



India Pavilion at International Home & Houseware Show 2006 Chicago, USA (12 - 14 March, 2006)

The Annual International Home & Houseware Show, Chicago, USA, needs no introduction to manufacturers and exporters of Stainless Steel Houseware Products. Over the years, this show has established itself as an international meeting place for Houseware Products. The earlier statistics reveals –

- Over 12,000 U.S. and over 5,500 International Buyers attended the Show.
- Over US\$ 75 Billion of the products displayed at the Show are purchased by U.S. consumers.
- 99% of the world's leading Retailers are represented at the Show like Wal-Mart, Target, Albertson's Walgreens, Lowe's, etc.
- 62% of buyers represent speciality channels.
- 38% of buyers represent mass merchandisers - growing retail channels in the US
- 2,500 representatives of US Wholesalers and Retailers attend the show.

Taking cognizance popularity and effectiveness of this Show, Engineering Export Promotion Council has decided to showcase the strength and capabilities of Indian Houseware Products Industry by setting up a India Pavilion and organizing participation of Indian companies at this Show.

Location

McCormick Place, Chicago, USA

Date

12th - 14th March, 2006.

Participation Charges

Rs. 1,85,000/- per 100 sq. ft.

- A minimum of 100 sq. ft. is to be booked.
- Additional space in multiples of 100 sq. ft.

These charges will not include hospitality and other miscellaneous expenses.

Mode of Payment

Full payment is to be made along with the Application Form **latest by 31st October, 2005**. Payment may be made by Demand Draft drawn in favour of "Engineering Export Promotion Council", payable at **Mumbai**.

Cancellation of Participation

Any request for cancellation after confirmation will not be entertained and will amount to forfeiture of the payment made to the Council.

Display Booth

Participants would be provided with the following amenities :

- Classics blue carpet
- Company identification sign (1)
- 1 meter x 1/2 meter x 42" reception cabinet (1)
- 1 meter x 1/2 meter x 36" storage cabinets (2)
- Straight white shelves (8)
- Lights (3)
- Table (1)
- Chairs (2)
- Wastebaskets

Any other furniture/accessories will be termed as additional requirement, which will be served on request at extra cost subject to availability. Details of additional furniture will be sent to the confirmed participants.

Selection Criteria

In view of limitation of space availability, selection of participants will be done on *first-cum-first served* basis.

MDA Entitlement

Participants are entitled for Marketing Development Assistance as per the guidelines effective from 1st April, 2005. Further details may be obtained from the respective Regional Offices of the Council.

Cancellation of Participation

Any request for cancellation after confirmation will not be entertained and will amount to forfeiture of the payment made to the Council on account of participation charges.

In case of denial of USA visa, participation charges will be refunded. Visa recommendation from the Council may be obtained after registration.

If USA visa has been refused to any representative in the recent past, his participation will not be considered.

Submission of Application

Interested firms may please send their Applications (as per enclosed format) duly filled in and signed along with demand draft payment in favour of **Engineering Export Promotion Council payable at Mumbai** to :

Shri Bhaskar Sarkar

Director (Budget & Finance)

Engineering Export Promotion Council

Centre 1, 12th Floor, World Trade Centre

Cuffe Parade, Mumbai 400 005

Tel. : 91-22-2218 6655/56/60

Fax : 91-22-2218 0119

E-mail : eepcmum@vsnl.com

Application Form can be downloaded from the EEPC Website at www.eepcindia.org under the download section.