



## **EASTERN INDIA GARMENT MANUFACTURERS & EXPORTERS FEDERATION.**

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Dear Friends,

Eastern India Garment Manufacturer and Exporter Federation (EIGMEF) is at it again. This year again it is coming up with a Garment Buyer Seller Event at Milan Mela Campus and Halls to take this highly successful event to its logical conclusion, a real Trade Fair environment where the collections can be displayed perfectly resulting in better business for both participants and visiting retailers.

It was our endeavor over the years to think out of the box for the industry and work as Change Agent for the benefit of the industry, be it successfully organizing buyer & sellers meet for the last 15 years or conceptualizing an integrated Modern Apparel park in coordination with Ministry of Textiles, Government of India, which is under construction and will surely change the way, we work in the time to come.

This year's events as they are being conceptualizing will bring in the following major changes in the presentation and impact of the show

- 1) The event in a world Class Trade Show kind of fully air condition environment. ( Milan Mela Campus is promoted by WBIDC and now fully ready with entire infrastructure in place including four Seamless Halls of 11,000sq.ft each, cemented roads, fully fledged Car park, Electricity and Power backups etc)
- 2) Ample scope of showcasing the product range with clean display in comparison with the restriction of hotel rooms.
- 3) Tremendous scope of promotion of Brands and products.
- 4) Clean demarcation of categories with three halls catering to three different segments,  
(a) BRAND PLANET (b) FASHION PLANET (c) STYLE PLANET
- 5) Active participation for the first time by almost all leading kids wears brands of Eastern India.
- 6) Lots of value addition services for making the experience for both participants and retailers notes worthy.

# PARIBARTAN 2011

**Name Of Company :**

**Represented By :**

**Designation:**

**Address:**

**Phone:**

**Fax:**

**Mobile:**

**Email:**

**Product Category: (select any)**

**1) MENS**

**2) WOMEN**

**3) KIDS**

**Brand Name:**

We wish to confirmation participation as an Exhibitor at the EIGMEF Garment Trade Show (select any)

**1) BRAND PLANET**

**2) STYLE PLANT,**

**3) FASHION PLANET**

**1) STANDARD CUBLE - 3\*4 mts - Rs.35000.00**

**2) DELUX CUBICLE - 6\*4 mts - Rs.75000.00**

**3) PREMIUM SUITE - 7\*5 mts - Rs.150,000.00**

***Premium Suite is available only in Brand Planet***

## **RULES & REGULATION**

1. The Applicant shall send the duly filled application form with participation fees latest by 27-05-2011.
2. Application shall be considered for registration on first come first serve basis (subject to availability of cubicles).
3. A cubicle cannot be shared by two participants
4. Cancellation of participation and refund of money will not be entertained in any case.
5. Allotment of cubicle to eligible participants shall be made on first come first serve basis.
6. No request for change of allotment once made shall be entertained.
7. The federation however reserves the right to alter the allotment under unavoidable circumstances.

8.

<b>Decoration</b>	<b>Standard</b>	<b>Deluxe</b>	<b>Premium</b>	<b>Charges</b>
Lights	4	8	12	Free
Hanger Rods & Tables	1	2	3	Free
Name Plates (Standard)	1	2	2	Free
Table	2	4	6	Free
Chairs	4	8	12	Free

## **TERMS AND CONDITIONS FOR PARTICIPANTS**

### **Participation**

Only Members of the EIGMEF are eligible to participate in the 18th EIGMEF Garment Fair.

The Registration for Participation in the Fair will be considered only when the registration form, the cheque/ draft, undertaking form and the particulars form completed in all respects are sent to the EIGMEF office.

Participants in the fair will be permitted to display only the products of their own manufactured under the Brand Name /Names owned by them or registered in their names in the booths allotted to them. In other words no one will be permitted to display any brands other than those belonging to him or manufactured by him.

The allotment of Booths will be on first come first served basis. In case more applications are received, then the EIGMEF reserves the right to alter the floor plan suitable to accommodate the participants. EIGMEF would try its level best to accommodate as many participants as may be possible. However, in doing so EIGMEF will exercise abundant care to see that the exiting participants are not put to undue inconvenience. In case of any dispute arising over allotment of booths, the Decision of the Fair Sub-Committee will be final and binding in all respects.

If for any unavoidable reasons the participants have to be shifted to booths other than the one allotted to him the Fair Sub-Committee will have every right to do so. The participants are requested to co-operate under such an eventuality.

The Fair Sub-Committee reserves the right to refuse allotment of booths to the participants without assigning any reasons. In the event of participants wanting to cancel his participants in the Fair, the advance payment made at the time of booking of the stall will be forfeited. If the participants cancels the booking in writing 30 days before the date of the Fair, 25% of the total participants charges will be forfeited and the balance will be refunded after the conclusion of the Fair, 100% participation + charges will be forfeited . The EIGMEF reserves the right to cancel bookings for which payments are not received in time or in case cheques are dishonored.

Under any circumstances during the Fair winding-up and packing of the display material will not be allowed before 8.00 p.m. Any participant found doing so will be fined Rs 5000.

Participants must appoint Stall Designers from the panel of Designers appointed and circulated to the participants in the Exhibitors Manual by the association.

Participants will not be permitted to take any Garments out of the Exhibition Hall during the Fair Period.

## **Advertisement/ Invitations**

- a. Any Participants sending his invitation to dealers to visit the Fair must have the words entry for Garments Dealers only prominently displayed in all advertisement/ insertions. Failure to do so will entail penalty as will be decided by the Fair Sub n Committee. However, as normal practice, Dealer would have to register himself at the registration counter and obtain the Buyer's badge and the Show Directory.
- b. No participants will be allowed to move in the Fair area with display of their brand names or logo on their products on their dress.
- c. The participants are requested not to keep any publicity material outside the cubicle or above the height of the Cubicle. Participants violating this are liable to a fine /penalty as decided by the Fair Sub n Committee.
- d. No stall will be allowed beyond prescribed height of 8 fts.

## **Banners, Posters etc outside the Fair area**

No banners/ posters/hoardings/kiosks and similar advertising material shall be permitted within 2 kms. Of the Fair Venue in all directions and with in Fair area itself, Except the official advertising spaces provided by EIGMEF Office. For your requirements for these advertising spaces, kindly contact EIGMEF for further details.

## **Insurance**

- a. Insurance of the exhibits and the property of the cubicles will be the responsibility of the individual exhibitor.
- b. The organizers shall not be responsible in any way for personal injury to the exhibitor or his staff, agents or licensees, however caused.
- c. On the last day of the Fair participants should pack up their material and keep them in the store room, EIGMEF will not be responsible for the theft or damage of material not properly kept after the closure of the fair.

## **Consequential Loss**

In case of the Fair being cancelled, postponed or suspended in whole or in part for causes not in the Organizers control, the organizers will not accept any consequent liability or cancellation of participation in the Fair, In such eventuality, loss/expenses incurred by EIGMEF towards the organization of the fair shall be shared amongst the participants as decided by the Fair Sub n Committee and shall be final and binding on all participants.

## **Badges**

- a. Badges will be provided to the participants allow them entry into the Fair area. It is compulsory for the participants and/or their representative to wear these badges at all times during the Fair hours, whether in the stall or in the Fair area.
- b. Participants are warned against the use of badges by any persons other than themselves and their bona fide representatives. In case any participant allow unauthorized use of the badge, he will be liable to penal action as the Fair Sub-Committee any may decide.

c. The applicant will have to send photographs (3 cm\*4 cm) along with their application.

**Cancellation of participation and debarment from future participation**

In any case of breach of any of the rules, over and above the penalty provided for, the Fair Sub-Committee reserves the right to cancel participation in this Fair of the defaulting participant without refund of the charges paid by him. The participants may also be debarred from participation in future Fairs organized by EIGMEF.

The decision of the Fair Sub-Committee in respect of all aspects of the organization of the Fair will be final & binding on all participants.