



*Your Assurance of Pure Silk*

## SILK MARK ORGANISATION OF INDIA

[Promoted by: **Central Silk Board, Ministry of Textiles, Govt. of India**]

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No. SMOI/HYD/EXPO/35/2015-16

DATED : 12. 7. 2016

To,  
Respected Members ,

**Sub: Silk Mark Expo 2016 at SRI SATYA SAI NIGAMAGAMAM, SRINAGAR COLONY, Hyderabad – 500073 - Reg.**

The Silk Mark Organisation of India Hyderabad Chapter is organizing **Silk Mark Expo 2016 at SRI SATYA SAI NIGAMAGAMAM, SRINAGAR COLONY, HYDERABAD-500073** an Exhibition cum sale of 100% pure silk products. The authorized users of SMOI are invited to participate and utilize the opportunity to display and sell the Silk Products .

<b>1 Duration</b>	<b>FROM 21<sup>ST</sup> TO 28<sup>TH</sup> SEPTEMBER 2016</b>					
<b>2 Venue</b>	<b>SRI SATYA SAI NIGAMAGAMAM,SRINAGARCOLONY, <u>HYDERABAD - 500073</u></b>					
<b>3 Timings</b>	<b>FROM 11AM TO 8 PM</b>					
<b>4. Stall rent details</b>	<b>Size in Sq.Met</b>	<b>No. of Stall</b>	<b>Stall Rent</b>	<b>ST+EC</b>	<b>Silk Mark Labels</b>	<b>Total</b>
	<b>3.0 x 2.0 Mts.</b>	<b>1</b>	<b>Rs. 52000/-</b>	<b>Rs. 7800/-</b>	<b>-----</b>	<b>Rs. 59800/-</b>
<b>5. Mode of Payment</b>	Demand Draft or Cheque in favour of <b>Silk Mark Organization of India Expo A/C</b> payable at <b>Hyderabad</b> or Cash or through <b>Central Bank Of India</b> A/C No. <b>3125280291 IFSC Code CBINO283638</b> . Stall will be confirmed only after receipt of full Payment on or before <b>1.9.2016</b> failing which stall will be re-allotted to the AUs from the waiting list. Stall will be allotted on First cum first serve basis depending upon the availability of stall subject to acceptance of application by the chapter.					
<b>6 Booking last Date</b>	<b>1.9.2016</b>					
<b>7 Cancellation procedure</b>	On or before 05 . 09 . 2016 ( 25% Cancellation Charge )					
	On or before 10 . 09 . 2016 ( 50% Cancellation Charge )					
	After 15 . 09 . 2016 ( 100% Cancellation Charge )					
<b>8. Pre-Qualification Criteria</b>	Only 100% pure Silk Products would be allowed to display and sell in the Expo. All products shall invariably be tagged with <b><u>Silk Mark Labels</u></b> and <b><u>price tags</u></b> . Only the AUs of Silk Mark are allowed to participate in the Expo.					
<b>9. Credit Card Facility</b>	Debit/ Credit facility will be arranged by SMOI through a service provider					
<b>10. Facilities to be provided</b>	Table, Chairs, Fascia, Table cloth, Wooden/steel rack for storage of silk materials, Halogen lights, Exhibitors Badge,					

## **TERMS AND CONDITIONS**

1. Stalls for participation in the Silk Mark Expo are available only for the Authorised Users of SMOI
2. All the participants have to produce the current AU certificate mentioning the validity period.
3. 100% pure silk products only would be allowed for display and sale in the Expo
4. All the products kept for sale shall invariably be tagged with Silk Mark label and Price tag.
5. Expo Participant should have prescribed Bill Book in triplicate ( White, Pink and yellow as one set ) to maintain uniformity in Silk Mark Expos.
6. Exhibitors are not allowed to bring non-silk/Mixed Silk Products into the Exhibition hall and these are banned during the Expo. In case any product found to be of non-silk, the same will be seized by the organizing authority.
7. The exhibitor has to pay an advance amount equal to minimum of 50% of gross stall rent well before the commencement of Expo for Stall booking.
8. Confirmation of stall allotment will be done only after the realization of cheque/DD for the full amount towards the stall rent.
9. The stall will be allotted & confirmed on first come first served basis depending upon the availability of stalls.
10. No alteration to the size of the stall by the participant will be allowed. Modifications to the outer structure of the stalls are allowed only after it is ensured that the changes will not block or obstruct other exhibitors' stall.
11. Any damage or loss caused by exhibitor to any part of exhibition centre or to the goods belonging to other exhibitors will be charged for by the organizers from the exhibitors concerned.
12. Tables, parts of the stall portion should not over hang the allotted area. No luggage, parcels should be kept near gangways, fire extinguishers points, emergency exits, Etc.
13. Extra lights, fan, table etc., will be provided on request and will be charged extra. The extra amount has to be paid by the participant to the service provider.
13. Hoardings, Banners, Buntings, Wall Hangings will not be allowed to be displayed in the exhibition premises or on the roads in the vicinity unless their designs, specification, size, locations have been approved by the organizer. Playing Television sets with high volume is not at all permitted inside the stall as it disrupts the other participants.
14. A self-imposed discipline should be maintained on reasonable pricing and a maximum of 20% discount may be allowed & should not indulge in unfair bargaining, pricing.
15. Strict discipline should be maintained during the Expo period and any violation of silk mark rules will be viewed seriously. The participants violating rules and regulations will be banned without assigning any reasons for future expos
16. The participants should allow the organizer for inspection of materials on display & sale in the expo as when required for purity and fair pricing.
17. Consumer satisfaction is of paramount importance for the success of the Expo and therefore all the participants should address consumer complaints, if any, immediately without altercation and/or arguments to the fullest satisfaction of consumer.
18. The sales persons should be neatly dressed, speak in soft, mild voice with the consumers and should give utmost respect to them and also do business politely.

19. The products displayed in the stall for sale should of good quality and no inferior quality products like old stock, torn, discolored should be displayed and sold in the expo.
20. Only Authenticated bills mentioning name of the shop should only be issued. Rate/ price of the silk product should be properly mentioned in Sales Receipt or Bills issued to consumers.
21. No eatables, Food packets are allowed inside the Expo hall & stall.
22. All the participants and salespersons should be present at the time of opening the main door leading to Expo hall. The expo will be opened ½ half an hour earlier than scheduled time for proper cleaning. All the waste materials lying inside the stall should be handed over to cleaning personnel.
23. Exhibited Material will not be allowed to taken out of exhibition premises without valid Gate pass provided by the organizer.
24. Full and final payment towards the stall rent and any other dues should be paid by cash or DD before the concluding day of exhibition.
25. Material will be seized if the Expo participant is failed to pay stall rent at end of event
26. No refund of payment will be made for cancellation of the stall space booked by the exhibitor after the commencement of the Expo.
27. Subletting of allotted stalls is not permitted by SMOI
28. All the exhibitors will abide by the rules and regulations laid down by SMOI.
29. The decision of the organizers will be final and binding on all matters related to SMOI.
30. The organizers shall be at liberty to change the dates, Timing or venue of the exhibition owing to unavoidable circumstances or to cancel the exhibition for such reasons under advice to exhibitors.
31. Cheque bounce is a serious offence under the law and all the participants should take proper precautionary measure before issuing a post dated cheque.
32. Distribution of Hand bills, Pamphlets, Brochure at the entrance of the main expo hall or in front of the other's stall is totally prohibited.
33. Sufficient number of mirrors is being arranged inside the hall for the convenience of the consumers and these mirrors should neither be moved from its original place nor covered with saree samples.
34. All efforts are being taken care including media publicity to make the Expo a grand success. However the sale of silk products and business turn over is entirely the responsibility of the participants. Under any circumstances demand for discounting of the stall rent is not entertained by the organizer.

We have read carefully all the rules and regulations of Silk Mark Expo and hereby explicitly agree to comply with all rules and regulations contained there in. We further agree to comply with such other rules as may be modified by exhibition authority from time to time.

Company Name.....

Signature.....

Designation.....

(With rubber stamp)

## EXHIBITOR'S PROFILE

1. Name and Address of the Company	:
2.: Contact Person	:
3.: Telephone NO.	:
4. Mobile No	:
5.: E-mail ID	:
6.: Branches if any	:
7. Silk Mark A.U. Regn. No.	:
8. Company Status	:
9. Products profile	:
10. Specialty Products	: Manufacturer/Wholesaler/Trader
11. Price range of products	:
12. Awards/Recognition Received :	

Place:

Date:

A.U's signature with Seal

Name of the signatory

**SILK MARK EXPO -2016 HYDERABAD -STALL BOOKING FORM**

To,

The Sr. Executive  
Silk Mark Organization of India  
Road no 72 , Prashasan Nagar, film Nagar,  
HYDERABAD - 500096

Dear Sir,

We have read and understood carefully all the rules & regulations of Silk Mark Expo 2016 and hereby explicitly agree to comply with and hereby request you to confirm our stalls at Silk Mark Expo 2016 to be held **SRI SATYA SAI NIGAMAGAMAM, SRINAGAR COLONY, HYDERABAD - 500073 from 21<sup>ST</sup> TO 28<sup>TH</sup> September 2016** as per the details mentioned below.

1. Exhibitors Name .....  
Address .....  
.....
2. Telephone No. ....
3. Mobile No. ....
4. e-mail .....
5. Name to appear on Fascia .....
6. Products to be exhibited.....
7. No of Stalls applied for ..... Preferred Stall Number(s) .....
8. Total amount for stalls (Rs.) .....
- 9 Advance amount (Rs.) .....

Cash / Cheque/DD No..... Dated.....

Name of Bank.....Branch.....

Company Name.....

Signature.....

Designation.....  
(With rubber stamp)