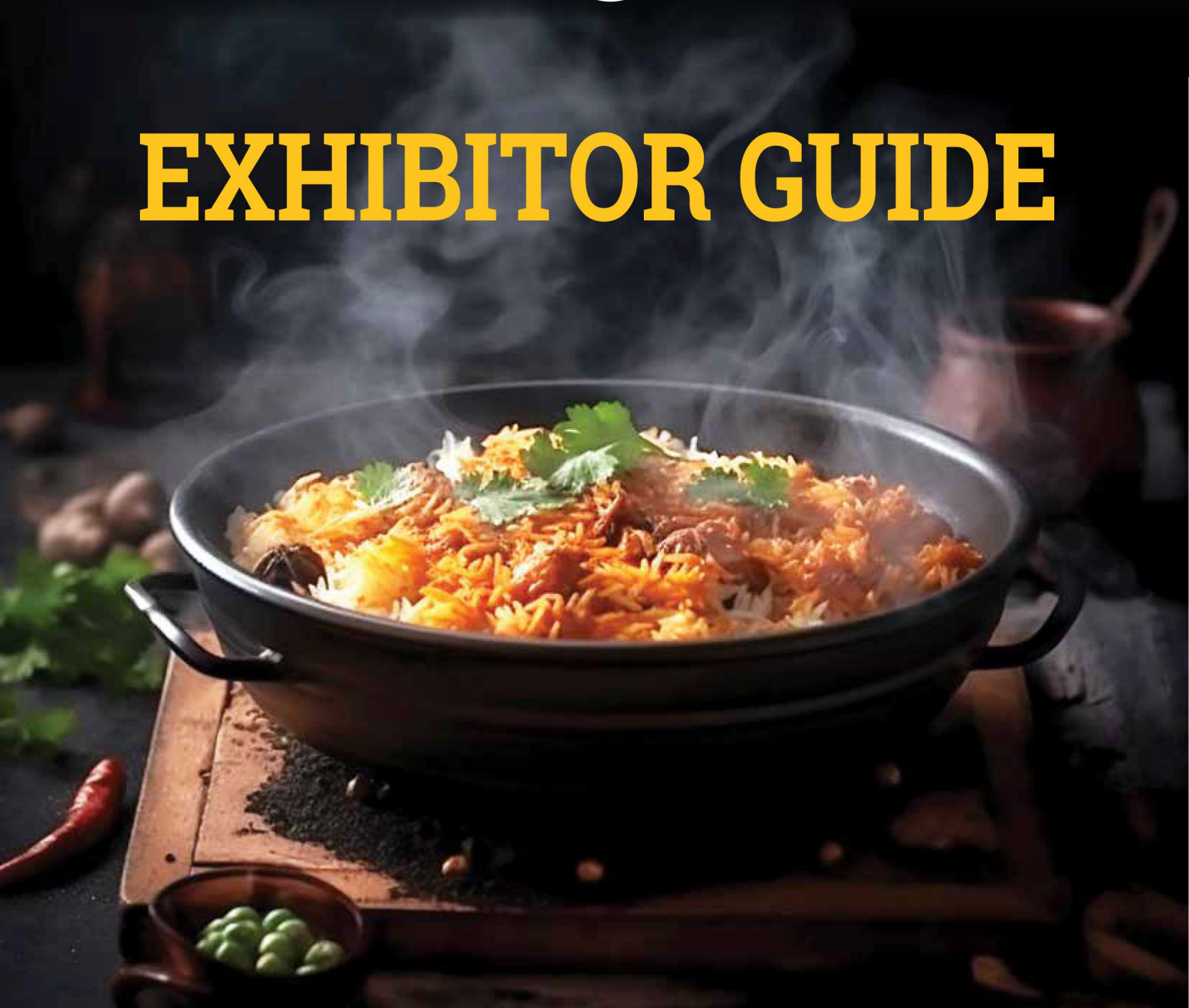


10 Stall Closing Date:

International **Biryani** FESTIVAL & EXPO

EXHIBITOR GUIDE



VENUE: Chennai Trade Centre | Date : 12th, 13th & 14th - September - 2025 | Days : Friday, Saturday & Sunday

EXHIBITORS

1. The IBFE (International Biryani Festival and Expo) is an exclusive B2B exhibition, specifically designed for Biryani Entrepreneurs.
2. Over the course of **three consecutive days**, the IBFE will attract **15,000 potential business visitors**, all with a keen interest in the biryani industry..
3. Each exhibitor is allocated a **stall size of 10ft x 10ft (3m x 3m)**, equating to a total area of 9sqm.

4. Stall Price :

Stall Price

Basic Stall Price:	Rs. 55,000
GST (18%):	Rs. 9,900
Total Amount:	Rs. 64,900/-

5. Basic Stall Amenities :

The stall comes with the following basic amenities:

Octonorm Table - 1 No

Chairs - 2 Nos

Spotlights -3 Nos

5 Amp Power Supply - 1 No



6. WhatsApp Promotion : Direct Invitation to Targeted Audience

- Exhibitors are required to submit a final designs of 10 to 20 high-quality, professionally designed promotional materials showcasing their products.
- These promotional designs will be shared with a targeted audience of 50,000 directly invited individuals.
- Exhibitors must adhere to the specified format for both their design and video content.
- Any submissions that do not meet the professional standards will be rejected and excluded from WhatsApp promotion.

7. Facebook Promotion : Targeting a Broader Food Industry Audience

- The promotion will be strategically aimed at capturing the attention of a broader audience within the food industry.
- All marketing updates, operational progress, and other relevant information are regularly shared on Facebook.
- All promotional materials, including designs and videos, submitted by exhibitors must meet the required professional standards.
- Any submissions that do not meet these standards will be subject to rejection.

8. Website Promotion :

- To reach broader audience and provide greater reach within the food and biryani industry.
- Every promo in the website is targeted to provide greater exposure of 5,00,000 potential customers and clients.
- Each exhibitor is assigned a dedicated space tab to showcase their promotional materials that includes their product videos and designs.

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- The exhibitor is allowed to design their promo content attractively to reach wider crowd.
- All promotional materials must comply with the expo's professional and ethical guidelines.
- Submissions that do not meet these standards may be rejected.
- All operations, from registration to stall booking, are managed through the website.
- Therefore, the promotional videos and designs will undoubtedly attract maximum visibility and reach among website visitors.
- The clarity and visibility of the promotional materials must demonstrate exceptional creativity to ensure your product gains excellent exposure.

9. Crowd Guarantee:

- **50,000 targeted visitors** from the biryani industry will be personally invited to attend the expo.
- An **excellent crowd** of potential buyers and business partners is assured.
- All exhibitors should be fully prepared to meet the expectations of this audience. Exhibitors are encouraged to plan their product displays and sales strategies to ensure they make a lasting impact on visitors.

10. Stall Closing Date:

All stall bookings must be completed by **5:00 PM on 31st May 2025**. No bookings will be accepted after this time.

11. Payment Deadline:

The final payment for stall bookings must be made **on or before 5:00 PM on 31st May 2025**. All payments must be completed by this date to confirm participation in the event.

12. Prohibition of Fire or Gas-Based Cooking:

No provisions will be made for any activities involving fire or gas, particularly in connection with food preparation. Only **electrical equipment** is permitted for cooking purposes within the premises.



13. Confirmation of Eatery & Non-Eatery Categories:

Exhibitors are required to mandatorily confirm their classification as either part of the **Eatery Category** (involved in giving food samples or edible items to visitors) or the **Non-Eatery Category** (not offering any food or edible items to visitors). This confirmation must be submitted to the Expo organizers in advance.

14. The production work for the Expo is scheduled over **two days, starting on 10th September 2025 (Wednesday) at 10:00 AM** and concluding **on 11th September 2025 (Thursday) at 10:00 PM**.

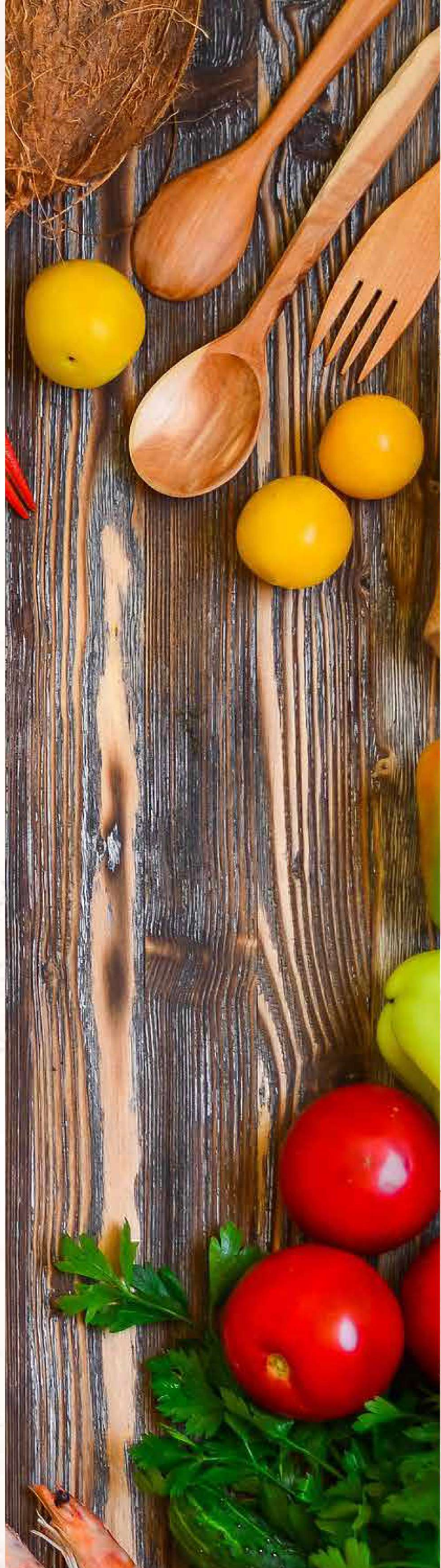
15. Exhibitor Setup Requirements: Exhibitors are expected to finalize and complete their operational plans, product placements, customized stall setups, and any other exhibit-related preparations **before or during the specified production dates**. It is **mandatory** that all requirements related to the execution of the operational plan are finalized and prepared well in advance. No extensions will be granted for any changes or alterations once the production period is over.

16. Heavy Machinery Setup Schedule: Exhibitors with heavy machinery products must ensure that these items reach the venue by **6:00 AM on 10th September 2025 (Wednesday)**. The production setup for heavy machinery will begin at **10:00 AM on 10th September 2025** and must be completed by **6:00 PM on 11th September 2025 (Thursday)**.

17. The Expo will be open to visitors for all three days, from **12th September 2025 to 14th September 2025**, between **10:00 AM and 7:00 PM**. Visitors are required to enter the venue by **10:00 AM** and exit by **7:00 PM** each day.

18. Exhibition Hours : 10:00 AM to 7:00 PM for all the 3 days -12th, 13th and 14th September, 2025.

19. Exhibit Completion : Once the exhibition concludes on **14th September 2025 at 7:00 PM**, exhibitors are required to ensure that all exhibits, materials, stalls, or any items related to their exhibit models are removed



from the venue by 1:00 AM on 15th September 2025 (Monday). This is a mandatory rule enforced by Chennai Trade Centre (CTC). Failure to comply may result in penalties imposed by CTC authorities.

20. Termination Policy: If any product, brand, or service displayed by an exhibitor is found to be banned by the government, or if its presence creates a disturbance or nuisance to visitors, exhibitors, or the general public, the exhibitor will be subject to a **penalty of Rs. 5,00,000**. The exhibitor and any individuals involved will be immediately removed from the venue, without prior notice. Additionally, the concerned individual(s) will be handed over to the police on the spot.

21. Raw Space – Rs. 6,111 per sqm + 18% GST.

22. Confirmation of Additional Requirements: Exhibitors must confirm any additional requirements with the Expo organizers at least 60 days prior to the exhibition date, i.e., **by 07.06.2025 (Saturday)**.

23. Additional Heavy Power Supply: If exhibitors require additional heavy power supply, confirmation must be provided by **07.06.2025 (Saturday)**. Please note that any additional charges for this service will be borne by the exhibitor and must be paid in full.

24. 100% Non-Refundable Payment: A 100% upfront payment is required for all stall bookings. Once payment is made, it is non-refundable under any circumstances. In the event of natural calamities, the Expo will be rescheduled to a future date at the discretion of the organizers.

25. No Cash Payments / Online Payments Only: All payments for the Expo and related services must be made exclusively through online payment methods. Cash payments will not be accepted under any circumstances.

26. No Subletting of Stalls: Subletting or transferring the reserved stall space to a third party is strictly prohibited. The stall must only be used by the original



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exhibitor or brand that has made the booking. Unauthorized use of the stall is not permitted.

27. Video Content To support exhibitors' business development and brand promotion, the Expo organizers will create an exclusive, non-chargeable **2-minute video content**, filmed directly at the exhibitor's venue. This video will be designed to highlight your brand and products.

28. Should exhibitors require additional video content, including extended duration or extra customization, an additional charge will apply.

29. Special Highlight / Offer :

- Exhibitors are encouraged to create a unique highlight or special offer aimed at attracting more visitors to their stall. These highlights or offers should be designed in response to the key question: **"Why should visitors choose to visit your stall?"**
- The objective is to craft compelling and engaging offerings that not only capture attention but also drive more crowd to your booth. These highlights or offers will be prominently displayed to maximize visibility your stall further.

30. To maximize the exposure, these highlights and offers will be prominently shared across multiple social media platforms, including Facebook, WhatsApp, and Instagram, by IBFE. This approach will enhance your product reach and brand visibility, ensuring a broader audience is aware of your offerings and encourages more walk ins to your booth.

31. Exhibitor Stall Preparation on Event Days :

- 12/09/2025 - Friday - Morning 06.00 AM to 8:00 AM and Evening 8:00 PM to 10:00 PM.
- 13/09/2025 - Saturday- Morning 06.00 AM to 8:00 AM and Evening 8:00 PM to 10:00 PM.
- 14/09/2025 - Sunday - Morning 06.00 AM to 8:00 AM and Evening 8:00 PM to 10:00 PM.



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- After 10:00 PM, the exhibition hall will be closed with security control.

32. Bank Account Details:

- Current Account Name : SEVENI
- Account Number : 5448217416
- IFSC Code : KKBK0000469
- Bank Name : KOTAK
- Branch : ANNA NAGAR, CHENNAI
- Payment Confirmation : Mr. VIJAY
- Mobile No : +91 9176183236
- Mail ID : dpc@minesservices.com
- GST NUMBER : 33ERAPM4190L1ZL

33. All exhibitors will be awarded a **Participation Certificate** as a token of appreciation and acknowledgment for their valuable contribution to the event. This certificate serves as recognition of their involvement in the Expo and their commitment to promoting the Biryani industry.

34. Stall Booking Completion

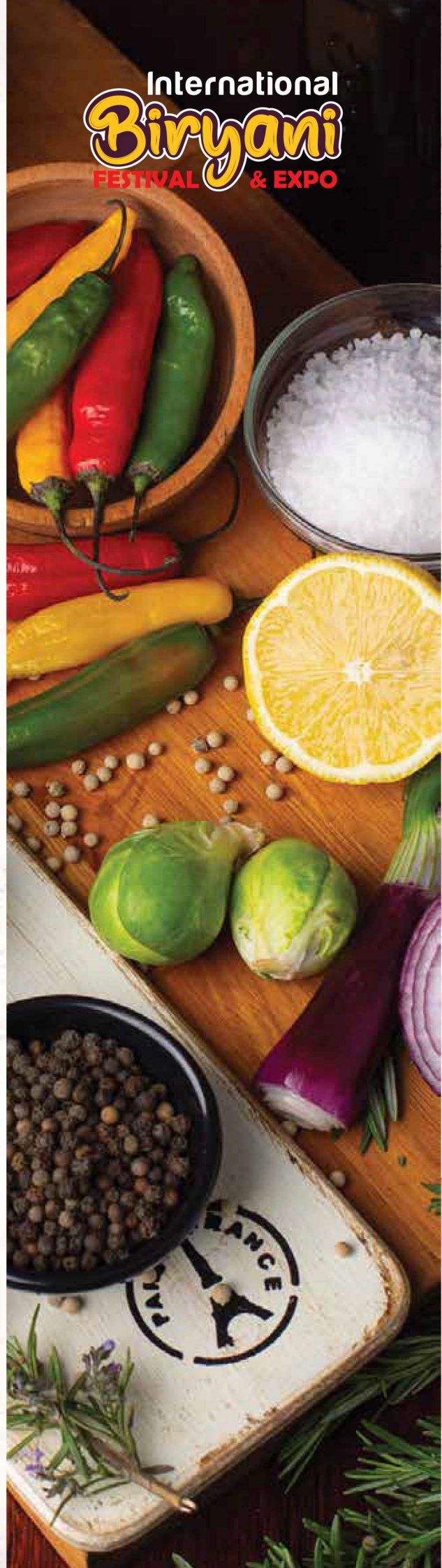
Exhibitor Registration:

All exhibitors are required to register on the IBFE website for stall booking. For assistance with the registration process, including guidance or direct support, exhibitors should contact the IBFE dedicated team. The team will assist in collecting necessary details and completing the registration process on behalf of the exhibitors.

35. Vendor Contract :

- All vendors, whether directly or indirectly engaged by the Sponsor, Exhibitor, or any IBFE team, must sign the **Vendor Agreement Contract** at least 60 days prior to the exhibition date.

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- Vendors who fail to complete the signing of the contract will not be allowed to commence any work on the exhibition premises.
- The security team will deny entry to any uncontracted vendors, and they will be prohibited from performing any work within the event halls.
- Each exhibitor is entitled to one food pass, which permits two representatives from their stall to avail lunch for the duration of the exhibition (all three days).

36. Tagline Partner :

- Exhibitors interested in becoming a Tagline Partner for IBFE—such as for services including water bottle partner, masala partner, technology partner, or software partner—are invited to apply.
- Tagline Partners will receive exclusive content, promotional materials, and video content designed to maximize their brand reach and visibility across the event.
- A payment of **₹4,00,000 + applicable GST** is required for all Tagline Partners.

37. Early Stall Booking :

- To maximize the benefits of participating in IBFE, exhibitors are strongly encouraged to secure their stalls as early as possible.
- Early bookings allow the IBFE team to work closely with exhibitors to design excellent plans and create promotional content that enhances brand visibility, builds stronger connections, and drives sales growth.
- Early stall reservations provide more time for exhibitors and organizers to collaborate and finalize optimal strategies, operational ideas, and resource allocation, ensuring the best possible outcomes for their brands within the Biryani industry.



- Exhibitors who book early will benefit from enhanced promotional exposure throughout the months of **April, May, June and July**.

38. LED Promotional Video :

- A prominent **LED Wall** will be strategically placed in the **registration area** of the expo premises.
- Exhibitors are encouraged to create engaging video content (up to **2–3 videos, each 2–3 minutes** in duration) to be displayed on the LED Wall throughout the three days of the expo.
- This high-visibility promotion offers excellent opportunities to showcase your brand to potential clients and greatly expand brand awareness.

39. Objective of the Exhibition :

- The primary objective of IBFE is to support and enrich Biryani entrepreneurs and industry partners by providing access to innovative solutions, strategies, ideas, and new business opportunities. The exhibition aims to:
- Foster knowledge sharing and offer guidance on the latest advancements in technology and operational best practices within the Biryani industry.
- Provide an arena for networking with new industry professionals, potential clients, and collaborators.
- Equip exhibitors with the tools, insights, and connections necessary to thrive as successful Biryani entrepreneurs in a rapidly evolving market.

40. Special Invite Database :

The IBFE exclusively offers Special Invite Team Facility if the exhibitors are interested in inviting their trustworthy new customers and existing, clients and dealers if any. They have to share their database with the IBFE Special Invite Team, who would make special invitation call to each potential individual with special invite content to connect them with the exhibitor's stall.



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EXHIBITOR PROFILE

- Wholesale and Retail
- Government Bodies
- Super Market Chain
- Supply Chain Management
- Manpower Agencies
- Delivery App
- Food Deliver Partners
- Cheff
- Meat Suppliers
- Food Grain Market
- Dry Fruit
- Grocery Suppliers
- Diary Products
- Motels
- Restaurant
- Star Hotels
- Fruits and Vegetable
- Food Technology
- Food Industry Investors
- Food Industry Magazines and Traders
- Food Industry Consultant
- Food Industry Manufactures
- Rice Industry
- Biryani Experts
- Billing Software
- Hotel Management
- Institutes
- Food Truck Companies
- Franchise and Dealers
- Packing Solutions and Companies '
- Sea Food Suppliers
- Centralized Kitchen
- Biryani Youtubers
- Catering Companies
- Masala Brands
- Top Biryani Brand Owners
- Bank & Financial Companies
- Vessels and Equipment Manufacturers
- NGOs
- Traning Institues
- Start-up Guidance
- Marketing Agencies
- Corporate Opportunities
- Investors
- Associations
- Import and Export
- Food Processing
- Meat Merchants
- Quality Control Management
- Certification Agencies

International Biryani FESTIVAL & EXPO

VENUE: Chennai Trade Centre | Date : 12th, 13th & 14th - September - 2025 | Days : Friday, Saturday & Sunday



INTERNATIONAL BIRYANI FESTIVAL & EXPO

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