

# LAYOUT OF GSE



## PARTICIPATION CHARGES

SPACE	INR / Sq. m
Shell Scheme	6500/- + Tax
Bare Space	6000/- + Tax
	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



**Showman Satish Sharma**  
CMD Showman Group

## 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."

## SHOWMAN'S GRAND SHOPPING EXPO, LUDHIANA

GSE 2023 - 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 2023
Subject	: Shopping Expo (Business to Consumer)
Positioning	: 5th edition in Ludhiana
Date/Duration	: 19th- 23rd January, 2023 (5 Days)
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.	: 29 years experience (454 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