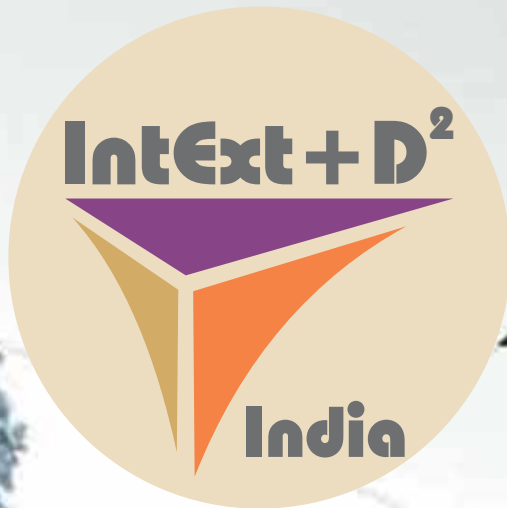


# The 15<sup>th</sup> International Edition

The Region's Biggest  
Interiors & Exteriors  
Decor & Design  
Exhibition



**GOA**  
**2 - 4 August 2018**  
**Dr SP Mukherjee Stadium, Panaji**



# The Exclusive Interiors, Exteriors & Decor Exhibition for Architects & Designers



What makes this one different? A trade show that does not claim to be the biggest. Rather, a mega business event where innovation & the latest trends dominate.

The expo is positioned to address the needs of Indian business & can open avenues for you to the multi-crore indigenous market. It is a specialized international expo, showcasing ware from market leaders. Meet your target audience in the plush ambience of a star business meet.

## Expo Profile

- |                 |                     |                 |                       |
|-----------------|---------------------|-----------------|-----------------------|
| Accessories     | Decorative Lighting | Gardens         | Outdoor Living        |
| Airconditioning | Designers           | Glass Products  | Paints                |
| Antiques        | Designers &         | Grill Works     | Pottery               |
| Aquariums       | Consultants         | Heating         | Retail                |
| Art             | Doors               | Home Products   | Roofing               |
| Artifacts       | Electricals         | Housing Finance | Rooms                 |
| Artisans        | Electronics         | Companies       | Sealants              |
| Banks           | Fans                | Interior Decor  | Security              |
| Bath Tubs       | Fencing             | Interiors       | Shower Curtains       |
| Bathroom        | Fenestration        | Kitchens        | Sleeping Systems      |
| Baths           | Financial           | Lamps           | Software              |
| Carpets         | Institutions        | Landscaping     | Solar Products        |
| Ceilings        | Fittings            | Lighting        | Vases                 |
| Chandeliers     | Floors              | Lockers         | Water Heaters...      |
| Construction    | Fountains           | Magazines       |                       |
| Contemporary    | Frames              | Mattresses      | <i>and many more.</i> |
| Collection      | Furnishing          | Mosquito Nets   |                       |
| Curios          | Furniture           | Objects         |                       |

## Who Will Visit?

- |                            |                        |
|----------------------------|------------------------|
| Manufacturers              | Distributors           |
| Office Owners              | Trade                  |
| Facility Managers          | End Users              |
| High Net-worth Individuals | Lifestyle Buyers       |
| Architects                 | Civil & Structuralists |
| Builders                   | Interior Designers     |
| Promoters                  | Institutional Buyers   |
| Engineers                  | Developers             |
| Contractors                |                        |
| Dealers                    | <i>and many more.</i>  |



## Why Exhibit? Exhibitions...

- \* Combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face marketing, networking benefits of the internet & create a unique environment for business.
- \* Raise your company profile, change market perceptions, survey & react to the competition, strategize to maximize market potential, venture in new territories, etc. making it a synergetic marketing tool.
- \* Buyers come to you, being pro-active rather than passive recipients of your messages. They make a conscious decision to visit and set aside valuable time to do so.
- \* Give exposure to your market segment is unparalleled within days with a two way communication, where client can clarify, question or seek information and get a response.
- \* B2B events are a 3D medium, where customers are not convinced by mere words, but can actually see, taste, touch and try out product for themselves - live demos.
- \* Are a neutral sales environment, where the client is under no great pressure to buy, while the seller is at his best and well-equipped to deal with queries.
- \* Marketing, generating sales / leads, launching new products, creating brand image, maintaining customer relations, appointing a trade channel... are some objectives.
- \* Increasingly digitization, has ensured B2B events are the only media where buyer, seller and product physically come together spurring a quick sales decision.
- \* An opportunity to meet decision-makers & influencers, get appointments through online systems, be at buyer-seller meets etc. and ensure fruitful interaction.
- \* B2B events are one of the most effective media for starting, reinforcing and building businesses.
- \* Enable faster market penetration to reach the maximum market in a shortest time.

## Why Visit

- Buy & Profit
- New Product Launches
- Sample & Check Out the Latest
- Expand Your Business Portfolio
- Connect with the Market-Leaders
- Meet One-on-One with Professionals
- Get the International Edge with Tie-ups
- Network with Industry Specialists & Others
- Sign-up Joint-Ventures with Indigenous Business
- Interact with MNCs, Suppliers, Distributors & Retailers
- Educate & Keep Abreast with Developments in the Industry
- Survey New Markets & Cost-Effective Technologies, Equipment & Machinery, Spot Demonstrations, etc







## Stands & Tariffs:

- Company Fascia Name
- White Modular Built-up Stand
- Panels (Back & Side Octonorm Walls)
- 1 Table, 2 Chairs, 2 Spotlights, Dustbin
- One Electric Point (5 Amp).

These are early bird rates. Two options are available:

Raw Space - Rs. 9,000 /- per sq.mtr

Builtup Stand - Rs. 10,000 /- per sq mt

15 - 20 % Premium on Corner Stalls

- Overseas Exhibitors ( Tariffs in US \$ or Euros )
- Space - US \$ 160 or Euro € 155 per sq mt.
- Shell - US \$ 175 or Euro € 170 per sq mt.
- \*18 % GST applicable on all payments.



## Professional Organisers - 20 Years in B2B Events

The Veterans: This event is being organized by the Trinity Group of which Trinity Enterprises - marketing this mega B2B and B2C international exhibition & conference, is not just MSME (Govt of India) registered company, but is also supported by NSIC (National Small Industries Corporation) and rated by CRISIL (a Standard & Poor's Global Co) for its efficiency.

Trinity Ventures is an ISO 9001 : 2015 company, recognized by the American National Standards Institute (ANSI) for "organising trade and business exhibitions, event management, media and publications". Trinity - incorporated in 1994, has over the last almost 25 years emerged as India's premium producers of International B2B exhibitions and specialized events.

### Special Thanks



### Supporting Trade Media



### Professional Producers

