



Present



Friends,

Once again MCHI welcomes your participation in the 16th Mega PROPERTY Show 2010 to be held at MMRDA Grounds BKC, Mumbai.

As one of our esteemed participants in MCHI Property Exhibitions over the years, we invite you to reserve your *preferred* stall in the 16th Mega Show PROPERTY 2010, BKC.

We have increased, rationalized stall sizes & layouts, and made the much in demand Section 'A' larger, Section 'B, and Section C' will be also equally prestigious and added new innovation for Participants to participate as a PATRON SPONSOR in this exhibition. [Details given on Page 5]

The Stall Rates, Application Form & Layout plan is enclosed for your ready reference.

Despite the bright scenario, where Real Estate Rates have moved up and input costs too have gone up, MCHI has NOT increased its participation rates. MCHI has in fact added more value added benefits to your participation.

Benefits / Value Addition :

- a) Book your Stall for April & also confirm your participation for October 2010 Exhibition and get the benefit of the same Rate and same Stall Location for both Shows in April & October 2010, you save on the increased Stall Cost in October 2010 if any.
- b) Free Listings in official Exhibition Catalogue as per format.
- c) Free Listings or Box Advt. in special issues on the exhibition simultaneously to appear in Times of India, Indian Express, Loksatta, Mid-day English & Gujrati Mid-day. [Details Follows]
- d) Passes for Exhibitors Lunch on Sunday, April 11th, 2010.
- e) Passes Exhibitors Dinner Party on Friday, April 9th 2010.
- f) Discounted Rates on the Cafeteria.
- g) No Car Parking Charges.
- h) Complimentary Bus Pick-up Services to and fro to the exhibition from Bandra (E) & Kurla (W) Railway Stations.

A. **BOOKINGS :**

Booking Applications, along with 75% Cheque payments for the 16th Mega Show and 10% for the October will be accepted up to **11th March 2010** till **5pm** at MCHI's Office, at New Marine Lines, Mumbai.

Stalls will be allocated on the basis of 'DRAW OF LOTS' from the list of confirmed participants.

In case a concerned participant seeks time to decide on the allocation at the time of MCHI's call, then the draw token number priority will be relegated to the next number in the category, progressively at the get together function itself.

B. **PAYMENTS TERMS :**

- ✚ **75% Advance of the Stall Amount before 11th March 2010 + 10% for the October Show.**
- ✚ **25% (Balance) on or before 20th March 2010.**
- ✚ **Service Tax 10.30% will be levied on all Stall Cost.**
- ✚ **All Cheques to be drawn in favor of 'MCHI TRUST EXHIBITION', payable in Mumbai.**
- ✚ **A receipt for the advance payment will be sent in due course.**

C. **RESERVATIONS :**

Some Stalls are already reserved and marked Partners and Government Bodies & Associations; hence those stalls will not be available or applicable in the draws.

Patron Stalls : 1, 2, 3, 4, 5, 7, 8 & 9

Stalls Nos. are in Section A : 6, 13, 15, 19, 20, 27

Section B : 3, 12, 13, 14, 16, 19

Section C : 6, 14, 19, 27

THE DRAW :

The allocation of Stalls will be done under the procedure outlined below :

Date : Friday, March 12th 2010

Time : 5 p.m. – 7 p.m. followed by Hi-Tea

**Maharashtra Chamber of Housing Industry (MCHI)
Conference Hall
Maker Bhavan – II, 4th Floor,
18, Sir Vithaldas Thackersey Marg,
New Marine Lines, Mumbai – 400 020.
Tel : 42121421 Fax # 4002 0361**

First draw will be for the PATRONS : Reserved Stalls for Patron : (Stall No. 1, 2, 3, 4, 5, 7, 8 & 9) Second draw will be from 128–108 Sq. Meters category , and so on.... If the number of participants for any category is more, (for example if you book for a 128 – 108 Sq. Mtrs. stall and we receive 10 request for the same then all 10 applications will be put in a common draw for 5 stalls in this category, after 5 draws the balance 5 applications will be given a first preference to get a stall in next draw of lots in the stall size of 96-72 Sq. Mtrs. as only 5 stalls are available in 128 – 108 Sq. Mtrs. Category (apart from reserved stalls)

If out of the first 8 draws of slots of 128-108 Mtrs, if any developers like and don't want to take the stall available in the said category i.e. Stall No. **10, 11, 12, 14 & 17** then the draw application will be considered in next slot of draw i.e. in 96-72 Mtrs draw of slot, **and will not be given first preference as mentioned above.**

D. PROCEDURE FOR STALL BOOKING & STALL ALLOCATION FOR 16th MEGA SHOW PROPERTY 2010 April.

FIRST DRAW OF LOTS WILL BE FOR PATRON SPONSOR

✚ **For Prime Stall No. 1, 2, 3, 4, 5, 7, 8 & 9 (12X12 Mtrs) The Patron Package Details are attached)**

✚ **SECOND DRAW OF LOTS (Hall 'A')**

For Stalls Sizes 128 – 108 Sq. Mtrs. (5 Stalls)

The Draw of Lots, for Stalls Nos. 10, 11, 12, 14, & 17.

✚ **THIRD DRAW OF LOTS (Hall 'A')**

For Stalls Sizes 96 TO 72 Sq. Mtrs. (16 Stalls)

The Draw of Lots Hall A, for Stalls Nos. 16, 18, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31, 32, 33, 34, & 35.

✚ **FOURTH DRAW OF LOTS (Hall 'B')**

For Stalls Sizes 64 TO 30 Sq. Mtrs. (15 Stalls)

The Draw of Lots, for Stalls Nos. 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 15, 17, 18, 20 & 21.

✚ **FIFTH DRAW OF LOTS (Hall 'C')**

For Stalls Sizes 24 TO 9 Sq. Mtrs. (39 Stalls)

The Draw of Lots, for Stalls Nos. 1 to 5, 7 to 13, 15 to 18, 20 to 26 & 28 to 43.

E.

PRICING FOR THE STALLS :

Hall	Member's Rate Per Sq. Meters	Non Members/HFI's & Banks Per Sq. Meters	Service Tax
Section A	14,000	15,000	10.30%
Section B	12,000	13,000	10.30%
Section C	10,000	11,000	10.30%

F.

Patrons :

[Stall No. 1, 2 ,3, 4, 5, 7, 8 & 9]
35 Lacs + 10.30 % Service Tax

Includes # :

1. Super Premium Exhibitions Space

- ✚ Premium Space in Hall A (12x12) 144 Sqm
[Reserved Stall more than one entry received the stall allocation will be on draw of lots as given above.]

First Choice to select out the 8 Stalls will remain with the Patrons.

2. Sustained Hi-Value Branding & Media Spend

- ✚ Your Company Name & Logo in all advertisements in Print Media & Outdoor Media and in all communications including Invitation.
- ✚ One Color Advertisement in Times of India, DNA, Mid-Day (400 Sq. Cms), on the 1st day of the Exhibition (i.e 8th April'10)
- ✚ One Road Hoarding at the Exhibition site for 7 Days (6th to 12th April 2010) during exhibition. (Size15 ft x 50 ft).
- ✚ 10 on site Video Commercial (of Max. 30 Secs) on LED Screen in registration area, 15 Spots a Day during Exhibition 4 Days – [Free of Charges] Total 60 Spots.
- ✚ Onsite Buntings hung inside the Exhibition Passage/ Canteen.
- ✚ Your Company Logo as Patron on Decorative Exhibition Main Gate.
- ✚ One Advertisement in Exhibition Catalogue (Full Page Color Ad)
- ✚ Your Logo as Patron in Exhibitor's Manual
- ✚ Your Logo on Credits Page in Exhibition Catalogue.
- ✚ Your Logo on Website as PATRON & which will be redirected to your company website.
- ✚ Prime Locations on Online Expo for 15 Days.

More Benefits :

- ✚ Complete database of visitors on CD.

MCHI reserves the right to amend this offer.

G.**IMP NOTE :**

- ✚ Stall Sizes will not be altered (decreased or increased) in any of the Halls on the demand of any exhibitor, after allocation.
- ✚ Companies if necessary can take Two Stalls together (if available) to increase their Stall Sizes.
- ✚ You can avail of a uniform height up to 4 Mtrs. in Hall A & B for stall design and 2.5 Mtrs. in Hall C. **No additional stall Height will be permissible.** Participants will have to adhere to this restriction very strictly.
- ✚ No stall possession will be given without full 100% payments being received by us.
- ✚ Advance payment for April – Show 2010 will not be adjusted in any of our future Shows. In case of cancellation of participation, advance money paid will be forfeited.
- ✚ The allocation of the Stalls will be completed on 12th March 2010 at the function and after that we will be marketing the stall to others in the industry will be open on first come first serve basis.

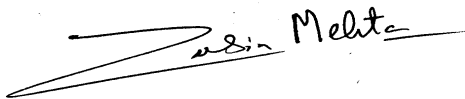
Please note that your presence at the function is a must. It will also help you to network and interact with your co-participants from your industry. In case of a no show from your organization your stall selection will be at MCHI's discretion and will be given from the balance stalls available after the draw.

This year we have made attempts to have our Members also participating as Patrons to the exhibition with special privileges.

We have also made attempts to keep the Stall Rates same as last year though the costs to have gone up by 25%-30% over the previous year. This is an attempt to help MCHI Members generate more business without having to incur extra costs in media, ground rentals, structures etc.,

We look forward to the privilege of welcoming your participation in **16th MEGA SHOW, PROPERTY 2010, BKC** and welcoming you at the function on **Friday, March 12th, 2010.**

Yours truly,



Zubin Mehta
Chief Executive Officer

For Developers Stall Bookings Contact :

Mr. M. A. Patel	Mobile - 9820 921461	Email mapatel@mchi.net
Mr. Shashikant Nimbalkar	Mobile - 9987 521510	Email shashikant@mchi.net
Mr. Siddharth Mhatre	Mobile - 9820 921451	Email sidharth@mchi.net

For Sponsorships & HFI's & Banks Bookings Contact :

Mr. Ashok Lulla	Mobile - 98676 19950	Email ashoklulla@mchi.net
Mr. Sydney D'souza	Mobile - 98207 96657	Email sydney@mchi.net

STALL BOOKING FORM FOR THE DRAW

Yes, I am interested in participating in PROPERTY 2010, 16th MEGA SHOW to be held from 8th - 11th April ' 2010.

Interested as PATRON

Or Space Requirement _____ Sq. Mtrs. in

Hall A Hall B Hall C

Cheque enclosed for Rs. _____ being paid as advance payment i.e. 75% of the stall cost.

Name : _____

Organization : _____

Address : _____

Tel No : _____ Fax No : _____

Mobile : _____

E-mail : _____

Signature : _____ Date : _____

Company Seal :

Note :

- a. Please fill the above Form and send it along with your cheque to MCHI by 11th March 2010 by 5 pm.
- b. This form duly filled, signed & stamped has to be given along with the cheque to participate in the draw.
- c. Please keep a copy of this form for your record.