



INDIA INTERNATIONAL SEAFOOD SHOW 2016

EXHIBITION MANUAL

23rd -25th September 2016

PORT TRUST DIAMOND JUBILEE STADIUM

VISAKHAPATNAM

ANDHRA PRADESH

20th

Organized by

INDIA INTERNATIONAL
SEAFOOD SHOW 2016



The Marine Products Export Development Authority

(Ministry of Commerce & Industry, Govt. of India)

&



Seafood Exporters Association of India

GENERAL INFORMATION AND GUIDELINES

1. EXHIBITION

India International Seafood Show 2016

2. ORGANISERS

The Marine Products Exports Development Authority (MPEDA),
Ministry of Commerce & Industry, Government of India
&
Seafood Exporters Association of India (SEAI)

3. DATES, TIMINGS VENUE

Inauguration

Date : 23rd September, 2016 (Friday)

Timings :- 10 am

Venue – Kalavani Auditorium, Port Trust Diamond Jubilee Stadium, Visakhapatnam, Andhra Pradesh

Exhibition

Date: 23rd September, 2016 (Friday)

Timings : - 10.00 am to 6.00 pm

Date: 24th September, 2016 (Saturday)

Timings : - 10.00 am to 6.00 pm

Date: 25th September, 2016 (Sunday)

Timings : - 10.00 am to 4.00 pm

Venue - Port Trust Diamond Jubilee Stadium, Visakhapatnam, Andhra Pradesh

4. POSSESSION OF STALLS

Heavy machinery has to be moved in before 11 am on 18th September 2016.

Raw space exhibitors can commence moving in their materials and setting up their stalls at 10 am on 20th September 2016.

Shell scheme stalls will be handed over on 22nd September from 10 am onwards.

All exhibitors shall complete the stall set up by 8.00 pm on 22nd September 2016.

Entry to the venue will be allowed only to the exhibitors, official booth contractors and their personnel on 18th to 22nd September 2016.

5. REMOVAL OF EXHIBITS

Exhibitors are allowed to remove the exhibits from the booths only after the official closure of the exhibition (i.e. after 4.00 pm on 25th September 2016). Goods may be taken out only on receipt of Exit Pass. The Exit Passes will be issued to the exhibitors by the Official Stall contractor after clearing the dues, if any on 25th September 2016 by 2 pm. All stalls have to be vacated completely by 10 pm on 25th September 2016.

6. ADMISSION

Entry to the exhibition is only by Registration as Exhibitor/ Delegate/ Visitor. **Children below the age of 5 years will not be allowed inside the exhibition halls and students between 5 and 18 will be permitted inside the exhibition halls as visitors/ delegates on production of Original ID cards.**

7. STALL PACKAGE

The standard Shell Scheme booth (Modular system) will be 3m x 3m height of 2.5 m laminated white panels. Exhibitors will be provided with standard furniture and fittings in a stall of 9 sq. m. i.e.

1 Counter, 3 Chairs, 1 power socket of 5 amp/220 volts, 3 spot lights & dust bin.

Including carpeting, fascia board with company name plus booth number, two complementary delegate passes and free listing in the Exhibition Directory who makes registration on or before 30.08.2016.

Graphical representation of Shell Scheme stalls are given at Fig 1 - 3

8. CUSTOM BUILT STALL

Stalls having area 18 sq. m and above opting for custom built stall need to intimate the stall contractor regarding the height permissions of their stalls and get the approval in advance.

All Exhibitors opting for their own design, should submit details of the contractor, layout plan and design prototype to the organizers by 30th August 2016 for approval.

9. ADDITIONAL REQUIREMENTS – FURNITURE FITTINGS, AUDIO VISUAL AIDS ETC.

For additional fittings/ requirements (ANNEXURE – 2), Please contact the empanelled stall contractor (ANNEXURE - 1)

10. ELECTRIC LOAD

Exhibitors requiring heavy electrical load/ Compressed Air for their exhibits should submit such requirements to the organizers by 30th September 2016.

Additional power required by the exhibitor will be charged. PLEASE specify whether the electricity is required only for show timings or for 24 hrs (for those who want to run freezers, aerators etc continuously).

11. EXHIBITOR BADGES

Exhibitor Badge is mandatory for all exhibitors and is required for entry to the hall, inauguration, food court and technical sessions for all three days of the exhibition. Exhibitor badges can be collected from the registration desks at the venue. The registration desks at the venue will open at 10 am on 22nd September 2016.



Fig - 1



Fig - 2



Fig - 3

12. **FOOD COURT**

Restaurant / Food Court will be located at the Venue. A variety of snacks and beverages will be available for direct purchase.

13. **LUNCH**

Complementary lunch will be provided to the exhibitors and delegates only during show days inside the indoor stadium at the venue. Tea and Coffee will be served twice in a day to the delegates and exhibitors attending the Technical Sessions. Schedule for serving food is as given below.

Date	Time	Item
23.09.2016	12:30 pm to 2:30 pm	Lunch
23.09.2016	3:30 pm to 4:30 pm	Coffee/Tea + biscuits
24.09.2016	10:30 am to 11:30 am	Coffee/Tea + biscuits
24.09.2016	12:30 pm to 2:30 pm	Lunch
24.09.2016	3:30 pm to 4:30 pm	Coffee/Tea + biscuits

25.09.2016	10:30 am to 11:30 am	Coffee/Tea + biscuits
25.09.2016	12:30 pm to 2:30 pm	Lunch

14. MEDICAL FACILITY

First aid facility with medical assistance and ambulance in case of emergency will be available at the venue during the exhibition days.

Ambulance No: 108

List of hospitals in Visakhapatnam are given in ANNEXURE - 4

15. FIRE PRECAUTIONS

Fire-fighting equipment will be installed at various points in the Exhibition hall. However, Exhibitors are advised to take due precautions to prevent fire. Fire Engine will be stationed near the exhibition area during the period of the exhibition. A list of precautions to be taken to avoid fire hazards are provided at ANNEXURE - 5.

16. HOUSEKEEPING

Organizer will provide for daily overall cleaning of the exhibition halls and common areas after show hours. However, it will be the responsibility of the exhibitors to keep their individual stall tidy.

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INDIA INTERNATIONAL SEAFOOD SHOW 2016



RULES AND REGULATIONS

1. India International Seafood Show 2016 will be organized at Port Trust Diamond Jubilee stadium, Visakhapatnam, AP, India from 23rd to 25th September 2016. The Event will be from 10 a.m. to 6.00 pm on 23rd & 24th September 2016 and from 10 a.m. to 4.00 pm on 25th September 2016)
2. The inauguration is at 10 am on 23rd September 2016 Kalavani Auditorium, Near Port Trust Diamond Jubilee stadium
3. The registration for the space should be made online. The Organisers reserve the right to refuse any application for space without giving reasons. The organizers reserve the right to make such changes in stall position, site layout, floor plan, and other details as they consider fit in the overall interest and safety precautions of the exhibition and adhering to the norms of the local governing body.
4. Stalls will be allotted on a first-come-first-serve basis. **Fee once paid will not be refunded.**
5. The stall will be handed over to the exhibitors at 10.00 a.m. on 22nd September 2016. The stall once allotted is not transferable.
6. Stall to be set up completely by 8 pm on 22nd September 2016, no personnel will be allowed after 8 pm in the exhibition hall.
7. No Exhibitor will be permitted to install exhibits or displays in such a manner as, in the sole opinion of the Organizers, obstructs the light or impedes the view along open spaces. The passage must be kept clear and must not be littered or obstructed in any way
8. No nails, screws, bolts or other fixtures may be driven into any part of the Venue, including floors. Nor may any part of the Venue be damaged or disfigured in any way. If any damages occur, the Exhibitor responsible shall be directly liable for any reparation charges incurred by the Venue owners.
9. Exhibitors must not canvas or distribute advertising or promotional matter in any part of the Venue, except in the immediate vicinity of their own stands. Furthermore, an Exhibitor must undertake to withdraw any advertising matter at the Exhibition to which the Organisers may reasonably object on the grounds of legality, decency or honesty, nor may use any audio-visual system that would in the opinion of the Organisers cause annoyance or disturbance to others.
10. The exhibitor shall be liable to pay for any damages caused to the stall or equipment allotted to him. Any such damage shall be assessed by the organizers and their decision on the charges to be paid by the exhibitor shall be final.
11. Security will be provided at the absolute discretion of the Organizers but the organizers will not be responsible for any damage/loss of any article/property kept in the stall.
12. All products shall be exhibited only within the stall.
13. The Organizers will be responsible at all times for the control of the exhibition area. The Exhibitor is responsible for their materials, equipment and other possessions as well as for the supervision of their promotional activities and their employees, contractors, suppliers and agents. The Organisers' decision must be accepted as final.
14. Jurisdiction in case of any dispute will be Ernakulam, Kerala, India.
15. In the event of any occurrence not foreseen in these rules and regulations, the decision of the Organizer shall be final.
16. Exhibitors may refrain from playing music/ live performance which may cause inconvenience to the fellow exhibitors.

OFFICIAL SERVICE PROVIDERS

The Organizer has appointed the following Official Service Providers for various services. The services of the Official service providers are for the convenience of the Exhibitors and the Organizers will accept no liability in respect of any contract entered into between Exhibitors and such service providers for the negligence or default of any such person, their servants and agents.

OFFICIAL BOOTH DESIGNER / STALL CONSTRUCTOR

M/s Pavilions & Interiors India Pvt. Ltd, (**Annexure - 1**)

ADDITIONAL FURNITURE / ELECTRICAL ITEMS/ AUDIOVISUAL

M/s Pavilions & Interiors India Pvt. Ltd, (**Annexure - 2**)

OFFICIAL C&F AGENTS (**Annexure - 3**)

VENUE

Port Trust Diamond Jubilee Stadium, Visakhapatnam

Address: Visakhapatnam Port Trust Sports and Cultural Complex, Nehru Place, NH-5, Salagramapuram, Visakhapatnam - 530024 Andhra Pradesh

Parking

A) Free Parking in the Port Trust Stadium premises

1) Free Parking for Loading Purpose

- In order to avoid the inconvenience of parking during the installation work, free parking will be provided for working purpose.
- Period: during preparation, show period and dismantling (18th September – 29th September 2016)
- Quantity: unlimited numbers of loading vehicles
- Validity: 3 hours of entrance
- Vehicles: trucks, vans, and other heavy-loading vehicles

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ANNEXURE – 1

OFFICIAL STALL CONTRACTOR

PAVILLIONS & INTERIORS INDIA P LTD, KOCHI

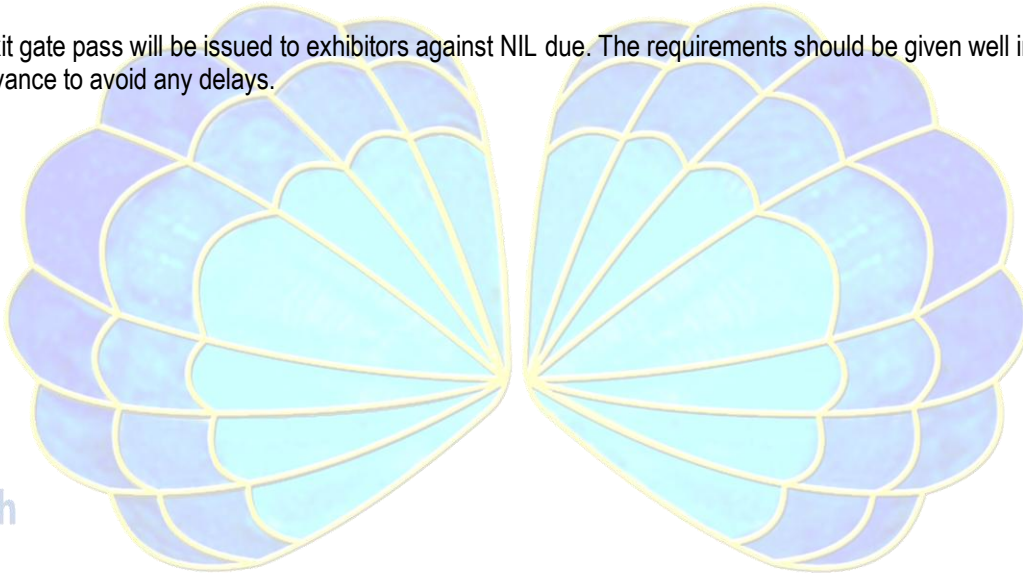
Door No.XL-1641, Press Club Road, Kochi 682031

Ph: +91 484 2355324

Mob: 9895175325/ 9496742867

pi.kochi@pavilionsinteriors.com

Exit gate pass will be issued to exhibitors against NIL due. The requirements should be given well in advance to avoid any delays.



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ANNEXURE - 2

Additional furniture & Accessories Form

Please complete the form and return to:
 PAVILLIONS & INTERIORS INDIA P LTD, KOCHI
 Door No.XL-1641, Press Club Road, Kochi 682031
 Ph: +91 484 2355324
 Mob: 9895175325/ 9496742867
pi.kochi@pavilionsinteriors.com

	Items	Unit rate in Rs.
1.	Water connection: The rate payable per tap at the individual stand	Rs. 500
2.	Light, Fan, Coffee making machine	
	a) Spot Light	Rs. 350
	b) Halogen Lamp	Rs. 500
	c) LED lamps	Rs. 300
	d) Socket Single phase	Rs. 200
	e) Power Socket 3 phase	Rs. 3,000
	f) Pedestal Fan	Rs. 1,200
	g) Portable Coffee making machine	Rs. 10,000
3.	Audio-video - The rental charge for 4 days	
	a. LCD/LED Colour TV 32" with stand	Rs. 10,000
	b. LCD/LED Colour TV 42" with stand	Rs. 10,000
	c. DVD Player with stand	Rs. 4,000
	d. LCD Projector with stand	Rs. 10,000
4.	Refrigerator – Rental charges for 4 days	
	a. Refrigerator 165 Ltr	Rs. 8,000
	b. Refrigerator 90/100 Ltr	Rs. 6,000
		Continued..

	c. Deep Freezer –18°C , 7.5 Cu.ft.	Rs. 16,000
	d. Deep Freezer –18°C, 15 Cu.ft	Rs. 18,000
5.	Potted Plants per day	
	a. Green potted plants small size	Rs. 300
	b. Green potted plants big size	Rs. 500
6.	Miscellaneous	
	a) Barricading the stalls with pedestals and chain / nylon rope - per running Meter	Rs. 6,000
	b) Kitchen sink with stand - Quote for standard type	Rs. 2,000
7.	Chairs	
	a. Collapsible –fabric seat	Rs. 250
	b. Moulded – plastic	Rs. 300
	c. Executive-with arms	Rs. 400
	d. Easy cushioned	Rs. 450
	e. Sofa - single seat	Rs. 2,500
	f. Sofa (5 seats) – full set	Rs. 9,000
	g. High Stool	Rs. 1,500
8.	Tables	
	a. Discussion table	Rs. 10,000
	b. Coffee table	Rs. 3,000
	c. Additional panels each	Rs. 500
9.	Counter/Podiums	
	a. Counter-standard	Rs. 1,500
	b. Counter- with shelf	Rs. 2,500
	c. Counter with glass showcase	Rs. 3,500
		Continued..

	d. Information counter-double deck	Rs. 3,000
10.	Doors/ceilings	
	a. System door – panel	Rs. 500
	b. Curtain – cloth with fitting - each	Rs. 1,500
	c. Ceiling grid with pre-fab system – each 1 m x 1 m	Rs. 1,000
11.	Display/Decor/Cabinets	
	a. Flat shelf	Rs. 350
	b. Sloped shelf	Rs. 450
	c. Panel board - fabric covered	Rs. 1,200
	d. Specification stands	Rs. 1,000
	e. Book shelf	Rs. 1,500
	f. Storage rack	Rs. 1,000
	g. Wall showcase with glass shelves	Rs. 4,500
	h. Display cabinet 4 ft.	Rs. 4,000
	i. Display cabinet 6 ft.	Rs. 6,000
12.	Interpreter/Stall attendant	
	a. English speaking stall hostess per day (8 hours)	Rs. 2,500
	b. Telugu speaking stall hostess per day (8 hours)	Rs. 2,500
	c. Stall Attendant per day (8 hours)	Rs. 1,500

ANNEXURE – 3

C&F AGENTS EMPANELLED FOR IISS 2016

1. Schenker India Pvt.Ltd,

Schenker India Pvt. Ltd.,
No.103, First Floor, Venu Regency Plaza,
Beside Raghavendra Swamy Temple, Waltair Main Road,
Ramnagar, Visakhapatnam 530 003

Contact Information.

Mr. Anamitra Mukherjee
Manager - Fairs and Exhibitions - Region South
Mobile : + 91 9741496760
Email : anamitra.mukherjee@dbschenker.com

Mr. Balaji.N
Team Lead - Fairs & Exhibitions
H.P: +91 9790957312
E-Mail: balaji.nagarajan@dbschenker.com

Escalation;
Mr. Gaurav Chopra
National Head – Fair & Exhibitions, India
Mobile : (+91-9811082301)
Email: gaurav.chopra@dbschenker.com

3. Integral Trading & Logistics Pvt Ltd

Darshan Paradise, Assam Gardens,
Nr Neelamma Vepachettu,
Visakhapatnam-530020,
Call Mob: 99087 38000
E-mail : srinivas.rao@integraltrading.net
Landline : 0891-6621270
www.integraltrading.net

Contact Person: Mr. Srinivasa Rao (Vice President)

2. Srivalli Shipping & Transport Pvt Ltd

No.23-22-21
2nd Floor, Sivalayam Street
Near 1 Town Gandhi Statue
Visakhapatnam-530001
Andhra Pradesh, India
Phone +91 891-2561053, 2569848,
2565190
fax: +91 891-2569113
Mobile: +91-9393101694
E-mail: yr@srivallishipping.com
infovsp@srivallishipping.com

Contact Person: Y Ramesh
General Manager(Documentation &
Logistics)

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ANNEXURE – 4

LIST OF HOSPITALS IN VISAKHAPATNAM

<p>Padmasri Hospitals Plot No.- 49-48-16 / 5, NH- 5, NGGS Colony Akkayyapalem, Visakhapatnam – 530016 0891 273 4747, 656 4747</p>
<p>Anupama Surgical & Children Hospital # 47- 9- 21, 3rd Lane Dwaraka Nagar, Visakhapatnam – 530016 0891 666 2122, 274 8811, 9848193004</p>
<p>Kala Hospitals 47-1-104, Dwaraka Nagar 6th Lane, Beside Bvk College Lane Dwaraka Nagar, Visakhapatnam – 530016 0891 276 4748, 9849123546</p>
<p>Queens NRI Hospital Door No 50-53-14, Gurudwara Lane, Near ApepdclSeethammadhara, Visakhapatnam - 530013 0891 253 5063, 0891 255 2979, 0891 253 5752, 9949098345, 9949788974</p>
<p>Vivekananda Hospital 49-9-24 Akkayyapalem, Visakhapatnam – 530016 0891 274 8353, 0891 275 0654</p>
<p>Nikitha Hospital 54- 13- 6, Seethammadhara Junction , Visakhapatnam – 530013 0891 250 1501, 271 9797, 271 9696</p>

ANNEXURE – 5

FIRE PRECAUTIONS

In the Port Trust Stadium campus in general and Exhibition hall in particular it is forbidden:

1. To use open fire in the pavilions and in the open space
2. To smoke
3. To store outside the stand any packages, papers and other fire hazardous materials
4. To block access to power switching stations, hydrants, hand fire-fighting equipment, fire alarm push-buttons, electric power switches, etc.
5. To block fire access roads leading to Exhibition hall and convention centre access roads passages, evacuation exits and communication pathways
6. To stock and store flammable materials and to use either cleaners flammable materials or the materials that can form explosive compounds
7. To leave machines or any technical equipment not cleaned from liquids, dust, lubricants, oils and production waste after work or demonstration
8. To leave greased or oiled rags, cleaners and substances, without proper safeguard, interaction of which may result in self-ignition or explosion
9. To use balloons filled with combustible gas in pavilions or open space
10. To bring in and use any combustible gas cylinders including the tourist ones without separate agreements with CTC fire services.
11. Vehicles or any other equipment with combustion engines may be exhibited in pavilions only after the following conditions are met:
 - The fuel tank may contain only the minimum quantity of fuel necessary to remove the vehicle or other equipment from the premises
 - The fuel tank must be closed
 - The battery must be permanently disconnected