

TIMES
**Kidz
World** 2010

**THE MOST
COMPREHENSIVE SHOWCASE OF
TOYS, CHILDREN PRODUCTS
& NEEDS**

**17th
year**



**BOOK YOUR
STALL TODAY**

**WORLD TRADE CENTRE,
CUFFE PARADE, MUMBAI
30th April to 3rd May, 2010**

an **INTRODUCTIONS** event

TIMES
Kidz
World 2010



Be a part of
17th India's Biggest
Toys, Children Products
Events, Extravaganza,
Exhibition & Sale



EXHIBITS

Toy's, Snacks & Food products,
Ready-made Garments, Audio's,
Computers for Children, Baby Products
& Cosmetics, Educational &
Fun Books, Shoes, Stationery,
School Bags, Child Investment Schemes,
Entertainment, Electronic Products
for Children & all other
products & services





CROWD PULLING FEATURES

- **Live Cartoon & other fictitious characters at the venue adding charm to the exhibition.**
- **VARIOUS CONTESTS TO ATTRACT MAXIMUM CHILD VISITORS :**
 - A) **Talent Show**
 - B) **Painting Contest**
 - C) **Singing Contest**
 - D) **Dancing Competition**

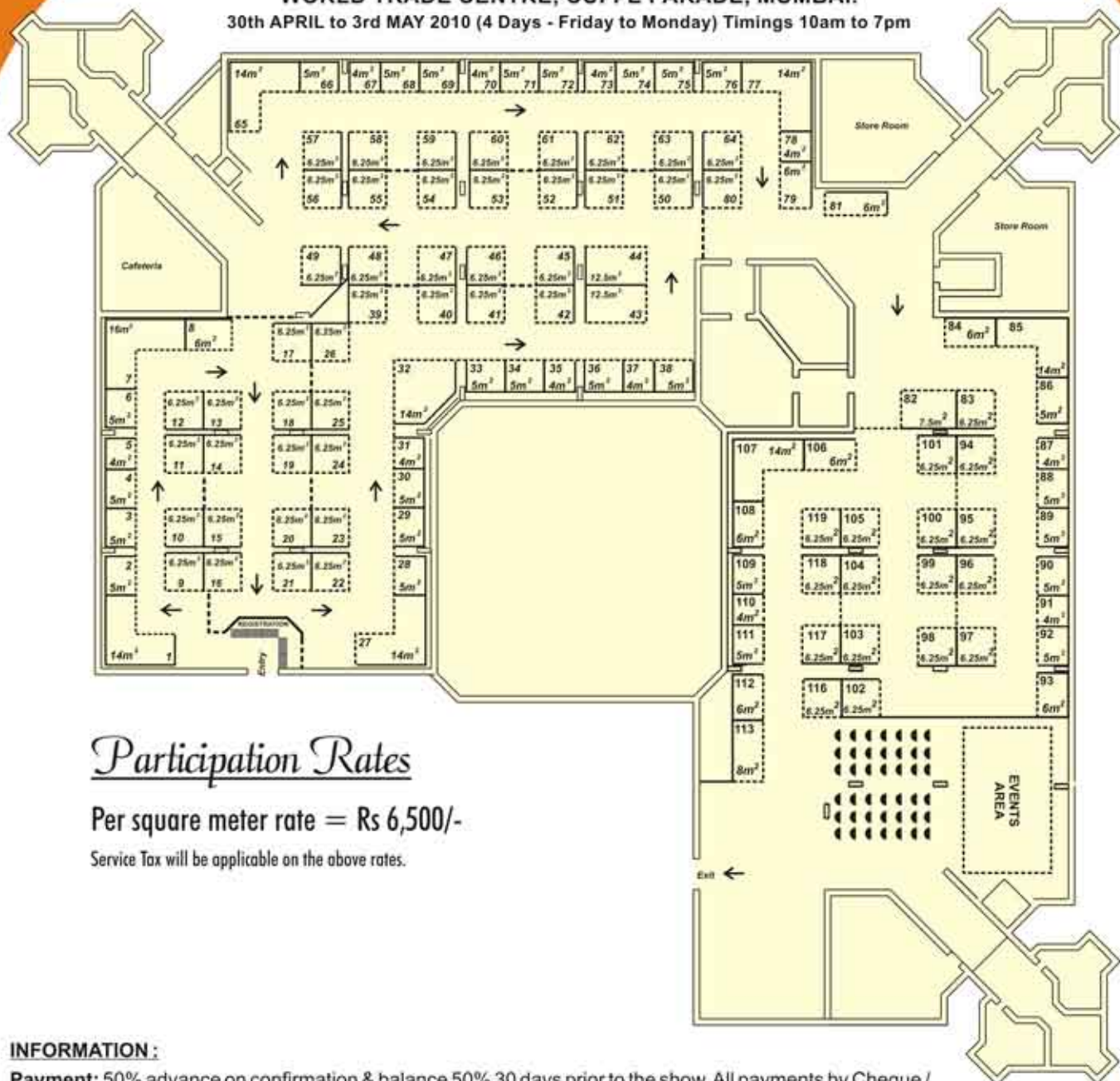


Please note the Sponsors are welcome for the above contests. (Also note that the organisers reserves the right to amend, postpone or cancel the above contests depending on the availability of Sponsors, timings or any other unavoidable reasons)

PUBLICITY

Special features to appear in **Bombay Times** during the exhibition. In-depth coverage including participants profile, responses will be a part of the feature. Invitations will be sent through our vast database to well identified target audience.

LAYOUT PLAN OF TIMES KIDZ WORLD 2009
WORLD TRADE CENTRE, CUFFE PARADE, MUMBAI.
 30th APRIL to 3rd MAY 2010 (4 Days - Friday to Monday) Timings 10am to 7pm



Participation Rates

Per square meter rate = Rs 6,500/-

Service Tax will be applicable on the above rates.

INFORMATION :

Payment: 50% advance on confirmation & balance 50% 30 days prior to the show. All payments by Cheque / Demand Draft in the name of "INTRODUCTIONS TRADE SHOWS" should be inclusive of 10.3% Service Tax

Entry: Entrance Fee will be charged for entry to the event from visitors.

Possession: Participants will receive possession of the stall on 29th April, 2010 at 3 p.m. for interior decorations of the stall.

Facilities: Two Spotlights, Two Chairs, One 5 amp Plug Point, One Table will be provided per 6 sq. mt. stall, balance stalls on pro-rata basis.



SPACE APPLICATION CONTRACT

WORLD TRADE CENTRE, MUMBAI.
30th APRIL to 3rd MAY 2010 (4 Days)

NAME OF THE COMPANY _____

ADDRESS _____

CITY _____

PIN CODE _____

COUNTRY _____

PERSON CONCERNED _____

DESIGNATION _____

TELEPHONE _____

FAX _____

E-MAIL _____

WEBSITE _____

EXHIBITOR'S PROFILE _____

NAME TO BE DISPLAYED _____

STALL PREFERENCE <i>(Please give 2 preferences)</i>	STALL NUMBER	TOTAL AREA	AMOUNT
1st Preference			
2nd Preference			
<i>*Please add 10.3% Govt. Service Tax</i>			
TOTAL AMOUNT			

STALL ROUTE

We hereby confirm our booking of space by paying on **50%** booking amount by **Cheque / Draft No.** _____ of Rs. _____ drawn on _____ Bank. The full balance payment shall be paid 30 days before the first day of the event.

ADVERTISEMENT ROUTE

We are releasing _____ sq. advertisement _____ / _____ dates which would earn us _____ sq. mtr. of exhibit space. A **50%** refundable booking amount is being paid by **Cheque / Draft No.** _____ of Rs. _____ drawn on _____ Bank. The release order will be issued at least 20 days prior to the event. *Please drawn cheque / draft in favour of "INTRODUCTIONS TRADE SHOWS"*

Bank Transfer

A/c Name : INTRODUCTIONS TRADE SHOWS
Bank Name : ICICI Bank, A/c No.: 102805500007
Address : 116, Morya Estate, New Link Road,
Andheri (W), Mumbai. INDIA.

NAME: _____

DESIGNATION: _____

DATE: _____

FAX THIS FORM TO : +91-22-4094 2244

(Signature & Company's Stamp)

RULES & REGULATIONS, TERMS FOR EXHIBITORS

GENERAL CONDITIONS:

- In these conditions the term Exhibitor means the signatory of this application and includes all employees or agents of such and the term Exhibition means that described on the reverse hereof "The Organisers" means Introductions Trade Shows respectively.
- In case of "Joint Ventures" howsoever described the Exhibitor is deemed to have obtained the consent of all the individual participants to all the conditions of this contract.
- When payment for space is not made when due, the organisers reserve the right to charge interest on any overdue amounts at 18% per annum. Any loss incurred by the organiser arising thereon must be paid by the Exhibitor.
- Applications for space must contain details for the proposed exhibits and the names of any other company represented by the Exhibitor whose products are to be shown on or whose services are to be referred to on the stand.
- The charge for space is exclusive of service charge and taxes. It is based on current rates of pay, rent, charges and exchange and will be subject to alteration in the event of any change therein. A notice signed by the organisers and sent by recorded delivery to the address on the application form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.
- The organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
- Upon receipt of this form a contract shall arise between the organisers and the Exhibitor in terms of these conditions subject to variation as mentioned and the relationship of licensor and licensee shall immediately arise and continue between the organisers and the Exhibitor. In case of non payment of any sum due or any breach of non observance of any of these conditions by the Exhibitor the organisers shall have full right to revoke his license and to re-enter upon the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against him and damages sustained by the organisers.
- Every Exhibitor shall occupy the space allotted latest by 10.00 pm on the day prior to the opening of the Exhibition. In the event of default from any clause whatsoever the Exhibitor shall pay to the organisers a further sum in liquidated damages equal to the total charge for the space and the organisers shall have the right to deal with the space in anyway they think best.
- In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound up, the contract with him shall be determined and all monies already paid shall be retained by the organisers.
- Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them nor may have advertisements of firms who are incorporated in the stand.
- Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in anyway.
- Exhibitors will be totally responsible for the obtaining of visas as may be required to enable them, their servants, agents, representatives, invitees, or others to attend the Exhibition and in no event shall there be any claim-for damages or otherwise against the Organisers in respect of any loss or expense relating thereto.
- The Organisers will not be responsible for the safety of any Exhibitor, property of any Exhibitor, or any other person, for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor, by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers, whether generic or not, or for any loss or damage occasioned, if by reason of the happenings of any such event, the opening of the Exhibition, is prevented or postponed, or abandoned, or a building becomes wholly or partially unavailable, for the holding of the Exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings, and for their proportion of the shell scheme and furthermore, for physical loss or damage of the basic shell scheme there of to any extent available.
- In no event shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement, or abandonment of the Exhibition, by reason of the happening of any of the events referred to in Condition 13 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition, for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by Exhibitors, or such part thereof as the Organisers shall consider necessary. If in the opinion of the Organisers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as the size and position, as to which any modification, substitution, or rearrangement they consider necessary shall be determined by the Organisers.
- Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to visitors. No exhibits may be removed before the end of the Exhibition without the written permission of the Organisers which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The Exhibitor shall indemnify the Organisers against any loss by reason of delay or damage to the Exhibition Building.
- The Organisers reserve the right to make an additional charge to each Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organisers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
- Breach of Contract and Withdrawal by the Exhibitor- Without prejudice to the rights and remedies of the Organisers in respect of any breach of the Contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
 - the Exhibitor must give written notice to the Organisers that he desires to withdraw and if the Organisers allow such withdrawal they will notify the Exhibitor of their decision in writing;
 - any such notification by the Organisers to the Exhibitor will constitute a cancellation of the Contract subject to the payment of the Exhibitor to the Organisers of a consideration for release from the Contract;
 - the amount of such payment will be specified in the Organisers notification to the Exhibitor and will be that proportion of the space rental payable under the Contract specified in the second column below, which appears besides the date in the first column below, upon which the Organisers receive the notification from the Exhibitor.
 - upon payment of such amount to the Organisers by the Exhibitor (credit being given by the Organisers for all rentals already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.

DATE OF RECEIPT BY ORGANISERS OF NOTICE OF WITHDRAWAL	PROPORTION OF SPACE RENTAL PAYABLE %
on or before 28th February 2010	50%
After 28th February 2010	100%

- The Organisers reserve the right to alter, add to, or amend any of these Conditions or not, the decision of the Organisers shall be final. No alteration, addition, amendment, or waiver to or of these Conditions shall operate to release any Exhibitor from his contract.
- Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive material, or which might provide noxious fumes or which make use of or display any other materials which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitors or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.
- An Exhibitors Manual will be issued to each Exhibitor containing detailed instruction for the organisation of the Exhibition. Further rules and regulations will be found therein and shall be deemed to form part of this contract and shall be binding on the Exhibitor. Additionally, the Organisers may at any time make further rules and regulations, having immediate effect, in relation to any aspect of the Exhibition.
- Claims: The Organisers cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition.
All Communications to be addressed to:

INTRODUCTIONS TRADE SHOWS

116, Morya Estate, New Link Road, Andheri West, Mumbai 400 053, India

Tel.: +91 - 22 - 4094 2222 • Fax: +91 - 22 - 4094 2233 / 44 • Email: info@infairs.com • Website: www.infairs.com