

# Exhibitor Manual



The Gateway of South Asian Pharma Market

**Venue:**

**Bangabandhu International Conference Centre, Dhaka. Bangladesh**

**Organized By:**

**BANGLADESH ASSOCIATION OF PHARMACEUTICAL INDUSTRIES**

**(Bangladesh Aushad Shilpa Samity)**

HOUSE # SWE, ROAD # 7, GULSHAN - 1,

**DHAKA – 1212 BANGLADESH**

Phone: +880.2.882.4163

Fax: +880.2.882.3651

E-mail: [bdass@bol-online.com](mailto:bdass@bol-online.com)

Website: <http://www.asiapharma.org>

**ASIA PHARMA EXPO 2011**

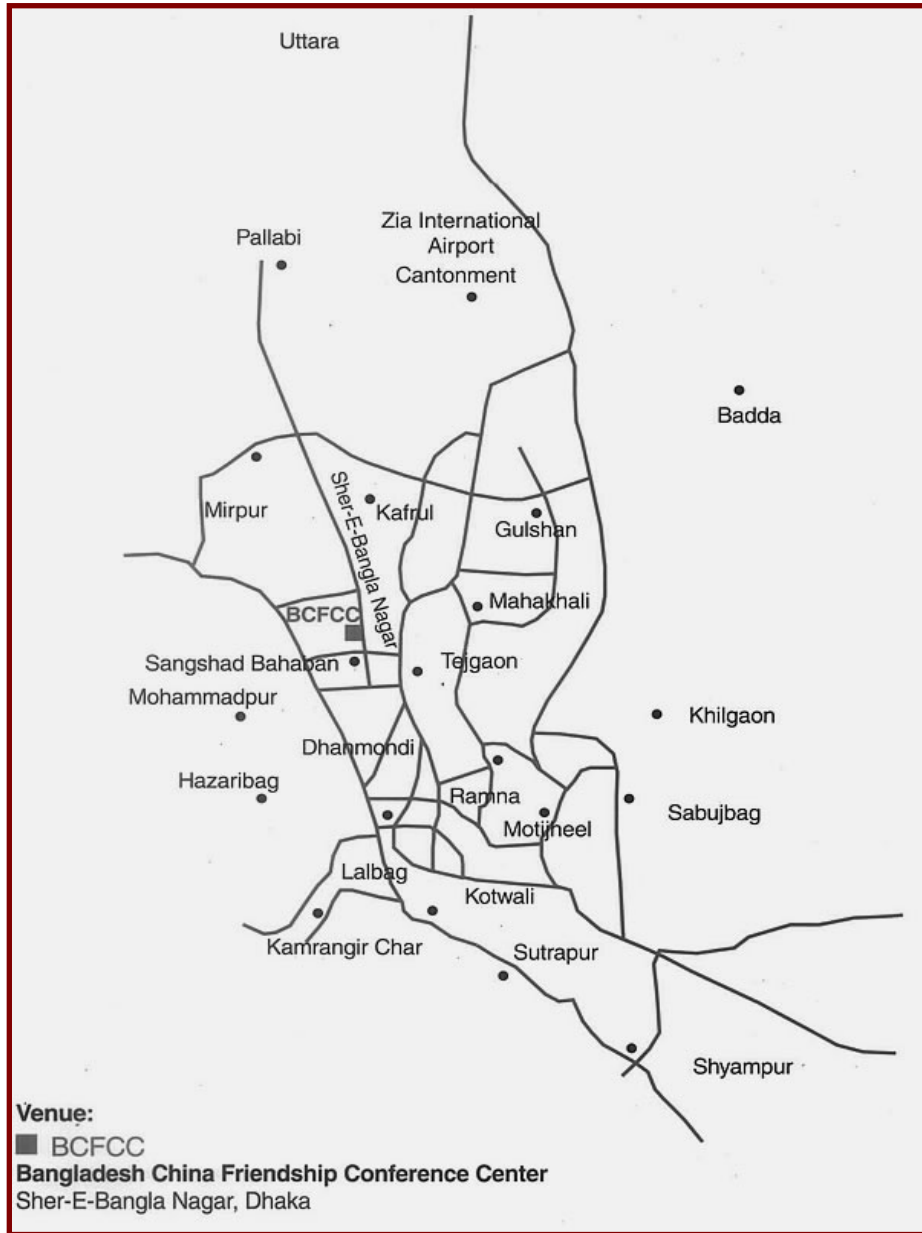
Phone: +91.79.4000.8233 / 4000.8253

TeleFax: +91.79.2687.1390

E-mail: [mail@asiapharma.org](mailto:mail@asiapharma.org),

Website: <http://www.asiapharma.org>

## Dhaka, Bangladesh City Map



Welcome to ASIA PHARMA EXPO 2011!

At the outset, let wish all of you the warm wishes of the New Year 2011.

Enclosed you will find all the necessary information to assist you for the successful exhibit at ASIA PHARMA EXPO 2011 (APE2011) during February 24 to 26, 2011 at the Bangabandhu International Conference Centre, Dhaka. Bangladesh

The Exhibitor Manual is designed in the user-friendly manner with the aim to provide all the basic information required while exhibiting at APE2011.

Please go through the contents and the information of the Exhibitor Manual, follow the checklist and submit the various forms to make smooth proceedings both for the exhibitor and the show management team.

All the forms included in this Exhibitor Manual have to be submitted latest by November 30, 2010 to the ASIA PHARMA EXPO 2011.

For information, please contact;

BANGLADESH ASSOCIATION OF PHARMACEUTICAL INDUSTRIES  
HOUSE # SWE, ROAD # 7, GULSHAN - 1,  
**DHAKA – 1212 BANGLADESH**  
Phone: +880.2.882.4163  
Fax: +880.2.882.3651  
E-mail: [bdass@bol-online.com](mailto:bdass@bol-online.com)  
Website: <http://www.asiapharma.org>

OR

ASIA PHARMA EXPO 2011  
Phone: +91.79.4000.8233 / 4000.8253  
TeleFax: +91.79.2687.1390  
E-mail: [mail@asiapharma.org](mailto:mail@asiapharma.org)  
Website: <http://www.asiapharma.org>

With best wishes,

**Show Management Team  
ASIA PHARMA EXPO 2011**

## ASIA PHARMA EXPO 2011

### FACT SHEET

- The Event:** ASIA PHARMA EXPO 2011
- Dates:** February 24 to 26, 2011
- Venue:** Bangabandhu International Conference Centre, Dhaka. Bangladesh
- Exhibition Timings:** 09:30 am to 5:00 pm (Bangladesh Standard Time)
- Entry:** [a] Invitation  
[b] Registration through website:  
[http://www.asiapharma.org/APE/visitors\\_registrationform.php](http://www.asiapharma.org/APE/visitors_registrationform.php)  
[c] Registration at Venue
- Participants' Profile:**
- Pharmaceutical Processing Plants & Equipment for
    - Tableting
    - Capsulation
    - Liquid
    - Sterile / Injectable
    - Ointment
    - Dry Syrup / Powder
  - Pharma Packaging Machinery
  - Pharma Packaging Materials
  - API, Bulk Drugs, Additives, Intermediates
  - Analytical Laboratory Supplies  
(Instruments, Glassware, Lab. Reagents / Chemicals)
  - Environment Control Equipment & Services
  - Utility, Utility Services & Maintenance
  - R&D, Biotechnology, CROs
  - Contractors–Turnkey
  - ISO / GMP Consultancy Service
  - Trade Associations
  - Trade Publications
  - Formulations
  - Contract Manufacturing
- Visitors' Profile:**
- CEO's, Technocrats
  - Manager – Works / Materials / Procurements / Purchase
  - Scientists, Engineers
  - Consultants, Turnkey Contractors,
  - Marketing Chiefs & Consultants
  - Industry Associations & Trade Delegations
  - Policy Makers, Diplomats, Foreign Commercial Officials
  - Buying Missions

## ASIA PHARMA EXPO 2011

### FACT SHEET

**Salient features of the event:**

- Current growth rate of pharma industry of Bangladesh is above 14%
- During the year of 2001 the turnover of 20,000 million Taka
- The expected business in year 2005 is about 50,000 million Taka
- Based on the Doha declarations by WTO Bangladesh has got extension of 10 years, and will also be able to produce drugs until year 2,016 which are still under patent protection
- APE2011 offers worthwhile opening at Bangladesh to meet your clientele, face-to-face to strengthen your business partnership, associate, and affiliate with the best in the industry
- At APE2011 exhibition, the international participation from more than 18 nations is confirmed that including; South East Asia countries like Bangladesh, India, China, Burma, Thailand, Pakistan, Nepal, Malaysia, Indonesia, Taiwan, Hong Kong, Korea, Thailand, Gulf countries, Europe, etc.
- Business Dating: Prescheduled Meetings for the Buyers – Sellers for Technology Transfer, Business Tie-ups

**Organized by:**

- Bangladesh Association of Pharmaceutical Industry  
(Bangladesh Aushad Shilpa Samity)
- GPE Expo Pvt. Ltd.

**Supported by:**

- Export Promotion Bureau, Bangladesh  
(Govt. of People's Republic of Bangladesh)

**Endorsed by:**

- Engineering Export Promotion Council (EEPC) [India]
- Bulk Drug Manufacturers Association (India) [BDMA],
- PHARMEXCIL (Pharmaceutical Export Promotion Council) [India]

**Official OnLine Media:**

- [www.PharmaSuppliers.net](http://www.PharmaSuppliers.net)

**Official Print Media:**

- Pharma Pro & Pack

**Official Television Media:**

- Channel – i

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY-2011

The Gateway of South Asian Pharma Market

---

---

**ANNEXURE TO AGREEMENT FOR TERMS & CONDITIONS, AND RULES & REGULATIONS ACCEPTED BY THE EXHIBITOR / APPLICANT PARTICIPATING ASIA PHARMA EXPO 2011 AT DHAKA, BANGLADESH:**

1. Bangladesh Association of Pharmaceutical Industries (BAPI) and GPE Expo Pvt. Ltd. (GPE) will make publicity of the exhibition so that qualitative and quantitative visitors visit the exhibition and exhibitors / participants get best of their displays and efforts. Efforts of publicity made by BAPI and / or GPE shall be considered as proper, sufficient and appropriate; and it shall not be called in question in any manner by any party. However, in case any exhibitor feels that sufficient or expected number of visitors and / or quality of visitors have not attended the Asia Pharma Expo 2011, in that event, BAPI and GPE will at all not be responsible.
2. Any part payment/s will not constitute a concluded contract. Any or all part payment/s will be treated as deposit only. On receipt of full and final payment and after approving application either by BAPI or by GPE, this Agreement shall be operative. BAPI and GPE have right and discretion to accept or reject any application without assigning any reason.
3. Whole and any part and all parts of the said exhibition named Asia Pharma Expo 2011 will be subject to normal circumstances. In other words, in case of any natural calamity, unexpected happenings like strike, social or political instability or disturbances, act of God, unexpected happening, or anything not within normal and natural control of BAPI and / or GPE, BAPI and / or GPE shall neither be responsible nor liable for making good or compensating for any loss, damage or otherwise that may be caused to any participant and / or its products.
4. Because of any kind of natural calamity or for any other reason if the exhibition is required to be cancelled, in that event, Exhibitor shall not be entitled to get any refund amount. However, if BAPI or GPE decides to refund some amount, in that case, the Exhibitor shall not be entitled to claim by way of right and it will be solely discretionary to BAPI and / or GPE. It is clarified that Exhibitors shall be entitled to refund at the discretion of BAPI and / or GPE only to such amount, which is paid by them under this Agreement and not for any other investments or expenses made or occurred by them.
5. In case of any natural calamity or for any other reason/s beyond control of BAPI and / or GPE and in that case if the exhibition is required to be postponed, in that event, exhibitors shall not be entitled to refund of any amount and exhibitors shall not be entitled to cancel their bookings.
6. BAPI and / or GPE have discretion to change location of space / stall allotted or to be allotted to Exhibitors.
7. Actual area of occupation of space by concerned Exhibitor is an essence of the contract.
8. After booking a particular area / space / booth / stall, the exhibitor shall not be entitled to change the same and exhibitor shall not be entitled to claim any refund for same and in the same way the exhibitor shall not be entitled to transfer to any other exhibitors / party such space / stall / booth without prior express, written consent and approval obtained from BAPI and / or GPE. It is further clarified that after booking a space / stall / booth, all Exhibitors shall be duty-bound to pay the balance outstanding amount of the contract irrespective of facts and circumstances.
9. All kinds of payments made by Exhibitors are non-refundable except Security Deposit. After making part payment for booking a particular space / stall / booth, the exhibitor shall not be entitled to refund of any amount / deposit except Security Deposit.
10. BAPI and GPE are accepting Security Deposit with an assurance from the Exhibitors that in case any Exhibitors cause any kind of damage to space/ stall / booth or any other property of the Exhibition / BAPI / GPE, same shall be recoverable directly and adjusted from the said Security Deposit.
11. After completion of the exhibition, after producing valid proof of outward dispatch of all material from Bangladesh, which were brought by individual exhibitors for the purpose exclusively of the said exhibition, and after getting approval from BAPI or GPE, exhibitors shall be entitled to refund of Security Deposit.
12. In the event of any dispute or any kind of legal consequences and for that if any party wants to initiate any legal action, arising out of the Application & License Agreement for the Exhibition Participation and incidental thereto, in that event, exclusive jurisdiction shall be at Dhaka, Bangladesh.
13. The exhibitor shall not advertise or display its products / material / machinery etc. beyond the space / stall / booth which is allotted to exhibitor.
14. Exhibitor shall use the licensed space / stall / booth only and solely for its own products and services, and shall not advertise or display any other product, material, machinery other than mentioned in its Application & License Agreement for Exhibition Participation.
15. The exhibitor's name will be displayed on fascia as per its application / agreement. The exhibitor will not change name or display any other item on fascia.
16. Exhibitor shall not advertise or display or propagate or circulate or promote in any manner any product, material, machinery or service of any other exhibitor or party.
17. Exhibitor shall not indulge in any activity during the exhibition like lottery, gambling, contest, betting, liquor selling, musical programs, etc. The exhibitor shall not cause any nuisance, annoyance or cause any kind of problem to other persons in the exhibition and in the same way exhibition shall not cause noise pollution and any other pollution and shall be abide by law and order of Bangladesh. In case, any problem arises between any parties with regard to the exhibition or incidental thereto, the law prevailing at Bangladesh shall be binding upon all parties.
18. BAPI and / or GPE shall not be responsible and liable in the event of any errors or omissions in placement of name / product / services of any exhibitor in publishing the Directory / Exhibition Catalogue.
19. It is clearly understood that this Agreement and rights and liabilities of the parties are and shall be subject to local laws of Bangladesh.
20. Exhibitor shall not cause any kind of injury or loss or damage to persons and property of any person or the property of BAPI and / or GPE. In case Exhibitors causes any kind of injury or loss or damage, in that case Exhibitor shall be duty bound to compensate the suffering parties.
21. BAPI and GPE shall not be responsible to exhibitors for any loss or damage to any display or any goods or any machinery or any asset of exhibitors in case of fire, storm, theft, act of God, or failure of electricity or any other unavoidable circumstances. BAPI and / or GPE shall provide protective agency and services for safeguard of exhibitors' properties, however, in case any loss or damage to the exhibitor as mentioned above, in that event, BAPI and GPE shall not be responsible.
22. Exhibitors shall participate the exhibition at its own sole risk.
23. BAPI and / or GPE ensure that they will make all reasonable arrangement for electrical supply and safety, however, for any electrical failure or supply failure, and for any loss consequent thereto, they shall not be liable. The Exhibitor shall not make any changes / alterations in decorations / provided facilities within the allotted exhibition space / booth / stall without prior permissions from BAPI and / or the Event Producer. The Exhibitor shall not make any changes and alterations with regard to the electrical supply, use and applications without prior permission from BAPI and / or the Event Producer.

24. Any breach by any exhibitor, of terms, conditions, rules or regulations of this Agreement, BAPI and / or GPE shall be entitled to terminate this Agreement without notice and thereafter exhibitor shall not have any right and thereafter the exhibitor shall forthwith remove its employees, agents, servants and property from the licensed space allotted to it and from the exhibition hall.
25. The exhibitor shall not let, sub-let, sub-license, assign or otherwise transfer or part with possession of the licensed space / stall / booth or rights and liabilities under this Agreement to any other exhibitor or any other party, with or without any kind of consideration.
26. Exhibitor shall not do anything that may cause any kind of loss or damage to person or property of any other exhibitor, BAPI, GPE, visitors or otherwise.
27. The Exhibitor shall be allowed to promote its products / services / material / machinery, etc. and shall be allowed to display / canvas / advertise only within the allotted exhibition space / booth / stall at the Exhibition venue. Exhibitor shall not apply paints, lacquers, adhesive or any other kind of coating to building, columns, floors, booth or equipment at the Exhibition venue.
28. Exhibitor shall take service only from official labour and official contractor in their space / stall / booth.
29. Exhibitor shall use the space / stall / booth reasonably and prudently so that fire or any other accident does not happen.
30. Performance of music by exhibitor shall be subject to obtaining prior written permission and license from copyright owner or its agent and competent authority.
31. Exhibitor shall not make or put or place or otherwise keep any display items anywhere outside the space / stall / booth allotted to it.
32. Exhibitor shall not display or use glossy or reflecting colours, coating or item so as to disturb or obstruct anyone else.
33. Exhibitor shall take every care and precaution to maintain fire-safety. If it is necessary for any Exhibitor to bring in any fire prone, hazardous or inflammable item, such Exhibitor shall inform BAPI and GPE in writing well in advance and also ensure in writing that such Exhibitor has taken full insurance cover against all risks including third-party insurance.
34. Exhibitor opting for open space and for making its own arrangement for covering such space shall do so at its own risk. Every kind of service of manpower like arrangement, colouring, fire-safety, electrical installation etc. shall be taken by such exhibitor only from approved and authorized Contractor or Agency of BAPI and / or GPE available on the spot, at extra cost to be paid directly to concern Agency person or Contractor. Such exhibitor shall arrive and occupy the space well in advance and shall so commence and complete its preparations so that manpower and services on the spot may not become inadequate at any time.
35. If the exhibition is cancelled or postponed, terminated mid-way after inauguration, due to any reason beyond normal and natural control of BAPI or GPE, exhibitor shall be entitled to refund of only of Security Deposit and no other money.
36. Any matter not covered by any of the rules and regulations or terms and conditions shall be subject solely to the decision of BAPI and / or GPE and their decision shall be final.
37. The exhibition is only for display, canvassing, propaganda, publicity and promotion of products and services but not for conducting any sale, on wholesale or retail basis, or for affecting any transfer, distribution for consideration, exchange etc.
38. Free of charge distribution of samples / items allowed by law shall be allowed.
39. It shall be a duty and responsibility of Exhibitor to take insurance at its own cost for its products, material, machinery, manpower, staff during transitory period of to and fro, and during exhibition.
40. BAPI and GPE shall provide stall, one table, two chairs, one 5 AMP electric point, 3 lights and fascia to 9 sq. meter exhibitor and same shall be increased on pro-rata basis, e.g., for a stall of 18 sq. meters, Exhibitor shall be entitled for 2 tables, 4 chairs, 2 electric points of 5 AMP each, 6 lights and fascia. For additional facilities like electrical, power, water, furniture etc., Exhibitor shall have to bear extra cost for the same. Exhibitor shall take such extra facility and service only from authorized agencies or contractors of BAPI or GPE and pay such agencies or contractors directly.
41. If Exhibitor takes any facility, services from any authorized agent, contractor or labour contractor and in case any dispute arises between such Exhibitor and such authorized agent, contractor or labour contractor, BAPI and / or GPE shall not be responsible.
42. Asia Pharma Expo 2011 exhibition will commence from 9:30 am on 24<sup>th</sup> February 2011 to 5:30 pm on 26<sup>th</sup> February 2011 for visitors. Exhibitors are entitled to occupy their space / stall etc. from 22<sup>th</sup> February 2011 and they shall have to vacate the said space / stall / booth etc. latest by 27<sup>th</sup> February 2011. The Exhibitor shall have to return its own exhibit material, e.g. machinery / material / equipments / products, etc. by 28<sup>th</sup> February 2011 to its origin place from where it was brought. If any exhibitor will not vacate and will not take its products, machinery, material etc. back from the exhibition venue after 27<sup>th</sup> February 2011, in that event, BAPI and / or The GPE shall be entitled to remove such articles, products, machinery etc. of exhibitor/s to the common warehouses at the cost of exhibitor/s and for transferring such articles, machinery, and products if any damage is caused to such articles, in that event BAPI and / or GPE shall not be responsible. It is further clarified that all such expenses incurred by BAPI and / or GPE shall be directly recoverable from Security Deposit of each exhibitor and in case thereafter if any dues become outstanding, in that event, exhibitor shall not be entitled to take its products, materials, machinery etc. from such warehouses.
43. All exhibitors shall be entitled to use, occupy the space for the purpose of display advertisements, demonstration etc. only for 3 days. The exhibitors shall not have any other rights over the space / stall / booth.
44. The exhibitor shall be entitled to use and occupy the space / stall / booth only after taking official possession-letter issued by BAPI and / or by GPE. At the time of vacating the said space / stall / booth, every exhibitor shall have to collect exit-letter from BAPI and / or GPE. Every exhibitor shall bring all its material, products, machinery and other articles after registering the same with BAPI and / or GPE and at the time of vacating and taking back the said articles, the exit-letter from BAPI or GPE shall have to be taken by exhibitor.
45. All other forms required to be filled in by exhibitor, formalities to be complied with by exhibitor, and all information and conditions mentioned in the brochure / catalogue / manual are part and parcel of this Agreement and same shall be binding upon Exhibitor.
46. Exhibitors shall not be allowed to make movement of the machinery / products / equipments from the space / booth / stall allotted to them to any other space within the Exhibition venue.
47. The Exhibitors shall have to make their arrangements related to lodging and boarding on their own cost and risk.
- 47 (a) Electrical safety: All wiring on display or display fixtures must conform to the applicable standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and / or such other seals of official approving agencies as may be required at the site of Exhibition.
- 47 (b) Before installation of any electrical item exhibitor have to take the permission from the management in writing and exhibitor has to use power / electrical allotted by our agency / management.
- 47 (c) Exhibitor has to use power stabilizer to run their equipments. Management is not responsible for any damage due to power / electrical fluctuations.
- 47 (d) Exhibitor will not alter any power connection.
48. The exhibition will be available on the website: <http://www.asiapharma.org>

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

## ASIA PHARMA EXPO 2011

### CHECK LIST

Things To Do	Do Before This Date	For Details or Form No.	Task Completed
Participation Payment	October 31, 2010	Customer Services	<input type="checkbox"/>
Participants Details	November 30, 2010	Form – 01	<input type="checkbox"/>
Exhibition Catalogue Advt. Release Order	November 30, 2010	Form – 02	<input type="checkbox"/>
Exhibition Booth Fascia	November 30, 2010	Form – 03	<input type="checkbox"/>
Entry Pass	November 30, 2010	Form – 04	<input type="checkbox"/>
Booth Plan Approval Form	November 30, 2010	Form – 05	<input type="checkbox"/>
Electrical Connections / Power Supply Form	November 30, 2010	Form – 06	<input type="checkbox"/>
Registration of the Stand Personnel	November 30, 2010	Form – 07	<input type="checkbox"/>
Invitation Card Requirement Form	November 30, 2010	Form – 08	<input type="checkbox"/>
Exit Pass	November 30, 2010	Form – 09	<input type="checkbox"/>
Form for Store Area	November 30, 2010	Form – 10	<input type="checkbox"/>

**Last Date of Submission of all forms & information: November 30, 2010**

**Last Date of Submission of dispatch of Freights: November 30, 2010**

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

## SPONSORSHIP DETAILS

<b>Seminar Halls</b>	<b>USD 2,000=00</b>
The series of technical seminars and scientific presentations will be carried out in two seminar halls situated at the venue. The seminar halls are well equipped with the latest audio – visual gadgets with ultra-modern arrangements for the audience. The company name / logo will be placed on the gate and inside the seminar hall towards the sponsorship. This will offer good exposure among the delegates those who are attending the seminars during the event.	
<b>Main Entry Gates</b>	<b>USD 1,500=00</b>
Main entry gate will be specially designed and decorated at the main entrance of the premises. The gate will carry the company name / logo with high visibility, as this gate will be used for the single point entry to the premises for all the attendees of the event.	
<b>Exhibition Registration Desk</b>	<b>USD 4,000=00</b>
The Exhibition Registration Desk will be assisting to the professional visitors to get registered for the APE2011 Exhibition. The only point in the Exhibition venue, where each and every Visitor has to come to get Registered and to obtain the Visitor's Badge. This place will ensure maximum exposure to everyone who attends the Exhibition Registration Desk. The Sponsor Company name / logo will be prominently placed at the Registration Form, Registration Desk and Registration Gate.	
<b>Exhibition Information Desk</b>	<b>USD 2,500=00</b>
The Exhibition Information Desk will be assisting to the professional visitors to guide them for the exhibition visit route, location of specific exhibiting company, announcement desk for the exhibition area, as well Customer Services. The maximum dense location point of the event with the delegates, exhibitors, and the visitors will provide the maximum exposure to everyone who attends the Exhibition Information Desk. The company name / logo will be prominently placed	
<b>Banners (5 No.s)</b>	<b>USD 1,000=00</b>
The Banners will be hanged from the ceiling of the hall above the passage area of the Exhibition. It will be prominently visible to all the visitors of the exhibition.	
<b>Scrolls Banners (5 No.s)</b>	<b>USD 1,000=00</b>
The hanging scroll banners hanged on the polls and placed on the path approaching to the exhibition will be displaying the unique message of the sponsors with the company name / logo.	
<b>Exhibitors Kit</b>	<b>USD 2,000=00</b>
The Exhibitors Kit will be distributed to each exhibitor carrying the Exhibition Catalogue, Badges, etc. The company name / logo of the sponsor's will be placed on the kit.	
<b>Badges</b>	<b>USD 2,000=00</b>
The Badges will display the name of the stand representative and the company represented, and will be compulsory for each exhibitor to identify oneself for various reasons. This will be the closest exposed sponsorship as will be visualized by each visitor those are attended by the exhibitors.	
<b>Visitor's Kit</b>	<b>USD 2,000=00</b>
The Visitor's Kit includes the APE2011 Event Catalogue, Show Route Planner, and other information papers. This will be one of the closest exposed sponsorship as will be visualized by each visitor those are attended by the exhibitors. Towards this Sponsorship, the Kit has to be supplied by the Sponsor.	

**Please ask for more tailor-made sponsorship requirements**

## ASIA PHARMA EXPO 2011 : LIST OF THE OFFICIAL CONTRACTORS

The Show Management of the APE2011 has contracted with a select group of companies to get the different tasks related to the set up and smooth functioning of the event proceedings. These designated contractors will be offering various services needed to the exhibitors on time-to-time basis. **The exhibitors are hereby informed and requested to contact the concerned agencies directly for their individual requirements. The exhibitor is informed to deal directly with each official agency in terms of getting the professional services and the cost involved towards the same. The Show Management of APE2011 will not indulged into the matter.** The official contractors are designated for the following services.

- **Booth Construction & Basic Furniture Services**

The exhibition booth construction and the basic furniture supplying company appointed to furnish the basic requirement to create the exhibition setup and to cater the requirement pertaining to the event.

**GPE EXPO PVT. LTD.**

GLOBAL, Opp. Priyadarshini Tower,  
Near Judges' Bungalows, Bodakdev,  
AHMEDABAD 380 015 INDIA  
Phones: +91.79.4000.8233 / 4000.8253  
TeleFax: +91.79.2687.1390  
Email: mail@asiapharma.org

- **Electrical Services**

The Official Electric Service Agency appointed to provide the extra electrical power supply other than the basic allotted to each exhibitor, to customized the electrical power supply requirement. The exhibitors are requested to contact the designated personnel at the event venue for the necessary customizations, and have to deal directly for the cost involved into it.

**GPE EXPO PVT. LTD.**

GLOBAL, Opp. Priyadarshini Tower,  
Near Judges' Bungalows, Bodakdev,  
AHMEDABAD 380 015 INDIA  
Phones: +91.79.4000.8233 / 4000.8253  
TeleFax: +91.79.2687.1390  
Email: mail@asiapharma.org

- **For Loading & Unloading of Goods at Exhibition Venue:**

The Official Loading / Unloading Agency appointed to provide the services for movement, loading and unloading of the exhibit material at the exhibition venue. The exhibitors are requested to contact the designated personnel at the event venue for the necessary customizations, and have to deal directly for the cost involved into it.

**HomeBound**

SW (A), 26, Gulshan Avenue,  
P. O. Box No.: GN 6052  
DHAKA 1212 BANGLADESH  
Tel: +880.2.989.4745 – 46, 989.4748-50  
Fax: +880.2.882.3416, 882.3519.  
Mob: +880.1811413309  
Email: ronald.quiah@homeboundbd.com  
Website: www.homebound.com.bd  
**Contact Person:** Mr.Ronald Quiah (Regulatory Affairs Manager)

- **Travel Agency:**

The agencies to furnish the travel related information during at Dhaka, Bangladesh. The exhibitors are requested to contact the agencies for the necessary customizations, and have to deal directly for the cost involved into it.

**UTE TOURS & EXHIBITIONS**

**MR. ROOPAL MALHOTRA (Mobile: + 91-9374477551)**

GLOBAL, Opp. Priyadarshini Tower,  
Near Judges' Bungalows, Bodakdev,  
AHMEDABAD 380 015 INDIA  
Phones: +91.79.4000.8233 / 4000.8253  
Email: [roopal@ute.co.in](mailto:roopal@ute.co.in), [ute@ute.co.in](mailto:ute@ute.co.in)  
Website: [www.ute.co.in](http://www.ute.co.in)

- **Freight Handling & Clearing Services**

With the aim to function smoothly the freight forwarding and clearing pertaining to the exhibit material / goods, the following agency is appointed as the Official Freight Handling & Clearing Agency. No other than this agency will be valid to operate for the same purpose for the APE2011 event.

**HomeBound**

SW (A), 26, Gulshan Avenue,  
P. O. Box No.: GN 6052  
DHAKA 1212 BANGLADESH  
Tel: +880.2.989.4745 – 46, 989.4748-50  
Fax: +880.2.882.3416, 882.3519.  
Mob: +880.1811413309  
Email: [ronald.quiah@homeboundbd.com](mailto:ronald.quiah@homeboundbd.com)  
Website: [www.homebound.com.bd](http://www.homebound.com.bd)

**Contact Person:** Mr.Ronald Quiah (Regulatory Affairs Manager)

**Galaxy World Logistics Ltd**

Erectors House (12th floor),  
18 Kemal Ataturk Avenue  
Banani, Dhaka 1213  
Tel: + 880 2 8820912  
Fax: + 880 2 9887572  
Email: [minar@galaxylogistics.com](mailto:minar@galaxylogistics.com)  
**Contact Person: SHAMSUDDIN MINAR (G M)**  
Mob: + 880 1713 035635

**ERT SHIPPING & WAREHOUSING PVT. LTD.**

28, Strand Road, 1st Floor  
KOLKATA 700 001 INDIA  
TEL.: +91.33.4003.7437  
Email: [pramod@easterngroup.in](mailto:pramod@easterngroup.in)  
Mobile: +91.98300.17100

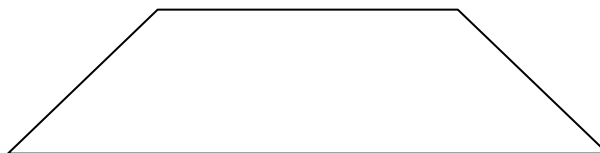
**Contact Person: Mr. PRAMOD NAHTA**

## LIST OF THE BASIC FACILITIES FOR THE SHELL SCHEME BOOTHS (9 sq. mt. / 12 sq. mt.)

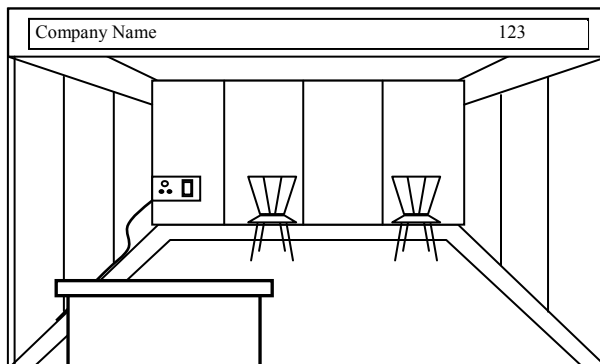
The standard booth of 9 sq. mt. / 12 sq. mt. under Shell Scheme will be included with the following package:

- Partitions : Two / Three sides
- Spot Lights : Three nos.
- Fascia for Company Name : Front side
- Electric Power Socket : One no. (5 amp.)
- Dustbin : One no.
- Information / Display Table : One no.
- Chairs – Folding : Two nos.
- Floor Carpeting
- Listing in the APE2011 Event Catalogue

For individual requirement and arrangements of the extra furniture / fittings, partitions, lightings, the exhibitors are requested to the designated contractors to avail the facilities directly. The details about the Official Agency are provided herein the Exhibitor Manual under the head of the Official Contractors.



← Bare Floor Space, ideal exhibitors or national groups who wish to build their own stand



← Includes Wall, Carpet, Lighting, Fascia with Company Name, One Display Table, Two Chairs & 5 Amp. Power

# IMPORTANT INSTRUCTIONS

## please pay attention

- The exhibitors are hereby informed and requested to contact the concerned agencies directly for their individual requirements. The exhibitor is informed to deal directly with each official agency in terms of getting the professional services and the cost involved towards the same. The Show Management of APE2011 will not indulged into the matter. The official contractors are designated for the following services.
- The last date of the submission of all the forms given herewith the Exhibitor Manual of ASIA PHARMA EXPO 2011 is November 30, 2010.
- The submission of all the forms given herewith the Exhibitor Manual of ASIA PHARMA EXPO 2011 will be considered valid and will be attended only, if the complete participation payment is made.
- Please submit the forms to;

ASIA PHARMA EXPO 2011  
GLOBAL, Opp. Priyadarshini Tower,  
Near Judges' Bungalows, Bodakdev,  
AHMEDABAD 380 015 INDIA  
Phone : +91.79.4000.8233 / 4000.8253  
TeleFax : +91.79.2687.1390  
E-mail : mail@asiapharma.org  
Website : http://www.asiapharma.org

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 1/A

**EXHIBITOR DETAILS:**

Name of Company: \_\_\_\_\_

Name of the Chief Executive: \_\_\_\_\_ Designation: \_\_\_\_\_

Name of the Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Address\*: \_\_\_\_\_  
 \_\_\_\_\_

City : \_\_\_\_\_ Pin / Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

*\* Please note that all correspondence related to ASIA PHARMA EXPO 2011 will be sent to this address only*

**FOREIGN PRINCIPALS:**

	Company Name	Country
1.	_____	_____
2.	_____	_____
3.	_____	_____

**PRODUCT SERVICES OFFERED:**

Please mark before the appropriate categories as shown overleaf.

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>	_____		
<b>Address:</b>	_____ _____		
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>	_____		

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

Date: \_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

Place: \_\_\_\_\_



# FORM – 2/A

## EXHIBITION CATALOGUE ADVERTISEMENT TARIFF CARD & TECHNICAL SPECIFICATIONS

- The Exhibition Catalogue will provide the key information about the exhibition & the exhibitors
- The Exhibition Catalogue will be widely distributed among the professional visitors, trade delegations, trade associations, export promotion councils, etc.

### ADVERTISEMENT TARIFFS

Type of Advertisement	For Exhibitors (USD)
Gate Fold	1,500=00
Back Cover	1,000=00
2 <sup>nd</sup> Cover	0,800=00
3 <sup>rd</sup> Cover	0,600=00
Full Page (Colour) [245 mm (H) X 185 mm (W)]	0,500=00
Half Page (Colour) [120 mm (H) X 185 mm (W)]	0,300=00

#### MODE OF ADVERTISEMENT BOOKING:

Please fill-up the Advertisement Release Order Form towards releasing your advertisement in the Exhibition Catalogue of Asia Pharma Expo 2011 should be duly signed with Company Seal, and submit to ASIA PHARMA EXPO 2011, India along with the advertisement material and payment.

#### MODE of ADVERTISEMENT PAYMENT:

Booking Amount : Alongwith the Advt Release Order, Advt Material (Design on CD + colour print for proof)  
 Pay By : Demand Draft  
 In Favour of : GPE EXPO PVT. LTD. (Payable at: Ahmedabad, India) OR  
 : BANGLADESH AUSHAD SHILPA SAMITY (Payable at: Dhaka, Bangladesh)

**Book your advertisement space in the Exhibition Catalogue of APE2011  
& get an access right to your prospects**

#### APE2011 Exhibition Catalogue

GLOBAL, Opp. Priyadarshini Tower, Near Judges' Bungalows, Bodakdev, AHMEDABAD 380 015 INDIA  
 Phone: +91.79.4000.8233 / 4000.8253 ● TeleFax: +91.79.2687.1390 ● E-mail: mail@asiapharma.org

**If South Asia is your market, this is the right opportunity!**

**Last Date of Submission**  
**November 30, 2010**

# FORM – 2/B

## EXHIBITION CATALOGUE ADVERTISEMENT RELEASE ORDER

To,

<b>ASIA PHARMA EXPO 2011</b> <b>GPE EXPO PVT. LTD.</b> GLOBAL, Opp. Priyadarshini Tower, Near Judges' Bungalows, Bodakdev, <b>AHMEDABAD 380 015 India</b> Phone: +91.79.4000.8233 / 4000.8253 TeleFax: +91.79.2687.1390 E-mail: mail@asiapharma.org Website: http://www.asiapharma.org	<b>BANGLADESH ASSOCIATION OF PHARMACEUTICAL INDUSTRIES</b> <b>(Bangladesh Aushad Shilpa Samity)</b> HOUSE # SWE, ROAD # 7, GULSHAN - 1, DHAKA – 1212 BANGLADESH Phone: +880.2.882.4163 Fax: +880.2.882.3651 E-mail: bdass@bol-online.com Website: http://www.asiapharma.org
--	--

Dear Sir,

Please publish our advertisement in the EXHIBITION CATALOGUE of the ASIA PHARMA EXPO 2011 exhibition as per the following instructions:

<b>Name:</b>		<b>REMARKS</b>
<b>Address:</b>		
<b>City – Pin:</b>		
<b>Country:</b>		
<b>Phone:</b>		
<b>Mobile:</b>		
<b>Fax:</b>		
<b>E-mail:</b>		

<b>TYPE OF ADVERTISEMENT</b>		<b>ADVERTISEMENT TARIFF</b>	
<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> COLOUR		
<input type="checkbox"/> HALF PAGE			
<input type="checkbox"/> GATE FOLD			
Material Enclosed:	<input type="checkbox"/> Positive with Progressive Proof	<input type="checkbox"/> Artwork	<input type="checkbox"/> CD
<b>Payment Details:</b>			
<b>Amount:</b>			
<b>Demand Draft / Cheque No.:</b>		<b>DD / Cheque Date.:</b>	
<b>Issuing Bank:</b>			

Name & Designation of the Authorized Signatory: \_\_\_\_\_

Date : \_\_\_\_\_

Place : \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature with Company Seal

**Terms & Conditions:**

- ◆ Advertisement booking will be accepted only if duly filled and signed with the Company seal APE2011 Exhibition Catalogue Advertisement Release Order Form is submitted along with the payment and appropriate advertisement material
- ◆ Material Required: Positive with Progressive Proof. Extra charges will be applicable for preparation of the advertisement material
- ◆ Mode of Payment: By Demand Draft in favour of BANGLADESH AUSHAD SHILPA SAMITY (Payable at Dhaka, Bangladesh) / GPE EXPO PVT. LTD. (Payable at Ahmedabad, India) along with the APE2011 Exhibition Catalogue Advertisement Release Order Form and the Advertisement Material
- ◆ Once the advertisement booked for the APE2011 Exhibition Catalogue will not be cancelled and the payment made towards it is non-refundable
- ◆ Subject to Ahmedabad, India jurisdiction

# FORM – 3

## NAME TO BE DISPLAYED ON THE EXHIBITION BOOTH FASCIA

- All the exhibitors of APE2011 are requested to fill-up the following details in CAPITAL LETTERS.
- Please adjust the Company name within the limit of 25 characters
- All the characters will be uniformly displayed on the front side of the booth
- Display letters specifications: 100 mm height
- No company / Product logo or monograms will be allowed to be placed on the fascia
- In case of failing in submission of Form – 3 to the Exhibition Services, APE2011, in such event, the name on the fascia will be considered based on the booth booking name of the company

Please enter the details in CAPITAL LETTERS only


**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

**Date:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 4

## APE2011 - ENTRY PASS

*Details of the exhibit material / goods / equipments: (Please attach separate papers, if required)*

Sr.	Description of the Item	Declared Value	Dimensions H X W X L	Weight	No. of Cases / Packets
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

Name of Logistic Forwarding Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Local Mobile No.: \_\_\_\_\_ (of Dhaka)

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

Date: \_\_\_\_\_

Place: \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 5

## APE2011 – BOOTH PLAN APPROVAL FORM

- Submission of this Form – 5 is compulsory for each participant at APE2011 exhibition, to feature the booth plan layout for the approval.
- Please submit the plan approval copies in triplicates in A3 paper size.
- Mention the height, weight of the exhibit materials
- Attach the plan approval copies (in triplicate) along with the Form – 5 carrying the following information of the exhibiting company:
- Exhibit material of maximum height of 10 feet will be allowed to display in the Booth.
- Details of Booth Designing /Constructing Agency:

- Agency Name: \_\_\_\_\_
- Contact Person: \_\_\_\_\_
- Mobile: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_
- Address: \_\_\_\_\_

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

Date: \_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

Place: \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 6

## APE2011 – EXTRA ELECTRICAL CONNECTIONS / POWER SUPPLY DETAIL FORM FORM FOR THE REQUIREMENT OF AIR COMPRESSOR ON RENTAL

Please fill-up your extra power connection & consumption requirement and please submit immediately the scan copy of filled form via mail to mail@asiapharma.org latest by, November 30, 2010.

Due to the delay in submission of this form after January 10, 2011, the Organizers and / or the Show Management do not take any responsibility of the delay in the timely supply of service.

**Rates for the extra electric power requirement for four days:**

	Connection Charges for four days (One time)	Electricity Power Consumption Charges for four days	Extra electric power requirement	Total (Connection Charge + Consumption Charge) X (Extra electric power load (kW) required)
<b>Single Phase</b>	USD 20=00 per kW	USD 15=00 per kW	_____ kW	USD _____
<b>Three Phase</b>	USD 20=00 per kW	USD 20=00 per kW	_____ kW	USD _____

**Rates for the Air Compressor Rental for four days:**

USD 500=00 Capacity m3 / h (cfm) Bar: 14.56 (8.56) Working Pressure Kgf / cm2 (psi): 12 (175)	USD 575=00 Capacity m3 / h (cfm) Bar: 29.67 (16.46) Working Pressure Kgf / cm2 (psi): 12 (175)
---	--

To avail the above shown extra facilities, please fill up the following details and submit to Bangladesh Association of Pharmaceutical Industries, Dhaka or the ASIA PHARMA EXPO 2011, India Office along with the payment before November 30, 2010:

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

Date: \_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

Place: \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 7

## FORM FOR THE REGISTRATION OF THE STAND REPRESENTATIVE

- The participant organization of APE2011 is requested to submit the following details of the representatives who wish to attend the booth and get registered themselves to obtain the Exhibitors Badges.
- Please fill up the form in CAPITAL LETTERS

Name of the Company: \_\_\_\_\_

Country: \_\_\_\_\_

Sr.	Name of the Stand Representative	Designation	Passport No.	Date of Birth
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

Date: \_\_\_\_\_

Place: \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 8

## APE2011 – INVITATION CARDS REQUIREMENT FORM

To,  
**The Organizers**  
**ASIA PHARMA EXPO 2011**

Dear Sirs,

This has with reference to our participation at ASIA PHARMA EXPO 2011 exhibition; please send us the Invitation Cards to be circulated to invite our business associates at ASIA PHARMA EXPO 2011.

Our requirement is \_\_\_\_\_ Invitation Cards.

Please send us the above shown quantity on following address:

Exhibiting Company: \_\_\_\_\_

Address: \_\_\_\_\_

City – Pin: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

**Date:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 9

## APE2011 - EXIT PASS FORM

To,  
 The Organizers  
 ASIA PHARMA EXPO 2011

Dear Sirs,

This has with reference to our participation at ASIA PHARMA EXPO 2011 exhibition; we have paid up all the necessary payments pertaining to the same.

We herewith take out the exhibit material from the exhibition venue that was brought in by us. We assure the following exhibit material is same (in terms of item and quantity), which will be returned at its original place from where taken for the exhibit purpose.

*Details of the exhibit material / goods / equipments: (Please attach separate papers, if required)*

Sr.	Description of the Item	Declared Value	Dimensions H X W X L	Weight	No. of Cases / Packets
1					
2					
3					
4					
5					
6					
7					
8					
9					

Name of Logistic Forwarding Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Local Mobile No.: \_\_\_\_\_ (of Dhaka)

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_  
 Authorized Signature  
 With the Name, Designation and  
 Company Seal

Date: \_\_\_\_\_  
 Place: \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---

# FORM – 10

## APE2011 – FORM FOR STORE AREA

*Details of the exhibit material / goods / equipments: (Please attach separate papers, if required)*

Sr.	Description of the Item	Declared Value	Dimensions H X W X L	Weight	No. of Cases / Packets
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

**Exhibitors Brief Information (Please enter in CAPITAL LETTERS):**

<b>Exhibiting Company:</b>			
<b>Address:</b>			
<b>City</b>		<b>Pin / Zip:</b>	
<b>Country:</b>			

<b>Booth No.:</b>		<b>Hall No.:</b>	
<b>Contact Person:</b>		<b>Designation:</b>	

\_\_\_\_\_

**Authorized Signature**  
**With the Name, Designation and**  
**Company Seal**

**Date:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**Asia  
Pharma  
Expo-2011**

DHAKA, BANGLADESH

24-26 FEBRUARY 2011

The Gateway of South Asian Pharma Market

---