

**Invitation of Quotation for appointment of
Designer Consultant**

Fore Tex-Trends India 2012 Exhibition

Last Date to submit quotation	8 th September'2011 by 1700 hrs
Quotation to be submitted to	Please send your sealed quotation addressed to: Mr. Rajiv Bhatnagar Director Apparel Export Promotion Council Apparel House; Institutional Area Sector 44 Gurgaon 122003
Any Queries	Any queries should be addressed to: Mr. Rajiv Bhatnagar Director, Apparel Export Promotion Council Email: rbhatnagar@aepcindia.com Mobile: +919899014590

Event Background

Tex-Trends India 2012 is the largest exhibition of Indian Textile Industry encompassing the entire value of chain of Textile Industry, starting from yarn and fabrics to High end fashion garments. Apparel Export Promotion Council has been entrusted the task of lead council to organize this exhibition along with other Textile Export Promotion Councils. **The Event would be organised either at Pragati Maidan, New Delhi OR at India Exposition Centre, Greater Noida.**

Quotations are invited from companies with experience in the field of Design Related activities as under:

General Terms & Conditions

1. All offers should be in Indian Rupees (taxes should be mentioned separately)
2. Offer validity should upto January 2012.
3. VAT / Service Tax Registration / Income Tax PAN should be mentioned
4. Client references and contract details for similar works executed in the past should be mentioned.

5. AEPC reserves the right to split the job work to two or more contractors without assigning any reasons
6. The agency submitting the quotation would provide a demand draft/Pay Order for Rs. 25,000/- in favour of 'Apparel Export Promotion Council' payable at Gurgaon towards EMD money.
7. The payment schedule would be as follows:-
 - a. 50% as advance
 - b. 50% after the fair

SCOPE OF WORK OF DESIGN CONSULTANT for TEX-TRENDS INDIA 2012

1. **Preparing a Concept Note** for the entire the Event "Tex-Trends India-2012". Keeping in mind the identities and activities of all the 11 participating Councils and Ministry of Textiles (Govt. of India). The agency shall undertake conceptualisation, designing, copy-writing, artwork etc. of all the designs for the Tex-Trends India 2012.
2. Making of the Graphics/illustrations, collages, manipulated fonts and the visuals etc. needed for the entire Project. To provide us technical details, in a time bound manner, for calling the quotations for the above printed items.
3. **Whenever felt necessary by the Management, Design Consultant will be required to supervise the Photo-shoots and co-ordinate with the Photographer for the shoot to be undertaken for the Photos as per the Concept of the Event. These photos will be used in Publicity materials and Branding Designs for Boards and Buntings.**
4. **To visit the printing units and pre-print-process houses of the shortlisted Printers to assess their quality and capacity.**
5. **To assist the Management in finalizing the Printers for the project.**
6. The Agency would provide the Designs (2 to 3 options) for the following Official Stationery for the Fair and the Publicity Material to be printed and used for Publicity and various other purposes. A detailed list of the Items is given below :

STATIONERY ITEMS :

- (1) Letterheads (2) Continuation Sheets (3) Three sizes of Envelopes (4) Visiting (Business Cards) (5) Any other item required for the official usage**

PUBLICITY ITEMS :

- (1) Brochures for the Exhibitor Mobilization with Envelope**
- (2) Visitor Promotion Brochure – I with Envelopes**
- (3) Promotion Flyers of Tex-Trends India 2012 which are required to be distributed in overseas Fairs**
- (4) Visitor Promotion Brochure – II with Envelope**
- (5) E-Blast – I for mass E-mailing**
- (6) Docket Covers in two different sizes with Envelopes**
- (7) Designs of the Advertisements to be inserted in the Magazines – Domestic and Overseas**
- (8) E-blast – II for mass E-mailing**
- (9) Visitor Promotion Brochure – II with Envelopes**
- (10) Visitors Promotion Mailer Card**
- (11) Poster with Card Board Tubes**
- (12) Exhibitor Manual**
- (13) Dinner cards for the Buying Agents with Envelopes**
- (14) Cards with Envelopes for the Pre-launch presentation of the Event**
- (15) Gala night Invitation Cards with Envelopes**
- (16) Deepawali Cards with Envelopes**
- (17) New Year Card with Envelopes**
- (18) Table Calendar with Envelopes**
- (19) Fair Guide with section-wise Separators and sample Pages**
- (20) Design of Flyer for promotion next Event i.e. Tex-Trends India 2013**
- (21) Scribble pads**
- (22) Car parking labels**
- (23) Design of Entry passes with pouches and lanyards for Buyers, Buying Agents, V.I.P. Passes, Special Invitees, Press Passes, Exhibitors, Management, Passes for the Staff, General Passes & Temporary Passes**
The agency would also give colour options of the lanyards and also give sizes of the plastic pouches.
- (24) Carry Bags**
- (25) Inauguration Cards with Envelopes**
- (26) Merit Certificate**
- (27) Fair Day Planner**
- (28) Fashion Show cards with Envelopes**

The quotation should include the costs of following activities/ processes

- i) Making of the Graphics/illustrations, collages, manipulated fonts and the visuals etc. needed for the Fair's stationery.
- ii) 2 to 3 options to be made alongwith actual dummies for each option for the presentation and approvals.
- iii) Detailed "Technical details" for calling quotations of these items from the Printers.
- iv) Loading of final approved Designs of Fair's stationery on CD/DVD as per the requirements of the Printers keeping in mind the machines used and other pre-print-process available with the Printer. Offset quality printouts to be provided alongwith CD/DVD to the Printer for color matching and other technical requirements of the Printer.
- v) Keeping co-ordination with the Printer and clarifying any doubt and being available with the printer if situation demands so.

We expect all above designs of Stationery and Publicity Material to be of truly International Standards.

7. **To provide all the Creative including Visuals, Illustrations, Collages required for Fairs official Website alongwith color scheme for the Home page and other pages.**
8. **To plan and present an entire "Publicity Campaign" for advertising the "Event" in overseas Publications and Magazines.**

Please suggest the names of the overseas Magazines/Publications and inland publications/newspapers, taking into consideration the circulation and Reach of these Magazines/Publication.

While shortlisting these Magazines /Publications the product range, activities and services provided by all the 11 Councils should remain the main consideration. Through this Campaign, in the minimum cost we should be able to reach maximum Buyers. Final publicity Campaign will be finalized in consultation with all the 11 participating Councils and the Ministry of Textiles, Govt. of India.

9. **To make design of Trophies for the Best Display Award**

For this a design to be prepare on paper showing realistic look of the Trophy for the approvals. After approvals Design Consultant need to prepare a detailed technical drawing to be given to the manufacturer of the Trophies. Design Consultant also need to co-ordinate with the manufacture to make sure

that the final design created by the manufacturer is as per the original visualization.

10. **Design Consultant will be required to co-ordinate with the Fashion Show Agency for providing creatives and color schemes required by the Agency as per the conceptual approach of the Fair.**
11. **Design Consultant will be required to asses and assist the Management in the process of short-listing and the finalization of the Fashion Show Agency.**
12. **Design Consultant will be required to visit the Warehouses, Workshops of the short-listed Stall Contractors for assessing Contractors' capabilities and capacity.**
13. **Design Consultant will be required to asses and assist the Management in the process of short-listing and the finalization of the Stall Contractors.**
14. **Designs for the Backdrops, Sidewings, VVIP Holding Areas and other Creative inputs required for the Inaugural Ceremony, design of the main gate, backdrop of Registration counters.**

Loading of all the approved Designs on CDs/DVDs to be given to the Printers.

15. **Designs for the Backdrops, Sidewings, VVIP Holding Areas and other Creative inputs required for the Award Ceremony.**

Loading of all the approved Designs on CDs/DVDs to be given to the Printers.

16. **Designs for the Backdrops, Sidewings, VVIP Holding Areas other Creative inputs required for the Seminars / Workshops.**

Loading of all the approved Designs on CDs/DVDs to be given to the Printers.

17. **To assist the Stall Contractors and Fair Secretariat in finalizing the Hall Layouts.**
18. **Each Hall will have its Cafeteria, VIP Lounge and Buyer Lounge.** Design Consultant is required to give color-schemes and designs for all the Four Walls of these Lounges and Cafeteria. Visuals/Graphics and overall treatment

of these areas should be of International Standards and should reflect the strengths of the Industries showing the Products through their participating Members.

Design Consultant will be required to give the colors of Carpets and the designs of furniture to be used in these areas.

19. **Design of utility Signages** to be used inside the Halls. Design Consultant will be required to give designs of Utility Areas. The designs should be very pleasing in looks and should self explanatory as some of the Buyers visiting the Fair may not be very conversant with English.
20. **To give designs of Backdrops for Draw-of-lots Ceremony** and to be available at the time of Draw-of-lots in case any clarification is needed by any participants regarding the overall Concept and Look of the Fair.
21. **Boards and Buntings to be put up all over the Fair grounds on approved sites/locations.**

For this Design Consultant will be required to suggest the sizes and Nos. of Boars & Buntings indicating the locations. Making sure that adequate Nos. and appropriate Sizes are adapted of these Boards and Buntings to be used outside the Exhibition Halls as well as inside the Exhibition Hall. Also prepare a small Concept Note for the purpose. Just to give an idea, in our last show at Pragati Maidan for Tex-Trends India 2011, we used over 100 designs of Boards with varied Sizes 100 Ft x 12 Ft, 86 Ft x 7 Ft, 18 Ft x 40 Ft, 30 Ft x 16 Ft, 40 Ft x 20 Ft, 30 Ft x 16 Ft, 20 Ft x 20 Ft, 12 Ft x 12 Ft. Designs of Buntings varied in the Sizes of 5 Ft x 30 Ft and 2 Ft x 6 Ft

Total printed Area was over 53000 Sq. Ft.

While making the designs please keep in mind that all the 11 Councils are represented properly. Design Consultant need to visit the Venue to work out exact locations, sizes and nos. of the Boards and Buntings to be put up all over the Venue and inside the Halls.

While preparing the designs please make sure that all the visuals used in designs are enlarged to the actual sizes making sure that at “actual pixels” the photos, illustration or the visuals are not pixilated. Please note that some of the big Boards and Buntings will be viewed from close distances, as close as 3 Ft. The DVDs for the Printers to be loaded on 150 DPI.

Make an attractive and realistic presentation to the Committee for the approvals.

22. **Design Consultant will be required to co-ordinate and keep a check on Branding Contractors for quality and time schedules of printing and mounting these on the locations.**
23. **Design Consultant will be required to give Fascia Designs of the Stalls and Coordinated colors of the Carpets of all the Halls/Areas including ceremonial Areas. Each Hall/Area should have different coordinated color scheme and Fascia designs.**
24. **Decoration Designs of Ceremonial Area.**
25. **Design Consultant will give layout designs and perspectives and detailed drawings of Common Thematic Display Area of the Fair. Suggest Area in Sq. Mtrs. and the ideal location for this Thematic Display Area : Please present a Concept note for this Thematic Area with indications of No. of Dummies/ Mannequins products and modalities and source for obtaining these products, display props etc. etc.**
26. **Before the construction starts on the venue, Design Consultant will make frequent visits to the warehouses/Workshops of the Stall Contractors for assessing the work progress of these Contractors.**
27. **Design Consultant will be required to oversee at site the quality of the work of the Stall Contractors and Branding Contractors.**
28. The agency would attend all the meetings related to Tex-Trends India 2012 and also report as and when called for by the Office.
29. Any other services, which may be assigned to you by the organizer pertaining to the fair.

Rates for providing above Designs, Creative Inputs, on and off site Services & Supervisions

	Rate (Rs.)
In Figures	Rs.
Words	Rs.

Date:_____

Authorized Signature
(Name of the Contractor with Seal)