



**INTERNATIONAL  
BUS & UTILITY VEHICLES SHOW 2013  
GUIDELINES**

15 – 18 February 2013  
India Expo Mart, Greater NOIDA, Delhi-NCR

[www.siamindia.com/](http://www.siamindia.com/) [www.siam.in](http://www.siam.in)



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## 1. Summary

**1.1 Show name** : Bus & Utility Vehicles Show 2013

**1.2 Sponsor** : Society of Indian Automobile Manufacturers (SIAM)

**1.3 Organiser :**

Society of Indian Automobile Manufacturers (SIAM)  
Core 4B, 5<sup>th</sup> Floor, India Habitat Centre  
Lodi Road, New Delhi -110003  
Phone: 91 - 11 - 24647810 -12, Fax: 91-11-24648222  
Email: [siam@siam.in](mailto:siam@siam.in)  
Website: [www.siamindia.com](http://www.siamindia.com) / [www.siam.in](http://www.siam.in)

**1.4 Supporting Organisation** : Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises  
Government of India

**1.5 Dates and venue** : 15 - 18 February 2013, India Expo Mart, Greater Noida, Delhi - NCR

**1.6 Exhibition timing**

Exhibitors : 09:00 am - 07:00 pm  
Business visitors : 10:00 am - 06:00 pm  
General visitors : 02:00 pm - 06:00 pm

**1.7 Scheduled dates:**

Sno.	Activity	Last date
1.	Application for space booking	15 Oct 2012
2.	Stall Allocation	30 Oct 2012
3.	Balance payment	31 Dec 2012
4.	Details of Exhibitor and advertisement if any for Exhibition Catalogue	31 Dec 2012
5.	Submission of Stand Design for approval	15 Jan 2013
6.	Utility requirement (power etc.), Exhibitor Badges	31 Jan 2013

Stand possession, construction and completion	12 (9am)-14(5pm) Feb 2013
Inauguration	15 Feb 2013
Issue of Exit Passes	18 Feb 2013(3pm onward)
Stand dismantling & removal of exhibits	18(7pm)-19(8am) Feb 2013

## 2. Show Guidelines

### 2.1 Permissible exhibits for display

- City buses
- Luxury buses
- School buses
- Passenger buses
- Sleeper coaches
- Tourist coaches
- Other utility buses
- Sports utility vehicles
- Mobile surgical and medical unit
- Emergency ambulance, Critical care ambulance
- Transport van
- Delivery van
- Bullet resistance cash van
- Pump vehicles
- Promotional vans
- Satellite signal receiver vans
- Construction utility vehicle
- Crisis management van
- Other utility vehicles
- Body builders, Accessories, Tyres, Batteries, Automobile services, ITES systems
- Financial Institutions/Banks, Automobile insurance cos.
- Raw materials(Aluminium, Steel, Tin, etc.),
- Other related services, etc.

Note: Display of used product is strictly prohibited.

### 2.2 Eligibility of Exhibitors

Following companies whose range of exhibits complies with the above list shall be accepted as exhibitors

- a. Manufacturers of the mentioned products
- b. Sales /trading companies of the mentioned products
- c. Component and support system supplier to manufacturers of the mentioned products
- d. Services: Finance, publishing, educational & training institutes related to these products

Note: Right of acceptance of exhibitors reserved with the Organisers.

### 2.3 Application for participation

Application must be sent on the official application form, as per the criteria for acceptance mentioned in this booklet. Additional criteria if any will be issued later. Any amendment in condition(s) will be issued by the Organisers from time to time.

- a. Exhibits must be clearly mentioned and fall under the mentioned product range.
- b. Applications shall only be registered on receipt of the necessary required payment.
- c. Applications complete in all respects must be returned to:

#### **Society of Indian Automobile Manufacturers (SIAM)**

Core 4B, 5th Floor, India Habitat Centre  
Lodi Road, New Delhi -110003

**2.4 Stand allocation**

- a. Allocation of space is on "first-come-first-served" basis.
- b. Exhibitors shall be sent a stand allotment plan by 30 November 2012, showing the exhibition site, hall and stands location, together with a copy of the Exhibitors' Hand Book, order forms for additional services and participation certificate.
- c. The stand allocation shall only be valid for the applicant. Subletting to third parties shall not be permitted.
- d. If the allocated area is not available for reasons beyond the control of the Organisers, the Exhibitor shall be entitled to a refund of the rental. Claims for further damages would not be admitted.
- e. The Organisers reserve the right to change the position or area of a stand allotted to the exhibitor(s).
- f. The Organisers reserve the right to change the position of the entries and exits to the exhibition site and halls and any passages.
- g. Considering overall layout of the exhibition, the area allotted may vary from the applied area. However the maximum variation if any in such cases will be +/- 10%. Exhibitors shall be liable to pay charges for the allotted area. Any area in fraction will be rounded off.

**2.5 Sub-exhibitors**

- a. Sub-exhibitors may only be admitted additionally on stands as distributors or trading companies and must be entered in the application form. Stands would be allotted in the name of one (main) applicant, who will be responsible for all payments.
- b. Sub-exhibitors shall be companies which at the request of the main exhibitor are to be listed by name and product range in the Exhibition Catalogue

**2.6 Stand rental**

Space Rent:

Member Cos.	Raw Space	Built-up space(min 15 sqm)
Domestic	Rs. 5000/- per sqm	Rs. 7000/- per sqm
Overseas	US\$ 150/- per sqm	US\$ 200/- per sqm

**Stand rental includes:**

- Stand area
- General hall lighting
- General hall cleaning
- General hall security
- Listing of exhibitor in exhibition catalogue
- One copy of the catalogue per stall
- Exhibitor badges, Service personnel badges (to use during setup & dismantling)
- General advertising & publicity material
- Visitor promotional material according to area booked
- Inaugural invitation passes\*
- Vehicle parking passes\*
- Inaugural reception invitation\*

\* Numbers will be intimated later to the registered exhibitors

## 2.7 Utility charges

	Domestic Exhibitor	Overseas Exhibitor
Power	Rs. 2500/- per kw	US\$ 60/- per kw

Exhibitors must indicate their power requirement of maximum connected load in kw.

### Power supply details:

Single Phase	: 230 Volts	+/- 6%
Three Phase	: 415 Volts	+/- 10%
Frequency	: 50 CPS	+/- 3%

Note: In case of revision in above tariff, Organisers reserve the right to change tariff and intimate exhibitors in advance.

## 2.8 Payment terms & conditions

Exhibitors should calculate payments as indicated in 2.6-2.7 and pay the amount as per schedule. Organisers will issue a proforma invoice note along with stand allotment advice indicating all charges. Final Invoice will be issued after the show together with refund of security deposit.

Note: All charges mentioned are excluding tax. 12.36% (10% Service tax + 2% Education Cess +1% Higher Education Cess) is applicable on all payments.

### a. Payment Schedule:

**15 October 2012:** Application with 50% of space charges in advance

**31 December 2012:** Balance payment

Note: If balance payment is not received by 31 January 2013, Organisers reserve the right to cancel the allotment of space levying full cancellation charges and shall allot the stand to any other applicant.

### b. Mode of payment

Domestic Exhibitors & International Exhibitors: By DD/Cheque in favour of "Society of Indian Automobile Manufacturers" payable at Delhi only.

Note : All bank charges for remittance are to be borne by the applicant.

## 2.9 Cancellation & non-participation

Cancellation of participation or any reduction in requirement for space and service will attract cancellation charges as mentioned below.

Before **30 November 2012** : 50% of total space charges

On/after **01 December 2012** :100% of total space charges

Organisers have right to allot the cancelled stall to another applicant. Decision of the Organisers shall be final and binding on all applicants.

## 2.10 Exhibitor badges

a. Each exhibitor will get one free exhibitor badges per 10 sqm. of area of the stand with a minimum of three exhibitor badges upto 15 sqm whichever is higher. Further badges will be issued against payment of Rs.500 for each badge.

b. The passes are solely for the use of the exhibitor and their representatives for attending to visitors in their stand. In case of misuse, badges will be forfeited.

## 2.11 Exhibition catalogue

Organisers will publish an official exhibition catalogue containing the following information:

- General information about the show
- Exhibitor information
- Hall plan
- Product-wise information of exhibitors
- Advertisements from exhibiting companies and members of SIAM if any

## 2.12 Advertisement in exhibition catalogue

### Tariff Plan:

Description	Amount(Rs.)	Amount(US\$)
Full Page - Black & White	6,000/-	200/-
Full Page - Colour	10,000/-	300/-
Back Cover - Colour	50,000/-	1500/-
Inside Front Cover - Colour	25,000/-	800/-
Inside Back Cover - Colour	20,000/-	600/-
Page facing Inside Back Cover -Colour	15,000/-	500/-
Double Spread - Colour	20,000/-	600/-

Note: Premium positions are on "First-Come-First-Served" basis.

## 2.13 Exhibitors' Hand Book

Exhibitors' Hand Book with all order forms for various services required during exhibition will be sent along with the stand allocation advice and floor plan.

## 3. Stand construction & management

### 3.1 Stand possession & work completion

- Any outstanding dues to be paid by the exhibitor must be settled before taking stand possession.
- Exhibitors may take stand possession and start stand construction work from 12 February 2013, 9am onward and must complete work latest by 13 February 2013, 5pm.
- In case stand possession is not taken during scheduled time, the Organisers shall be free to rent out the stand to a third party.
- On arrival later than scheduled date and time at site, the exhibitor is not entitled for any refund or damages. In such case exhibitor is liable to pay full stand rental and charges for additional services ordered.

### 3.2 Stand construction

#### a. Specification of all exhibition halls:

Floor load bearing capacity	1.5 ton per sqm.
Ceiling height	5.3 mtr.
Dimensions of freight gates (mtr)	7.9x6.5 (w x h)

#### b. Approval of stand layout design

Exhibitors must submit 2 copies of the design and drawing of their stall (floor plan & elevation) in 3D view mentioning display position of exhibits, furniture, brandings and office area with dimensions in meters, to the Organiser for approval by 15 Jan 2013. Exhibitors failing to submit their stall layout design for approval by 15 Jan 2013, will be charged a late submission fee.

Exhibitors must issue a letter of authorization to their respective stand contractors to take stand possession.



For uniform display and presentation of the entire exhibition, Exhibitors are advised to strictly follow the guidelines for stand construction.

Organisers will demarcate the stands within the halls. Locating the stand, exhibitors may take help from hall managing staff.

- Exhibitors will be allowed to work inside hall between 9.00 am - 9.00 pm during the build-up period. Stands should be complete in every respect by 5.00 pm on 14 February 2013.

- Exhibitors shall ensure the completion of work, within the specified build-up & dismantling period. Stands shall be built according to the layout approved by the Organisers. Organisers reserve the right to demand modification/alterations to the stand design. In case actual display arrangement of a stand is not in conformity to the approved layout plan or guidelines, Organiser shall remove such installations from the stands at the cost and risk of the Exhibitor. Further, any part of the exhibit/stand which appears unsightly to the Organiser, must be covered by the Exhibitor failing which Organiser will have the same covered at Exhibitor's cost & risk. Decision of the Organiser in this regard will be final and binding.

- More than 20% of any open side cannot be blocked

- Exhibitors shall not take support of any permanent structures in Exhibition Halls for display. Wood working inside/outside the Exhibition Halls is prohibited. Exhibitors are advised to bring prefabricated stands for assembly in the Exhibition Halls. (If any Exhibitor fails to abide the above said guidelines, will have to pay penalty which will be decided by the Organiser on site).

- Exhibitors are advised not to use any vacant space around their stands for storage or otherwise. This could be hazardous and could restrict the movement of service personnel. Organiser reserve the right to remove such material at the risk & cost of the Exhibitor.

- Installation of Air conditioners of any type inside the stands is not permitted. • Grouting/drilling of holes on the floor or walls is not permitted.

- Spray painting is not allowed inside the Exhibition Hall.

- No suspended displays/structures are permitted from the ceiling of the exhibition halls.

- Exhibitors shall advise their advertising/construction/electrical, and all other agencies about the guidelines for stand construction, decoration & display and ensure compliance. Organiser shall not correspond with any of the agencies engaged by the Exhibitor.

#### **Display of exhibits**

- Not more than 60% of the total space be used for display of exhibits.

- Not more than 15% of the total space be used for office area.

- A Minimum of 25% **of the total** space should be left open for free movement of visitors.

- All exhibits should be placed in non-operational form.

- No part of any exhibit/display should project out of the stand boundaries. Exhibits or any other display material be placed at least 0.75m away from the boundary of open sides of the stand.

#### **Overall height**

- The maximum height of any structure/display should not exceed 2.5m.

- Partitions and/or dividers in the stand should not be built on the open side of the stand. The height of the partition or divider should not exceed 2.5m. Both sides of the partition should be properly finished or painted, particularly the partition on the side of their adjacent stand. Exhibitors are advised to make side partitions in mutual agreement with the side stand exhibitors.

- Display board, branding equipment, posters or any other display material are not permitted in the stand beyond 2.5m. height.

- Spotlights, focus lights etc. shall be fitted with firm stand with the maximum height of 2.5m.
- Exhibitors shall cover permanent structure of the hall in their stand with wooden panels without causing damage to the permanent structure. Electric panels or duct doors if any, shall be kept accessible for the Organiser's maintenance purpose.

#### **Name Boards**

- Name boards with stand number and name of the exhibitor will be provided to Exhibitors applying for raw space.
- Exhibitors who have applied for shell scheme construction would be provided a fascia indicating company name and stand number.
- Company logos will not be printed on the name boards/fascia.

#### **Floor Covering**

- Carpeting of the stands is compulsory for all Exhibitors. Use of other suitable material for floor covering inside the stands is permitted. Floor covering/carpet shall not be stuck permanently to the floor. Gluing/pasting of floor covering/carpets on the floor may be done only by using easily removable adhesive tape that leaves no marks on the floor.
- Stand floor shall not be primed, painted or varnished.
- Exhibitors can build office enclosures in their stands. Height of the office enclosures shall not be exceed the stand height. Area of the office enclosure should not be more than 20% of stand area.
- Office enclosures/cabins must be located either along the wall, if any, at the rear side of the stand, or at the back along the adjoining wall of their neighbouring stand. Extension of office enclosures/cabins up to open aisles is not permitted.
- Cabins should not be covered from top.

#### **Advertising & Display**

- Display of Names/logos of any Sub-exhibitor on the fascia of the stands is strictly prohibited.
- Use of cloth/flex banners etc. is prohibited in any form within the exhibition stand & anywhere within the exhibition complex.
- Use of bright and/or coloured decorative lights, neon signs of any size, shape or colour (including Exhibitors name or logo) or any other similar electrical decorative material is prohibited.
- use of potted plants is allowed in the stand.

#### **3.3 Stand managing**

a. **Demonstration of exhibit:** Exhibitor may demonstrate their exhibits, subject to the following conditions:

i Retail sale of the product will not be permitted

ii Only new products should be used for demonstration

iii Exhibitor must take all possible measures for fire, injury to visitors and damage to the property, and try to avoid making demonstration in a heavy crowd.

iv Demonstration with loud noise, vibration, smoke and fumes must be avoided.

v All live functions of the exhibits must be switched off.

vi Exhibitor will be responsible for any loss or damage to visitors during demonstration.

vii The Organisers have right to stop demonstration in case of any unexpected situation.

b. **Operating sound system:** Exhibitors must maintain the sound level in their stands to ensure a comfortable show environment. Sound level should not be more than 80dB to avoid disturbing nearby exhibitor. The organizer has the right to stop using the sound system in case any violation noticed.

c. **Stand manning:** Adequate number of personnel of exhibitor must wear a badge and help visitors to understand the exhibit and smooth movement.

d. **Distribution of gifts:** Distribution of any gifts other than catalogues/brochures/CD-ROMs etc. to visitors are prohibited.

e. **Serving food in the stand:** Serving food in the stand for visitors is not allowed. It should be limited to business visitors. If food and drink services are provided in the stand, the entire service should be self-contained.

### **3.4 Exhibit handling**

Handling services of exhibits i.e unloading, unpacking, placement of exhibits in stand, re- packing and loading etc., shall be taken from the authorized agencies appointed by the Organiser. Details of the approved agencies with tariff will be provided in the Exhibitors' Hand Book.

#### **a. Central Excise Duty**

The earlier exemption from payment of Central Excise Duty under Excise Notification No. 215184-CE dated 9.11.1984 has been withdrawn and the new procedure prescribed by the Office of The Commissioner of Central Excise as mentioned below.

Exhibitors are required to pay applicable Central Excise Duty on goods for the purpose of display. However after completion of Exhibition, if the goods are received back into the factory, the credit of the duty can be taken back as if such goods are received as inputs and further transaction can be effected in terms of procedure of CENVAT Credit Rules 2002 read with Rule 16 (1) of Central Excise Rules 2002, by each individual Manufacturer cum Participants of the exhibition.

#### **b. Tax Regulations**

For taking the goods to exhibition in UP a transit form is required to be filled (online) and to be taken along with the following documents:

- Packing Invoice
- Allotment Letter
- Vehicle registration Certificate
- Driver license
- Vehicle Insurance Certificate

Form can be downloaded from this link <http://www.indiaexpomart.com/tradetax.aspx>

#### **c. Insurance**

Exhibitors are advised to take insurance of the following:

- Exhibits (incl. transit, loading & unloading)
- Own Personnel including third party personnel (visitors/workers of suppliers). The period for the insurance shall be from the time of stand possession till dismantling and complete removal of exhibits.

## **4. Facilities at the venue**

### **4.1 General Facilities**

Following facilities available at the exhibition venue on payment (wherever applicable)

- Multi-cuisine restaurants, food counters, fast food counters
- Bank
- ATM
- Business centre

### **4.2 Technical Services**

a. Organisers will provide one power outlet in each stall as per request given by the exhibitor.

b. Cost of installation of electricity and other services required for the exhibits in individual stands have to be borne by the exhibitor. Installation work inside the stand should be done by authorized/competent service provider which must be informed to the Organisers in advance. However Organisers shall not supervise the installation work. The exhibitor shall be liable for any damage caused by the installations.

c. Exhibitor shall be liable for all damages and losses caused by unregulated consumption. Exhibitors are advised to install voltage stabilizers/CVTs/UPS for their sensitive exhibits.

- Power supply during construction period will be available from 12 February 2013.
- Exhibitors should connect power to exhibits as per the requirement given in their application forms. Connecting power to exhibits other than those mentioned in the application or more than the specified load or the load allotted by the Electrical Department is strictly prohibited.
- Single phase power supply should carry out from 3 Phase outlet through two pole single phase switches for further distribution.
- Exhibitors must submit electrical work completion report to the engineering team with the actual connected load.
- All electrical supply points must be kept concealed or covered and easy accessible for emergency

### **4.3 Hall security & security personnel**

The Organisers shall be responsible for general hall security. Security services will be in place from stand construction period till the dismantling period.

Exhibitors may hire security staff from the security agency appointed by the Organisers to guard their exhibits in their own interest. Tariff and order forms would be available in the Exhibitors' Hand Book.

### **4.4 Cleaning & conservancy**

The Organisers shall be responsible for general cleaning of the hall and aisles. Exhibitors shall be responsible for stand cleaning daily before the exhibition opens.

Exhibitors may hire own cleaning personnel from companies approved by the Organisers, details would be available in the Exhibitors' Hand Book.

## **5. Dismantling & waste disposal**

### **5.1 Exit passes**

Exit Passes will be issued subject to clearance of all dues.

For removal of exhibits from the stall after the exhibition is over, exhibitors need an exit pass duly signed by the respective Hall Director

## **5.2 Dismantling and removal of exhibits**

Stands may be dismantled only after end of the exhibition. The halls must be completely cleared including restoration of flooring before 8 am on 20 February 2013. Thereafter, Organisers shall have the right to remove and store goods until claimed by the exhibitor and cost of removal and storage as well as the risk of theft, loss or damage shall be borne by the exhibitor.

## **5.3 Waste disposal**

Exhibitors shall have the responsibility for the disposal of waste materials during the show (including construction and dismantling).

## **5.4 Damage**

At the close of the exhibition the stand including hall flooring shall be restored by the exhibitor to its original condition at the time of occupation.

The exhibitor shall be liable for any damage to hall floor, wall, fixtures and fittings made available.

## **6. Other operational guidelines**

### **6.1 Retail Sale**

Retail sale of exhibits are not allowed. Any advanced booked exhibits may be delivered to customers after the end of the exhibition. Legislation and regulations must be complied with by the exhibitor in connection with sales and delivery to customers.

### **6.2. Photographs/Films**

The organizers have exclusive right to take photographs and films of the exhibition and of individual stalls. The exhibitors can, however, take photographs of their own stall and visitors to their stall.

### **6.3 Force majeure**

Under the conditions of force majeure, which also include strike, lock-out, bandh/riot, natural calamities and other events and decisions beyond the control of the Organisers, the Organisers are entitled to alter the dates and duration, or even cancel the entire exhibition. In the event of cancellation of the exhibition the participation charges will be refunded to exhibitors after deduction of costs already incurred by the Organisers, proportionately.

### **6.4 Liability**

Organisers are not liable for any loss or damage to Exhibitors' property at the exhibition site or injury to their personnel and visitors in their stand. All disputes shall be subject to Delhi jurisdiction.

### **6.5 Safety regulations**

Safety regulations relating to technical services, labour, safety and accident prevention must be followed by the exhibitors. Proper safeguards must be provided for exhibits protection against spark, fire, heat etc. Organisers are entitled to prohibit operation of such exhibits which are danger to both visitor and other exhibitor.

Organised by:

***SIAM***

**Society of Indian Automobile Manufacturers**

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