

The Highlights

1. Second Expo in Bangalore after **Silken Splendours Exhibition 2005**.
2. The Expo will be exclusively for Silk Mark Products.
3. A regular feature of Consumers and Dealers Meet.
4. Being held at prestigious Kanteerva Indoor Stadium which is in the heart of the city.
5. Affluent consumers from IT & BT with high earnings.
6. Exclusive publicity planned in Print and Electronic Media.
7. Sourcing of all four varieties of Silk prior to Ugadi and commencement of marriage season.
8. A tremendous sale performance as experienced during Silken Splendour Expo 2005 at palace ground.

Pre-Qualification Criteria

1. Silk Mark Expo 2008 is organized only for the Authorised Users of Silk Mark.
2. Prospective Members can send the duly filled in Membership and Authorised User applications along with the order form.
3. 100% Pure silk products only would be allowed in the Expo for display and sale.
4. Participants with diverse products of Silk would be preferred.
5. Participants should buy a fixed quantity of **Silk Mark Labels** before hand from SMOI Bangalore Chapter.
6. All products shall invariably be tagged with **Silk Mark Label**.
7. Participants infringing the above conditions would be disqualified.

Selection Process

The beauty and attraction of Expo lays on the diversified products display and sale such as Garments, Made ups, Dress Material, Carpets, Home Furnishings etc., other than exclusive attractive Silk Sarees of Bangalore, Kancheepuram, Arani, Dharmavaram, etc.,

The selection of participants will be based on certain criteria.

1. Selection of participants will be done by a committee.
2. Selection will be done based on first come first serve basis on each category / sector.
3. However committee has got discretion on selection of the participants on the basis of their reputation and credibility.
4. Stalls availability is limited.

The Business Prospects

Bangalore - The Silken city always has a consistent demand for Silks from the local and floating consumers especially during the festival and marriage season. The month of March is an ideal time, expected to have a substantial turn over of business.

Publicity

Exclusive publicity is being planned in Electronic and Print media i.e. T.V., Radio, Newspaper, Magazines, Hand bills besides Mobile van display and Hoardings in prominent commercial area etc.,

Inaugural Function

Presence of a celebrity is being planned for the inaugural function.

Press / Media

Electronic and Print media conference is being planned during inaugural day / Expo.

Buyer Seller Meet

Buyer seller meet will be arranged for fashion world / Boutiques representatives.

Exporters Meet

An Exporter's meet is being planned to elicit views to enter in the retail market. The meet and interaction with participants would be for sourcing of export quality material.

Authorised User Meet

Authorised Users of Silk Mark will be invited for a meet on 1st day immediately after the inauguration to take suggestion and eliciting views on the arrangement of 'The Expo'.

Lucky Draw for Consumers / Gifts

A lucky draw scheme is planned to make the Expo shopping a pleasure. And there will be attractive gifts for visitors.

Credit Card Facility

Credit card facility will be made available at the Expo premises. However individual connections can be opted by the participants at their own.

Stall Facility

Fully furnished stall	=	10' X 10' and 10' X 6'
Table	=	2 Nos
Chair	=	2 Nos
Spot Lights	=	2 Nos
Power Plug	=	1 No
Facia with name		
Stall Carpet		
Display Rack	=	1 No

Carry Bags

Silk Mark carry bags will be supplied to the stalls in limited Numbers

EXPO Details

Date	-	6 th March 2008 to 10 th March 2008
Venue	-	Kanteerava Indoor Stadium, Kasturaba Road, Bangalore.
Timings	-	11.00 a.m. to 8.00 p.m

Participation fee	10'x 10'	10' x 6'
Stall rent	Rs. 49,840/-	Rs. 32,040/-
Service Tax(12.36%)	Rs. 6,160/-	Rs. 3,960/-
SM labels 2000 Nos	Rs. 4,000/-	Rs. 4,000/-
Total (General)	Rs. 60,000/-	Rs. 40,000/-
Premium Stalls extra charge	Rs 5,000/-	Rs. 3,000/-
TOTAL (Premium)	Rs. 65,000/-	Rs. 43,000/-

Stall Booking

Stalls can be booked by sending the enclosed order form duly completed along with the required payment in full. Booking of multiple stalls will be preferred only for premium stalls and it is an early bird offer.

Preference

Preference will be given to the participants of diversified products.