



India's Premier Platform for Exhibition, Event,
Decoration & Retail Design Industry



Presents

4TH EDITION OF

INDIA EXPO

SHOP 2022

24 25 26 August 2022

Hall No. 2 GF, Pragati Maidan,
New Delhi (India)

With the great pleasure **Indian Exhibitions, Conferences and Events Services Association (IESA)**, announces the 4th Edition of its flagship exhibition **INDIA EXPO SHOP 2022** at **Pragati Maidan in New Delhi, India** from **24th to 26th August 2022** after the massive success of its 3rd edition held at Mumbai with fully satisfied exhibitors, visitors and members.

INDIA EXPO SHOP is one of the leading exhibitions, which is especially devoted to various service providers of Indian exhibitions, events and the retail design industry. IES provides a unique platform and opportunities for participants to network, share information and solutions related to the exhibitions, conferences and events industry.

IES 2022 is set to attract organizers, event managers, venue owners, corporate houses, suppliers and key buyers.

▶ Be a part of **INDIA EXPO SHOP 2022 !!** ◀

Apply as an Exhibitor

Kindly send your space/stall requirements
for better locations on First Come First Basis

For more information,
please contact:

Anita
Executive Secretary

tel.: 011-43052661 / 43052662
mobile: +91 9910371788
email: anita.iesa2015@gmail.com
www.indiaexposhop.in

Inside this issue

- India Expo Shop 2022, **Pg 1**
- IESA President Message, **Pg 2**
- IESA New Members, **Pg 2**
- Welcome to India Expo Shop 2022, **Pg 3**
- 6th edition of EEA 2022 , **Pg 4-5**
- Are we trivializing the intangible by Mukund Rao, **Pg 6-7**
- Upcoming Exhibitions / Events Calendar 2022, **Pg 8**
- From the editor's desk, **Pg 8**



Presents
4TH EDITION OF
INDIA EXPO
SHOP 2022

24 25 26

August 2022

Hall No. 2 GF, Pragati Maidan,
New Delhi (India)

A Message from the President



Dear Friends,

It is an immense pleasure to announce that IESA is organizing its flagship exhibition – INDIA EXPO SHOP 2022. This is the 4th edition of IES and will be held at Pragati Maidan, New Delhi from 24th to 26th August, 2022. This exhibition will provide an excellent opportunity for business leads as well as an advantage to meet all prominent exhibition industry professionals under one roof.

As President of IESA, I would like to invite all exhibition industry community to be part of India Expo Shop 2022 and it would be our pleasure to have you at IES 2022.

IESA's organizer team is working hard to make this Expo a grand success.

Further, IESA is now supporting two main events of the exhibition industry. The first one is Exhibition Excellence Awards 2022 (EEA 2022), which will be held on 8th July at IEML, Gr. Noida, India. We, IESA, are continuously supporting EEA since its 1st edition. This event has 50+ categories for awards in the field of exhibition organizers, conference organizers, exhibition venues and service providers. I wish all the best to all those who are nominated at EEA 2022.

Secondly, IESA is also supporting one of the largest exhibitions on Tent, Catering and Event Infrastructure industries – AAKAR 2022. It will be held from 12th to 14th August, 2022 at Pragati Maidan, New Delhi.

A very warm welcome and lots of good wishes to our three new members of becoming part of the IESA family. Congratulations and on behalf of all of us.

In the end, I would like to mention that IESA will be happy to welcome all exhibition industry colleagues, guests and friends at India Expo Shop 2022.

Best Regards.

Sunil More

President, IESA

IESA Welcomes New Member as under:

SL.	COMPANY	CONTACT PERSON	NATURE OF BUSINESS	CITY
1	NEW SAI TRANSPORT COMPANY	Mr. Gaurav Raheja gauravraheja18@gmail.com	Deals in Transportation of Trucks	Delhi
2	GANDHI CORPORATION	Mr. Amal H Gandhi amal@xpandgandhi.com	Event Management	Ahmedabad
3	RAMA TENT HOUSE PRIVATE LIMITED	Mr. Jagat Yadav ramatents@gmail.com	Tent Décor and catering services, lighting & decoration	Gurgaon

MEHLER
TECHNOLOGIES
a company of **FREUDENBERG**

Creating emotions

Technical Textiles for
Events and Gastronomy

www.mehler-texnologies.com

Welcome at India Expo Shop 2022 : A Hub For Exhibitions, Events & Conferences Service Providers of India



Indian Exhibitions, Conferences & Events Services Association (IESA) announces the 4th edition of India Expo Shop 2022 from 24th to 26th of August 2022 at Hall No. 2 GF, Pragati Maidan, New Delhi, India.



India Expo Shop 2018 at Mumbai was inaugurated by Ms. Seema Srivastava, Executive Director, India ITME Society

The 3rd edition of India Expo Shop organized by IESA ended on a successful note in May 2018. The expo witnessed over 3000 key visitors and business buyers providing its participants with a

world of business opportunities and associations.

The Expo, now in its 4th edition, is being organized by IESA with the objective of increasing the penetration and awareness of its members across the globe.

India Expo Shop 2022 will be bigger and better in the prospect of business

networking and meetings with Organizers, event managers and corporate representatives, HODs from Govt. Ministries, Indian exhibitions, events and conference suppliers, service providers, venue owners, and key buyers.

India Expo Shop (IES) is a unique business platform for the exhibition industry to showcase key services, products, equipment, technology, trends, venues & innovations in the exhibition, conferences, events and live media industry.

The key stakeholders in the exhibitions, events, and conferences services include; Infrastructure Services (Venues, Hanger Providers and Stand Contractors); Organizers; and Other Support Services (Safety, Security, Manpower, Branding, Audio Visuals, Logistics, Technology Support, and Attendee Management, Media & PR, Catering, Entertainment, and Engagement).

We, IESA, invite all exhibition industry individuals to visit/participate at India Expo Shop 2022.





NAMDHARI EVENTS N PROMOTIONS (P) LTD

..... In Service Since 1980

EVENTS | EXHIBITIONS | CONFERENCES | ENTERTAINMENT



NAMDHARI : 3rd Floor, Trade Fair Office Building, Hitec Exhibition Centre, Izzat Nagar, Madhapur, Hyderabad - 500084, Telangana, INDIA., Tel : +91(40) 23606451/52.
E-mail: dharam@namdharievents.com, website: www.namdharievents.com, Hyd : 09885 27 28 29, Delhi : 09849040609, Bhubaneswar : 09866104616









India's Iconic–One & Only Awards Initiative for the industry

The Exhibition Excellence Awards 2022 are coming back with their 6th mega edition

India's Iconic - One & Only Awards Initiative For The Exhibition & Convention Industry

EXHIBITION EXCELLENCE AWARDS 2022

8 JULY 2022
India Expo Mart, Gr. Noida, Delhi/NCR

6th Edition

APPLY NOW
Nominations Closing Soon

Advisory Partner
GainingEdge

Voice of the Indian Exhibition Industry
IESA IEIA

Other Supporting Bodies
AFECA, IANDE, IESA, SITE India, PATA, IATTE, adtoi, nimo

www.exhibitionexcellenceawards.com #EEA2022

attend the event on 8th July 2022 at India Expo Mart, Greater Noida (Uttar Pradesh).

You can fill up this form here to leverage the business opportunities:

<https://forms.gle/K3UMMUHaQCmxjUhcA>

There are various participation options like event delegate, magazine advertisement, stall space, sponsorships & combo packages. You can connect at- dd@exhibitionshowcase.com or

call at- +91 9999194995

for exploring participation opportunities at this mega event.

IESA is delighted to support this mega initiative for the Indian exhibition & convention industry.

Starting in 2016, today the Exhibition Excellence Awards have transpired into an iconic stature in the Indian exhibition & convention industry. The Exhibition Excellence Awards have gained a pioneering spectrum and the initiative has made a significant contribution to promoting the exhibition industry on a global level. The 6th annual edition of EEA will be held on 8th of July 2022 at the India Expo Mart, Gr. Noida, Delhi/NCR. Organized by Exhibition Showcase magazine, the Exhibition Excellence Awards 2022 have received the acknowledgment and support of IEIA - the Voice of the Indian Exhibition

Industry along with prominent industry bodies like IESA, ICPB, SITE India, PATA India, TAAI, NIMA, ADTOI, IATTE, prominent Govt. body for MSME - NSIC and leading international industry bodies - IAEE & AFECA for its 6th mega edition.

The nominations for Exhibition Excellence Awards are now over. You can log in to-

www.exhibitionexcellenceawards.com

for various details. Over 500 exhibition organisers, trade & professional associations, Export promotion councils, trade bodies, corporate heads, venues and MICE stakeholders will

Key highlights about the categories at EEA 2022

- 22 categories for exhibition organisers and 1 for Conference Organisers
- 18 categories for service providers
- 7 categories for exhibition venues

PVC Coated fabrics for Aluminium Hangers, Pagodas & Tensiles

Isha Tensiles & Fabrics
ISO 9001:2015, ISO 14001:2015, ISO 45001:2018 CERTIFIED COMPANY
PLOTting • CUTting • WELDing
Production Of Quality Product Is Not Our Job, It's Our Habit!
And We Consistently Exceed The Expectation From Our Customer To Delight It!

Certified Member
Authorized Distributor
Serge Ferrari
We Guarantee For Quality And Durability

Waterproof PVC-coated polyester fabric

Registered Office: A-75 Double Farm, Barrow, Hissar, Haryana - 136133
Phone: +91-9811675663, +91-9999515136



Look No Further! - FairAct offers End-to-End Solutions to exhibition organisers and exhibitors

- Venue Booking • Permissions & Approvals • Web-based Exhibitor Manual • Floor Space Planning and Web-based Interactive Floor Plan
- Exhibitors' and Visitors' Registration • Support for Exhibitors and Visitors • Show Directory • Site Management • Technical Support Staff

FAIRACT Exhibitions, Events & More **FairAct Exhibitions and Events LLP**

1st Floor, India Printing House, 42, G. D. Ambekar Marg, Wadala, Mumbai 400031 • Tel: +91 22 66562115 / 16 • Email: connect@fairactexpo.com

Are we trivializing the intangible?

Einstein famously said, that not all that matters can be measured. But in business, we've taken this way too far... Agreed to measure is to know.

Let us just re-state that to "measure a goal" factually is to know, with as much objectivity and confidence as possible, whether or not it's being reached. Factual tangible measurement is evidence that convinces us—and anyone else that has a stake in the goal—that it really is happening.

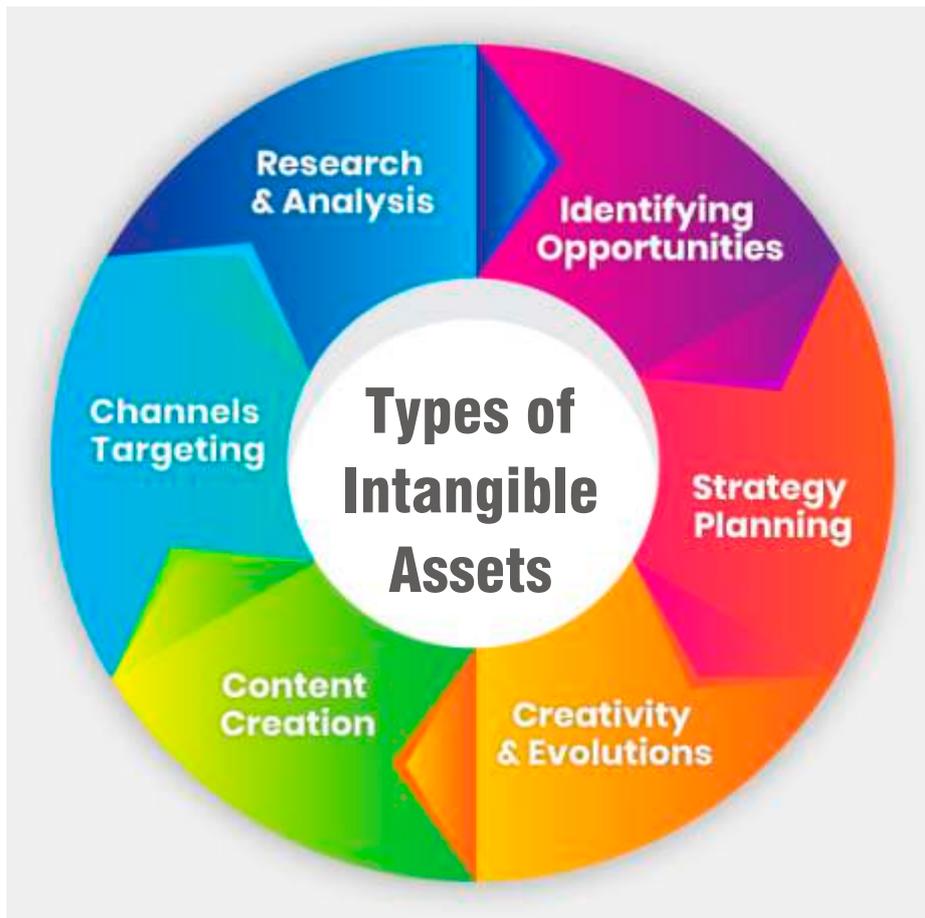
But what about the 'In-tangibles', all success parameters surely cannot be attributed only to the measurable. When you trivialize something, you make it seem

less important than it really is. Let's, for example, take the case of a celebrity account on an "Instagram account" the popularity and a huge number of followers probably has nothing got to do with the content on Instagram the intangible here is the stardom achieved by their movies. When we have a goal that is a highly intangible and intrinsically complex outcome, and we resign ourselves to the 'fact' that it is immeasurable.

Maybe the celebrity example is not the apt one, let me talk about the subject that is close to my heart namely Visitor registration. Though the visitor registra-



tion's main role may be data capturing and badge issuance, but there are so many intangibles involved, understanding that registration is the face of the event, how the staff sits, behaves, talks, addresses the visitor, ensuring the right spelling on the badge, the font size of the personalisation, crowd management, ensuring staff used are screened and registered with the agency, staff communication skills, staff grooming, value of reports and metric provided, (we as an agency also went to the extent of monitoring academic progress of our staff, protection of client data, the safety of information like day-to-day visitor counts, total turn up counts, there was a time when as an agency we would not re-employ temporary staff in-case they worked with another agency just to Ensure client/exhibition details like counts etc. Would be leaked), ease of use of software for temporary staff used, staff punctuality, resources planning (ideal resources should be broken down into supervisors for badge quality checking, supervisors for crowd control, supervisors to monitor counter registration executives & Monitor data capturing quality, form filling assistance staff to ensure higher capture of visiting cards which ensures better data quality, ushering personnel to ensure queuing and better visitor movement experience, storeroom executive for better material management), Storeroom



MAJOR SUPPLIERS OF CARPETS AND ALL TYPES OF FLOORINGS FOR EXHIBITIONS AND EVENTS SALE/RENTAL ALL INDIA



VASISHT AGENCIES (P) LTD.
 Vasisht House, 7/3, Begampur, Kalu Sarai, New Delhi 110 017
 Tel: (011) 2622 2240-41-42 • Fax: (011) 42686661
 Mob.: 9871450555, 9871198980
 Email: vasishtagencies@yahoo.co.in, rv@vasisht.com
 Website: www.vasisht.com

BANGALORE | CHENNAI | DELHI | MUMBAI | PUNE

material management, reg. agencies ideally should follow the process and have set SOPs, client data/form audit on-site, share visitor feedback on registration experience to the client, Being ready for the Visitor Peak flow, first hour smooth

on tabs or touch-screens for visitors is an expensive proposition and assuming a visitor will fill the form digitally faster or it is easier for them to fill on a tab is a wrong assumption. The primary idea at the registration desk is to ensure

after all an extension of the marketing arm of the organizer.

In the long run, this will surely have a cascading effect on the visitor turn-up, data and information security.



a smooth and easy experience for the visitor while ensuring data is captured well for the benefit of the organiser.

If we only have hope that our immeasurable outcomes will be achieved as a result of investing time and money into them, we can expect a lot of waste.

The final purpose of these intangibles is to achieve a smooth and positive experience for the visitor at the registration desk, after all the first event opinion of the event is formed at the registration desk.

operations, identifying first hour visitors for pre-badging for next edition, sponsorship opportunities based solutions at the registration desk, software specialization and tailor-made for your event, in the case physical forms are being the data should be packed in lots and segregated by categories trade visitors, outstation visitors, international visitors etc., the data digitization is done post-show should capture lot number, date of visit and category which should help easy audit of data if required to be done. Innovations and small recall values were created at the registration.

or lunch time. Taking care of the temporary staff on-site goes a long way in ensuring good work ethics and performance.

'Immeasurable' outcomes are often the most important ones, so don't they deserve just a little more effort to find meaningful evidence of their achievement?

Something like pens and staplers constantly being made available at the registration desk may seem silly and small but the impact of non-availability is huge forms may be incompletely filled, and visitor cards attached to the forms may reduce. Here one may place an argument that going digital with the forms may be a solution, but in reality, having digital forms

Post Show Registration reports can be a great sales & marketing tool and a tool to correct or improve your advertising spend.

If an outcome matters enough for us to invest resources to improve it, we should be able to describe it clearly enough to observe, in some way, if that outcome is changing or not. If we can observe a change, then we can quantify how often or how much it's happening.

Well, the list of in-tangibles at the registration desk can be endless. It is up to the organizer how these intangibles are valued and evaluated.

With the pressure on budgets due to computer rental agencies and manpower agencies masquerading as specialized registration agencies, many intangible has been completely compromised. It is important that the marketing departments of exhibitions are involved while defining the role of a registration agency on site. The operations department can ensure the required hardware and resources are made available on-site. Registration is



Mukund Rao
Partner @ Interface Data and Design LLP

The Author—Y. Mukund Rao comes with having been associated with trade shows and exhibitions since the last 27 years. He mostly expresses his views and opinions mainly revolving on the subject of Visitor registration. He can be reached on: muksrao@gmail.com

Its Not Just **IDEAS** Its About
Making **IDEAS** Happen

- OCTANORM & FABRICATED STALLS
- HANGER / DOME
- EXHIBITION / CONFERENCE / CONVENTION
- EVENT MANAGEMENT
- STYLING / DECORATION
- CONCEPTUALIZATION / THEMING
- WEDDING PLANNER

Vishwas Patel : 9825766732 / vishwas@9square.org
Anjani Jha : 9819389637 / anjani@9square.org

Ahmedabad Off : Shilaj - Rancharota Road, Shilaj Bypass, Shilaj Ahmedabad-380058
Mumbai Off : 421, 4th Floor, Neo Corporate Plaza, Ramchandra Lane, Extra, Kanchpada, Malad(W), Mumbai-64

Upcoming Exhibitions/Events

DATE	EXHIBITION / EVENT	LOCATION
16-18 June, 2022	Water Expo Bangalore 2022	Manpho Convention Centre, Bangalore
16-21 June, 2022	IMTEX Expo 2022	BIEC, Bengaluru
17-19 June, 2022	IHFF 2022	Pragati Maidan, New Delhi
17-18 June, 2022	Security and Fire Expo 2022	Chennai Trade Centre, Chennai
24-26 June, 2022	Medical Expo India	Biswa Bangla Convention Centre, Kolkata
29 June - 1 July, 2022	In-Store Asia 2022	Jio World Convention Centre, Mumbai
06-07 July, 2022	CCTV Expo 2022	Pragati Maidan, New Delhi
07-09 July, 2022	Pack Plus 2022	Pragati Maidan, New Delhi
08-10 July, 2022	India International Footwear Fair (IIFF)	Pragati Maidan, New Delhi
13-15 July, 2022	Waste Tech India 2022	India Expo Centre & Mart, Greater Noida
14-15 July, 2022	Cosmohome Tech Expo 2022	Pragati Maidan, New Delhi
15-17 July, 2022	Vibrant India 2022	Pragati Maidan, New Delhi
15-18 July, 2022	Agri Intex 2022	Intt. Agricultural Expo, Coimbatore
22-24 July, 2022	Tent Decor & Catering India - 2022	Tripura Vasini White Petals, Bengaluru
28-30 July, 2022	Gifts World Expo 2022	Pragati Maidan, New Delhi
01-03 August, 2022	Event Tech Expo 2022	India Expo Centre & Mart, Greater Noida
03-06 August, 2022	India International Hospitality Expo 2022 (IHE 2022)	India Expo Centre & Mart, Greater Noida
12-14 August, 2022	Aakar Expo 2022	Pragati Maidan, New Delhi
12-15 August, 2022	Elektrotec 2022	Codissia Trade Fair Complex, Coimbatore
14-17 August, 2022	IIFJAS 2022	Bombay Exhibition Centre, Mumbai
16-19 August, 2022	Automation Expo 2022	Bombay Exhibition Centre, Mumbai
24-26 August, 2022	Photo Video Asia	Pragati Maidan, New Delhi
25-27 August, 2022	India Big 7	Bombay Exhibition Centre, Mumbai
26-28 August, 2022	Agri Tech India 2022	BIEC, Bengaluru
26-28 August, 2022	India Foodex 2022	BIEC, Bengaluru

IMPORTANT NOTICE: We advice to all readers, please double check the Dates / Venue and general information by directly visiting to the exhibitions' website. The above info might be changed due to unknown reason to us.



From the Editor's Desk

Dear Industry Colleagues,

We all now recuperate our exhibition business after two years of covid pandemic suffering. The whole exhibition industry globally is now back in action.

It is a piece of worthy news that IESA is organizing its flagship exhibition— 4th edition of INDIA EXPO SHOP 2022 in August, 2022 at New Delhi. Lastly, after two years of gap, would be pleased to get a chance to meet with the industry society at IES 2022. We as a Team IESA are

working hard to make our exhibition better and more productive for all our participants as well as Guests / Visitors.

In addition to organizing IES 2022, IESA is similarly supporting two main events – 'Exhibitions Excellence Awards 2022' and 'Aakar 2022'. In this edition, we are covering EEA event details for your information.

"Coming together is a beginning; keeping together is progress; working together is a success."

Best wishes for the forthcoming achievements to all.

It is requested to share your feedback & suggestions with us at— anita.iesa2015@gmail.com

REASON TO ADVERTISE WITH US

MONTHLY DIGITAL CIRCULATION

35,000 database of organizers, event management, foreign industry associations, government department, and members.

PRINTED COPY DISTRIBUTION

1000+ printed copies distributes to all IESA Members, Government contractors, event management companies etc.

TARIFFS & SIZE

Full Page - Rs.20,000/- + 18 % GST
Half Page - Rs.10,000/- + 18% GST
Strip Advt. – Rs.5,000/- + 18% GST

SIZE OF ADVERTISEMENTS

Full Page - 19cms (w) x 25cms (h)
Half Page - 19cms (w) x 12.5cms (h)
Strip Advt. - 190.5mm (w) x 32.9mm (h)

FOLLOW US ON



<https://facebook.com/iesa>



<https://www.linkedin.com/in/iesa-india>



<https://www.instagram.com/iesaindia/>

Please submit artwork in **CDR** open file or **PDF / JPG** format with maximum resolution. If you have any questions regarding this, please don't hesitate to get in touch with us or email us: anita.iesa2015@gmail.com

Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is **10th August, 2022**:

1. **Document Format:** MS Word Format
2. **Article Length:** Maximum 250-300 words
3. **Photographs:** TIFF or JPG format in high resolution
4. **Advertisement:** Strip Advertisement (Paid only)

IESA SECRETARIAT

Ms. Anita

Executive Secretary

Indian Exhibitions, Conferences and Events Services Association (IESA)

Admin. Office: DEE TOUCH, 1, Kilokari Village, Ring Road, Adjacent to Maharani Bagh Bus Stand, New Delhi-110014 (INDIA).

Phone : 011-43052661-62/42686661

E-mail : secretary@iesa.net.in, anita.iesa2015@gmail.com

Website : www.iesa.net.in, www.indiaexposhop.in