

BLTM

BUSINESS+LEISURE TRAVEL+MICE

10 & 11 September 2022

The Leela Ambience Convention Hotel, Delhi

www.bltm.co.in



Exhibitors' Information & Order Book

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A. THE EXHIBITION

Business+Leisure Travel+Mice (BLTM)

A1. Venue

The Leela Ambience Convention Hotel, Delhi
1, CBD Maharaj Surajmal Road
Near Yamuna Sports Complex, Delhi - 110 032
Tel: 011 71721234
Email: reservations@theleela.com

A2. Hours & Dates

Friday	09 September	08:00 - 21:00 hrs	Registration & Booth set-up (Bare Space)
Friday	09 September	16:00 - 20:00 hrs	Registration & Booth set-up
Saturday	10 September	08:00 - 10:00 hrs	Registration & Booth set-up
		11:00 hrs	Inauguration
		10:00 - 18:00 hrs	Exhibition Open
Sunday	11 September	10:00 - 18:00 hrs	Exhibition Open
		18:00 - 21:00 hrs	Dismantling of booths & removal of exhibits

**Participants will not be allowed to leave their stall before the official closing time everyday.
The Hall will not be open overnight for booth construction/set-up, due to security considerations.**

A3. Show Secretariat / Organiser

Fairfest Media Limited

New Delhi : U1, Green Park Main, Delhi - 110016

Tel : (91) (11) 4615 0947

Mumbai : 305, 3rd Floor, The Summit Business Bay, Near WEH Metro Station, Off Andheri Kurla Road
Andheri (E), Mumbai 400 093

Tel : (91) (22) 4555 8555 Fax : (91) (22) 4555 8585

Kolkata : 74/2 AJC Bose Road, Tirupati Plaza, 4C, 4th Floor

Tel : (91) (33) 4028 4028

E-mail : contact@fairfest.in URL : www.bltn.co.in, www.fairfest.com

A4. Recommended Air Cargo

BLUE DART EXPRESS LTD

Web : www.bluedart.com

Toll Free No. 1860 233 1234

A5. Recommended Surface / Air Cargo

Gati Ltd.

Web : www.gati.com

Toll Free No. 1800 123 4284 / 1800 180 4284

A6. Contact details of leading Booth Fabricators / Designers

JMD DESIGN DESK PVT. LTD.

702, Ruby Crescent Business Boulevard,
Ashok Nagar, Kandivali - East, Mumbai - 400101
Tel : +91 22 28850759 / 28852951
Mr. Rohit Saraogi, Director
Mobile : (91) 9769914770
Email : rohit@designndesk.in | Web : www.designndesk.in

N.K KAPUR & COMPANY

Mr. J K Kapur
Mobile : (91) 9810016473
Email : nkkapur@gmail.com

PRATHIROOPI

Mr. Hariprasad Shetty, Creative Director - Exhibitions & Events
#18 Sri Venkateshwara Nilaya, 2nd Floor, Sankey Road, Bangalore - 560020
Mobile : (91) 9449077074 Telefax : (91) 8023564104
E-mail : prathiroopi@gmail.com, haryshetty@gmail.com
Website : www.prathiroopi.com

Paras Art Studio

A-25/7, Middle Circle, Connaught Place, New Delhi 110001
Tel - 011- 25844805
Email : info@parasartstudio.com
Contact Number - 09873882196
Email : nimit.soni@parasartstudio.com

Sardana's Art Centre

Mr. Mr.Tarun Sardana
Tel : 011-25993608
Mobile : (91) 9810016463.
Email : rajiv@sardanaartcentre.com

PAVILIONS & INTERIORS (I) PVT. LTD.

Ashok Industries,
M N Dsoza Compound, Kherani Road, Sakinaka, Andheri - East, Mumbai - 400072
Tel : +91 22 28521408 / 10
Mr. Kunal Mhatre, Asst. Manager Client Servicing,
Mobile : (91) 9867018132
Email : kunal.mhatre@pavilionsinteriors.com | Website : www.pavilionsinteriors.com

Incredible Designs

Mr.Harman Singh
Mobile : (91) 9210062410
Email- harman.expodesigns@gmail.com

Eastman (The Exhibition Design & Production Group)

Mr. Sumit Garg
Mobile : (91) 9911420011, (91) 120 3551212
Email- sumit@eastmanexhibitions.com | www.eastmanexhibitions.com

B. EXHIBITION HALL

B1. Construction Of Booth

Exhibitors must ensure that all parts of their work are self supporting and secure.

Exhibitors who have ordered bare space may begin building their booths 08:00 hours on 09 September and all construction work should be completed by 21:00 hours on the same day.

B2. Move In Of Exhibits

Exhibitors who have ordered standard shell scheme booth may move in their exhibits from 16:00 hours on 09 September and all work should be completed by 10:00 hours on the following day.

The hall shall not be open overnight for construction.

Exhibitors must arrange for an authorised representative to be present at the site to receive and position goods as the organiser is unable to accept delivery.

B3. Dismantling And Removal Of Exhibits

Exhibits must be moved between 19:00 hours and 21:00 hours on **Sunday, 11 September, 2022.**

Dismantling of booths and removal of exhibits is prohibited before the close of the exhibition.

Removal, delivery or replenishment of stock may only be carried out before the opening hours of the exhibition in the morning or after closing time in the evening. If the removal of any valuable item or display from the hall is necessary, Exhibitors must obtain permission from the Organiser.

B4. Fire Precaution During The Fair

Though we have made adequate security arrangements this is to ensure the safety of you and your staff.

In case of fire

- 1) In case you discover fire or smoke remove anyone from danger only if safe to do so.
- 2) Sound fire alarm / look for fire extinguisher
- 3) Evacuate by going to the nearest safe area or exit

If you are on fire

- 1) Stop where you are
- 2) Drop to the floor or ground
- 3) Roll your body to smother fire

Fire prevention

- 1) Do not smoke
- 2) Keep pathways clear of obstruction, don't block the exit area
- 3) Store flammable materials in an approved area

B5 IMPORTANT BRIEF FOR SECURITY

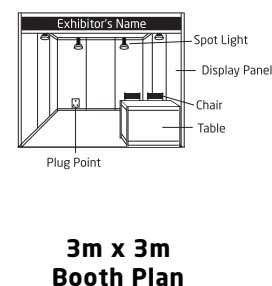
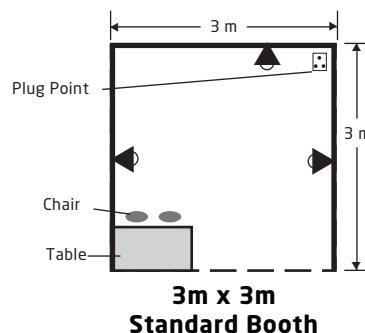
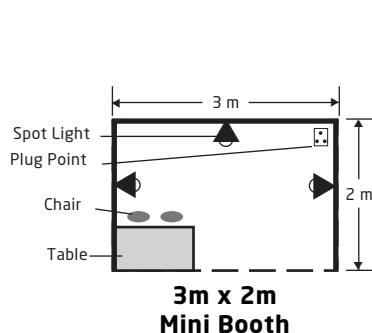
Do's

- **Foreign Visitors / Exhibitors** entering the Exhibition Venues are requested to carry only **Photo copies of their passport**.
- Follow **Safety & Security** Procedures.
- **Visitors / Exhibitors need to carry the valid Id Badge issued by the organisers** for entering the Show Areas & need to **display the same** during the exhibition time.
- Exhibitors need to keep their **valuables** in **safe custody** during the exhibition time.
- Need to have a proper Exit Pass for taking out any **Material / Equipment** during the **Exhibition Dates**.
- In case of **Emergency** use Exit gates.
- **Visitors / Exhibitors** need to **park their vehicles** in **designated** areas by the organisers.
- **Keep your work area clean** & tidy in accordance to safety regulations.
- Use **trash skips** for all waste & debris.
- Obey the **Safety & Security Instructions** from Management.
- Use Security Desk in case of any help.

Dont's

- **Foreign Visitors / Exhibitors** are requested **not to carry their Passport** at Exhibition Area.
- **Do not enter** the exhibition hall **without the valid Id Badge issued by the organisers**.
- **Smoking is prohibited** in **Exhibition Area**.
- No Material will be allowed out without valid Exit Pass.
- **Don't carry any Explosive Items or any Restricted Weapons**.
- **Never leave** any of **Items / Materials** unsecured.
- Maintain the **Speed Limits** of your **Delivery vans & Cars** while entering the Exhibition Area.

B6. Standard Shell Scheme Booth



Note:

1. No nailing, stickers or painting allowed on aluminium frames.
2. No nailing or painting allowed on panels.
3. Double-sided tape, stickers, placed by Exhibitors on panels must be removed by Exhibitors at the end of the exhibition.
4. Exhibitors can request for coloured panels at extra cost from the Official Contractor.
This is subject to availability

I. STANDARD SHELL SCHEME BOOTH INCLUDES

The Official Contractors will provide the following items for each shell scheme booth (3m x 2m) and (3m x 3m)

Fascia : Blue / Red background with Exhibitor's name in English (max. 25 letters) using white cut out lettering.

Wall Panelling : Three side walls (white laminated panels) held by prefabricated aluminium system. In the case of corner booths it will be two side walls and two fascia boards.

	Mini Booth (3m x 2m)	Standard Booth (3m x 3m)
Furniture :	a. One information counter b. Two chairs c. One waste paper basket	a. One information counter b. Two chairs c. One waste paper basket
Lighting :	Three Spot-lights	Three Spot-lights
Power :	1 Power socket (5 Amp)	1 Power socket (5 Amp)

II. ADDITIONAL RENTAL FURNITURE & ELECTRICAL FITTINGS

In addition to items provided in the basic Standard Shell Scheme Booth, Exhibitors may require additional furniture/electrical items which can be supplied on a rental basis by the Official Contractor. Please complete the attached Form 2 and return to the Organiser by the deadline given.

Note : The organiser prohibits any change of colour scheme or attachment of logo or other lettering or alteration to the standard fascia.

B7. Exhibitor Sound Level

BLTM maintains an 80 decibel sound level for all exhibitors. This level has been identified as being a safe Business/Mice & Leisure Travel Mart demonstrations. To ensure a successful Trade Show for all exhibiting companies and their guests, Fairfest Media, as Show Management, reserves the right to closely monitor sound usage and, where necessary, restrict and possibly eliminate the music / musical instruments and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include, but are not limited to, reviewing and adjusting all sound system and loud-speaker placements within an exhibit, restricting sound levels within a booth, and restricting demonstrations within a booth.

B8. Cautionary Note:

Please go through the following rules carefully as not adhering to it will attract penalties.

- Any Exhibitor appointing Contractor to build customised booth shall get the booth design approved from the organiser, at least 15 days prior to the event. The Exhibitor / Booth Contractor shall also get the Electrical Work inspected and No Objection Certificate (NOC) issued from the Official Electrical Contractor appointed by the organiser.
- Use of public address systems, audio-visual systems and height of displays in the space booked is subject to no inconvenience to other participants and the organisers decisions in this regard shall be final.
- Maximum stall structure height permissible is 14 feet (including the platform height) on open side and 8 feet for the common wall / backwall in the Main Hall. In the pre-function areas the maximum permissible height is 8 feet (including platform).
- Stalls constructed in contravention of the rules or not as per approved drawing are liable to be dismantled, and, in addition, will attract penalties.
- No flammable welding / cutting / sawing is allowed inside the hall.
- Do not draw extra electricity load without written approval from the organisers.
- Do not store materials, boxes, cartons behind the booths / pavilions.
- Do not block the emergency exits in any way.
- Exhibits must not be placed beyond the stand booked by the Exhibitor from the Organiser in which case, the Organiser reserves the right to charge @ 200% of the rate contracted, for the additional stand charges, over and above the charges for the actual stand booked. The distribution of brochures from the gangways is strictly forbidden. Equipment presentations, artistic shows and other promotional activities of the Exhibitor must be consulted with the Organiser in advance and cannot hinder or make impossible the operation of other stands or the free movement of participants and public.
- Removing furniture and electrical equipments from another booth will tantamount to snatching and strict action will be taken in such cases. On the spot requisitions will be serviced one by one till the stocks are available, at a premium of 10% on usual rates. Participants are advised to make this extra requisition well in advance.
- The exhibitor indemnifies the organisers against all actions, expenses, costs, charges, or claims which the organisers or any of their contractors may be liable for any consequence or damage or injury to any person or property occasioned by or arising out of the act, default or negligence of the exhibitor, his representatives, servants or workmen or any person or persons or persons under his direction or any independent contractor engaged by him.
- Construction work can be carried out inside the hall till 20:00 hours on 09 September.

C. RECORD OF ORDERS

(Put a 3 if submitted)			Amount Rs / US\$	Last Date of Submission
				Delhi
	FORM 1	Registration of outside Contractor		16.08.2022
	FORM 2	Fascia Board / Furniture / Electrical		16.08.2022
	FORM 3	Temporary Staff		20.08.2022
	FORM 4	Preferred Customer Pass	N A	16.08.2022
	FORM 5	Award Forms	N A	20.08.2022

Total payment committed :

Date : _____

- Note :**
- 1) Prices are quoted in Indian Rupees (INR), Current rate of US\$ 1 = INR 80 approximately.
 - 2) Exhibitors are advised to make payment to and deal directly with individual suppliers/contractors concerned.
 - 3) This is for your record. Please retain it for future reference.

FORM 1

For official use :

Exhibitor :

Received :

Mail To :

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in

Return within 16 September 2022**APPLICATION FOR OUTSIDE CONTRACTOR - DAMAGE & PERFORMANCE BOND**

(Please fill in this form if you plan to engage your own contractor instead of the Official Contractor for any booth design, decoration or construction work.)

Exhibitor's Name

Sq. mtr. booked

This upper portion of the application form should be completed by the contractor appointed by the individual Exhibitor, and must be accompanied by a demand draft (issued by the contractor) made payable to "Fairfest Media Ltd." which will be held against possible damages to the Exhibition Hall, and/or the disposal of extra waste left on site after the event (if any).

BOOTH HEIGHT LIMIT : The maximum height of construction in Delhi is 14 feet for bare space booths (including platform height) on open side and 8 feet for the common wall / backwall in the Main Hall. In the pre-function areas the maximum permissible height is 8 feet (including platform).

Damage & Performance Bond

(1) A Damage & Performance Bond of INR 25,000 for booths below 100sqm or INR 50,000 for booths above 100sqm must be paid in cash or by demand draft by the booth contractor to the Organisers when they register at the exhibition site for booth possession. This will be held against damages to the venue, and / or the disposal of booth construction waste left on-site after the event. Any breach of the organisers / venue's regulations may also cause the deposit to be forfeited.

(2) It is the individual booth contractor's responsibility to remove all packing and waste materials from the exhibition hall during both move-in and move-out. Garbage & waste materials from decoration work must not be discarded into the aisles & must be cleared. All material used must be removed during move-out and this must be done safely (no pushing over high pieces of booth, no smashing of glass panels etc). Failure to comply will result in the Damage & Performance Bond being totally forfeited.

(3) The Damage & Performance Bond will be refunded by showing the receipt after the exhibition subject to the clearance of the site by the contractors and no damage or garbage being recorded by the exhibition centre management and the organisers.

(4) Organisers reserve the right to deduct an actual and appropriate amount for damages to the hall structures / venue, made by the exhibitor or their design & handling agencies' staff during build-up, show days and dismantling time, from the Damage & Performance Bond paid by the exhibitor. This is to ensure all the rules & regulations are abided by and to cover any damage arising directly or indirectly from infringement. This is without prejudice to any additional claims the organisers may have on the exhibitor if the damages exceed the bond amount. Balance amount if any, will be returned if no damage is found.

On receipt of this Form and the deposit payment CONTRACTOR PASSES will be issued. Only holders of CONTRACTOR PASSES will be allowed access to the site.

Please supply CONTRACTOR PASSES : No. required : _____

The deposit will be refunded after the exhibition subject to the clearance of the site by the contractors and no damage being recorded.

Contractor's Name : _____

Address : _____

Contact Person : _____ Designation : _____

Tel : _____ Signee's Name : _____

Exhibitor's signature / company stamp

Date : _____

N.B. : Electrical installations must be carried out by the Official Contractor only.

Approval of plan and elevation of the booth design is required to be taken from organisers by submitting the same 15 days prior to the show. Stalls constructed in contravention of the rules (see point nos. B1 to B6 on page 6, specially the cautionary note) or not as per approved drawing, are liable to be dismantled, and, in addition, will attract penalties.

Please make copy for your own reference

FORM 2

For official use :
Exhibitor :
Received :

Return within 16 September 2022

Mail To :
Fairfest Media Ltd.
 U1, Green Park Main
 Delhi - 110016
 Tel : 91 11 4615 0947
 E-mail : contact@fairfest.in
 URL : www.bltn.co.in

ORDER FORM / INVOICE (FASCIA BOARD / FURNITURE / ELECTRICAL)

FASCIA BOARD : Fascia Board as it should appear : (4" white sticker lettering on coloured fascia. A maximum of 25 English lettering).

English Lettering :

[illegible]

Item:	Unit Cost (Rs.)	Extra nos. required ⁺	Amount (Rs.)
Round Table Cross Leg (Glass Top)	1,200#		
System Counter (Table)	900#		
Fibre Chair	300#		
Side Rack (Lockable)	2,500#		
VIP Sofa (2 Seater)	2,500#		
Centre Table (Black Glass Top)	900#		
Bar Stool	900#		
Brochure Rack	800#		
Alteration of Vinyl-cut Name on Fascia	1,000#		
Spot Lights	450#		
5A/15AMP Power Socket	450#		
Metal Halide	1,200#		
Waste Basket	50#		
Plug Point (5A)	400#		
LCD TV + DVD	1,500* Per Day		
Single Phase/Three Phase Power (Per KW)	2,500#		

Exhibitor: _____

Contact Person : _____

Address: _____

Tel: _____ Signature: _____

Note : All prices are current and subject to change without prior notice.

Add GST @ 18%

On spot requisitions will be serviced @ 25 % extra.

Additional furniture will be provided on first come first serve basis and till stock last

* over & above those provided for each Standard Shell Scheme Booth on page 5

Please make copy for your reference.

FORM 3

For official use :
Exhibitor :
Received :

Return within 20 September 2022

Mail To :
Fairfest Media Ltd.
U1, Green Park Main
Delhi - 110016
Tel : 91 11 4615 0947
E-mail : contact@fairfest.in
URL : www.bltn.co.in

TEMPORARY STAFF

Temporary staff may be hired through a manpower agency on daily basis. If you are not requiring staff through the whole period, please indicate the dates that temporary staff will be needed.

We require :

Service : Information counter personnel

(a) Daily rate per person : Rs. 1100/-* per person per day

(b) For the following dates (September 2022)

Put a ✓ :

10	11	all 2 days

(c) Number of persons required on the above dates :

(d) Total amount payable (@ Rs.1100/-* per person per day) :

Rs.

#Add GST @ 18%

EXHIBITOR'S AUTHORISATION

Exhibitor : _____

Contact Person : _____

Address : _____

Tel : _____

Signature : _____

Note : All prices are current and subject to change without prior notice.

Please make copy for your reference.

FORM 2

For official use :

Exhibitor :

Received :

Return within 16 September 2022

Mail To :

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in

PREFERRED CUSTOMER PASS**DEADLINE : 16 SEPTEMBER, 2022****Improve Your Response by Sending Free Invitations to Your Most Important Customers and Prospects !**

Distributing Preferred Customer Passes has proven to be one of the easiest, most effective methods of increasing booth traffic - yet many exhibitors simply do token mailings or even worse, don't use them at all! An effective Preferred Customer Pass campaign is the most important step to exceeding your goals at **BLTM**. Research conducted by the Center for Exhibition Industry Research confirms that exhibitors who use Preferred Customer Passes attract better, more qualified traffic at their booths than other exhibitors.

YES! I want to maximise my booth traffic at BLTM with preferred Customer Passes☒ Please tick ☐ **Delhi**

Quantity Requested* : _____

Date Ordered : _____

* You will automatically receive 50 passes. Show management must receive this completed order form to process your request for additional passes.

SHIP PASSES TO :**EXHIBITOR'S AUTHORISATION**

Name : _____

Company : _____

Address : _____

Tel : _____

E-mail : _____

Please make copy for your reference.

D. EXHIBITOR AWARD PROGRAMME

Deadline for submissions is 7 days before the opening of fair

Dear participant :

Thank you for participating in BLTM Delhi. This year's event promises to be a resounding success due to your support!

Entry for all awards are on the following five pages. There is no entry fee but entry forms **must be completed and received before 7 days from the opening date of BLTM**. This is to ensure all entries receive proper consideration. Fax or mail the completed forms to Fairfest. Winners will be notified at the exhibition (**BLTM**). All decisions made by the Judging Panel are final.

Award Categories (also see attached Entry Forms)

D1. Best Print Promotional Material (two categories : NTO or Tour Operator, Airline, Car Rental Company or Hotel) - judging committee will judge all categories of printed material including posters, leaflets, brochures, pamphlets etc. as part of overall print campaign. Consideration will be made for design concept/creativity as well as print quality. Promotional material must be submitted with completed entry form.

D2. Most Promising New Mice Destination (two categories: India, International) - Candidates will provide brief description of new destination on entry form. Consideration will be made for construction of new facilities, offerings of surrounding locale environment, and wealth of local features (entertainment or other).

D3. Most Innovative Product - judged with respect to providing an overall educational service, whether educating visitors on an indigenous population/ cultural heritage or promotion of local environmental awareness.

D4. Most Exclusive Mice Product - targeted to upscale clientele, where cost is no bounds. Judged with respect to comprehensiveness and uniqueness of overall package.

D5. Best Value Leisure Product - product should be comprehensive but maintain cost-effectiveness and be intriguing to general populace (not targeted to select upscale market).

In addition we have Best Decorated Stall Awards. These awards shall be judged on site. No entry forms are required in advance for these.

Thank you again for your time and participation. We look forward to seeing you at BLTM.

Fairfest Media Ltd.

FORM 5A

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

BEST PRINT PROMOTIONAL MATERIAL AWARD

Details

Name of entrant : _____

Position : _____

Name of company : _____

Address : _____

Telephone : _____

Category (tick one)

☐ Govt. Sector / NTO

☐ Private Sector Participant

Rules and Procedures

1. Please attach three copies of all print and promotional material you will use at BLTM (including brochures, posters, leaflets, pamphlets, etc.)
2. Please attach separate form on company letterhead which details target audience, objectives of print campaign, results or expected results.
3. Completed entry forms must be received before 7 days of the fair :

BLTM Awards Programme

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltm.co.in.

4. All decisions made by Judging Panel are final.

FORM 5B

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

MOST PROMISING NEW MICE DESTINATION AWARD

Details

Name of entrant : _____

Position : _____

Name of company : _____

Address : _____

Telephone : _____

Region (tick one)

☐ India ☐ International

Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of new destination on entry form. Details should include:
 - description of new facilities constructed, offerings of surrounding locale / environment and wealth of local features (entertainment or other).
 - target market
 - statistics on tourism to the destination in recent years, as well as statistics on expected tourism to the region if available.
2. Completed entry forms must be received before 7 days of the fair :

BLTM Awards Programme

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in.

3. All decisions made by Judging Panel are final.

FORM 5C

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

MOST INNOVATIVE PRODUCT AWARD

Details

Name of entrant : _____

Position : _____

Name of company : _____

Address : _____

Telephone : _____

Rules and Procedures

1. Please attach separate form on company letterhead which gives brief description of your product and how it provides overall educational service, such as educating visitors on an indigenous population/cultural heritage or promotion of local environmental awareness. Details should include:
 - historical development of programme or project
 - source of funding for project or programme
 - target market
 - results achieved in increasing awareness of programme or project's cause

2. Completed entry forms must be received before 7 days of the fair :

BLTM Awards Programme

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in.

3. All decisions made by Judging Panel are final.

FORM 5D

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

MOST EXCLUSIVE MICE PRODUCT AWARD

Details

Name of entrant : _____

Position : _____

Name of company : _____

Address : _____

Telephone : _____

Rules and Procedures

1. Please attach separate form on company letterhead with details:
 - brief description of product
 - target market (should be geared towards upscale, select market)
 - reasons why this product offers the most comprehensive or unique way to access destinationPlease also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be received before 7 days of the fair :

BLTM Awards Programme

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in.

3. All decisions made by Judging Panel are final.

FORM 5E

Deadline : 7 days before opening of fair

AWARDS PROGRAMME

BEST VALUE LEISURE PRODUCT AWARD

Details

Name of entrant : _____

Position : _____

Name of company : _____

Address : _____

Telephone : _____ Fax : _____

Rules and Procedures

1. Please attach separate form on company letterhead with details:
 - brief description of product
 - cost of product to various markets (product should be targeted to large market)
 - reasons why this product is the best value of its kind

Please also attach brochures, pamphlets, or other supporting documentation if available.

2. Completed entry forms must be received before 7 days of the fair :

BLTM Awards Programme

Fairfest Media Ltd.

U1, Green Park Main

Delhi - 110016

Tel : 91 11 4615 0947

E-mail : contact@fairfest.in

URL : www.bltn.co.in.

3. All decisions made by Judging Panel are final.

F. FINAL CHECKLIST & SHOW IMPLEMENTATION

FINAL CHECKLIST

- ☐ Furniture ordered for exhibition booth and/or trade show contractor hired?
- ☐ Hotel accommodation and travel bookings made?
- ☐ Informational materials prepared for the general public?
- ☐ Business cards printed?
- ☐ How will the packaged material be brought to the booth?
- ☐ Arrangement for temporary staff made?
- ☐ What invoices are still outstanding?

SHOW IMPLEMENTATION

During BLTM it is important that your stand personnel converse professionally with customers. These interactions must be documented properly to collect information for professional trade show follow-up.

1. Conversation with customers

- Every opportunity to make contact is priceless and must be converted to dialogue with a great deal of attention and willingness.
- Even seemingly disinterested customers present a window of opportunity for fruitful communication.
- Understand the visitor's busy schedule and compress your sales pitch accordingly.
- Leave room for the visitors to explore, instead of overwhelming them with attention.
- Recognize the interests of the visitor and build your conversation around it.

2. Documentation

Each conversation forms the basis for your trade show follow-up and hence must be documented by stand personnel whenever a visitor shows keen interest.

- When a business card is available do not ask for information already mentioned there.
- Only begin taking notes after a short warm-up phrase.
- Because your notes are not secret, allow the person concerned to see what you write down.
- Use copies of the enclosed "Conversation Record" for evaluating significant contacts.

3. Follow-up

In no later than 10 days after BLTM, the following activities when efficiently handled directly influence the business decisions of important contacts:

- Thank-You mailings
- Phone calls to initiate contacts
- Business proposals
- Live up to the promises made

**WE WISH YOU SUCCESS IN THE UPCOMING EVENTS
&
HOPE YOU FIND THESE GUIDELINES USEFUL**

YOUR BLTM TEAM

CONVERSATION RECORD

Visitor's Name : _____

Designation : _____

Company : _____

Address : _____

Phone No. : _____

☐ Business Card Attached?

Customer Category

☐ New ☐ Old ☐ Potential ☐ Other

Interests : _____

Results : _____

Special Note : _____

Staff Member :

Date :

The Leela Ambience Convention Hotel - Location Map

