



March 18 - 20, 2024 | Bharat Mandapam & ITPO, New Delhi

EXHIBITOR

MANUAL

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LETTER TO EXHIBITORS

Dear Exhibitor,

This Manual contains details, technical guidelines, rules, and regulations for participation & stand construction for "Startup Mahakumbh". We request you to carefully go through these guidelines and specification and to strictly adhere to these guidelines for your smooth participation at the show. The manual also contains forms for various facilities and services being either provided by Organisers or the service agency specially appointed for your hassle-free participation.

We request you to kindly fill in these forms and send them to the organisers or the concerned agency before the deadline date mentioned on each form to ensure timely delivery of services.

For clarifications and for return of the forms, please correspond with:

Startup Mahakumbh Secretariat

Mr. Vicky Pandita

Tel: +91-99 9959 2906

Email: vicky.pandita@assochem.com

Mr. Krishna Kumar

Tel: +91-95 2644 3331

Email: krishna.kumar@mmactiv.com

We look forward to your continued support and cooperation and wish you successful participation at the show.

Thank you,

Startup Mahakumbh Secretariat

EXHIBITION SCHEDULE AT A GLANCE

Exhibition Date: 18 - 20 March 2024

Timings: 10.00 hours – 18.00 hours

Date & Time	Halls	Day	Events
Build up Period			
15 th March 2024 1100 hours onwards	2,3,4,5	Friday	Handing over the space to bare / raw space exhibitors
15 th March 2024 1200 hours onwards		Friday	Delivery of Freight to bare / raw space stand
17 th March 2024 1100 hours onwards		Sunday	Handing over the space to Startup Pod exhibitors
17 th March 2024 12.00 hours onwards		Sunday	Delivery of Freight to shell scheme stands
17 th March 2024 18.00 hours		Sunday	Completion of all booths – both Startup Pod & Raw Scheme
After taking possession (if applied for)		Friday – Sunday	Temporary Electricity to exhibitors
17 th March 2024 16.00 hours		Sunday	All unwanted stores/refuse to be cleared Final Cleaning of halls and completion of all booths.
18 th – 20 th March 2024		Monday – Wednesday	Permanent Electricity
Exhibition Period			
18 th March 2024 (10.00 hours)		Monday	Opening Ceremony
18 th - 19 th March 2024 10.00 –18.00 hours		Monday-Tuesday	Trade & Professional Visitors
20 th March 2024 10.00 – 17.00 hours		Wednesday	Exit Passes (All Exhibitors must take duly signed and Stamped Exit Pass from the Organisers by 1700 hours on 20 th March 2024)

Dismantling: on or before 1200 hours midnight 20th March 2024

RULES & REGULATIONS FOR PARTICIPATION

Organiser

ASSOCHAM is the organisers of "Startup Mahakumbh"

Venue, Dates & Timing

"Startup Mahakumbh" will be held at Pragati Maidan, New Delhi during 18-20 March 2024.

Visitors will be allowed:

18th March 2024: 10 am - 6 pm

19th March 2024: 10 am - 6 pm

20th March 2024: 10 am - 5 pm

Exhibitor

A company / organisation / association booking space for participation will be called exhibitor.

Exhibitor Participation charges

Type of Exhibitor	Tariff
Startup Pod	INR 30,000/Per pod*

* Plus 18% GST

Deliverables

- 43 Inch TV Screen, Storage table space, 1 Chair/ Bar Stool, Electrical Point.
- Listing of your Startup information in the exhibitor E-Directory.
- Opportunity to showcase your products/services to a diverse audience.
- Networking opportunities with industry leaders, investors, and fellow startups.
- Two 'Exhibitor Delegate' badges to access to 2 days conference program.

Type of Exhibitor	Tariff
Raw Space	INR 18,000/Sqm*

* Plus 18% GST

Note:

- Raw space can be booked subject to a minimum of 18 square meters.
- Additional Electricity will be provided based on the requirement with chargeable. Refer Form no. 3
- Participation charges include Air-conditioning and general lighting.

Participation Payment Terms:

Application for participation must be submitted to Startup Mahakumbh Secretariat along with 100% participation charges. Participation will be accepted on a first-come-first served basis. Participation fee once paid will not be refundable.

All payments will be made either through online transfer / Bank draft or through a Bankers cheque payable and drawn in favour of "**ASSOCHAM**".

Bank Transfer Details for Indian & Overseas Exhibitors:

Beneficiary Bank Details:

Bank Name & Address:

ACCOUNT NAME	THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA
Bank Name	State Bank of India
Account Number	52050210412
IFSC Code	SBIN0001078
Swift Code	SBININBB382
Account Type	Current Account
Branch Name	Grater Kailash-1, Kailash Colony, Zamrudpur, New Delhi -110048
PAN	AAATT4704C
GST	07AAATT4704C1ZV

Allocation of space:

STARTUP MAHAKUMBH secretariat will have sole discretion in allocation of space. However, due consideration will be given to the choice and requirement of applicant. POD/Booth number will be allocated on **10th or 11TH MARCH** and communicated through mail to all the confirmed exhibitors.

Goods and Service Tax (GST)

Government of India has levy GST on all exhibition services. This GST is applicable on the stall rentals, electrical charges, and other fair services for the exhibition. GST on the captioned fair will be 18% on the billing amount.

Venue

Halls 2,3,4,5, (GF)
Pragati Maidan
New Delhi - 110001

Location

<https://maps.app.goo.gl/gQKAmauxrgGxjFsE7>



Electricity & Power connection and consumption:

Exhibitors taking a shell stand /Pods will be provided with single-phase electricity for the spotlights and 5/15 amp socket provided as per the standard package. Each exhibitor taking a Bare Stand must pay for the electricity connection and consumption charges. Additional Electricity required for the Shell Stand for running equipment, machines or additional lights must be paid for by the exhibiting company. The charges are mentioned in order Form No. 3.

Other Services and Facilities:

A host of other services and facilities like audio visual, hostess and security etc. will be made available on additional payment. Companies seeking these kinds of services are requested to send their requirements well in advance by filling in the forms, which are attached in the Forms Section at the end of the Manual. In case the desired service is not provided by the organiser the amount will be refunded to the exhibitor.

Construction of stands:

The interior design of the stand will have to be within the architectural controls laid down by the Startup Mahakumbh secretariat. The exhibitors would only be allowed to construct the stand as per the design approved by the Startup Mahakumbh secretariat. The exhibitors must get their designs approved from Startup Mahakumbh secretariat before **11th March 2024**. Exhibitors who do not comply with these guidelines and regulations will have to pay a **penalty of Rs. 1,000/- / US\$ 20 per sqm per week** and will not be allowed to construct their stand and will run the risk of closure of the stand. All construction material, waste and empty cartons etc. must be removed by the exhibitors for 1800 hours on 17th March 2024. Work regarding construction of stands will be permitted within the stand area only or outside the hall and in no case in the walkways in the Halls.

Stand completion:

All Stands must be completed by 1800 hours on 17th March 2024

Operation of Stands:

No stand will remain unattended. All stands must open at least half an hour before the exhibition and shall remain open till half an hour after exhibition time on each day.

Storage of exhibits & empties:

No exhibits or empties will be stored behind the exhibition stands.

Vacation of space:

All stands (POD/Booth & Bare Space) must be vacated latest by 1200 hours midnight 20th March 2024.

Damages to the hall

Exhibitors/Contractors will be required to make good on all damages or make payment for damages in the Halls, Pragati Maidan property.

Sale of exhibits

Sales at the counter not allowed during the exhibition.

Handling of exhibits, customs, and import

Exhibitors can avail of only those cargo / freight forwarding agents empaneled by STARTUP MAHAKUMBH secretariat. No other cargo agent will be allowed to enter / operate in the exhibition halls.

Service Agencies

Service agencies like stand construction, electrical, security, fire safety, cleaning, catering, photography, flowers & plants, freight, etc. empaneled with STARTUP MAHAKUMBH secretariat / organisers will only be allowed to provide services to exhibitors on a payment basis. Other agencies will not be allowed to enter/operate in the exhibition.

Public Safety & Security

Exhibitors & their representatives should always be present at their stands during the opening hours of the Exhibition in order to receive visitors. They may not close their stands before the officially appointed time of closing.

Fire: All inflammable disposable materials (such as empty boxes and other wrappings) should be immediately removed from the exhibition premises.

Flammable Materials: The use of flammable materials for the decoration of the stand is prohibited unless such decorations have been treated with a fire retarding substance. Use of heating appliances within the stand is strictly prohibited.

Insurance and Exhibition Liabilities against Unforeseen Incidents

Insurance against all ascertainable risks from transportation to display and removal should be done by exhibitors. The Startup Mahakumbh secretariat will not be responsible for any such claim. The exhibitors are solely responsible for damage which may occur to exhibits, equipment, decorations, stock or stand or any other possessions due to fire, theft, deterioration, loss / damage by water or damage suffered during any firefighting operations or by natural calamities.

The exhibitors are responsible for all accidents that may occur to the staff (including the Organisers' personnel), technicians, employees, or exhibitors on duty in his own or in neighboring stands, due to the use by him or anyone else delegated by him, of machines, motors, other appliances or electric power that cause fire.

The exhibitors are responsible for all other damages, injuries, or accidents, other than those already mentioned, or those that they themselves may foresee, and any other damage which may result from their participation in the Exhibition, whether directly through their own fault or through the fault of a third party under the exhibitors' instructions and affecting the possessions, furniture or building belonging to either the Organisers or to any other party.

The Organisers disclaim all responsibility for the risks mentioned above and the exhibitor shall not be entitled to make any claim against the organisers, whatsoever the factors that are causing such damage.

The exhibitors will obtain third party liability insurance with adequate limits from an insurance company maintaining an A.M. Best Company rating of "A-VII" or better. This compulsory insurance must cover accidents including any bodily injury or property damage suffered by third parties in the building containing the stand of the exhibitors, which involves the liability of the exhibitor or any of his employees and any liability due to accidents linked with "Startup Mahakumbh".

The exhibitors must ensure their exhibits are on display against all possible risks that are permitted under the insurance rules. Each exhibitor is reminded that he is responsible for effecting insurance cover for expenses incurred due to abandonment or postponement of the exhibition for any reasons whatsoever.

The insurance policies mentioned above will have to include the insurer's waiver of subrogation rights against any legal action/penalty/liability arising in the event of damages or accidents against the Executives, Representatives, Directors, and Employees of the following organisations:

- Organisers – ASSOCHAM
- Municipality or Local Administration of New Delhi
- Architects and Contractors employed by the Organisers.
- Overseas Associates
- Supporting organisations
- Pavilions & Interiors

The above-mentioned insurance policies must also endorse the organisers as an 'Additional Insured' under their policies to safeguard the organisers against any liability that may fall upon the organisers due to the act of exhibitors.

The period of liability of the exhibitor shall be deemed to run from the time the exhibitor or any of his employees, agents or contractor's first enters the exhibition site and will continue until all his exhibits and property have been removed.

The exhibitor shall insure, indemnify and hold the Organisers harmless in respect of all costs, claims, demands and expenses to which the Organisers may in any way be subject as a result of any loss or injury arising to any person (including members of the delegations, visitors, public, the Organisers' staff, agents or contractors) howsoever caused as a result of any act or default of the exhibitors, his employees, agents, contractors or invitees. If the Organisers find it necessary, the exhibitor shall provide proof that he has adequate insurance cover. The organisers shall not in any event be held responsible for any restriction or condition which prevents the construction, erection, completion, alteration or dismantling of stands or for the failure of any service amenities provided by the Organisers, for the cancellation or part-time opening of the Exhibition either as a whole or in part, or for amendments or alterations to all or any of the Facilities for a shell stand caused by circumstances not under their control.

Entry/Exit

Entry into Exhibition Halls will be based on valid passes issued by the Startup Mahakumbh Secretariat. Entry of vehicles is not permitted in the exhibition area during exhibition hours and other hour's specified separately. Exit passes will be necessary for exhibits / material to be taken out of Exhibition Halls.

Violation of Rules

In the event of violation of any rules, Startup Mahakumbh Secretariat will have the right to close the stall of the exhibitor.

Disputes

Disputes, if any, arising out of unresolved matters between exhibitor and organiser shall be settled by arbitration in accordance with the Arbitration and Conciliation Act 1996. The arbitration proceedings will be conducted in English and at New Delhi, India only.

Force Majeure

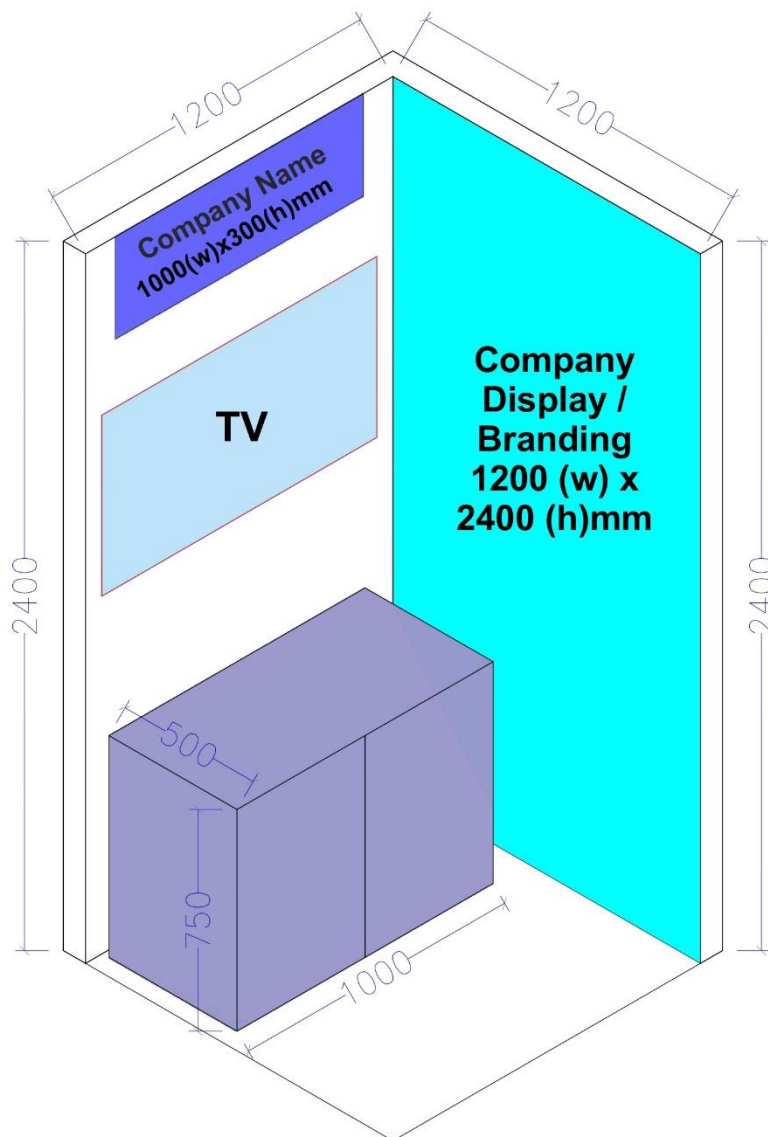
If the exhibition is abandoned, cancelled, or suspended in whole or in part by reasons of war, fire, national emergency, labour, non-availability of exhibition premises or any other cause not within the control of Startup Mahakumbh Secretariat.

Startup Mahakumbh Secretariat shall be under no obligation to refund any such rental and part thereof and shall be under no liability for any actions, claims or losses.

FACILITIES FOR A STARTUP POD STAND

Size of stall	Storage/ Table	Chair/ Bar stool	LED TV	Power sockets (5 amp)	Common to all
Startup Pod	1	1	1	1	Fascia with company names with vinyl computer cut out lettering and synthetic carpet.

REFERENCE DESIGN FOR STARTUP POD

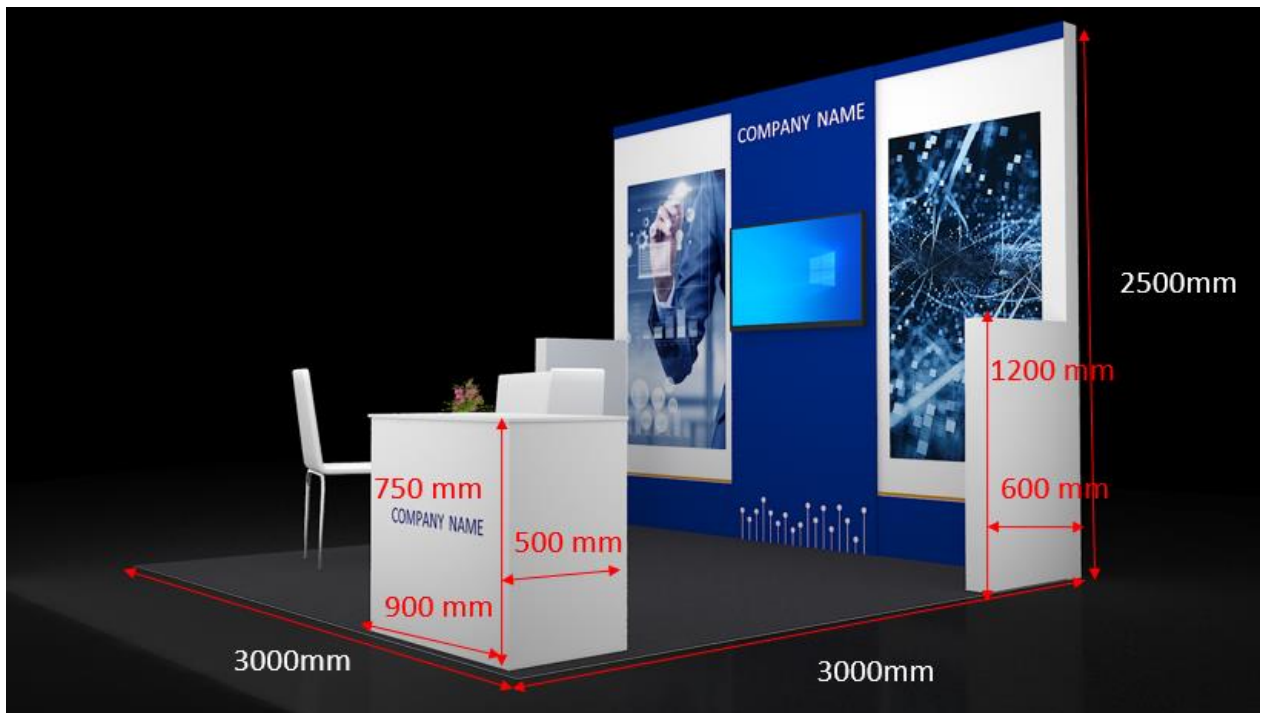
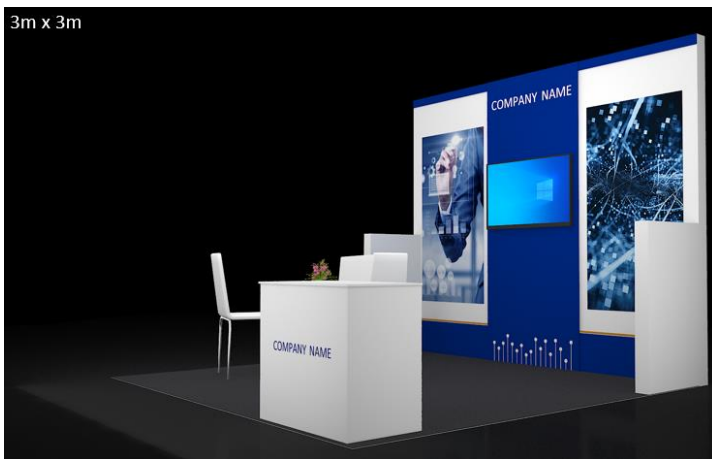


ONLY FOR B2B AND MANUFACTURING PAVILIONS

FACILITIES FOR 3M X 3M (9 SQM)

Size of stall	Table	Chair	LED TV	Spot Lights	Power sockets (5 amp)	Common to all
3M X 3M (9 SQM)	1	2	1	2	1	Fascia with company names with vinyl computer cut out lettering and synthetic carpet.

REFERENCE DESIGN FOR SHELL SPACE 3X3

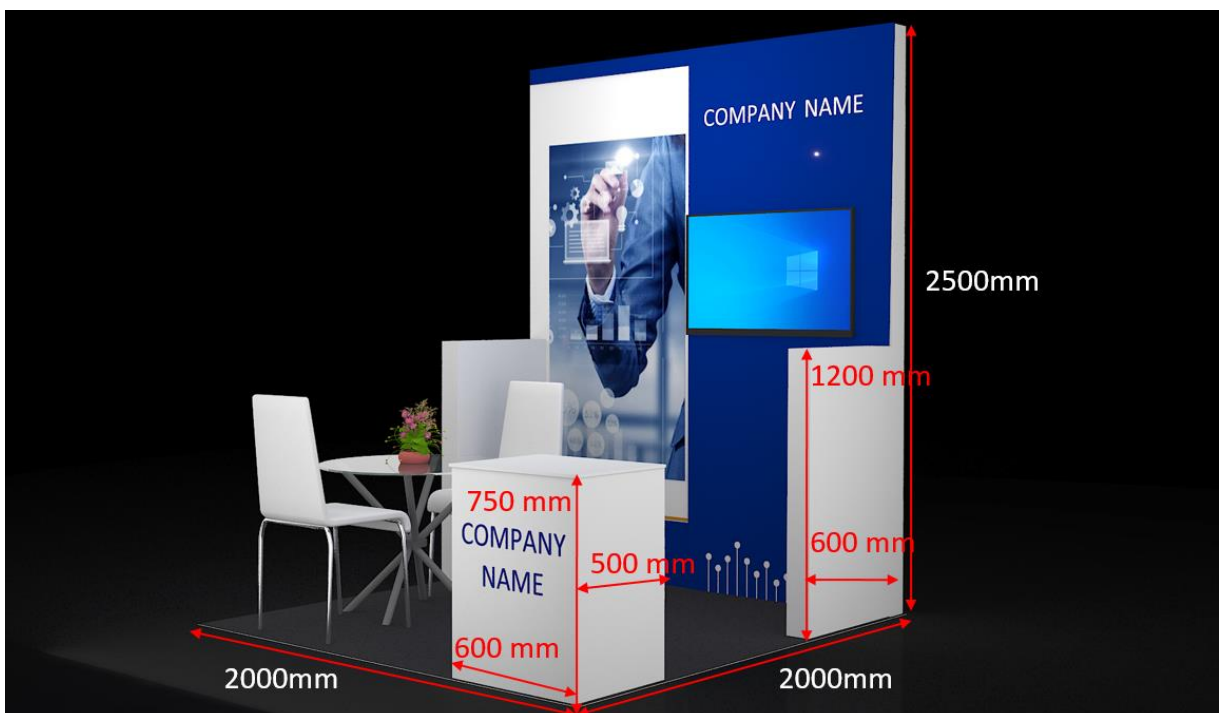


ONLY FOR B2B & MANUFACTURING AND D2C / CONSUMER / PLATFORMS PAVILIONS

FACILITIES FOR 2M X 2M (4 SQM)

Size of stall	Table	Chair	LED TV	Spot Lights	Power sockets (5 amp)	Common to all
2M X 2M (4 SQM)	1	2	1	2	1	Fascia with company names with vinyl computer cut out lettering and synthetic carpet.

REFERENCE DESIGN FOR SHELL SPACE 2X2



GUIDELINES FOR CONSTRUCTION & SETTING UP OF STANDS

Procedure for taking possession of Stands Possession of Startup POD and Bare Space area will be given to the exhibitors after full payment of all dues.

1. The person appointed to take possession of the stall must have the following authorization letter from the exhibiting company on their letterhead.

“We hereby authorize Mr. (Name of Person) Designation to take possession of our stall number..... in hall number.....The above-mentioned person on behalf of the company will now be responsible for the stand and the exhibits on display.”

2. The authorization letter must be submitted to the site office of the organisers at the venue.

Time schedules for taking Possession of Stands

As per the schedule given in Rules & Regulations (Page No. 4).

Construction of Stands

Considering the security of exhibits on display and general security of the entire exhibition, only the Official Stand Construction Agencies will be allowed to undertake the construction of bare stands in “Startup Mahakumbh”. In case the exhibiting company is using the services of any construction agency other than the officially appointed agency, they would have to take prior approval from Startup Mahakumbh Secretariat for the same. Contractors other than these will not be permitted to enter the halls and undertake construction work.

Specific Architectural Control and Guidelines

The width of passages shall not be less than 3 meters or as marked on the copy of the layout plan while the passages inside the stands shall not be less than 2 meters in clear width. The minimum width of the entry and exit of stands shall be 3 meters each while more width shall be appreciated.

The stands with one side, two side, three side or four side (island stands) open as shown in the layout plan, the participants are required to leave the open side clear of all panels which obstruct the view of the visitors. However, they may put up low partitions of 1.2 meter high after leaving proper entry & exit points. The exhibition hall is being specially air-conditioned and the AC ducts from the ceiling might restrict the height in the halls.

The normal heights of construction of partitions (back and side walls) shall be limited to 2.5 meters except open side as shown in the layout plan. However, additional height of one side/two sides features could be considered depending upon the area and location of the stand. The branding element or the fascia can go up to a height of 5.0 mtrs depending upon the area and location of the stall.

The above height of features and their locations is subject to approval of plans from the organisers in case exhibitors wants to increase the height of the display / features to the above-mentioned heights they may please take a prior approval from Startup Mahakumbh Secretariat.

No construction shall be permitted in front of emergency doors, service doors, electric distribution boards, switch rooms, toilets, and other fair facilities. The unauthorized construction undertaken in front of such facilities shall be removed at the costs & expenses of defaulter participants and the organisers would also levy penalty as deemed fit.

No support from the existing constructed structures of Exhibition halls i.e., ceiling, walls, columns etc. shall be permitted. Any damage caused to the infrastructure shall be recovered along with the necessary penalty from the concerned participants.

Exhibitors having bare space must submit the design of the stand showing elevations and floor plan for approval, by 11th March 2024. The Exhibitors sending their plans after this date shall be liable to pay penalty of Rs. 5,000/ US\$ 125. The drawings must also clearly show the layout of exhibits, logo details, supporting stand electrical points etc. and clearly indicate wall/panel height, exhibits, meeting rooms etc.

The decision of the organisers as regards the approval of the plan shall be final and binding upon exhibitors and the work must be carried out as per the approved drawing only.

All displays will be inspected during the set-up days and any exhibitor deviating from the regulations must make modifications as suggested by the Organiser at their own expense prior to the show opening. Bare Space Stand holders can fabricate their stalls as per the approved design; however, no damages/nailing/digging is permitted on the floor and subject to penalty.

The following are strictly prohibited:

- Use of electrical flash, flashguns etc.
- Cloth Banners, Velvet Banners or Velvet Covers on the panels/table.
- Stage shows of presentations without prior permission in writing of the Organiser.
- Painting, Coloring, Wallpapering, and Sticking of Thermoacole cut letters, Nailing, or drilling of panels. If you require assistance in hanging or displaying your exhibits, please consult the Official Shell Contractor. Exhibitors would be charged @ Rs. 1500 per panel for any damage to the panels.
- Hanging of items from the Hall ceiling or parts of it
- Storage of any kind behind the display walls
- Digging, Grouting, or cutting of the floor

No additional stand fitting or display may be attached to the shell stand structure.

All interior stand fitting must be contained within the shell stand structure and must not exceed 2.5m height. No freestanding equipment may exceed a height of 2.5m or extend beyond the boundaries of the site allocated.

It is mandatory for Exhibitors with 2 or 3 or 4 side open stands, to arrange displays in such a way that there is no obstruction on any of the open sides. This will ensure free movement and give exhibitors adequate visibility and transparency. Exhibitors are not allowed to obstruct the view or adversely affect the displays of other exhibitors.

Access must be given to any Fire Exit, Electrical box, Service room etc. falling within the exhibitor's stand area. It is mandatory to leave a minimum opening in the partitions against the natural wall to provide access for electrical fittings etc.

Any doubts may please be clarified with STARTUP MAHAKUMBH Secretariat.

Sound engineering practice would be employed for the work of electrical wiring from the main switches to the lights and other fixtures.

All electrical wiring work for Bare Stand will be carried out only by licensed electrical contractors. No overloading of connection at any point of electrical output than the sanctioned load is permissible.

Each Raw Stall should have an adequate rated switch fuse unit, MCB or cut-out to enable isolation in case of any emergency/overloading.

Electrical wiring under the carpets is a potential fire risk. Wherever these are unavoidable, adequate precaution should be taken by covering these wiring by wooden ramps. Wiring with joints should not be provided under the carpet. The electrical equipment installed must be earthed as per Indian Electricity Rules, 1956 amended up-to date.

Power factor improvement capacitor should be provided with connected equipment wherever motors of 5 hp or above are used.

Penalty shall be imposed in case of not following the approved plan/deviation Organisers guidelines at Rs. 30,000/- per violation. In case of violation of any Guidelines specified above or specified by any other law enforcing agency, Organisers reserve the right to close the stand/stall/pavilion or levy a fine or get the construction removed at the risk and cost of the exhibitor.

No claim for a refund or compensation would be entertained in such cases.

Approval for preliminary design & Security deposit:

All exhibitors must submit their layout plan and elevation drawing, showing dimensions, positions and height of various partitions, cabin, display boards, logos and exhibits within their stalls to the Organisers for approval before the deadline mentioned in exhibitor manual. Shell Scheme Stalls converted into Bare Space after the following due process need to display the online certificate of design approval from our approved architect / STARTUP MAHAKUMBH Secretariat subject to submission of refundable security deposit from stall contractor. All Bare space stalls will make provision for a one-meter ramp for physically challenged persons inside their stall area. Organiser has the full right to change any raw space design, if violating any rules and guidelines.

A security of Rs. 50,000 bank draft must be deposited by the stall fabricating agencies of the exhibitors. This is to ensure that all work is completed within the stipulated time during build up as well as dismantling. The security deposit will be forfeited if the stall is not completed in all respects before 6:00 pm on **17th March 2024** or the site (stall space) is not cleared during dismantling 1200 midnight on **20th March 2024** or any other violation of rules as per our term's conditions.

OTHER FAIR GUIDELINES

Storage, Removal of Waste and Cleaning

The Organisers will not provide any storage facilities for packing cases, surplus materials or other property of the Exhibitor. Arrangement for safekeeping of such items must be made with Official Freight Forwarder or they should be shifted to your local go-down.

During the construction and dismantling period, aisles in the exhibition halls must not be obstructed with packing materials, construction materials or debris. Contractors are responsible for removing their own offcuts and waste each day of buildup and breakdown. Failing this, the Organiser reserves the right to invoice the Exhibitors for the removal of excessive packing materials, discarded crates, cartons & stand building material.

Conservancy

While the Organiser will make arrangements for cleaning the passages, it is the responsibility of the Exhibitors to get their Stands cleaned and their equipment dusted in the evening. No Sweeping will be allowed after 0900 hrs. The official conservancy agency can be contacted for organizing cleaning of your stand on payment basis, please fill the Form 6.

Replacement of Exhibits

No removal or delivery of exhibits and other exhibition material in or out of the exhibition hall during the opening hours of the exhibition is permitted. Such removal, delivery or replacement of stock may only be conducted before opening hours in the morning or after closing time in the evening. For security, to remove any item of your display from the hall during the show days, an "EXIT PASS" must be obtained from the organisers.

Removal of Exhibits

Exhibitors are allowed to remove the exhibits from the stalls after 1700 hours on 20th March 2024. All hall utilities will be disconnected after 1800 hours and exhibitors are requested to keep the aisles clear of cartons and crates to enable removal of aisle carpeting. The removal of exhibits must be completed by 1200 midnight on 20th March 2024. After this period, the organiser will be at liberty to remove and store the goods in other places at the cost and risk of exhibitors.

Entry Pass/Badges

Badges which permit entry into Exhibition Hall will be issued by the organisers (ASSOCHAM) from the site office from 16th March 2024 at 1100 hours to the Exhibitors and Service Agencies for the buildup period and for the Exhibition period. Entry of the hall will be permitted based on these passes.

Exit Pass

For taking out the Exhibition Materials and Exhibits after the closure of Exhibition, participants would need to obtain a standard final exit pass from the Organisers. The Exhibitors should contact the Hall manager for obtaining "No Dues certificates" and approach fair secretariat for exit pass.

Please Note: Exit passes will be given to exhibitors only on the condition that all dues towards participation in the exhibition are cleared.

The copies of permission granted will be retained by STARTUP MAHAKUMBH Secretariat set up at the Exhibition Venue, Security Personnel at Gate, and the Exhibitor.

Demonstrations of working exhibits

An exhibitor intending to demonstrate equipment on his stand must:

- Provide the Organisers with full details in writing of any working exhibits involving moving parts, naked flame, lasers or other dangers.
- Consider the safety conditions under which the exhibits will be demonstrated, including safety guards and screens to prevent accidents or injury to both visitors and staff.
- Cause no annoyance to visitors or other Exhibitors. If elevated levels of noise or other objectionable factors are involved, demonstrations may take place at the time stipulated by the Organisers, who reserve the right to terminate a demonstration at any time.
- Ensure that no naked switches are there so that machinery cannot be activated by accident or interface by visitors.

Entry and Exit into Exhibition Venue

Since the exhibition venue falls in NDMC area of New Delhi there are many restrictions for movement of heavy vehicles in that area. Exhibitors may find out specified time schedules and permissions required from Delhi Traffic Police and accordingly plan their movement of exhibits into the exhibition venue. At the exhibition venue vehicles with the exhibition materials will be allowed to enter through a designated entry. For people visiting the exhibition during exhibition days, specified alighting points will be indicated through signage where they can get down. The car can go to the parking lot as indicated through the signage at the venue.

Entry for commercial vehicles during the **mounting and breakdown period**.

- **Entry during Mounting days:** Please use **Gate 5B, Bhairon Marg** to enter Halls 2,3,4,5 (GF) and carry a letter from your company saying you are participating at Startup Mahakumbh (18-20 March 2024), Halls 2,3,4,5 Pragati Maidan.
- **Entry during Exhibition days:** Visitors' / exhibitors / delegates entry for Halls 2,3,4,5 please use **Gate 4, Bhairon Marg**.

ELECTRICAL SERVICES

1. Electrical Supplies & Installations

The electric power supply available in India is:

Single / 3 / Phase	: 220/ 440 volts	10% fluctuations
Frequency	: 50 cps	3% variation

STARTUP MAHAKUMBH personnel responsible for supply of power will be entrusted with the authority of regulating and controlling the power supply to the Exhibition Halls and individual stalls. Each stall will be provided with electric power at one or more main points depending on the total load requirements. Exhibitors should use it.

Distribution Boards for feeding power to their machines. Individual isolation switches should be provided for each machine. Exhibitors should use either armored cables or metal conduits for connecting power supply to machines.

The work of drawing power from main points to machines/exhibits is to be conducted by the exhibitors, at their own cost. Exhibitors may engage the services of their own personnel or authorized electrical contractors for wiring work inside their stall subject to the condition that they are duly licensed to undertake electrical work. Exhibitors are advised to exercise the highest level of safety precaution for electrical wiring and installations. The service charge of the electrical contractor is to be borne by the Exhibitors and are payable directly to the contractors.

The Exhibitors should connect power to machines and exhibits as per the requirement given in their application. Connecting power to the Exhibits other than those mentioned in the Electricity requisition Form No. 3 or more than the specified load or the allotted by the Electrical Department will not be permitted. The organisers may impose a penalty in such cases.

Exhibitors must install separate and independent switches for their machines/exhibits. Alternate connections or throw-over switches are not allowed. In case power is supplied to the stall from two or more main points, Exhibitors must distribute the load as per the capacity of the respective switchboards in consultation with Fair Electrical Department. The Exhibitors requiring single-phase power for lighting purpose should conduct necessary wiring from three-phase outlet through two poles single phase switches, if necessary, for further distribution. After the electric wiring work is completed, the exhibitors must obtain a completion report from the Electricians or Contractors engaged by them and file the same with the Fair Electrical Department. Actual connected load for the individual machines/exhibits is to be mentioned in the report. Power will be released only after the wiring work is conducted.

All the main electric supply points must be kept easily accessible for operation and repairs in the event of emergency. Main electrical supply points should be concealed or covered.

The exhibitors are advised to install equipment like a stabilizer/UPS system for their sophisticated machines/exhibits. If the machines are sensitive to the floor, placement of steel plates underneath is recommended.

2. Electricity Charges

Organisers have formulated a flat rate of connected load (single and three phase), which will be the basis for charging for power and lighting consumed during exhibition. This rate is subject to revision. It is essential for all exhibitors to give complete details of the power requirement and submit to the Organiser in the prescribed Form No. 3 for power.

Each Pod will be entitled to a 1 power point. This power point sufficient for Laptop, charging, etc. For running a machine all exhibitors must apply for additional power. For this additional load the exhibitor must pay Rs. 9,000 / US\$ 125 per kw plus taxes as applicable for three days.

For Bare space Exhibitors the electricity connection and consumption charges are not included in participation charges. They must pay the electricity charges depending upon the power and lighting load of their stall.

Under no circumstances will the Exhibitors be permitted to decrease their electricity requirement. Request for additional electricity load may be considered subject to availability. Electricity will be provided from 15th March 2024.

Please complete and fill the Form No. 3 for electricity power requirement.

FIRE, SAFETY & SECURITY REGULATIONS

Fire Safety

Firefighting equipment will be provided at various vantage points in the exhibition halls. Exhibitors are, however, advised to take due precautions and provide necessary equipment in their own stalls. Exhibitors should also install Guards or Protectors on Machine/Exhibits during the demonstrations to avoid injury to visitors.

Exhibitors and the staff employed by them within the Exhibition stand are directly responsible for ensuring fire safety measures, including tackling minor fire incidents. Their responsibilities will include:

- Study the general layout of Exhibition Halls and get acquainted with the location of exit doors, exit routes, emergency routes and emergency exit.
- Not to use any inflammable material for decorating standard shell stands, offices, restaurants, chalets etc. unless they are treated with fire retarding substances. Not to display/exhibit explosive, chemical, inflammable, dangerous, harmful, or noxious substances unless approved by the Organisers.
- Not to use any heating appliances to cook food in the Exhibition stands.
- Keep away all inflammable/combustible waste such as empty boxes, containers, wrapping etc. away from the Exhibition premises and deposit the same in areas designated by the Organisers. Empty Boxes, Containers, Wrappings etc. if not removed, the Organisers will remove the same at the exhibitor's cost.
- No storage of any kind is allowed behind booths or near electrical services.
- All empty cartons and crates must be labeled and removed for storage.
- Helium balloons are not allowed inside the halls.
- Ensure that electric wiring of equipment on display, decoration and those used for heating appliances are of adequate capacity, quality and are as per approved specifications. Cable joints, if any, be kept to the bare minimum and properly sealed to prevent sparking/overheating.
- Drawing more power than what has been demanded should be avoided as this may lead to tripping of main circuit breaker and recovery of penal charges/levies from the defaulting exhibitors.
- Alteration/interference with main circuit breaker and wirings/electrical fittings is prohibited. The Official Stand Fitting Contractor's electricians should be contacted for any additional connections. In case of any fault in the electrical installation, call for help from the complaint cell of the Organisers / Service Booth of the Official Stand Fitting Contractor.
- Always observe and impose all fire precautions, especially during fabrication/ installation of the stalls/chalets. Avoid throwing lighted cigarette butts and matchsticks etc. in Exhibition stands/hangars/offices.
- Smoking in the Exhibition halls and all public places during the Exhibition period is prohibited. These will be treated as "No Smoking" areas and will be so marked. Separate "Smoking Zone" may be used for this purpose.
- Tackle any minor fire incident in the stand, offices and restaurants by using the fire extinguisher installed.
- Know the exit routes to be followed in an emergency and the location of nearest emergency exit for escape in case of major fire incidents.
- Do not block the exit, exit route, emergency exit and passages.
- Instruct your employees / temporary staff not to leave the stands unattended whilst work is in progress or before an officially appointed time of closing.

In case of a fire incident, take following action:

- In case of fire not coming under control by portable extinguisher, raise fire alarm by shouting "Fire, Fire" to summon assistance. Rush to Fire Watch Personnel Stationed in Exhibition halls. In case of major fire incident, direct and guide the visitors and the occupants of Exhibition halls/restaurants through routes to the exit as well as emergency exits for their quick dispersal.
- Provide access and co-operate with the Organisers, fire safety supervisory staff and Fire Watch Personnel for inspection. Render all helps possible to fight fire and salvage the equipment/materials.
- Ensure quick dispersal of equipment/cars parked in the area in the event of a fire incident in static display/car park areas.

Security Regulations

- Badges must always be worn by the exhibitors managing the stall and their temporary staff to gain entry to the exhibition halls.
- Badges can be obtained at the time of taking possession of stalls from the organiser's office at site.
- During show days, exhibitors are allowed to enter half an hour prior to the opening of the show each day and will be allowed to remain half an hour after the close of the show.
- Care should be taken of items which are small & portable.
- Hand carried items or any equipment going out of the exhibition hall will require an exit pass.

While the Organisers will maintain general security surveillance throughout the exhibition period, security of individual stalls is the responsibility of the exhibitors. Stalls are not to be left unattended during the show period, particularly before the show starts and after the show closes on the final day.

Hence the exhibitors are advised to hire security personnel for their stall and the same has to be hired from the appointed agencies only. Security personnel from an agency other than the appointed agencies will not be permitted to enter and manage the stalls of any individual exhibitor or group pavilion.

Exhibitors are requested to fill out Form 6 for any security personnel requirement preferably before 11th March 2024. Please note: For security reasons, no other security agency personnel will be allowed in the exhibition halls.

SERVICE PROVIDER

The Organisers have provided the following services to facilitate a smooth participation of Exhibiting companies. The services will be provided either by an official agency or by the organisers themselves as indicated against each service.

Stand Construction Agency

Pavilions & Interiors (I) Pvt. Ltd. has been appointed as the Event Partner to take up the work of setting up stands. Exhibitors may contact the official contractor for additional furniture and electrical items. Additional requirements can be booked through Form No. 6 directly from the agency.

Pavilions & Interiors (I) Pvt. Ltd.
A-63, Sector 57
Noida 201301

Contact Person:

Mr. Mayank Joshi
mayank.joshi@pavilionsinteriors.com
+91-93 1035 9111, +91-97 8288 8898

Mr. Rohit Nair
rohit.nair@pavilionsinteriors.com
+91-95 6049 6820

For any other service requirement kindly get in touch with Mr. Rohit Nair as per the details mentioned above.

EXHIBITION FACILITIES

Food Court

The organisers will arrange the food court on a payment basis run by a different brand to provide snacks, tea / coffee, and lunch to exhibitors / visitors, etc.

VIP/Protocol Lounge

This lounge will be at the Exhibition Site and will be manned by organisers. Exhibitors may submit information regarding the visits of VIPs to enable organisers to receive them at the VIP lounge.

Exhibitors' Parking

The Organisers are making arrangements for Parking of vehicles for exhibitors at the venue. For this parking, labels will be issued by the Organisers from the site office. No private vehicles allowed inside the Pragati Maidan.

Information Booths

Information booth will be available in the Fair Ground. These booths will be equipped with information on Exhibition/Participants/Fair Facilities/Products on display etc. Exhibitors are advised to contact the officials available at these booths for any assistance.

FREIGHT FORWARDING & ONSITE MATERIAL HANDLING

The approved freight forwarding & onsite material handling agencies are mentioned below. All exhibitors of STARTUP MAHAKUMBH are suggested to get in touch with the agency below only, for their freight movement to ensure timely delivery.

RE Rogers India Pvt. Ltd.

Julena Commercial Complex, 1 Pocket H, Sarita Vihar,
New Delhi 110 076

Mr. Puneet Sekhri

Sr. DGM - Sales

Email: puneet@rogersworldwideindia.com

Mob: +91 9810553944

Please note that material handling within the venue will be handled by the official approved agencies only, and all costs incurred will be borne by the exhibitor. Forklifts, cranes, etc. from forwarders / transporters other than the official agent will not be allowed to operate inside the venue.

It is compulsory for Exhibitors to use the services of approved freight forwarding & handling agencies.

FORM 01

COMPANY DATA FOR ENTRY IN e/DIGITAL EXHIBITORS' DIRECTORY

Kindly complete the form
 through Event App

Last Date of Submission:
 13th March 2024

A. Name of Organisation:

Stand No.: Hall No.:

Address:

.....

City & Code.: Country:

Telephone: Fax:

Email: Website:

Name of the Contact person:

Designation:

B. Company profile (Not more than 100 Words):

.....

.....

.....

(The number of words should not exceed 100. Organiser has right to edit the matter if it exceeds 100 words.)

C. Foreign principals/Collaborators:

1) NameCountry:

2) NameCountry:

Company Name

Hall & Stall No. Contact Person

Designation Signature Date

FORM 02

ADVERTISEMENT ORDER FORM FOR DIGITAL EXHIBITOR'S DIRECTORY

Kindly complete the form
 through Event App

Last Date of Submission:
13th March 2024

POSITION	INR*	US\$*
Full Page (Color)	50,000	500

*Plus 18% GST

Advertisement material required

- Pdf/eps file in high resolution in soft copy.
- Finish size of catalogue (width) 140 mm x (Height) 215 mm + bleed 5 mm all four sides.
- Text area (width) 120 mm x (Height) 195 mm

Circulation Among:

- Exhibitors of "Startup Mahakumbh".
- Visitors of "Startup Mahakumbh" Senior Govt. Officials, Industry Representatives.
- Policy makers, Industry Associations etc.
- Foreign Embassies in India, Indian Missions abroad, Industry Associations & Chambers of Commerce in foreign countries.

Please reserve a place..... in Digital Exhibitors' Catalogue.

We are enclosing bank draft no.dated in favour of ASSOCHAM

Bank Account Details

Name & Address : The Associated Chambers of Commerce and Industry of India
 Grater Kailash-1, Kailash Colony, Zamrudpur, New Delhi -110048

Bank Name : State Bank of India

Account Number : 52050210412

IFSC Code : SBIN0001078

Swift Code : SBININBB382

Account Type : Current Account

PAN : AAATT4704C

GST : 07AAATT4704C1ZV

Company Name

Hall & Stall No. Contact Person

Designation Signature Date

FORM 03 ADDITIONAL ELECTRICAL CONNECTION

Kindly complete the form and Contact to:
Mr. Harpal Singh; Mob: 91 97111 10427
Email: harpal@indiamobilecongress.com

**Last Date of Submission:
13th March 2024**

THIS FORM MUST BE COMPLETED AND RETURNED BY EVERY EXHIBITOR AFTER CAREFULLY READING THE CONTENTS. IF THIS SERVICE IS NOT REQUIRED, PLEASE ENDORSE "NOT APPLICABLE" AND RETURN THIS FORM TO THE ADDRESS MENTIONED ABOVE.

Sl. No	Type of Space	Charges per KW	Quantity (KW)	Amount in Rs.
1	Bare Space for exhibition days	Rs. 9,000*	KW	
2	Additional Electricity for shell space for exhibition days	Rs. 9,000*	KW	

*Plus 18% GST

For availing electrical connections, the above amounts are mandatory. All the payments must be made to ASSOCHAM.

Please fill and return this form along with full payment in advance in favor of "ASSOCHAM." latest by 10th March 2024, otherwise a late fee @ 25% on these will be charged.

Exhibitors should bring their own UPS for their equipment safety.

**Please give schedule for temporary power requirement for buildup period.

We are enclosing bank draft no.dated in favour of ASSOCHAM.

Bank Account Details

Name & Address : The Associated Chambers of Commerce and Industry of India
 Grater Kailash-1, Kailash Colony, Zamrudpur, New Delhi -110048

Bank Name : State Bank of India

Account Number : 52050210412

IFSC Code : SBIN0001078

Swift Code : SBININBB382

Account Type : Current Account

PAN : AAATT4704C

GST : 07AAATT4704C1ZV

Company Name

Hall & Stall No. **Contact Person**

Designation **Signature** **Date**

FORM 04
FASCIA NAME FOR EXHIBITORS

<p>Kindly complete the form through Event App</p>	<p>Last Date of Submission: 13th March 2024</p>
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THIS FORM MUST BE COMPLETED AND RETURNED BY EVERY EXHIBITOR TAKING SHELL STAND

Concerned exhibitors are requested to indicate below the name, which they require on the fascia. This will be provided on front fascia of the stall with White standard 100 mm high (4”) English Alphabets (max 25 letters). Please use block letters only. Logos will not be allowed on the fascia. If the concerned exhibitor fails to submit this form within the deadline date, the organiser will have no option but to incorporate on the fascia the name of the company on which the booth is contracted.

THE FOLLOWING IS TO APPEAR ON THE FRONT FASCIA OF OUR STAND

Please use block letters:

.....

Additional Furniture: All built-up stands will be equipped with side and rear partitions, basic furniture, light fixtures, synthetic carpet inside the booth and a fascia name.

Concerned stand construction agency will supply additional furniture in their stand and deal directly with exhibitors on financial matters. The prices for additional furniture are mentioned in **Form No. 6**

Company Name

Hall & Stall No. **Contact Person**

Designation **Signature** **Date**

FORM 05

PLAN APPROVAL FOR BARE SPACE

Kindly complete the form and Contact to:
Mr. Harpal Singh; Mob: 91 97111 10427
Email: harpal@indiamobilecongress.com

Last Date of Submission:
13th March 2024

THIS FORM MUST BE COMPLETED AND RETURNED BY ALL BARE SPACE EXHIBITORS.

Exhibitors who have taken bare space areas must submit the plan of their booth by email with all the dimensions mentioned indicating the floor plan, the front elevation, the view and one cross section, and material use. The exhibitors should stick to the architectural guidelines given in the manual.

Plans should be submitted in triplicate. The construction work will not be permitted to commence unless plans are approved. One copy will be returned to the exhibitor once it has been approved, subject to modifications if any.

Company Name
Hall & Stall No. **Contact Person**
Designation **Signature** **Date**

FORM 06

ADDITIONAL FURNITURE AND ELECTRICAL ON RENTAL

Kindly complete the form and Contact to:
Rohit Nair - 91-9560496820
Email: rohit.nair@pavilionsinteriors.com

Last Date of Submission:
13th March 2024

Sl. No.	Item code	Description	Size / Specification	Unit Cost (INR*)	Unit Cost (US\$*)	Qty.	Total
A	FURNITURE / SYSTEM ACCESSORIES/ELECTRICAL EQUIPMENT						
1	PI-01	Executive Chair	Black	1,500	25		
2	PI-02	VIP Sofa (1-Seater)	White	2,000	35		
3	PI-03	VIP Sofa (2-Seater)	White	4,000	65		
4	PI-04	Visitor Chair	Black / White	500	9		
5	PI-05	Fiber Chair	Black / White	300	5		
6	PI-06	Round Table (Wooden Top)	70CM (dia) x 75CM (H)	900	15		
7	PI-07	Round Table Cross Leg (Glass Top)	90CM (dia) x 75CM (H)	1,200	20		
8	PI-08	Bar Stool (Adjustable Chrome leg with Cup)	50CM (H)	900	15		
9	PI-09	Glass Showcase (Big with 2 downlights)	1M x 50CM x 2M (H)	3,500	60		
10	PI-10	Glass Showcase (Small)	50CM X 50CM X 2M (H)	3,000	50		
11	PI-11	Glass Counter	1M X 50CM X 1M (H)	2,500	42		
12	PI-12	Centre Table (Black Glass Top)	1.20M (L) x 45CM (W)	900	15		
13	PI-13	Standing Discussion Table	1.0M (H) x 70CM (Dia)	900	15		
14	PI-14	System Counter (Table)	1.05M X 60CM X 75CM	900	15		
15	PI-15	Side Rack (Lockable)	40CM X 1M X 60CM (H)	2,500	42		
16	PI-16	System Podium	50CM X 50CM X 1 M (H)	1,000	17		

Sl. No.	Item code	Description	Size / Specification	Unit Cost (INR*)	Unit Cost (US\$*)	Qty.	Total
17	PI-17	System Podium	50CM X 50CM X 70CM (H)	700	12		
18	PI-18	System Podium	50CM x 50CM x 50CM (H)	600	10		
19	PI-19	Brochure Stand		800	14		
20	PI-20	Round Table (White Top)	80CM (dia) x 75CM (H)	900	15		
21	PI-22	Lockable Door		3,000	50		
22	PI-23	System Panel	1M x 2.5M (H) – White	1,200	20		
23	PI-24	Glass Shelf (each)	30CM x 1M	400	7		
24	PI-25	Wooden Shelf Flat / Adjustable (each)	30CM x 1M	300	5		
25	PI-26	Long Arm Halogen Light	150W	400	7		
26	PI-27	Spotlights	75W	400	7		
27	PI-28	Metal Halide	150W	1,500	25		
28	PI-29	5A/13A Power Socket		500	9		
29	PI-31	Waste Basket		50	1		
30		Hostess		2,500	40		
31		Security Personnel	(12 hrs shift) (8 am – 8 pm)	1,250	20		
32		Housekeeping Staff	(12 hrs shift) (8 am – 8 pm)	1,250	20		

Kindly complete the form and Contact to:
Rohit Nair - 91-9560496820
 Email: rohit.nair@pavilionsinteriors.com

Last Date of Submission:
13th March 2024

Sl. No.	Description	Size / Specification	Unit Cost in INR	Unit Cost in US\$			
B	ELECTRONICS AND HOME APPLIANCES						
1	22"/24" LCD/LED TV	Per Day	1,500	25			
2	32" LCD/LED TV	Per Day	2,000	30			
3	40"/42" LCD/LED TV	Per Day	2,500	40			
4	50/55" LCD/LED TV	Per Day	5,000	80			
5	65" LCD/LED TV	Per Day	7,500	115			
6	Laptop with standard configuration	Per Day	1,000	15			
7	Fridge 90/ 100 Ltr	For 3 days	2,000	35			
8	Fridge 165/200 Ltr	For 3 days	3,500	55			
9	Fridge 300 Ltr	For 3 days	7,500	120			

1



Executive Chair



VIP Sofa Single



VIP Sofa Double



Visitor Chair



Fibre Chair



Round Table
 70cm(Dia) x 75cm(H)



Round Table (Cross leg)
 90cm(Dia) x 75cm(H)



Bar Stool (Adjustable)
 50cm (H)



Showcase
 50cm(L) x 100cm(W) x 200cm(H)



Showcase
 50cm(L) x 50cm(W) x 200cm(H)



Glass Counter
 100cm(L)x50cm(W)x100cm(H)



Centre Table
 120cm (L) x 45cm (W)



Standing Discussion Table



Table
 105cm(L)x60cm(W)x70cm(H)



Side Rack
 40cm(L) x 100cm(W) x 60cm(H)



Podium
 50cm(L) x 50cm(W) x 100cm(H)

2



PI - 17

Podium
 50cm(L) x 50cm(W) x 70cm(H)



PI - 18

Podium
 50cm(L) x 50cm(W) x 50cm(H)



PI - 19

Brochure Rack



PI - 20

Round Table
 80cm (Dia) x 75 (H)



PI - 21

Square Table
 70cm(L) x 70cm(W) x 70cm(H)



PI - 22

Lockable door



PI - 23

System Panel



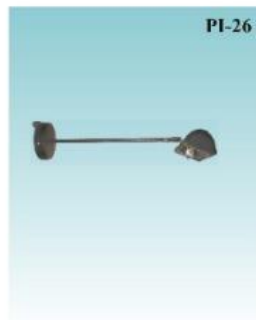
PI - 24

Glass Shelf Set of Three



PI - 25

Wooden Shelf Flat/Adjustable



PI - 26

Long Arm Halogen Light



PI - 27

Spotlight



PI - 28

Metal Halide



PI - 29

Power Socket 5 A/15A



PI - 30

Photo Clip T - Bolts



PI - 31

Waste Bin

Kindly complete the form and mail it to:
Email: rohit.nair@pavilionsinteriors.com

Last Date of Submission:
10th March 2024

Please Note:

- Please make the order with item code and name
- *GST @ 18% will be charged extra
- Bank transfer / Cheque / DD payments to be made in favour of “Pavilions & Interiors India Pvt. Ltd”.

Bank Details:

Bank Name : Federal Bank Ltd, Federal Tower, H-362, shopping complex, sector – 22, Noida
201301
Name of Account : Pavilions & Interiors India Pvt. Ltd.
Type of Bank Account : Current
Bank A/c No : 13405600003665
IFSC : FDRL0001340
SWIFT Code : FDRLINBBNDA
GSTIN : 07AACCP5781C2ZG
Pan No. : AACCP 5781C

Company Name

Hall & Stall No. Contact Person

Designation Signature Date

FORMAT OF EXIT PASS

Kindly complete the form and get it stamped & signed. Submitted on the Platform

Date of Submission:
20th March 2024

THIS BELOW MENTIONED FORMAT MUST BE REPRODUCED BY ALL EXHIBITORS ON THEIR LETTERHEADS AND FOUR COPIES MUST BE PREPARED IN ORDER TO ENABLE THEM TO AVIAL OF AN EXIT PASS TO TAKE THEIR GOODS OUT OF EXHIBITION VENUE ON THE CONCLUDING DAY OF THE EXHIBITION.

To

Manager Security
ITPO, Pragati Maidan, New Delhi

Dear Sir,
 We have paid all our
 dues

.....
 and there is no balance whatsoever.

Therefore, please allow us to take out the following goods/exhibits, which we had brought for display during the exhibition.

S. No	Description of items	No of packing cases
1		
2		
3		
4		
5		
6		

Company Name

Hall & Stall No. Contact Person

Designation Signature Date

Note

1. Please use letterheads of your company OR attach business card & take 4 copies while preparing this format that will enable you to avail yourself of an exit pass.

DECLARATION FORM

Indemnity / Undertaking

(To be filled in by Authorized Personnel with seal & signature. Upload the softcopy of the same on the Platform 15/03/2024)

Dear Sir,

I/We, the undersigned, hereby declare that I/We have read and understood the Rules and Regulations of participation in “**Startup Mahakumbh**” as well as the contents of the Exhibitors’ Information and that I/We agree to abide by the said Rules and Regulations without reservation.

I/We further declare that I/We indemnify Associated Chambers of Commerce and Industry of India (**ASSOCHAM**). against payment of taxes, penalties, charges, levies, OCTROI, CESS, import duties etc. or any other statutory payments which **ASSOCHAM** may be called upon to pay on my/our behalf now or in near future. Further, I/we also indemnify **ASSOCHAM** against any loss of property / damages / loss of life / accidents etc.

Name:

Designation:

Organisation Name:

For and on behalf of Exhibitor

Signature

Company Seal