



WORLD CONSUMER FAIR

03 - 12 December 2010
Colombo, Sri Lanka.



Sri Lanka's

Largest International Consumer Fair
10 DAYS OF SHOPPING EXTRAVAGANZA

ORGANIZED &
CONCEPTUALIZED BY

INTRODUCTIONS
TRADE SHOWS

pico
Events

Event Overview

For the first time "**World Consumer Fair 2010**" Organized and conceptualized by Introduction Trade Shows, India & Pico Events, Sri Lanka will provide the Sri Lankan Consumers the opportunity to purchase Consumer products from many countries in one location. This event is an exclusive event to promote consumer product companies to showcase and sell their products to the large consumer end users in Sri Lanka right before the festival season of Christmas. "**World Consumer Fair 2010**" will be the first ever largest & multi-country consumer event in Sri Lanka to have participants from India, Thailand, China, Taiwan, Bangladesh, Iran, Nepal & Sri Lanka.

The Venue



Sri Lanka Exhibition and Convention Centre (SLECC), a foreign investment and project of Pico Global Network, is a purpose-built, fully air conditioned and multifunctional exhibition venue. It provides around 40,000 sq ft of column-free exhibit space for a multitude of events such as exhibitions, conferences, Seminars, meetings, concerts. Etc. strategically located in the heart of city centre, SLECC is a mere walking distance from all major Hotels, Colombo Port, Financial and Business Institutions.

Exhibit Profile

Apparels, Accessories, Jewellery, Home Appliances, Furniture, Furnishings, Household items, Interior products, Gifts, Stationery, Toys, Electronics, Computers, Laptops, Mobile Phones.

Promotion

This event will be promoted through an extensive media campaign in newspapers, banners, hoardings, Radio, TV, SMS campaign, invitations, direct mailers etc to invite the audience to the event

Countries Targeted for Participation

India, Iran, China, Taiwan, Thailand, Malaysia, Nepal, Bangladesh, Pakistan, Sri Lanka, Maldives



About the Organizer's

Introduction Trade Shows Pvt. Ltd



Introduction Trade Shows Pvt. Ltd is India's oldest & most experienced premier exhibition organizing company established since 1984. It has over 400 Exhibitions to their credit and over two decades of experience of event marketing, exhibitions & trade shows of world class quality. A highly qualified team of professionals who have around 20 years of experience in the exhibition industry, elite panel of creative directors, extensive media tie-ups, in-built design & infrastructure facilities, venue management resources, you can be rest assured of services and success for your participation.

The Company has branches all over India & neighboring countries with strength of over 150 dedicated professionals to organize and deliver successful events in numerous verticals like Fashion, Art & Crafts, Jewellery, Gifts, Stationery, Office products, Media & Signage, country Specific Trade Fairs, Toys & Games, Furniture & Interiors, Food & Wine, Machinery Fairs, B2B Trade Events, Digital & Technology, Direct Consumer Fairs and many more.

Pico Events

Pico Events is an exclusively accredited Professional Exhibition Organizer and owners and operators of Sri Lanka Exhibition & Convention Center (SLECC) under the approval of Board of Investment. We are also an active member of MICE promotion spearheaded by Sri Lanka Convention Bureau under the aegis of the Ministry of Tourism. Being the Pioneers in the exhibition industry, we possess a wide portfolio of industry specific exhibitions and were also the first to introduce Indian Trade Fairs to the Country. We have been amply supported by the Indian High Commission and relevant Ministries and Associations, both in Sri Lanka and India, and the exhibitions held up to now have recorded high level of participation from all over India Contributing to the establishment of a large number of business links between two countries



Show Profile

| Event | WORLD CONSUMER FAIR 2010 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--------|--------|--------|--------|--------|--------|---------------------|---|---|---|---|---|--------|---|---|---|---|----|------------|---|---|---|---|----|-----------------|---|---|---|---|---|------------------------------|-----|-----|-----|-----|-----|-----------------------------|-----|-----|-----|-----|-----|
| Detail | An Exclusive International Exhibition on all types of consumer products from India, Pakistan, Iran, Turkey, China, Nepal, Thailand and other countries. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Date | 3 rd to 12 th December 2010 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Opening Hours | 10.00 am to 8.00 pm | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Location | Colombo, Sri Lanka | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Venue | Sri Lanka Exhibition & Convention Centre 12, D. R. Wijewardena Mawatha, Colombo 10, Sri Lanka | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Frequency | Annual (8 th year) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Open to | General public | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Expected number of Booths | 200 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Standard Booth Size | 9 sqm | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Participation Fees | USD 1100 per booth of 9 Sq.mt for 10 days | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Standard Shell Scheme Booth Package includes | <p>INR : 53,000 /- per 9 Sq.mt plus 10.3% Service Tax for 10 days</p> <table border="1"> <thead> <tr> <th>Item</th> <th>9 sqm</th> <th>18 sqm</th> <th>27 sqm</th> <th>36 sqm</th> <th>54 sqm</th> </tr> </thead> <tbody> <tr> <td>Information Counter</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>6</td> </tr> <tr> <td>Chairs</td> <td>2</td> <td>4</td> <td>6</td> <td>8</td> <td>12</td> </tr> <tr> <td>Spotlights</td> <td>2</td> <td>4</td> <td>6</td> <td>8</td> <td>12</td> </tr> <tr> <td>Samp Powerpoint</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>6</td> </tr> <tr> <td>Company name on Fascia Board</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> </tr> <tr> <td>Security & Janitor Services</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> <td>Yes</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Fully fledged Common business center facility Additional orders at nominal charge | Item | 9 sqm | 18 sqm | 27 sqm | 36 sqm | 54 sqm | Information Counter | 1 | 2 | 3 | 4 | 6 | Chairs | 2 | 4 | 6 | 8 | 12 | Spotlights | 2 | 4 | 6 | 8 | 12 | Samp Powerpoint | 1 | 2 | 3 | 4 | 6 | Company name on Fascia Board | Yes | Yes | Yes | Yes | Yes | Security & Janitor Services | Yes | Yes | Yes | Yes | Yes |
| Item | 9 sqm | 18 sqm | 27 sqm | 36 sqm | 54 sqm | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Information Counter | 1 | 2 | 3 | 4 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chairs | 2 | 4 | 6 | 8 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spotlights | 2 | 4 | 6 | 8 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Samp Powerpoint | 1 | 2 | 3 | 4 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Company name on Fascia Board | Yes | Yes | Yes | Yes | Yes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Security & Janitor Services | Yes | Yes | Yes | Yes | Yes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other Facilities | <ul style="list-style-type: none"> Assistance with travel and accommodation Advertising in the official Exhibitor Directory Design and construction of special stalls to suit exhibitor requirements Full on-site administration services Hire of audio, visual, furniture and additional requirements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

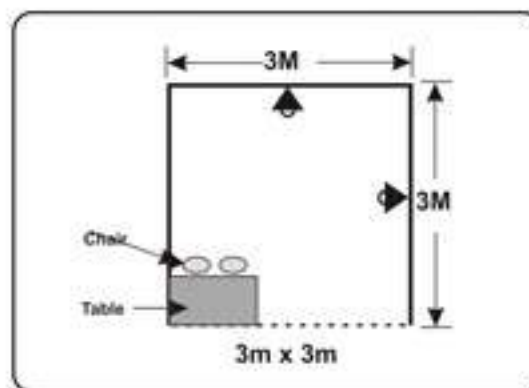
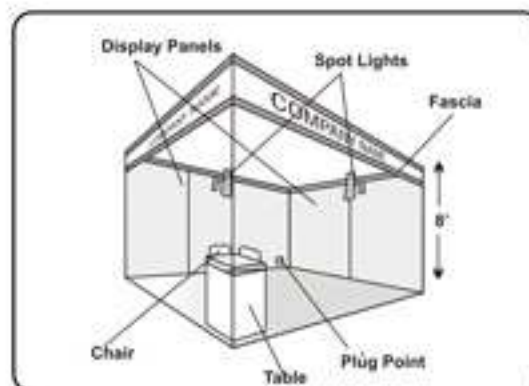
Application : Applications for participation to be submitted on the official application form duly completed and signed with the company stamp.

Terms of Payments

INR : 50% Advance on confirmation , balance 45 days prior to the event in the name of "INTRODUCTION TRADE SHOWS PVT. LTD."

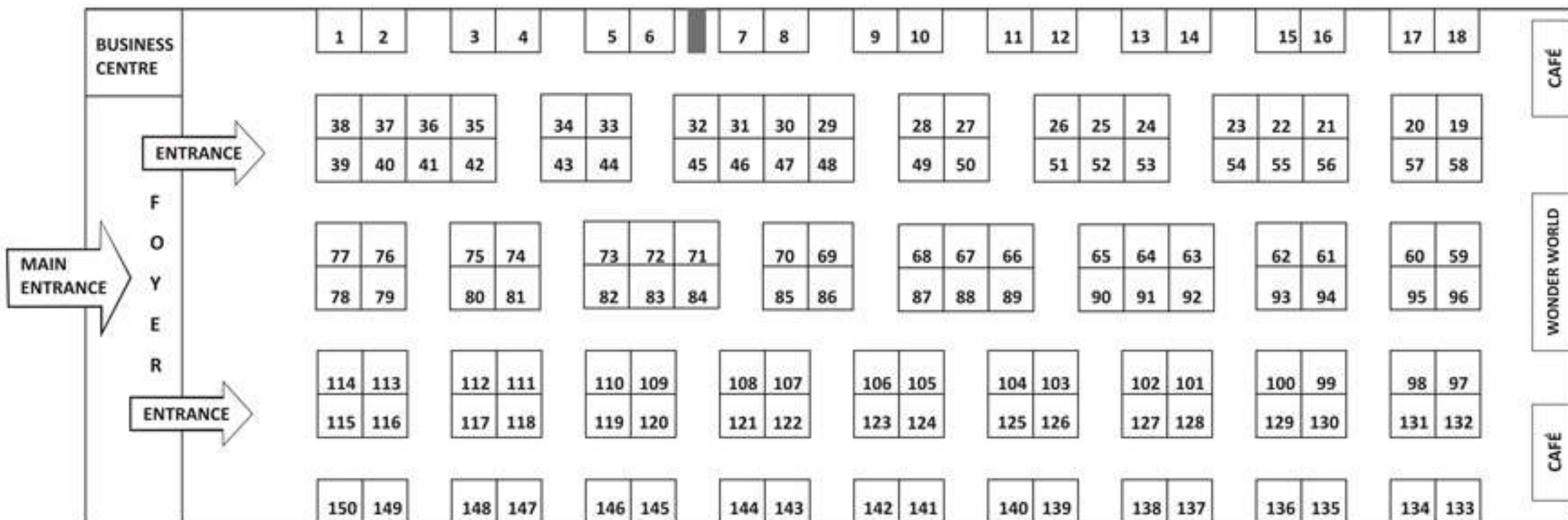
US\$: 100% payment in the name of "Intertrade Lanka Management Pvt. Ltd." on confirmation of booth. (For Bank Details and Swift code Please refer participation form)

* Please add 10.3% Service Tax in case of INR Payment



Floor Plan

03-12 December 2010



Contact

FOR STALL BOOKINGS CONTACT

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STALL APPLICATION CONTRACT

WORLD CONSUMER FAIR

Venue : Colombo, Sri Lanka

Date : 3rd - 12th December, 2010



NAME OF THE COMPANY _____

ADDRESS _____

COUNTRY _____

PERSON CONCERNED _____

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 tick mark your choice</i> | | | |
| TOTAL AMOUNT | | | |

PAYMENTS :

We enclose herewith Cheque / Demand Draft No. _____ dated _____

Drawn on _____ for Rs. _____ drawn in favour of

"INTRODUCTION TRADE SHOWS PVT. LTD." being the Full rentals for the stall booked by us.

We have read the Brochure and terms & conditions given overleaf and accept the same for participating in the exhibition.

Bank Transfer :

A/c Name : INTRODUCTION TRADE SHOWS PVT. LTD.
Bank Name : IndusInd Bank Ltd., A/c No.: 0028-Q91823-050
Address : Lokhandwala Branch, New Link Road,
Andheri (W), Mumbai. INDIA.

NAME: _____

DATE: _____

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

(Signature & Company's Stamp)

Please mail the above form duly filled & signed to the following address :

INTRODUCTIONS TRADE SHOWS PVT. LTD., 116, Morya Estate, New Link Road, Andheri (W), Mumbai - 400 053.
Sales Support : +91 - 22 - 4094 2222 Fax : +91 - 22 - 4094 2233/44 E-mail : info@infairs.com Website: www.infairs.com