

SHOWMANTM's

INDO-ASIA TRADE FAIR - IATF

G S E
GRAND SHOPPING EXPO



18th - 22nd January 2019

Venue: GOVT. COLLEGE FOR GIRLS (GROUND),
Opp. Durga Mata Mandir, Ferozepur Road, Ludhiana, Punjab (INDIA)





Satish Sharma
Showman

MISSION STATEMENT

Develop a comprehensive & Integrated approach towards Development - Promotion and application of conventional and Innovative products with a view to generate direct interaction among the - Manufacturers - Distributors - Dealers of the products and the ultimate consumer. "Professional services with total commitment for the benefit of Trade industries, Society, City & above all our Country."

BLEND OF KNOWLEDGE & EXPERIENCE

Showman's exhibitions with the proven track record of organizing exhibitions. Professionally managed company, have trained manpower and offices. There is no event impossible for this dynamic organization with the "can-do" spirit. An organization with the experience of 26 years and have more than four hundreds of Consumer, Trade Industrial & Concept Based Exhibitions to its credit.

SHOWMAN'S GRAND SHOPPING EXPO, LUDHIANA

GSE 2019 - Showman's Grand Shopping Expo is your eminent opportunity to market your product and services face-to-face to thousands of potential customers. Exhibiting in this expo enables you to display your Products, Knowledge & Services to your target audience, answer questions and verify & consolidate interest.

GSE provides you a platform to attract customers, grow your business, encourage innovation, & move your brand out of the past & secure its lead into the future.

LUDHIANA-THE SMART CITY is one of the centrally located cities of Punjab & it is main central buying hub for consumers from surrounding cities. Ludhiana accounts for 90% of the country's woollen hosiery industry. Ludhiana is also known as the Manchester of India. Ludhiana boasts of its rich living & modern lifestyle followed by its residents.



FACT SHEET

Project	: Showman's Grand Shopping Expo
Acronym	: GSE 2019
Subject	: Shopping Expo (Business to Consumer)
Positioning	: 2nd time of this grand concept in Ludhiana
Date / Duration	: 18th - 22nd January, 2019
Time	: 11.00 am to 9.00pm
Venue	: Govt. College for Girls Ground, Opp. Durga Mata Mandir, Ludhiana
Covered Area	: 1,12,500 sq. ft.
Organiser	: Showman Associates Pvt. Ltd. (Exhibition Division)
Organiser Exp.	: 26 years experience (432 shows)



ADVANTAGES

- Sales, Marketing and Networking
- Meet New Clients
- Generate Leads
- Close Deals
- Launch New Products
- Create Brand Awareness
- Strengthen Brand Equity
- Enhance Brand Image
- Generate Brand Recall
- Involve customers through promotional schemes
- Conduct Demonstrations
- Strengthen Relationships
- Source Business Partners
- Interact with Decision Makers
- Source Business Networks
- One to One Relationship
- Demonstrate Live
- Capture a receptive audience
- Test market
- To Meet new Dealer & Distributors

SECTOR-WISE PAVILIONS

GSE offers tremendous opportunities to the trade & business from diverse verticals. Choose the one that best suits your trade/ industry or suggest one.

CONSUMEX EXPO



EXPO

Food Preparation Equipments / Juicers/ Mixer/ Grinder/ Blenders/ Cooking Range/ Consumer Gift Items/ Marble Art Effects/ House hold Electronics Items/ Gift & Novelties/ Handicrafts/ Fitness Equipments/ Personal & Corporate Services/ Leather Goods/ Blankets/ Quilts/ Mattresses/ Upholstery / Linen / Bed Spreads/ Footwear's / Music Systems/ Games/ Toys/ Sports/ Leisure Articles/ Kitchen Ware (Equipments) / Office Automation/ Security Systems & Gadgets / Fiber Molded Products/ Water Purifier/ Paintings/ Pest Control System/ Wellness Products / Banks and Financial Institutions/ Software & Hardware/ IT Companies etc.

FURNICH & DECOR



Furniture- Furnishing / Real Estate Companies Residential & Commercial/ Building Material Providers / Sanitary ware / Bathroom Fittings & Accessories/ Interior Decor / Flooring/ Furnishing Wall- Ceiling Home & Office / Modular Kitchens / Kitchen Appliances / Office Furniture / Space Saving Modular Furniture / Drapery & Rods/ Blinds/ Fans/ Garden Furniture/ Carpets/ Air Conditioning/ Air Cooling/ Electronics Goods / Electricals/ Fancy Lighting / Modular Fitting/ Support Services/ Home Entertainment / Generators/ Invertors/ Fountains/ Sculptures/ Wooden-Glass- Brass- Plastic Furniture/ Wood Substitute etc.



Automobiles Cars/ SUVs and MUVs / Two Wheelers / Light Commercial Vehicles / Auto Components / Auto Accessories / Auto Sound Systems / Lubricants and Petro Products / Car Interiors and Decor / Automobile Related Publications / Automobile Finance Companies/ Tyres etc.

FASHION & APPARELS



Designer Garments/ Apparels & Fabrics / Cosmetics & Beauty Products/ Perfumes & Fragrances/ Floral Design / Child Care Products / Designer Gold & Artificial Jewellery/ Body & Hair care Products/ Designer Footwear's / Fashion Accessories/ Trousseau Packaging/ Beauty Aid etc. Garment Retailers / Garment Export Houses / Woolen Garments / Hosiery Items/ Woolen Accessories / Mens Wear / Men's Denim & Trousers etc.

FOOD EXPO



Food Products: FMCG/ Chocolate/ Confectionery/ Desserts/ Bakery Products / Organic Canned & Processed Products/ Snacks & Ready to eat food / Coffee & Tea/ Syrups/ Juices / Beverages / Energy Drinks/ Spices & Seasonings/ Sauces etc.

Food Equipments: Crockery / Cutlery / Chaffing Dishes/ Storage Units/ Kitchen support equipments etc.

HEALTH EXPO

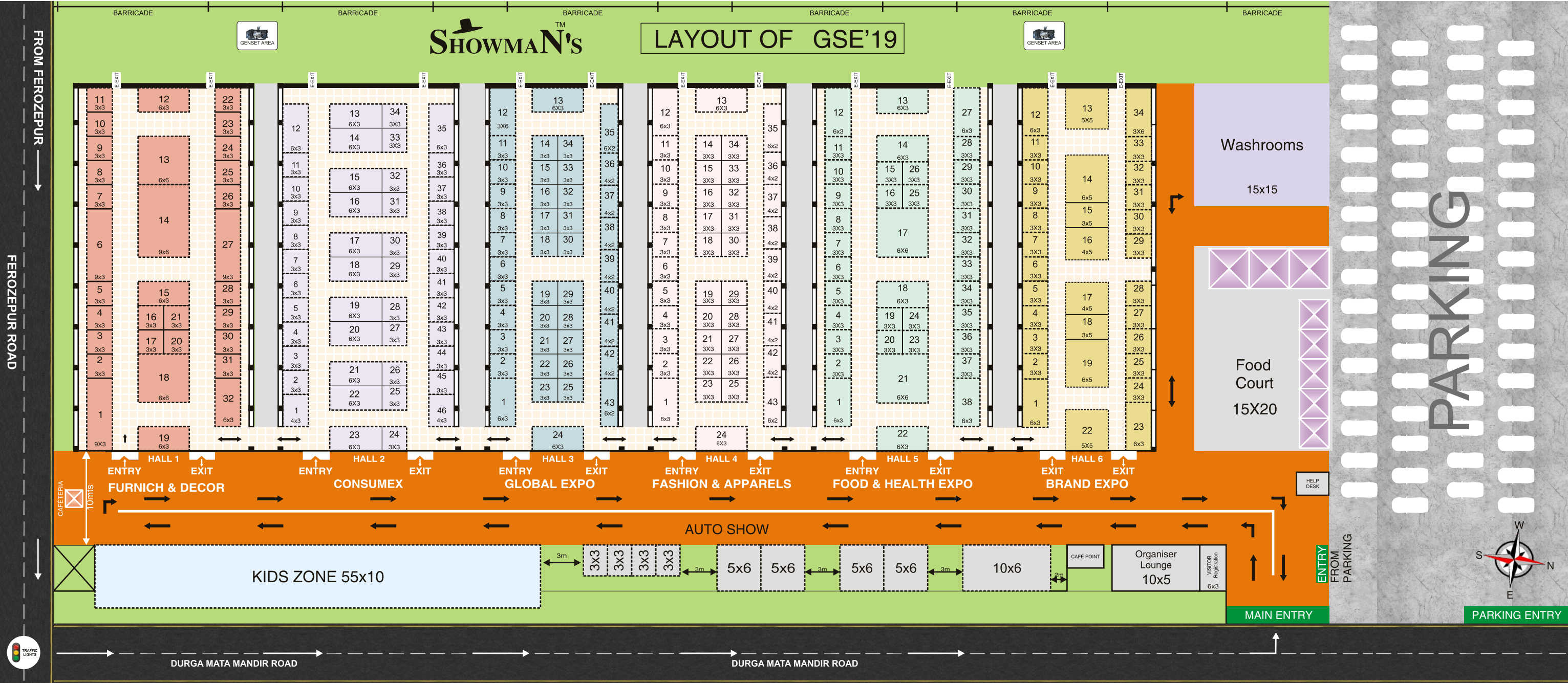
Ayurvedic Products / Alternative Medicines / Diet & Food Supplements / Slimming Equipments / Herbal Cosmetics / Eye and Hair Care Products / Oral Care Products / Skin Care products / Naturopathy & Acupuncture Products / Personal Diagnostic Kits etc.



Brands of all category with product line like electronics, consumable, accessories, household items, kitchen appliances, Music system, Branded gadgets, Water purifiers and many more.....

National & International participants from all over INDIA & Asian countries like Bangladesh, Bhutan, Nepal, Sri Lanka, Pakistan, Afghanistan, Thailand etc. with their different kinds of specialised products.





PARTICIPATION CHARGES

SPACE	INR / Sq. m
Shell Scheme	6500/- + Tax
Bare Space	6000/- + Tax
(Min 18 Sqm.)	GST @ 18%

- Corner Stall 10% Premium for 2 side open.
- 15% premium for 3 side open.
- All taxes applicable as per government rules shall be charged as extra.
- Extra electricity load @ Rs. 2000 per kw.

MODE OF PAYMENT

50% of the amount to be paid at the time of booking by Cash/Cheque/DD drawn in favour of Showman Associates Pvt. Ltd. payable at Ludhiana. Balance payment to be paid before possession. No Stall shall be considered reserved unless and until advance payment has been received. No refund under any circumstances will be made for cancellation of booking. Stalls allotment on first come first serve basis. Showman Reserve the rights to alter the floor plan.

Shell Scheme Stall:

- Aluminium modular system partitions
- Carpeted Floor
- Fascia with Company Name
- Electrical Fittings : 3 Spot Lights
5 amps single phase power point-1.
- Stand Furniture: 1 Counter & 2 Chairs
- 1 Waste Basket

Bare Space :

Only Carpeted Floor + Electricity Point

*Organisers reserve the right to alter the floor plan

*Floor Plan not to scale

*All disputes will be settled in ludhiana jurisdiction

EVENT SPONSOR

**SPONSORSHIP
AMOUNT: RS. 8 LAC**

- Sponsorship available in the category: 1 for the event
- Complimentary 72 sqm fully furnished
- Company's corporate logo to be carried on all visitor promotion print advertisements as "Event Sponsor"
- Display of corporate logo at the registration counter as "Event Sponsor"
- Display of the sponsor's logo at the entry point of the exhibition site
- 20 flags to be put at the exhibition site
- Complimentary admit cards (50 nos.)
- Space for 10 display panels 10X3 ft. (to be designed and fabricated by the sponsor)

EVENT CO-SPONSOR

**SPONSORSHIP
AMOUNT: RS. 5 LAC**

- Sponsorship available in the category: 2 for the event
- Complimentary 54 sqm fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements as "Event Co-Sponsor"
- Display of corporate logo at the registration counter as "Event co-Sponsor"
- Display of the event co-sponsor's logo at the entry point of the exhibition site
- 15 flags to be put at the exhibition site
- Complimentary admit cards (30 nos.)
- Space for 5 display panels 10X3 ft. (to be designed and fabricated by the sponsor)

PAVILION SPONSOR

**SPONSORSHIP
AMOUNT: RS. 3 LAC**

- Pavilion Sponsorship available in the category: 1 per pavilion
- Complimentary 36 sqm fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements as pavilion sponsor
- Display of the sponsor's logo at the entry point of the exhibition site
- 10 flags to be put at the exhibition site
- Complimentary admit cards for entry (20 nos.)

PAVILION CO-SPONSOR

**SPONSORSHIP AMOUNT:
RS. 2 LAC**

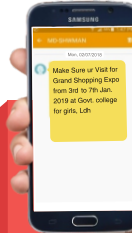
- Pavilion Co-sponsorship available in the category: 1 per pavilion
- Complimentary 18 sqm fully furnished built up space
- Company's corporate logo to be carried on all visitor promotion advertisements
- Display of the co-sponsor's logo at the entry point of the exhibition site
- 5 flags to be put at the exhibition site
- Complimentary admit cards (15 nos.)





ADVERTISEMENT & MARKETING CAMPAIGN

Showman Exhibitions carry out with full Throttle
Publicity covering all best carriers and displays



- Bulk SMS/
FM Radio
Marketing
Campaigns



- News Paper
Advertisements

- Online
Marketing
Through
Bulk e-mails,
Google adwords
& Telemarketing



- News Paper
Coverage

- Social Media Whatsapp, Facebook,
online business portal



- Banners



- Boards &
Hoardings

TEAM GSE

Dhruvnesh Sharma
99141 27503

Ravi Sharma
99141 27502

Rimpy Williams
84370 27501



Road Map to Grand Shopping Expo

Distance from Major City Points

Railway Station	0.5 kms
Airport	14.0 kms
Bus Stand	1.5 kms

SHOWMAN ASSOCIATES (P) LTD.

(Exhibition Division)

Welkom Palace, G-1, Sarabha Nagar, Ludhiana. (PB.) INDIA

Ph : 0161 4635900, Helpline : 99141 27501

info@showmanexhibitions.com,

www.showmanexhibitions.com