

DETAILED BRIEF FOR EXHIBITION EVENT MANAGEMENT COMPANY

EVENT: IND-TEXPO 2022

ORGANISED BY: TEXPROCIL

DATE: 15 to 17 MARCH 2022

VENUE: WORLD TRADE CENTRE

CITY: MUMBAI

No of exhibitors: 50 (min)

No of international buyers: 100 (from all over the world)

Ind-Texpo is an exclusive B2B exhibition of cotton textiles and is a Reverse Buyer Seller Meet organized with the support of the Ministry of Textiles and the Ministry of Commerce, Government of India. The exhibitors' profile will be manufacturers and merchant exporters of yarns, fabrics and made-ups including home textiles.

The following points have to be taken into consideration in your proposal for managing the Ind-Texpo event being held at **EXPO CENTRE, WORLD TRADE CENTRE Mumbai** from 15 - 17 March 2022.

For outsourcing / hiring vendors for various activities during the event, the EMA will be responsible for inviting tenders in sealed bids. The tenders will be advertised in newspaper as well as on the Texprocil website. The sealed bids will be opened at the Texprocil HO in Mumbai for transparency.

1. Event Conceptualization Services:

- Suggest various themes relevant for the exhibition, opening ceremony, seminars, networking dinners
- Identify and suggest various key stake holders and supporting associations for co-organizing the event and obtain their concurrence
- Identify and suggest potential co-sponsors for various activities of the event

2. Event Management Services:

- Provide a dedicated Project Manager and a team for execution of the event;
- Provide end to end management and co-ordination and seamless execution for the event including:
 - a) Preparation of a 360 degrees event blue print, discussions and approval with client
 - b) Event Budgeting, Cash flow and Income / Expense Statement
 - c) Vendor selection process, appointment and management including maintaining records
 - d) Communication, SOPs, Service Level Agreements and Scope of Work for the following:

Booth Construction and Venue Management

Travel Arrangements

F & B Management

Electrical Services

Security Services

Housekeeping Permissions

Onsite Registration & Help Desk

Photography and Videography

- e) Plot, optimize and build the exhibition area with provision for VIP Lounge, Buyers Lounge, TEXPROCIL Lounge, F&B Area, Registration Desk, Meeting area, Food Court etc.
- f) Suggest, manage and execute the Digital Promotions / tele-calling / barter deals with publications and online media.
- g) Conduct Match Making, schedule time slots and manage the One to One Business meetings for exhibitors with the invited overseas buyers.
- i) Planning for Seminars, Networking Dinners, Inauguration Function and flow of event, speaker, and conference flow design.
- j) Onsite Event Management (including organizing standby for power requirements and Wi Fi Connectivity) from Possession to Handover)
- k) Post Event Post Show Report submission

3. Venue Planning

Post award of Contract, plan the following with Texprocil:

- a. Exhibition Area size with (Bare / shell breakup)
- b. Sponsor entitlements
- c. Shell scheme booth entitlements

Based on above and venue requirements, a detailed Exhibition area plan will be created and offered for Exhibition Area sales. The detailed floor plan will include:

- a. Entry / Exit planning
- b. Toilet planning
- c. F&B planning
- d. Security Planning

An exhibitors' manual will also be prepared for the usage of exhibitors.

Exhibition Sales will be done on a live mode basis and 2 weeks before the show the final technical floor plan will be prepared along with electrical grid plan.

Exhibition Booth Hall construction will be done as per schedule agreed with the Hall owner. Following schedule is recommended:

13-Mar	6:00 PM	Floor Marking
14-Mar	2:00 PM	Handover to shell scheme companies
Day-1	09:00am	Hall AC Switch on
Day-1	10:00am	Show starts
Day-1	17:00pm	Show Ends
Day-2	08:00am	Hall open for cleaning
Day-2	10:00am	Show starts
Day-2	17:00pm	Show Ends
Day-3	08:00am	Hall open for cleaning
Day-3	10:00am	Show starts
Day-3	15:00pm	Show Ends and Breakdown starts

4. Execution plan for Inauguration Ceremonies and Conferences

For a memorable event, inauguration ceremonies and Conference sessions are critical to make deep and positive impressions.

The governing principals for these ceremonies will be:

- i. Impressive usage of AV elements
- ii. Professional and well-seasoned MCs to ensure seamless execution
- iii. Minute by Minute programme
- iv. F&B planning for these events

5. Execution plan for on-site registration management

Onsite Registration Management will be interlinked with Buyer & Exhibition Management module. Suitable quantities with various subcategories like Wholesaler, retailer, agent etc. will be arranged to ensure minimal wait time.

Pre-Registered Delegates will have "Ready to Deliver" Welcome Packs and shall be given to Travel partners.

6. Execution plan for accommodation & logistics for Overseas Buyers

- a. Booking of hotel rooms in Mumbai for overseas buyers
- b. Airport pick up and drop to hotel for each overseas buyer
- c. Shuttle service to and from exhibition for overseas buyers
- d. Logistics assistance for Texprocil staff and Board members

7. Execution plan for Inauguration management

A Detailed Plenary Management Plan will be devised once the Key speakers/ personalities have been confirmed. This will be made with the following considerations:

- a. Creation of Minute by Minute Programme
- b. Stage Setup planning with Screens, Podiums and Backdrops
- c. Green Room Planning
- d. MC appointment and briefing
- e. Floor Plan seating with Reserved Seating Plan
- f. F&B Planning
- g. Entry / Exit Plan for VIPs
- h. Entry / Exit for General Delegates
- i. AV Planning
- j. Recording of sessions
- k. Security Planning
- l. Contingency Planning

8. Execution plan for management of Food Courts, Cafeteria.

F&B arrangements are critical for successful execution of all conferences. Following F&B planning to be done:

- a. Overseas Buyer Lunches (days of the Exhibition)

- b. Food Courts for general visitors
- c. Staff Dining
- d. Networking Water / Tea / Coffee stations

Reporting Schedule:

Regular MIS (weekly) will be shared during the entire period of the association.