, fax, email address, web-site address, contact-person and product details in the official catalogue of the exhibition;
- (b) One complimentary copy of the official catalogue;
- (c) Two complimentary exhibitor entry-passes for the first 12 sq. mt. and one for every additional 12 sq. mt.;
- (d) 1 Car parking will be allowed at the Designated area for permitted vehicles. However, Cars/Vehicle may be parked in the parking areas around the Expo Centre subject to valid permission of IEMIL.
- (e) Invitation Cards for Visitors is free of charges as decided by organisers

Section 4.05 Optional services available at extra charge

Registered exhibitors can also avail the following services on payment of a fee prescribed in the appropriate form enclosed in the exhibitor's handbook:

- a) Extra exhibitor passes;
- b) Extra visitor invitation cards;
- c) Telephone Connection at the stand;
- d) Advertisements in the official catalogue of the exhibition;
- e) Extra display material, furniture etc. for the stand as described in the relevant form provided in the exhibitor's handbook;
- f) Use of business centre facilities;
- g) Cleaning services;
- h) Hostesses, interpreters, service staff for the stand;
- i) Audio-visual equipment.
- j) Internet Services (Wifi)

Article 5. Payments

Section 5.01 Mode of payments

All the payments related to participation in the exhibition must be made favoring "India Exposition Mart Limited" in one of the following ways:

- (a) By NEFT/RTGS to our current account number 13400200032149 with The Federal Bank, Noida, UP - using IFSC Code : FDRLO001340
- (b) By cheque favoring "India Exposition Mart Limited" and payable at Noida/India.

Section 5.02 Exhibitors must note the following:

- (a) Payments must clearly indicate the name of the exhibitor;
- (b) In case of telegraphic transmissions, it is mandatory to indicate the name of the beneficiary; it's bank account number and the bank's name and address;
- (c) No payment is valid unless it is made directly to "India Exposition Mart Limited" (THE ORGANIZER).

Section 5.03 Payment schedule

The payments pertaining to participation in the exhibition should be made as per the following schedule:

- (a) 25% of the total amount due against the built-up stand or raw space as the case may be + applicable GST
- (a) The balance amount is payable as follows:
 - (i) 50% 90 days prior to the show
 - (ii) 25% 45 days prior to the show
- (b) In case the application for participation is received after 31st August 2025 full amount is payable in advance. THE ORGANIZER may however decide at its sole discretion whether or not to accept such application.

Section 5.04 Proof of payment

In order to be able to take possession of the stand, the exhibitor will have to contact THE ORGANIZER's office located at the exhibition venue and show the receipt for full settlement of the charges due against participation. The exhibitor who is unable to show a proof of payment made in full will not be allowed to take possession of the stand.

Section 5.05 Settlement for other services

Payments for optional services indicated in article 4.05 must be settled before the beginning of the exhibition and in compliance with the individual request forms included in the "exhibitor's hand-book".

Article 6. Exit permits

Authorization to take displayed products/ goods and stand fittings outside the exhibition area will be granted only to those exhibitors who have cleared all their dues with THE ORGANIZER and suppliers of additional services as indicated in article 4.05.

Exhibitors, their stand fitters and other representatives of the company, must show the exhibition personnel an "exit permit" which can be collected at Organizer's cash office located inside the exhibition venue. Such permits are for internal use only and do not replace official receipt, invoices or waybills etc.

Article 7. Cancellation

After submission of the "application form" as per article 4 above, any exhibitor who is unable to take part in the exhibition or who wishes to reduce the stand space allocated to him, must immediately notify THE ORGANIZER in writing followed by registered letter with advice of receipt. In such cases, THE ORGANIZER shall withhold the advance payment made as per article 4.01 above, such cancellation being a breach of contract by the exhibitor. Penalty for cancellation shall be levied as follows:

Date of cancellation	Penalty as percentage of total amount payable
Up to 90 days prior to the opening date	40%
Up to 45 days prior to the opening date	80%
Up to 30 days prior to the opening date	90%
Less than 10 days prior to the opening date	100%

The email date or postmark date on the envelope will determine the date of receipt of the notice. In case the postmark date is not legible, the ORGANIZER's decision will be final.

Article 8. Allocation of stands

Section 8.01

Acceptance of "application form" and subsequent allocation of stands is the exclusive right of THE ORGANIZER who shall allocate stands according to its own organizational requirements and in view of the following:

- (a) conformity of the "application form" to general regulation and payment of the required deposit
- (b) date of submission of the "application form"
- (c) availability of space
- (d) technical feasibility

The organizer reserves the right to modify, change layout of the show owing to technical, commercial requirements or otherwise.

Section 8.02 Exhibitor's requests

All requests put forward by the exhibitor on submission of the application are merely indications. They are not binding on THE ORGANIZER and the exhibitor's participation is not conditional to the fulfillment of these requests.

Section 8.03 Change in the allocated space

For technical and organizational reasons, THE ORGANIZER reserves the right to change the allocated stand area and also to shift it to another part of the exhibition centre. In such cases, the exhibitor shall have no right to indemnity or compensation and will be required to pay the difference in costs, if any.

Section 8.04 Right to allot bigger booth

THE ORGANIZER reserves the right to allot the large booth in the Show to any specific product category/group with a view to give inputs to newly developed products in the UPITS, also larger booth may be allowed for making proper setting up of a section-wise display or to give exposure to less represented products.

Section 8.05 No sharing or sub-letting

Space will be allocated to exhibitors/companies by the name of the organization and sharing or sub-letting will not be allowed under any circumstances.

Section 8.06 Handling complaints and disqualification in case of fault

In case THE ORGANIZER receives any complaint from the buyers about the quality /delivery or any other issue related with a shipment or order booked by any exhibitor, THE ORGANIZER shall examine the complaint and take necessary action to resolve the issue. However, if the exhibitor is found to be at fault, they may be disqualified from participating in future fairs as per the General Exhibitor Rules.

Article 9. Construction and dismantling of stands

Section 9.01 Construction subject to technical regulation

Construction of stands must be in compliance with the technical regulation enclosed in the "exhibitor's folder".

Section 9.02 Construction subject to prior approval of the Organizer

Construction of stands requires prior approval of THE ORGANIZER's technical office. For this purpose, a "stand construction plan" with a 1:50 or 1:100 scale layout and working drawings of the structures must be delivered in duplicate to THE ORGANIZER along with the "application form" no later than 60 days before the opening date of the exhibition and construction may commence only after written approval from THE ORGANIZER.

In any case, THE ORGANIZER will not be liable, for whatsoever reason, for the permits granted and actions undertaken by it. Such liability shall remain with the exhibitor in all cases.

Section 9.03 Partition walls

THE ORGANIZER shall not supply partitions for the stands, unless explicitly requested to do so by the exhibitor by submitting the application for fully fitted stand.

Section 9.04 Stand fittings and materials

Upon explicit request by the exhibitor THE ORGANIZER can supply construction materials and fittings as illustrated in the relevant forms enclosed in the "exhibitor's folder".

Section 9.05 Permissible weight on glass shelves

Permissible weight on each shelf should not be more than the following:

- 3 kg on wall mounted shelves
- 6 kg on shelves in show window
- 6 kg on shelves on counters

Section 9.06 Maximum height of Stands

In covered areas, stands are allowed up to a height of two meters fifty centimeters from the ground.

Section 9.07 Open sides

For optimum display of products within the stands and for reasons of safety, no side of the stand facing the corridors shall be closed by panels or other means for more than 50% of its length.

Section 9.08 Safety of structural elements of Halls

No parts of the stand may be fixed to structural elements of the halls. The exhibitor shall be held liable and will be required to pay for any damage caused to the structures and / or equipment belonging to THE ORGANIZER or its suppliers during construction phase, during the course of the exhibition or during dismantling operations.

Section 9.09 Stand construction to be in accordance with approved drawings only

If the exhibitor fails to set-up its stand in accordance with the drawings approved by THE ORGANIZER, THE ORGANIZER reserves the right to remove all the material belonging to the exhibitor and charge him with all the expenses of this operation and for the damages that may be caused during such removal. Platforms, podiums etc. leading to exhibits must be constructed within stand area in such a way that they are safe and enable visitors to move freely. No exhibit or any article would be allowed outside the stall or in the passage area. THE ORGANIZER reserves the right to confiscate/remove exhibits displayed outside the booth. All passages, emergency exits, main entrance and access to the service area is to kept clear at all times.

Section 9.10 Fire Safety Guidelines

Special Instructions to Exhibitors of Raw Space or Own Built Space.

- (a) Use of inflammable material like dry grass/straw, jute & synthetic fabric, fabric/flex masking will be strictly prohibited.
- (b) Use of halogen lights or any other high-intensity lights that generate excessive heat will be strictly prohibited.
- (c) Electrical works in the stands must be entrusted to licensed electrical contractors and use of ISI certified & fire-retardant material of approved manufacturers shall be mandatory.

- (d) For all raw space stalls, exhibitors are required to stall fire extinguishers during the construction & exhibition period including the period of dismantling.
- (e) In case, the exhibitor's fail to do the same, THE ORGANIZER will install and charges shall be billed to the exhibitor.
- (f) In case of any untoward incident (fire threat) on account of negligence on part of the exhibitor or the contractor engaged by the exhibitor, the exhibitor will be solely responsible for the loss including legal action by the authorities and the loss caused to the property of THE ORGANIZER, the Fair Venue, neighboring exhibitors, exhibition contractor/agencies engaged by THE ORGANIZER.
- (g) THE ORGANIZER reserves the right not to provide electrical supplies and also to close the stall if the above fire safety guidelines are not followed by the exhibitor.

Section 9.11 Movement of goods, persons, and vehicles

Upon entering or leaving the exhibition area the exhibitor, its representatives, construction staff, carriers and their vehicles are subject to security checks by the surveillance staff of THE ORGANIZER or of the exhibition venue. On request, they shall provide all necessary documents proving their right to be in possession of the goods being transported.

Section 9.12 Possession of stands

Unless otherwise specified, the allocated space will be made available for construction/ setting up of built up stands approximately 18 hours before the start of the Show. The stands must be fully set-up and ready with displays before the scheduled opening.

Bare Space Areas not occupied by 13:00 hrs. on 23rd Sep 2025 shall be considered to have been abandoned and may be used by THE ORGANIZER as it deems fit with no obligation for reimbursement.

The stands are allocated exclusively for the area and at the location indicated in the stand allocation notice sent by the ORGANIZER.

Section 9.13 Dismantling of stands

Unless specified otherwise, the dismantling of stands and removal of all materials must be completed immediately after the close of the fair. Failure to comply with the above shall give THE ORGANIZER the right to dismantle the stand and dispose off the material at the expense, risk and liability of the exhibitor.

Article 10. Technical services and utilities

THE ORGANIZER, in collaboration with its suppliers, shall endeavor by applying its best efforts in good faith to provide the services as mentioned in article 4.04 and 4.05.

Depending upon the availability, the organizer reserves the right to accept or reject requests for these services. Moreover, since THE ORGANIZER does not have control over the management of some of them, the risks and obligations arising from the contract for the supply of such utilities and services remain with individual suppliers and THE ORGANIZER will not be liable for any claims for non-performance.

Article 11. Moving mechanical parts

No machinery or equipment can be displayed in the exhibition without prior permission of THE ORGANIZER. Only under exceptional circumstances, and with the prior written authorization of THE ORGANIZER, may machinery on display be started up, at the exhibitor's exclusive risk and subject to the following conditions:

- (a) No nuisance is created to the nearby exhibitors or to visitors due to excessive noise, heat, or vibrations etc.
- (b) All the necessary safety devices in compliance with safety and accident prevention requirement are installed
- (c) The exhibitor has adopted other measures necessary for the safety of its staff and visitors.
- (d) The exhibitor must in any case ensure that the machines are equipped with devices for the prevention of accidents, fire, noise, noxious odors and gas and liquid emissions.
- (e) Overhead loads are strictly forbidden.
- (f) THE ORGANIZER's "safety and control service" has the right to shut down any machinery, which is considered to endanger exhibitors or visitors or to cause them excessive nuisance.

Article 12. Transportation of goods during exhibition days

Transportation of any goods to the exhibitor's stand must be authorized by THE ORGANIZER and take place between 19:00 hrs. and 08:00 hrs.

Article 13. Custom clearing and forwarding

Section 13.01 Forwarding

- (a) The exhibitor is free to contact and avail the services of any forwarding agent in order to get its exhibits transported and cleared at the Indian customs.
- (b) The official freight forwarder of THE ORGANIZER is well versed with such operations and can provide clearing & forwarding services, loading, and unloading of goods. For this purpose, the exhibitor must request for these services in advance, by booking the official freight forwarder directly by sending him by the stipulated deadline the relevant application form contained in the exhibitor's folder duly filled.
- (c) The prices applied by the official freight forwarder are indicated in the relevant form contained in the exhibitor's folder.
- (d) THE ORGANIZER is not party to any contract made between the exhibitor and the official freight forwarder. Performance of such services is therefore subject to direct confirmation by the official freight forwarder only with no claim accepted by or attributable to THE ORGANIZER.

Section 13.02 Movement of goods within the exhibition area

- (a) Movement of goods within the exhibition area may be carried out only by the official freight forwarder at the charges indicated in the relevant form enclosed in the exhibitor's handbook.
- (b) Exhibitors are reminded that the operations of unloading and positioning of goods must be completed by 21:00 hrs. on the day before the exhibition begins.
- (c) For further information, please refer to the technical regulation enclosed in the exhibitor's handbook.
- (d) Loads requiring the use of hoisting and lifting equipment will not be allowed to be brought into the exhibition area.
- (e) The official freight forwarder is not obliged to carry out any loading and unloading operations unless such operations have been booked by submitting the relevant request form by the stipulated deadline specified therein. After this deadline, bookings will be accepted only at the sole discretion of the freight forwarder.

Section 13.03 Custom clearing

Exhibitors or those representing them must obtain clearance for the importation of goods, in accordance with the laws in force at the time such operations will take place. All the liabilities, damages, charges, arising out of the exhibitor's inability to properly understand or execute the procedures involving custom clearances or for any other reason lie entirely with the exhibitor.

Exhibitors are informed that the official freight forwarder is able to carry out any such formalities and supply any information required on such matters.

Article 14. Video and still photography

The stands and the products on display may not be photographed, filmed, or in any way reproduced without the authorization of the exhibitor and THE ORGANIZER.

THE ORGANIZER reserves the right to photograph, film, reproduce, or authorize the reproduction of general views or details of the exhibition, stands and exhibits inside and outside the exhibition area.

Cameras and video cameras may not be taken into the exhibition area unless prior authorization has been obtained from THE ORGANIZER.

THE ORGANIZER is not liable for any unauthorized reproductions of stands or goods displayed.

Article 15. Advertising, promotion and distribution of publicity material

Section 15.01 Advertising and promotion by the exhibitor

Each exhibitor may carry out promotional activity only within his own stand and for his own company and those he represents if such activity complies with the law, public security requirements, the general regulation and the technical regulation. The distribution of catalogues, price lists, other material and discussions/negotiations may be carried out by the exhibitor exclusively within his own stand.

Section 15.02 Advertisement of products and services

Exhibitors intending to advertise their products and services must get their advertising material (Ad-copy, jingle, ad film) approved by the ORGANIZER and the concerned departments of the Government of India. Within the context of

advertising of their products, references to the exhibition may be made only after obtaining prior approval from the ORGANIZER in writing. For this purpose, a copy of the advertising material must be submitted to the ORGANIZER before 19th June 2025 along with a covering letter on the exhibitor's letterhead and signed by the chief executive of the exhibitor.

Section 15.03 Posters and signboards

Signboards and posters to be displayed are subject to the prior approval of THE ORGANIZER.

All the relevant forms together with advertising charges are included in the "exhibitor's folder"; they should be filled in and returned to THE ORGANIZER by the stipulated deadline.

Section 15.04 Catalogue and other publications

THE ORGANIZER oversees publishing and distribution of the official catalogue but does not assume any responsibility for possible omissions or errors. This publication will include information on exhibitors who have cleared all the dues and have submitted the catalogue sheet duly filled by the stipulated deadline.

By paying a fee, the exhibitor can add, if authorized by THE ORGANIZER, additional technical or advertising information. For more on fees and procedures please refer to the relevant forms. THE ORGANIZER also has the right, without responsibility for any omissions or errors, to print and distribute other publications used to illustrate and promote the exhibition at any time, whether in India or abroad.

Article 16. Surveillance and insurance

Section 16.01 General surveillance

At the close of the exhibition each day, the halls would be sealed by the security and will only be opened the next day half an hour before the opening of the exhibition. The Exhibitor is free to nominate his representative to be present at the time of sealing and reopening of the Halls. General surveillance will be provided during the opening hours of the exhibition. THE ORGANIZER however assumes no responsibility for any theft or damage to the property and material stored/displayed in the exhibition area.

Exhibitors must also provide for the custody and surveillance of their own stand during the setting up and dismantling operations. THE ORGANIZER will not be responsible for any theft or damage during this period.

Section 16.02 Insurance

In their own interest, the exhibitors are advised to get an insurance cover against third party liability, damage to objects, equipments, exhibits, theft, burglary etc. during the stand set-up, exhibition and dismantling periods. The organizer does not provide any insurance and is not liable for damages in any respect.

Article 17. Prohibitions and miscellaneous

Section 17.01 Prohibitions

In addition to the prohibitions already specified in the articles of these general regulation and the technical regulation, the following are expressly forbidden:

- (a) To make holes in or put nails /screws into the walls, ceilings, or flooring or to attach loads to the structure of the pavilion;
- (b) To display items, without the prior and specific authorization of THE ORGANIZER, not set out in the "application form" or outside the commercial categories of goods included in the exhibition;
- (c) To light or cause to be lit fires or to bring explosive, malodorous, or dangerous materials or items in any way likely to cause damage or nuisance in the exhibition area;
- (d) To remove from the general exhibition area any products or materials during the course of the exhibition, unless permitted by THE ORGANIZER in writing;
- (e) No stand should be left unattended during the exhibition hours. No activity which in the opinion of THE ORGANIZER amounts to nuisance or annoyance will be caused by the participants. The playing of music system shall not be allowed.
- (f) All participants are required to remove the night sheets/curtains from their stands at 09:30 hrs. at the time of opening of Expo. In defiance of the same, THE ORGANIZER reserves the right to have the night sheets/curtains removed or declare the stand officially closed. No claim on account of closure, theft, pilferage etc. will be entertained.

- (g) To distribute advertising material (magazines, catalogues, leaflets, brochures etc.) Which do not belong to the exhibitor;
- (h) To use the trademark of THE ORGANIZER or the exhibition without written authorization;
- (i) To bring dogs into the general exhibition area, with the exception of guide dogs for the blind;
- (j) To cause disturbances or nuisance of any kind which is likely to interfere with the normal course of the exhibition. Any such instances will result in the immediate expulsion of the offending exhibitor;
- (k) To carry out any kind of political propaganda in the general exhibition area;
- (l) To leave behind furnishings, carpeting, adhesive tapes/canvasses or waste of any kind;
- (m) To sell directly any items on display without prior permission of the organizers and of concerned government tax departments customs and excise departments;
- (n) To display prices;
- (o) For exhibitors or their staff or customers to remain within the stands or exhibition area grounds after the exhibition's closing times, or at times other than those in which the exhibition is open, unless special authorization has been obtained;
- (p) To carry out any kind of catering activity, in whatever capacity, without in possession of the express written permission of THE ORGANIZER;
- (q) To display used or second-hand, reconstituted or reconditioned products without prior written authorization by THE ORGANIZER.
- (r) To begin disassembly or to remove any exhibits from the stands before the closure of the exhibition.

THE ORGANIZER may terminate its contract with any exhibitor in breach of these general regulation, the technical regulation or other regulations laid down for the exhibition and expel him from the exhibition. The offender shall have no right to any reimbursement or damages, while THE ORGANIZER reserves the right to recover damages in full.

Section 17.02 Miscellaneous

- (a) The exhibitor is liable for any injury to persons or damage to things caused by the equipment, structures or other objects, in the area allocated to him, as well as for his own acts and for those acting for him.
- (b) Food & Beverages used for tasting or any other activities should be FSSAI certified. In case of any health hazard, all liabilities shall rest with the exhibitor.
- (c) The technical regulation and the rules for technical supplies and those contained in the relevant forms are an integral part of the general regulation and may not be separated from it.
- (d) Presentation of the "application form", together with the undersigning of the general regulation binds the exhibitor to the technical regulation, which are enclosed in the exhibitor's handbook.
- (e) For optimal management of the exhibition and its internal services THE ORGANIZER reserves the right to modify this general regulation or establish new norms and regulation, which may differ from those of the general regulation. Such norms and regulations shall have similar force as the general regulation and are therefore equally binding on the exhibitor.
- (f) Where the general regulation does not cover specific rules and/or conditions, the law of the Republic of India is applicable.

Article 18. Technical Regulation

If required, the organizer will formulate technical regulation, in addition to the present general regulation, in order to better manage the technical aspects of the exhibition. These regulations will be equally binding as the present general regulation and are therefore equally binding on the exhibitor.

Article 19. DATA

The exhibitor expressly authorizes THE ORGANIZER to communicate the data that it provides on its company, activities and products & services, to the persons and for purposes indicated here below:

Section 19.01

To the subsidiaries, associates, consultants and suppliers of THE ORGANIZER in order to facilitate the organization of the exhibition and essential and optional services as mentioned in article 4.04 and 4.05 above;

Section 19.02

To third parties including, subsidiaries, associates, consultants and suppliers of THE ORGANIZER to journalists, PR agencies and to all such persons who, in THE ORGANIZER's opinion, will use the data in order to facilitate the execution of a successful promotional campaign of the exhibition;

Section 19.03

To specialized agencies for carrying out market research and customer satisfaction surveys;

Section 19.04

To potential visitors and exhibitors through promotional material of the exhibitions organized or marketed by THE ORGANIZER;

Section 19.05

To different government agencies under requirements of law;

Section 19.06

Dissemination through the official catalogue or through any other print or electronic medium during the normal course of the ORGANIZER's activities.

Article 20. Force majeure

The ORGANIZER shall not be liable or considered in default and will be under no obligation to perform under this Agreement in case the exhibition has to be abandoned, cancelled or suspended either fully or partially due to any reason beyond its reasonable control and occurring without its fault or negligence.

These reasons include, but are not limited to, failure of suppliers, sub-contractors, and carriers, non-availability of exhibition space, change in government policies or regulation governing exhibition organization, acts of civil or military authorities, national emergencies, fire, flood, acts of God, insurrection, and war.

In such cases, the ORGANIZER will not be under any obligation to repay the amounts received from exhibitors on account of their participation in the exhibition. THE ORGANIZER may, at its own absolute discretion, decide to repay any part of the amounts received and will not be liable to any claims, liability or action.

For all disputed matters, the decision of THE ORGANIZER Committee shall be final and binding on the applicant/participant.

Article 21. Governing law: Resolution of disputes

In the event of any disputes between the ORGANIZER and the exhibitor remaining unresolved, the same will be settled by arbitration in accordance with the law of the Republic of India which law shall be the only applicable law governing arbitration in this respect.

All disputes are subject to the jurisdiction of Delhi courts only.

Accepted

Space for company stamp, name and signature of the legal representative.

ACCEPTED ON BEHALF OF:

BY :

POSITION:

DATE: