



TIMES

Eco-Strategies for Event Professionals: Celebrating Earth Day Every Day

Earth Day: How the Exhibition and Event Industry Can Champion Sustainability

Each year on April 22, Earth Day provides a vital opportunity for everyone worldwide to evaluate their impact on the environment. For those in the exhibition and event industry, this day offers a chance to lead by example in sustainability and demonstrate eco-friendly practices that can be implemented on a large scale. We already discussed sustainability in our previous edition. We are proud that our members are adopting new approaches and working for the industry as well as the environment. To those who have not yet shifted to sustainable practices, here is a simple guide on how the exhibition and event industry can contribute to Earth Day and adopt ongoing sustainable practices:

Sustainable Practices for the Exhibition and Event Industry:

- 1. Eco-Friendly Materials:** Opt for reusable, recyclable, or biodegradable materials for event setups. This includes everything from booth construction to the promotional materials handed out. Choosing digital over physical materials can also significantly reduce waste. That's why our EC Committee, at our last meeting, decided not to print the newsletter but instead to share it on the internet.
- 2. Energy Efficiency:** Utilize energy-efficient lighting and AV equipment. LED lights, for example, not only use less electricity but also generate less heat, reducing the need



for air conditioning. Ensure that all equipment is turned off when not in use to conserve energy.

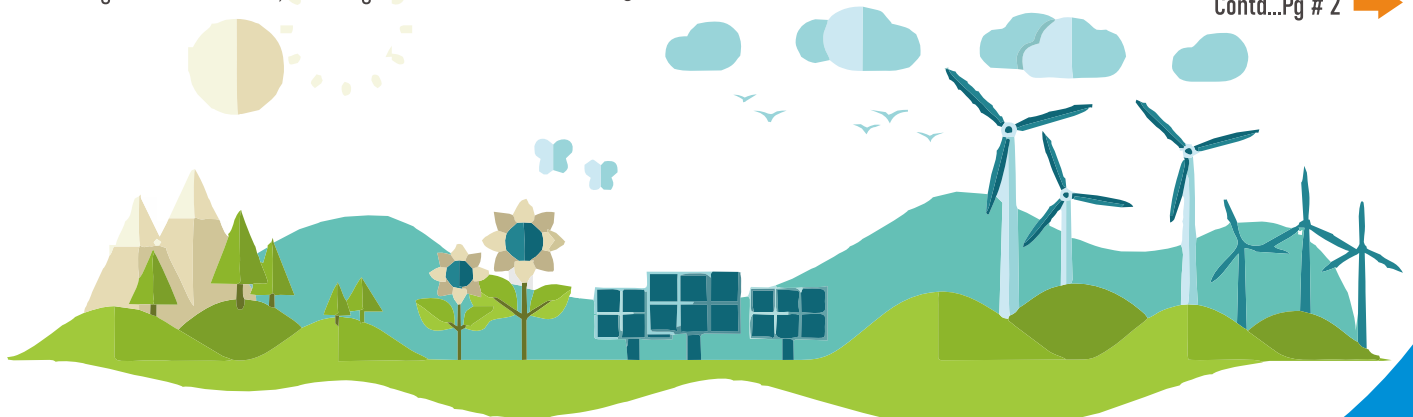
- 3. Waste Management:** Implement a robust recycling program during events. Provide clearly marked bins for recycling, composting, and waste throughout the venue. Encourage participants to minimize their waste and make recycling easy and accessible.
- 4. Venue Choice:** Select venues that are committed to sustainability. This includes buildings with efficient energy systems, water conservation measures, and proper waste management practices. Additionally, consider the location's accessibility to minimize transportation emissions—choosing venues that are central or accessible by public transport can make a big difference.

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- 5. Water Conservation:** Reduce water usage by using water-efficient fixtures in restrooms and catering areas. If events are outdoors, consider drought-resistant plants for landscaping and decorations that require minimal watering.
- 6. Educate and Engage:** Use your events as a platform to educate attendees about sustainability. This could be through workshops, seminars, or informational booths

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Message from the President



Jatinder Kapur
President, IESA

Dear Members,

Welcome to the May edition of our newsletter. As we step into the vibrant spring season, full of growth and renewal, this month's newsletter resonates with themes of sustainability, recognition, and celebration.

In alignment with Earth Day, we begin this edition with an enlightening piece on managing events sustainably. This is more than a timely reminder; it's a call to action. As leaders in our industries, we carry the responsibility to implement environment friendly practices. This article offers practical insights and strategies to enhance our events while minimizing our ecological footprint.

Celebrating excellence is part of our core values, and I am excited for the upcoming Exhibition Excellence Award. I hope the most deserving categories wins the awards, and I invite all of you to the event where we will witness the outstanding work of our industry and have a great night to network and engage with our industry colleagues.

I am also pleased to welcome new members to our community. Joining us as an executive member, Rajdhani Syntex Pvt. Ltd. brings a wealth of industry knowledge and experience that enriches our network. Additionally, we extend a warm welcome to Vardhman Diesel & Generators as an associate member. Their inclusion in our association strengthens our collaborative efforts and shared goals.

This month, we are especially proud to congratulate Meroform India Pvt. Ltd. on their remarkable milestone of completing 24 years in the industry. Their enduring commitment and excellence in service are commendable and serve as an inspiration to all.

Highlighting groundbreaking initiatives, we have an exclusive feature on Deepali Design and their recent execution of the Groundbreaking Ceremony@0.4. Their innovative approach and meticulous execution set new standards in the industry, demonstrating what we can achieve with creativity and precision.

Finally, do make sure to review the event calendar included in this edition. It is designed to keep you informed and engaged with upcoming activities that are beneficial for networking, learning, and growing your businesses.

As we move forward, let us continue to inspire and be inspired, setting new standards of excellence and sustainability in all that we do. Here's to a fruitful and progressive May!

Warm regards.

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focused on environmental responsibility. Engaging attendees in a conversation about eco-friendliness can amplify the impact beyond the event itself.

- Carbon Offsetting:** For large events, consider investing in carbon offset programs to compensate for the greenhouse gas emissions generated by the event. This can include projects like reforestation, renewable energy, or energy efficiency projects.

As an individual, you can make a positive environmental impact by starting with choices like selecting eco-friendly products with minimal packaging from local sources. Embrace the principles of reduce, reuse, and recycle. At home, save energy by using efficient lights and appliances, and ensure you turn off lights when not in use. Additionally, conserve water by fixing leaks and using water-saving devices, and choose gardening methods that require less water. Stay informed about environmental issues and share your knowledge with others,

while participating in local clean-ups and community environmental initiatives.

The exhibition and event industry has a unique position to influence a large number of people and businesses through its practices. By adopting sustainable methods and promoting eco-conscious behaviors, this industry can lead by example, making significant contributions to environmental protection. Earth Day serves as the perfect moment to reaffirm our commitment to the planet and inspire others to join in these efforts.



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Yashdeep Apt., Plot No.6, Anand Nagar Soc.,
Maharshi Nagar, Pune 411037.

Phone : 24261778 / 79

Email : kalemandap@gmail.com, info@kaleandsons.com

Web : www.kaleandsons.com

Exhibition Excellence Awards & Summit is Back: Join Us in Celebrating the Indian MICE Industry



Exhibition Showcase is all set to organize the upcoming 8th Edition of the Exhibition Excellence Awards (EEA) and Summit, scheduled for June 21st, 2024, at the CIDCO Exhibition & Convention Centre in Mumbai.



Showcase is seeking sponsors, exhibitors, and branding partners to join them in making EEA 2024 a landmark event. This partnership offers a significant opportunity to enhance your visibility and influence within the MICE industry.

Let's Celebrate Together!

We at IESA have been the supporting association since the first edition, and we would like to invite all our members and stakeholders to join us & Team exhibition Showcase for an evening of celebration, networking, and business development. This event is more than just an awards night; it's a day to revel in the industry's achievements and collaborations that we have built and nurtured over the years.

Mark your calendars for June 21st, 2024, and prepare to celebrate, network, and enjoy the accomplishments of the MICE industry at EEA 2024. This is your chance to shine on a global stage and be part of something truly exceptional. See you in Mumbai!

Let's make this a memorable event together!

Following the resounding success of the 7th edition at the India Expo Mart in Noida, the event is moving to Mumbai to further expand and celebrate the achievements within the Indian MICE (Meetings, Incentives, Conferencing, Exhibitions) industry.

This iconic initiative, supported by government bodies and notable national and international industry associations, has established itself as a key platform for promoting the Indian MICE industry on a global scale. The Exhibition Showcase, led by Mr. Raghav Khosla, continues to champion this prestigious event, celebrating the robust infrastructure and collaborative spirit of the MICE sector.

A Global Gathering

EEA 2024 is an event that brings together participants from various countries. This convergence provides a unique opportunity for networking and recognition of outstanding work within the industry. With the following co-located programs, EEA 2024 offers something for everyone:

- MICE Sustainability Forum
- India Associations & Corporate Forum

- India Event Expo
- Live Competitions Arena

Fair and Transparent Evaluations

With the integrity of the awards in mind, MBB Consulting, a globally recognized exhibitions advisory firm, has been appointed as the Process Advisor & Evaluator to ensure a fair and transparent nomination process.

Live Competitions: A Highlight

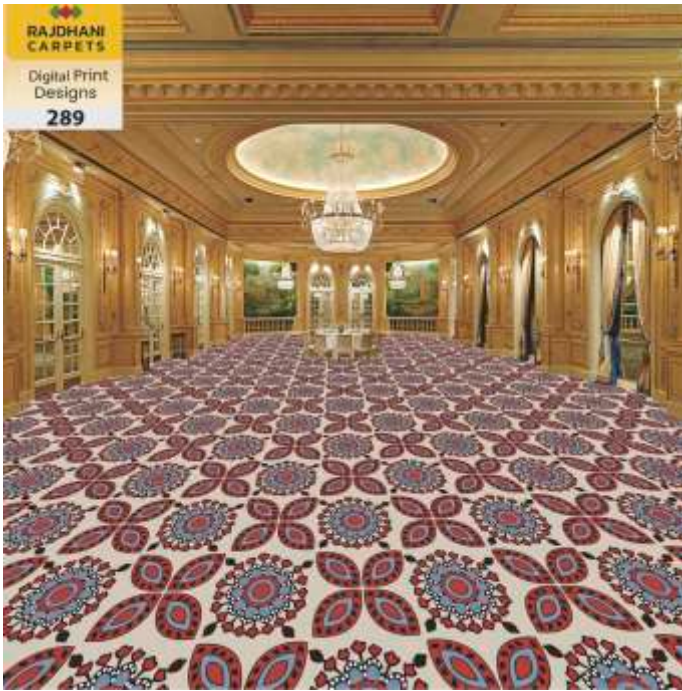
One of the highlights of EEA 2024 is the live competitions, where top teams showcase their best practices on stage in a compelling 2+1 minute presentation format. This live evaluation not only adds excitement but also allows participants to engage directly with industry leaders and peers in the audience, competing for the coveted winner's trophy. Our esteemed jury, including Ms. Adeline Vancauwelaert of UFI, Ms. Anju Gomes of ICCA, Mr. Sanjeev Pasricha of CS Direkt, and many more well-known names, brings credibility and diverse perspectives to the evaluation process.

Call for Sponsors, Exhibitors, and Branding Partners

As nominations are now closed, Exhibition



Welcoming Rajdhani Syntex (P) Ltd. as Our Newest Executive Member



Under the visionary founding of Mr. G. P. Gupta, and the current leadership of Mr. Mohan Gupta, the company has flourished. It has navigated challenging market conditions to establish a notable presence in India and internationally in markets like the USA, China, the UK, and Africa.

Mr. Mohan Gupta, the guiding force behind the company, states, "Rajdhani Syntex is built on a foundation of innovation, quality, and a deep understanding of our customers' needs." The company maintains the highest standards from procurement to dispatch, with state-of-the-art facilities dedicated to manufacturing, quality testing, and packaging to ensure excellence at every production stage.

We're delighted to welcome Rajdhani Syntex to our association. Their inclusion promises to inject new energy into our group and create valuable business opportunities.

We are thrilled to announce that Rajdhani Syntex (P) Ltd., a leader in manufacturing and exporting diverse products, is now an executive member of our association. Founded in 2004, the company specializes in Nonwoven Geotextile, Needle Punch Fabrics, Relief Blankets, and various home furnishings. They serve a wide array of industries including automotive, air, exports, garments, and hospitality.

Based in Gurgaon and backed by a team of highly skilled professionals, Rajdhani Syntex consistently meets a broad range of client needs while upholding stringent international quality standards.



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Welcoming Vardhman Diesel & Generators as Our New Associate Member



We are thrilled to welcome Vardhman Diesel & Generators to our association as an associate member. Established in 1998 and holding an ISO 9001:2008 certification, Vardhman has distinguished itself in the power generation industry through a steadfast commitment to quality and unmatched customer satisfaction. Over the past two decades, they have expanded their expertise across a broad range of services including power generation, distribution, and automation, consistently delivering world-class services and products.



Driven by a tireless pursuit of excellence, Vardhman Diesel & Generators has achieved commendable growth and profitability, which is evident in their customer relationships and employee empowerment. The company not only meets industry standards but sets new benchmarks in quality, speed, and reliability, turning every challenge into an opportunity

and harnessing market forces through state-of-the-art facilities and a dedicated team. Vardhman provides generators for hire from 125KVA to 2000KVA, serving various sectors including industrial and film production. They manage all aspects of their service from transportation to operation at the site, ensuring optimal performance. Their commitment to 24-hour service highlights their reliability and dedication to customer needs. Furthermore, Vardhman emphasizes safety and international quality standards in all its equipment. Their infrastructure and service centers are designed to ensure the safety of both their equipment and workforce, with additional offerings like CPCB4+ GENSET that showcase their commitment to environmental standards. As we welcome Vardhman Diesel & Generators into our fold, we are excited about the expertise and energy they bring to our association. Their proactive approach and proven track record are sure to foster significant opportunities and partnerships within our community. Please join us in extending a warm welcome to Vardhman Diesel & Generators. We look forward to a fruitful and enduring relationship that will undoubtedly enhance our association's endeavors.

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Litmus Meroform: Celebrating 24 Years of Innovative Excellence

Litmus Meroform India Pvt. Ltd., under the visionary leadership of our Founder President, Mr. N Binu, celebrates its 24th anniversary this year. Originally established as Meroform India, the company has rebranded and expanded its services beyond its stronghold in exhibitions and event management to include retail interiors, signages, and sports facility management.



With a solid track record of over 10,000 projects and partnerships with key international groups like Mero (Germany) and GL Events (France), Litmus Meroform exemplifies innovation and excellence in the B2B industry.



LITMUS
LITMUSDESIGNS
meroform

Recent projects include high-profile designs at the Bharat Textile Show 2024 and Packplus South India 2024, showcasing their continued commitment to superior design and customer satisfaction.

As we celebrate this milestone, we look forward to many more years of success and innovation at Litmus Meroform. Congratulations to the entire team on achieving this remarkable anniversary!

Deepali Design Elevates Groundbreaking Ceremony 4.0 with Innovative Architecture



Lucknow, Uttar Pradesh – During the recent Groundbreaking Ceremony 4.0 held from February 19th to 21st, 2024, at the Indira Gandhi Pratishthan in Lucknow, Deepali Design & Exhibits Pvt. Ltd. once again showcased its innovative prowess by constructing an event arena out of 65+ shipping containers. This marked a significant stride towards sustainable event management, aligning with the Prime Minister's vision of a 'Viksit Bharat' (Developed India).

The event followed the UP Global Investors Summit 2023, celebrating the implementation of over 14,000 projects and the creation of 33.50 lakh job opportunities. Deepali Design's setup

featured projection mapping on containers, integrating technology with traditional materials to enhance visual engagement.

The construction of the arena, combining German structure with container structure, was completed in just 12 days by over 500 professionals. This rapid execution did not compromise on quality, with integrated systems for sound, lighting, and air conditioning ensuring a seamless experience.

The presence of Hon'ble Prime Minister Narendra Modi highlighted the national economic significance of the event, which Deepali Design executed flawlessly, liv-

ing up to its motto that "no mission is impossible." This event not only set a new standard in the event management industry but also underscored the capabilities of innovative execution in supporting India's industrial and economic objectives.



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

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- CONCEPTUALIZATION / THEMING
- WEDDING PLANNER

Your Vote Matters !!!!!!!!

India is gearing up for a huge election, and every vote, including yours, is crucial. This is our chance to shape the future of our nation. Your vote has the power to decide who makes the big decisions about our schools, roads, and hospitals. Sometimes, just a few votes can change the outcome of an election. This means your vote really can make a difference.



Voting isn't just a right; it's your responsibility. By voting, you have a say in how things are done in our country. When more people vote, it makes sure that the leaders chosen truly represent what we all want.

The elections are spread over several dates, giving everyone a chance to vote without trouble. Make sure you know when and where to vote. Let's make our voices heard. Get out and vote, and encourage everyone you know to do the same. Your vote is a powerful tool for change. Use it.

**MAKE THE
CHANGE**



**DO NOT
BLAME**

VOTE FOR INDIA



Upcoming Exhibitions/Events

DATE	EXHIBITION / EVENT	LOCATION
09 - 11 May 2024	Media Expo	Bombay Exhibition Centre, Mumbai
09 - 11 May 2024	Led Expo Mumbai	Jio World Convention Centre, Mumbai
09 - 11 May 2024	Security and Fire Expo	Bombay Exhibition Centre (BEC) NESCO, Mumbai
09 - 11 May, 2024	Homtex	Bombay Exhibition Centre (BEC) NESCO, Mumbai
09 - 11 May, 2024	Yarnex	Bombay Exhibition Centre (BEC) NESCO, Mumbai
09 - 11 May, 2024	Pune Pharma and Lab Expo 2024	Hindustan Antibiotics Exhibition Ground, Pune
10 - 12 May, 2024	Fitness, Nutrition & Sports India Expo FNSI Chennai	Chennai Trade Center, Chennai
11 - 12 May 2024	Educatus Expo - Delhi 2024	Pragati Maidan, New Delhi
15 - 17 May, 2024	Hoteltech Kerala 2024	Bolgatty Palace Event Centre, Kochi
15 - 17 May, 2024	CMPL Expo	Jio World Convention Centre, Mumbai
16 - 18 May, 2024	Metal Forming Expo	Bombay Exhibition Centre (BEC) NESCO, Mumbai
16 - 18 May, 2024	India Welding Technology Show	Bombay Exhibition Centre (BEC) NESCO, Mumbai
17 - 19 May 2024	India Med Expo 2024	India Expo Centre & Mart, Uttar Pradesh
17 May 2024	Exploration & Production Conclave 2024	Hotel Pride Plaza Aerocity, New Delhi
17 - 19 May, 2024	Global Medical Exhibition & Conferences 2024	Palace Grounds, Bengaluru
17 - 19 May, 2024	Ayushshala Expo 2024	India Expo Centre & Mart, Greater Noida
18 - 19 May 2024	Franchise India 2024 - New Delhi	India International Convention & Expo Center (YASHOBHOOMI), Delhi
19 - 29 May 2024	Consumex India	Pragati Maidan, New Delhi
24 - 26 May 2024	Elasia 2024 Expo	Bangalore International Exhibition Centre (BIEC)
24 - 26 May, 2024	India Diagnostic Expo	India Expo Centre & Mart, Uttar Pradesh
24 - 25 May, 2024	Growth Expo Mumbai 2024	The Fern Hotel, Mumbai
30 May - 01 June, 2024	Pharmalytica 2024	Hyderabad International Trade Exposition Centre (HITEX), Hyderabad
30 May - 1 June, 2024	Palm Expo	Bombay Exhibition Centre (BEC), NESCO, Mumbai
31 May - 2 June, 2024	LOGMAT	Chennai Trade Center, Tanuk Badyu

IMPORTANT NOTICE: We advise 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.

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Please send the reports / information as per the guidelines mentioned below, the deadline for submitting the details is **25th May 2024**:

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IESA SECRETARIAT

Ms. Shashi Rawat

Executive Assistant

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@ies.net.in, shashi.ies@gmail.com

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