

STATE FISHERIES RESOURCE MANAGEMENT SOCIETY (FIRMA)  
 SriHari, TC 28 / 2641 , Behind Chettikulangara Temple,  
 TRIVANDRUM – 695 001 , KERALA - INDIA  
 Telefax: +91-0471- 234 6805 / Mob: +91-94471 26556  
 Email: firma2002in@yahoo.co.in



## APPLICATION FORM

Exhibiting Company's Name : .....

Contact Person : Mr. / Ms. : .....

Address : .....

City : ..... Pin code : ..... Country : .....

Area Code : ..... Telephone : ..... Fax : .....

Email : ..... Website : .....

### STALL NAME FASCIA

Stall Preference : .....

Stall Size : ..... sq.mts.

Products Display / Services : .....

### PARTICIPATION COST

Stall Cost Particulars	Rate / Sqm Rs.	Total Area X Rate / Sqm	Amount in Rs
Shell Scheme A/C HALL NON A/C HALL		Add : Security deposit (Refundable)	
		<b>Sub Total</b>	
		Add : Service Tax Currently@10.3%	
		<b>TOTAL</b>	
		<b>Advance</b>	
		<b>Balance</b>	

Payment: A remittance of 100% of the cost MUST be forwarded with this order. Local Cheques / Demand Drafts must be drawn in favour of " Executive Director, FIRMA A/c 57002531925 "

Enclosed is a draft no.....dated.....for the amount of Rs.....

Drawn on.....

Exhibitors making payments by telegraphic bank transfer should arrange payment direct to our Bankers " **Executive Director, FIRMA A/c 57002531925**" State Bank of **Travancore**, Kaloor, Cochin with instructions to be credited to State Fisheries Resources Management Society (FIRMA)(Please fax us your Banker's Advice / details and reference No. of the telegraphic bank transfer)

Signature : ..... Company Seal : ..... Date:.....

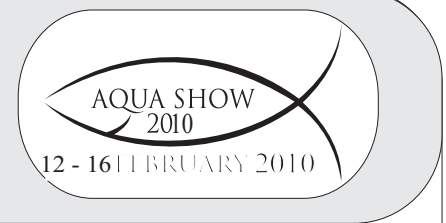
■ Duly filled up Forms with payments should be sent to ■



M/s,TEAM AND TRADE EXPOS  
 # 131 /75 2nd Floor, Triplicane High Road, Triplicane, Chennai - 600 005  
 Telefax : +91 -44 - 4214 7576 Mob : +91 9380 770540

PLEASE MAINTAIN A COPY OF THIS FORM FOR YOUR RECORDS

# 5th INDIA INTERNATIONAL AQUA SHOW 2010



## TERMS OF CONTRACT / RULES & REGULATIONS FOR PARTICIPATION IN INDIA INTERNATIONAL AQUA SHOW 2010 Exhibition.

**1. RIGHTS :** The Organizers reserve all rights in connection with the INDIA INTERNATIONAL AQUA SHOW 2010 Exhibition.

**2. Terms of Reference & Definitions:** In these Rules and Regulations the term "Exhibitor" shall include all owner, partners, directors, employees and agent of any company or individual inclusive of any Government /Semi Government Agency / Corporation - To whom space had been allocated for the purpose of Participating. The term Exhibition shall mean the Exhibition known as the INDIA INTERNATIONAL AQUA SHOW 2010. The term "Organizer" shall mean: State Fisheries Resources Management Society – and shortly known as "FIRMA" having their office at SriHari, TC 28 / 2641 , Behind Chettikulangara Temple ,Trivandrum, Kerala, The term "Event Manager" shall mean M/S Team and Trade Expos, having their office at No.131/75, T.H Road, Triplicane, Chennai-5, the Official Event Management company for the INDIA INTERNATIONAL AQUA SHOW 2010. The terms "Landlords of the Exhibitions Hall" shall mean: Management of Jawaharlal Nehru International stadium, Kaloor, Cochin. The term "Rules and Regulations" means the Rules and Regulations hereinafter contained. The term "Application" means the contract for space at the Exhibition entered into between the Organizers and the Exhibitor, which incorporates the Rules and Regulations.

**3. BUILT UP STALL (Shell Type) :** The minimum area is 9 sq.mtr. The Built-up stall will be Constructed of octonorm system with height 8 feet, having white panels. Please see the perspective drawing. You will be provided with the following furniture and fittings FREE OF COST. 1 table, 2 chairs, 3 spot lights, 1 dustbin, Carpeted flooring – free listing in the Exhibitor Catalogue – Stall assembly and dismantling. The built-up stall contractors will put up the Exhibitor's name and stall number on the fascia board. It is not allowed to attach any additional texts, logos, etc. on the fascia board.

**Possession of Built up Stalls:** Built up stall exhibitors can commence moving-in-their Materials and setting up their stalls on 10th Feb 2010 after 9 pm. Setting up stall MUST be completed before 8.00 a.m. on 12th Feb 2010.

**Please Note:** The possession of the stand will not be given till all dues are cleared by the exhibitor. Exhibitors should get the stall possession certificate from the organizers after clearing the payment dues before taking possession of the stall allotted to them.

**5. Stall Alteration :** (a) No alteration to the size or position of an exhibitor's stall is permitted without the prior written approval of the organizer. (b) The organizer reserve the right to modify the floorplan of the stall layout and the pathways. (c) The organizer reserve the right to request Exhibitors to make such alternations to their stalls, or to the shifting of exhibits, as they reasonably feel necessary to maintain an acceptable standard of presentation or to avoid interference with the displays of other exhibitors. (d) Conversion of an allocated built up stall to raw space type is not permitted. (e) Usage of nails, pins, screws or any such material to the panel wall of the built upstall is not allowed.

**6. Equipment interference:** No equipment can be operated which emits excessive noise or causes electrical interference or annoyance to other exhibitors. In this matter the decision of the organisers will be final.

**7. Exhibition Hall Cleaning:** All pathways and shell schemes stall floors will be cleaned daily by contractors appointed by the organizer. All Exhibitors are responsible for cleaning of stall furnishings, exhibits the general tidiness of their stalls.

**8. Electrical Supplies:** The organizers will be providing the lighting in the exhibition hall in addition to the normal stall lighting. Power Supply will be switched off 15 minutes after the end of exhibition on each day.

**9. Electrical Installation:** All on-site electrical installation MUST be carried out by the official appointed Electrical Contractor. All prefabricated electrical fittings will be subject to an inspection by the official contractor before connection to the mains supply. Payment for extra electrical load and consumption should be made to the organizers (Electrical Charges can be referred in the technical manual) .

**10. Additional Furniture/Fitting** Your requirement of additional furniture/fittings can be availed from our official stall contractors as the venue. Payment for the extra requirement is to be made to the contractors on the receipt of such bills from them before the closing of the exhibition

**11. Damage to Exhibition Areas :** Exhibitors are required to indemnify the organizer against any claim made against them in respect of damage to Exhibition Halls, Structure or properly caused by exhibitors stall, exhibits or staff or by agents acting on an Exhibitor's behalf.

**12. Flammable Materials:** All materials used in the construction of stalls and displays are to be fully fire proofed and comply with all other local regulations. The exhibitors will ensure that no exhibitor keeps any hazardous chemicals, gases, firearms in the stalls.

**13. Fire Extinguishers :** The Landlord will provide fire extinguishers to meet requirements for the overall layout of the exhibition & the fireman will be available to attend in case of any emergency.

**14. Security :** Although strict security arrangements will be provided at the exhibition venue, exhibitors are requested to have their equipment and other personal belongings properly insured.

**15. Insurance and indemnity :** a) Third party Claims : The Exhibitors is responsible for all personal injury or damage to property or personnel arising in connection with the erection, dismantling and overall participation in INDIA INTERNATIONAL AQUA SHOW 2010. The Exhibitors must take out adequate insurance in respect of all such claims. (b) Consequential Loss: Exhibitors are advised to insure against costs and losses which they may incur in the event of the exhibition being abandoned, cancelled or suspended in a whole or in part for causes not within the organizer's control, since the organizers accept no liability in such an eventuality. (c) Product Liability Insurance: Exhibitors are advised to insure against claim arising out of body injury and / or property damage. An Exhibitor shall produce to the organizer or demand certificates of insurance.

**16. Removal of Exhibits:** Exhibitor is allowed to remove the exhibits from the stall only after official closure of the exhibition i.e. after 9 p.m. on 16th Feb 2010. Goods can be taken out of the venue only after submitting exit pass in 3-copies issued and duly signed by the organizers. The work of removing the exhibits from the venue must be completed before 5 p.m. on 17th Feb 2010. After this period the organizers will be at liberty to remove the goods at the cost and risk of Exhibitors.

**17. Failure of Service :** The Organizers will use their best endeavors to ensure the supply of the service provided by the Landlord and of those contractors and suppliers those are engaged officially for the show.

**18. Payments :** Invoices will be sent to all Exhibitors and payments of stall charges shall be made as follows 1) 50% on booking along with Application form (2) Rest of the payment before 21st Feb 2010. If the payments not received by the due date, the allocated exhibition space will become void and made available to other exhibitors. No refunds will be made on cancellation or reduction of stall space. All exhibits are subjects to a general lien in favour of the Organizer for all sums, whether for unpaid Stall charges or otherwise, due from an Exhibitors to the Organizer.

**19. Stall Alterations :** You may be allocated a different location and the size and dimensions of the reserved space may be changed, entrances, exits and gangways may be relocated and structural alterations may be made even after your stall has been confirmed if special circumstances make this necessary. If the time or venue of the exhibition has to be changed for substantial reasons, your application will be considered valid for the new dates and condition.

**20. Verbal Agreements:** Any verbal agreement concerning any particular clause / rule of this contract or the Exhibition are not valid unless confirmed in writing.

**21. Jurisdiction:** Any disputes between the organisers/agents and an exhibitor is subject to the jurisdiction of the courts of Cochin.

**22. Acceptance of Rules:** The very fact that an Exhibitor participates in the Exhibition as an Exhibitor, it will be presumed without any dispute that he / she, his / her company Organization has read the Rules & Regulations formulated by the Organizer and as printed above and irrevocably confirms to abide by them. This is applicable to each and every participant irrespective of the amount or percentage of payment made to the Organizer and includes participants, exhibitors / co-exhibitors as well as companies / organizations with complimentary stalls, irrespective of the fact if they have signed or not signed the registration form or any other document.

# 5th INDIA INTERNATIONAL AQUA SHOW 2010



## GENERAL INFORMATION AND GUIDELINES

### Organizers:

#### STATE FISHERIES RESOURCE MANAGEMENT SOCIETY (FIRMA)

SriHari, TC 28 / 2641, Behind Chettikulangara Temple,  
TRIVANDRUM – 695 001, KERALA - INDIA

Telefax: +91-0471- 234 6805 / Mob: +91-94471 26556

Email: [firma2002in@yahoo.co.in](mailto:firma2002in@yahoo.co.in) website: [www.aquashowkerala.com](http://www.aquashowkerala.com)

### Event Managers:

#### Team and Trade Expos

No:131 / 75, IInd Floor , Triplicane High Road, Triplicane, Chennai 600005.

Tel: +91 – 44-4214 7576, Mob+91- 9380 545400 Website: [www.teamexpos.com](http://www.teamexpos.com)

### Exhibition Venue:

JAWAHARLAL NEHRU INTERNATIONAL STADIUM, KALOOR, COCHIN, KERALA - INDIA.

Date: Feb 12<sup>th</sup> to 16<sup>th</sup> 2010 (5 days)

### How to Exhibit ?

Stand Booking Details: Two types of stands are available to exhibitors: Shell Scheme (or) Bare Space.

### SPACE + PRE - FABRICATED STALLS:

#### Octonorm System & Fish Tanks:

White panel walls, Carpeted Floor Space, Spot Lights, Name Fascia Board, Table, Chair, Electrical Plug point & Dust bin. Imported & Indian Fish tanks with stand, seawater or fresh water supply.

**Min Stall Size:** 6 Sq.mtr (3m X 2m) i.e., 3 meter / Frontage X 2 meter depth)

### Participation Fee

Indian Exhibitors : A/C Dome : Rs. 3,500 / sq.mtr

Non A/C Hangar : Rs. 3,000 / sq.mtr

Overseas Exhibitors : A/C Dome : US\$ 125 / sq.mtr

Non A/C Hangar : US\$ 100 / sq.mtr

Service Tax applicable on the above rates @ 10.3 %

### Payment Schedule & Method of Payment:

50 % of stand cost with Applicable Form.

Balance on or before 30.12.2009.

All payments must be made by DD payable in favour of "Executive Director, FIRMA  
A/c 57002531925 " State Bank of Travancore, Kaloor, Cochin.

### Instructions for Overseas Exhibitors:

**Name of Bank Account :** Executive Director, FIRMA

**Bank Account Number :** 57002531925

**Bank Name & Address:** STATE BANK OF TRANVANCORE, KALOOR , Veluthamana Buildings,  
COCHIN – KERALA. PIN: 682017. INDIA

**Branch IFSC Code:** SBTR0000327 **Swift Code:** SBTRINBB327

### Possession of Built – Up Stalls:

Built up stall Exhibitors can commence moving their materials and setting up their stalls

Jan 30<sup>th</sup> after 3 pm.

Setting up stall MUST be completed before 8 am on **12<sup>th</sup> FEB 2010.**

### Removal of Exhibits:

Exhibitors are allowed to remove the exhibits from the stall only after official closure of the exhibition i.e..  
After **9pm on FEB 16<sup>th</sup> 2010.**

# 5th INDIA INTERNATIONAL AQUA SHOW 2010



## EXHIBITOR DIRECTORY ENTRY FORM

FORM NO. 1

Company Name:.....

Contact Person: Mr / Ms.....

Designation:.....

Address :.....

City :..... Pin code..... Country:.....

Area Code:..... Tel:.....Fax:.....Mobile:.....

E-mail:.....Website:.....

Exhibiting Company's  
Corporate Logo

Paste your logo here

Hall No.

Stall No.

Please provide us in not more than specified no.of words, your organization's profile, products manufactured or services offered, services & products on display in AQUA SHOW 2010. Give these details typewritten in upper and lower case or attach separate sheet (Computer printout). Proofs cannot be supplied. Your copy will appear in the catalogue as straight pieces of running text, without tabulation or changes of typeface and should be typed to conform to this format. We reserve the right to edit your listing wherever necessary.

YOU CAN ALSO SEND US THE DETAILS VIA E-MAIL AT E- mail:

i) firma2002@yahoo.co.in cc to : ii) aquashowkerala@gmail.com

**(Logo can be attached in JPEG format, Please Zip it before sending via e-mail)**

1. Company's Profile (Less than 40 Words)

2. Products Manufactured / Services Offered & Products on Display (Less than 30 Words)

Authorized by

Signature

Date

Please keep a copy for your records. Mail / Fax this form / submit on-line:

To the Kind Attn of: Mr.....

STATE FISHERIES RESOURCE MANAGEMENT SOCIETY (FIRMA)

SriHari, TC 28 / 2641 , Behind Chettikulangara Temple,

TRIVANDRUM – 695 001 , KERALA - INDIA

Telefax: +91-0471- 234 6805 / Mob: +91-94471 26556

Email: firma2002in@yahoo.co.in

Please send this form to:

Team and trade expos. New no.131,Old no.75, 2nd Floor, T.H.Road, Triplicane, Chennai -05.  
E-mail : aquashowkerala@gmail.com, team.event@gmail.com, Tel: +91-44-42147576,09380545400

# 5th INDIA INTERNATIONAL AQUA SHOW 2010



## Advertisement in Exhibitors Directory

**FORM NO. 2**

AQUA SHOW 2010 will be the largest International Exhibition for Ornamental Fisheries and Accessories in S.India scheduled from 12th - 16th February 2010. To complement this event, an Official Exhibitors Directory will be published incorporating industry information and listing of exhibitors with the details of products/services offered by them. This will be the official directory of the event. This official Exhibitors Directory offers exhibitors and non-exhibitors an excellent opportunity to showcase products and services in a visually attractive format, which will be available to visitors and thus serve as an important reference guide. The Exhibitor Directory is a ready reckoner about the exhibition. Advertising in the Exhibitor Directory will enhance visibility for your product because of the circulation to all visitors.. An advertisement in the Exhibitor Directory will translate into higher brand recall among your core audience and thereby to business. We invite you to place your advertisement in the Exhibition Directory and get your message across thousands of visitors expected to attend this Biggest Trade Show in this region.

**Print Order** : 1,000 copies  
 Technical Details : Advertisement material required  
 Size of Publication : Height 24cm \* Width 17.5 cm  
 Print Area Format : Full page (height 19.0 cm \* width 11.0 cm)  
 Color and Black & White : Soft copy should be in CDR /EPS format in CMYK ,Color with Fonts (OR) Converted to Curves

Graphic Files: All color graphic files must be supplied in CMYK (not RGB), as close to final size as possible with a resolution of 300 dpi. or higher. Line illustrations must be submitted at 1200 dpi. If illustrator or EPSfiles are supplied that include type,make sure it is converted to outlines. Include all fonts for text and graphic files used in ad. You must include both screen and printer fonts. If an ad is received with True Type fonts we will match the font as closely as possible.

PDF File: PDF files cannot be altered by our office and must be supplied with fonts embedded.Images within PDF files must be 300 dpi. or higher. Media: We accept only CD-Rom media for filesubmission.

### Advertisement tariff and sizes

Description	Rate for Exhibitors		Rate for Non-Exhibitors	
	(Rs.)	US \$	(Rs.)	US \$
Back Cover	20, 000/-	-	-	-
Inside Front Cover	18, 000/-	-	-	-
Inside Back Cover	16, 000/-	-	-	-
Inside Gatefold 2 pages at Extended cover	40,000/-	-	-	-
1st & 2nd Opening page	14,000/-	-	-	-
Full Page Color	10, 000/-	325	13, 000/-	425
Full Page B / W	8, 000/-	250	10,500/-	325
Section Cover	10,000/-	325	13, 000/-	425
Printed Book Mark - 3 nos. To be supplied by the advertisers - 2000 qty.	10,000/-	325	13, 000/-	425

Stand # \_\_\_\_\_

CEO \_\_\_\_\_ Contact Executive : .....

Address ..... City \_\_\_\_\_ State \_\_\_\_\_ Country.....

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile : ..... E-mail .....

Payment: A remittance of 100% of the cost MUST be forwarded with this order. Local Cheques / Demand Drafts must be drawn in favour of " Executive Director, FIRMA A/c 57002531925 "

Enclosed is a draft no.....dated.....for the amount of Rs.....

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Signature : ..... Company Seal : ..... Date:.....

Please send this form to: Team and trade expos. New no.131,Old no.75, 2nd Floor, T.H.Road, Triplicane, Chennai -05.  
 E-mail : aquashowkerala@gmail.com, team.event@gmail.com, Tel: +91-44-42147576,09380545400