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WORLD
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AN INITIATIVE OF VIJNANA BHARATI



7th World
Ayurveda
Congress &
Arogya Expo

Focal theme

Strengthening the Ayurveda Ecosystem

7th WAC AROGYA EXPO 2016

1-4 December 2016
Science City, Kolkata

Partner



PHARMACEUTICALS EXPORT
PROMOTION COUNCIL
Ministry of Commerce & Industry
Government of India

Partner



CENTRAL COUNCIL
OF INDIAN MEDICINE

A comprehensive fair on AYUSH systems



Focal theme

Strengthening the Ayurveda Ecosystem

7th WORLD AYURVEDA CONGRESS & AROGYA EXPO 2016

The 7th WAC & AROGYA Expo will be organised from 1-4 Dec 2016 at the Science City, Kolkata by World Ayurveda Foundation supported by the Ministry of AYUSH, Govt. of India.

Highlights of 7th WAC

- ▶ 4000 plus delegates
- ▶ 5 Plenary, 30 parallel sessions and poster sessions together covering nearly 400 papers
- ▶ 150 Invited and Key Note Speakers
- ▶ 40 Countries' participation
- ▶ 24 Internationally acclaimed Speakers
- ▶ International Delegates Assembly
- ▶ International Conclave on Ethno Medicine and Traditional Health Practices with over 200 healers to demonstrate the traditional wisdom
- ▶ Exclusively designed 19 Associated Events



AROGYA EXPO 2016

Science City Kolkata, where the **AROGYA Expo** is scheduled is well known for holding exhibitions successfully is being brought up with world-class exhibition facilities. Ample parking space near the venue increase the possibility of enhanced footfalls. World-class Expo arrangements and stalls are expected to attract more than 3 lakh visitors. Pavilions by Ministry of AYUSH, Govt. of India, National Medicinal Plants Board, various state governments and PHARMEXCIL make the event more significant.

HIGHLIGHTS OF AROGYA EXPO 2016

This AROGYA is expected to be a comprehensive health fair on the entire AYUSH systems with the following major highlights:

- ▶ Largest fair in complementary and alternative healthcare in the world since 2002
 - ▶ Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing
 - ▶ Actively supported by the Ministry of AYUSH, Government of India and various state governments
 - ▶ PHARMEXCIL Buyer – Seller Meet (BSM) to bring in 50+ foreign buyers and regulators
 - ▶ Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.
 - ▶ Home pavilion and pavilions by Ministry of AYUSH, Govt. of India, National Medicinal Plants Board, various state governments and PHARMEXCIL
 - ▶ Mass publicity by the Ministry of AYUSH, Govt. of India and WAC
 - ▶ Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, national and international universities and educational institutions, laboratories, resorts and spas, trade houses and knowledge bank services
- ▶ Diverse visitor profile including medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers and the general public
 - ▶ The visitors benefit from an array of exhibits by AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators
 - ▶ Involves all trade and business associations of national and international importance in this sector, and major government and private organizations
 - ▶ Backed by the involvement and support of these major associates, this year's Expo is expected to bring in half a million visitors
 - ▶ Free health check-ups, lectures and Counselling by specialists of Ayurveda, Unani, Homeopathy, Siddha, Yoga and Naturopathy, Prakriti Pariksha and Nadi Pariksha (pulse diagnosis)





WHAT DOES THE EXPO AIM TO ACHIEVE?

- Provide a much-needed showcase for the AYUSH sector in India
- Showcase the achievements of the AYUSH Councils
- Enable the Ayurvedic industry, allied products and services to interact directly with the consumers
- Facilitate interaction between the industry and potential buyers
- Register Ayurveda in the minds of consumers
- Motivate students

WHO CAN PARTICIPATE?

- AYUSH Industry Manufacturers
- Traders
- Hospitals
- Clinics
- Consultancy Firms
- Research Outsourcing Centres
- Production Outsourcing Companies
- Product Development Institutions
- National & International Universities
- National & International Educational Institutions
- Laboratories
- Resorts and Spas
- Trade Houses
- Knowledge Bank Services
- Ayurvedic Practitioners
- Ayurvedic Hospitals
- Cosmetics ~ Manufacturers / Traders
- Private Educational Institution
- Govt. Educational Institution
- Foreign Educational Institution
- Foreign University
- Nutraceuticals / Manufacturer / Traders
- NGOs
- Equipments / Manufacturers / Traders
- R & D Institutions
- Book Publishers
- Medical Plant Nursery / Cultivator Herbarium
- Certifying Agency

With all its components, this edition of AROGYA is expected to attract larger participation from leading AYUSH drug manufacturers, healthcare products' manufacturers, health food producers, herbal cosmetic products, medical practitioners, hospitals, clinics, research institutes, naturopathy centres, lab equipment & machinery manufacturers, State & Central Government Departments, Councils and the general public.

The AROGYA Expo will also have

FREE AYUSH Clinics for the General Public with focus on:

- ▶ Diabetes
- ▶ Women Health
- ▶ Child Health
- ▶ Health of Aged
- ▶ Preventive Cardiology
- ▶ Neurology
- ▶ Oncology etc.

Exhibitors are entitled to claim applicable subsidy from Ministry of AYUSH as applicable for National AROGYA exhibitors.

Details available at:

www.indianmedicine.nic.in

Available to all AYUSH sector stakeholders

GENERAL INFORMATION AND RULES FOR 7th WAC AROGYA EXPO, 2016

VENUE: Science City, Kolkata

DATE & DURATION : 1st-4th December 2016

PARTICIPATION CHARGES

a. Standard Stall space - 3x3 sqm = 9 sqm – @8000/- per sqm.

b. Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

LAST DATE FOR BOOKING OF STALLS: 31st October 2016

SPOT BOOKINGS: No spot bookings are entertained

BULK BOOKINGS: Bulk booking of stalls will be entitled for discounts

FACILITIES:

Facility for stalls shall include structural construction, 3 sides PVC laminated panels, synthetic carpets, fascia in English (maximum 20 characters), 1 spotlight, 1 modular system table, 2 system foldable chairs, 5 amp. Plug point and other basic facilities.

Basic facilities available for all exhibitors: General Decoration, Security & Fire Fighting Services in Exhibition Hall, General Publicity for Visitor Promotion, General illumination inside, in the aisles and in the Exhibition Hall.

Additional facilities available on Payment Basis: Electricity for additional lighting and for demonstration of the equipment, additional furniture, spot lights, plug points and other electrical fittings, fixtures, wiring etc. Services of official stand, presentation agency for design, decoration work, display aids /stands, attendant/ interpreter / guides. Business / media centre facilities such as fax, e-mail, photography, computer services etc. Services of official freight forwarding, handling and clearing agency.

HANDLING & CLEARANCE OF GOODS:

All clearing and handling of the exhibits shall be the responsibility of the exhibitors. However, they can take the help of the official clearing and forwarding agency.

Exhibitors are required to comply with instructions issued by the Organisers regarding the schedule for setting up and dismantling the stall. Failure to comply with the instructions will attract penalty. A circular / e-mail would be issued in this regard to all confirmed stall holders.

GENERAL CODE OF CONDUCT:

- Exhibitors are not allowed to litter the surroundings
- Garbage bins have to be kept inside the stalls only
- Any equipments / material / goods if found on the aisles / gangways during visiting hours of the Expo will be removed by the organisers without notice

EXHIBITORS' PASS & GATE PASS:

Exhibitors' passes shall be distributed to authorised persons at respective booths. Exhibitors are NOT allowed to vacate their stalls without a valid gate pass.

SUB-LETTING:

Subletting of stalls is absolutely prohibited.

GENERAL GUIDELINES:

The Exhibitors are liable for payment of compensation for any bodily harm to person, staff, agent, organisers and other exhibitors and / or damage caused to the property of the organisers and /or other exhibitors, caused by himself or his agents during transportation, installation, expo duration and dismantling period.

REACH US AT...

Stall Booking [aurogya@ayurworld.org](mailto:arogya@ayurworld.org)

General Enquiry info@ayurworld.org

RIGHTS OF THE ORGANISERS:

- To reject any application for space without assigning reason
- To amend the Terms & Conditions for Participation and issue additional rules & regulations for the Exhibitors from time to time which shall be binding on the Exhibitors
- To recover from the Exhibitors, the compensation for losses or damages cause to the property or reasonable penalty for any willful contravention of the terms and the participation
- To postpone, curtail, extend or abandon the exhibition or close some or all sections of it temporarily or permanently in unforeseen circumstances
- To photograph or video film of the interior of any stall and to use the same for promotional work
- To refuse permission to any exhibitor to clear his stall if he has not paid all dues to the organizers or to retain the exhibits or other goods as collateral security till dues are paid
- To cancel any booking confirmed or otherwise, with or without payment affected in full or otherwise, without assigning any reason and without any notice or intimation

INSURANCE: Organisers shall not be held responsible for any loss whatsoever incurred by Exhibitors and they should obtain comprehensive insurance coverage for their exhibits against all risks for the period covering theft, floods, rain, transportation, preparation, installation for fair duration and dismantling including transit and any other loss as such.

COUNTER SALES: Counter sales are permitted at the exhibition. Exhibitors can sell their exhibits or equipment, provided they possess the necessary licenses, documents & permissions to sell their products / services within West Bengal State limit. In the case of sale, the payment of VAT and other taxes as applicable to the authorities concerned will be the direct responsibility of the Exhibitors.

PARTICIPANTS' GUIDE: Organisers shall bring out a Participants' Guide and the rules & regulations mentioned therein will be binding on all.

NON-ALLOCATION, CANCELLATION, NON-PARTICIPATION:

- a. If the Organisers cannot allot a stall, money paid by the prospective Exhibitor will be returned. Applicable only if full payment has been made
- b. If any Exhibitor withdraws or cancels participation minimum 60 days before the Expo, then only 80% amount will be refunded. This does not apply to the part payment
- c. If any Exhibitor fails to turn up for setting up the stall or cancels participation at the last moment, Organisers shall utilize the stall in any manner they deem fit. All the money paid by the Exhibitors will be considered forfeited

TRAVEL & TOUR: For your Travel, Boarding & Lodging arrangements, you may contact: Travel Partner. (Please visit www.ayurworld.org for more details and updates).

JURISDICTION: Disputes, if any, shall be subject to Bangalore jurisdiction only.

FORCE MAJEURE: Under the condition of the force majeure which also includes strike, lock out, closure, riots, the Organisers reserve the right to alter the opening dates and duration or even cancel the entire exhibition. In case of change in dates and duration of exhibition, contractual obligations between the Organisers and Exhibitors remain unaffected. In case of cancellation of the Exhibition, the amount will be refunded to the Exhibitors after deducting the proportionate costs already incurred by the Organizers.

The application form is to be signed and returned to the **Chief Coordinator, 7th WAC & Arogya Expo 2016, WAC Secretariat, 107/8, Margosa road, Between 13th & 14th Cross, Malleswaram, Bengaluru - 560 003, Karnataka, India.** The application must be accompanied by the Demand Draft drawn in favour of AROGYA Expo, Kolkata payable at Bengaluru. Add the applicable taxes while drawing the DD as per Proforma Invoice issued. Exhibitors will be allowed to take possession of allocated stalls only after making full payment.

The Organisers stand indemnified from any liability on account of Exhibitors not complying with the provisions under Drug & Cosmetic Act, 1940 and Drug & Magic Remedies Act, 1955 and concerned Rules & Amendments therein or any other law that governs the Exhibitors' products, display, communication, claim and service. The Organizers reserve the right to deny exhibit of any product, service or message that in their opinion violates applicable laws with no liabilities accruing as a result of such action.

This Exhibitor accepts and agrees to abide by all the rules mentioned herein and subsequent additions and amendments, as determined by the Organisers and made binding on the Exhibitor/s as they deem fit. All decisions taken by the Organisers in any matter concerning the Exhibitors and AROGYA EXPO 2016 is not subject to option, choice, negotiation or prior agreement of the Exhibitor.

Simple steps to proceed with booking of stall(s):

1. Go through this brochure and AROGYA Expo Layout and decide general location of Stall and No. Desired.
2. Contact Vd. Tanuja Gokhale (Cell No. + 91-9765383735, E-mail : arogya@ayurworld.org) to check availability of the desired stall number.
3. On mutual discussion and agreement, Vd. Tanuja Gokhale would email Proforma Invoice for booking of stall with value of the stall you desire to book.
4. All Proforma Invoices have a validity of 7 days for completion of formalities. Please fill in Form, attach DD as per Proforma Invoice and courier to WAC Secretariat, World Ayurveda Foundation, 107/8, Margosa Road, Between 13th & 14th Cross, Malleswaram, Bengaluru-560 003, Karnataka, India. Telephone : +91-80-23467439. Please email the details to arogya@ayurworld.org as a mandatory intimation for us to block your stalls.
5. WAC Secretariat will issue final Stall allotment on receipt of full payment. Part payment will not be entertained and may not be refunded in case of cancellation.
6. WAC Secretariat will intimate set-up dates and dismantling dates, 30 days prior to events.

OUR SINCERE THANKS TO..... For Supporting the 6TH WAC & AROGYA EXPO held at DELHI



Government of Kerala



Government of Madhya Pradesh



सत्यमेव जयते
Government of Rajasthan



सत्यमेव जयते
Government of NCT of Delhi





Glimpses of 6th WAC AROGYA held at Pragati Maidan New Delhi from 6-9 November 2014



**7th WAC AROGYA EXPO 2016, 1st - 4th December 2016
SCIENCE CITY, KOLKATA**

FORM FOR SPONSORSHIP / BOOKING OF STALLS

To,

WAC Secretariat (AROGYA EXPO),
World Ayurveda Foundation, 107/1, Margosa Road,
Between 13th & 14th Cross, Malleswaram, Bengaluru-560 003
Phone: +91 80 2346 7439, **E-mail: arogya@ayurworld.org**, Website: www.ayurworld.org

(Filled up Form & D.D. to be sent so as to receive before 30th October, 2016)

Sub: Booking of Stalls at 7th WAC AROGYA EXPO 2016, Science City, Kolkata

Dear Sir /Madam,

We hereby forward the application form duly filled in together with Demand Draft for space rent. We acknowledge explicitly that we have accepted in full the General Rules of the 7th WAC AROGYA Expo 2016 and by submitting this application; we undertake to comply with the same.

1. NAME AND FULL ADDRESS OF THE ORGANISATION (in Block Letters)

Name:.....
 Address:.....
 City:.....Pin Code:Country:
 Phone:.....Fax:
 E-mail:Website:.....

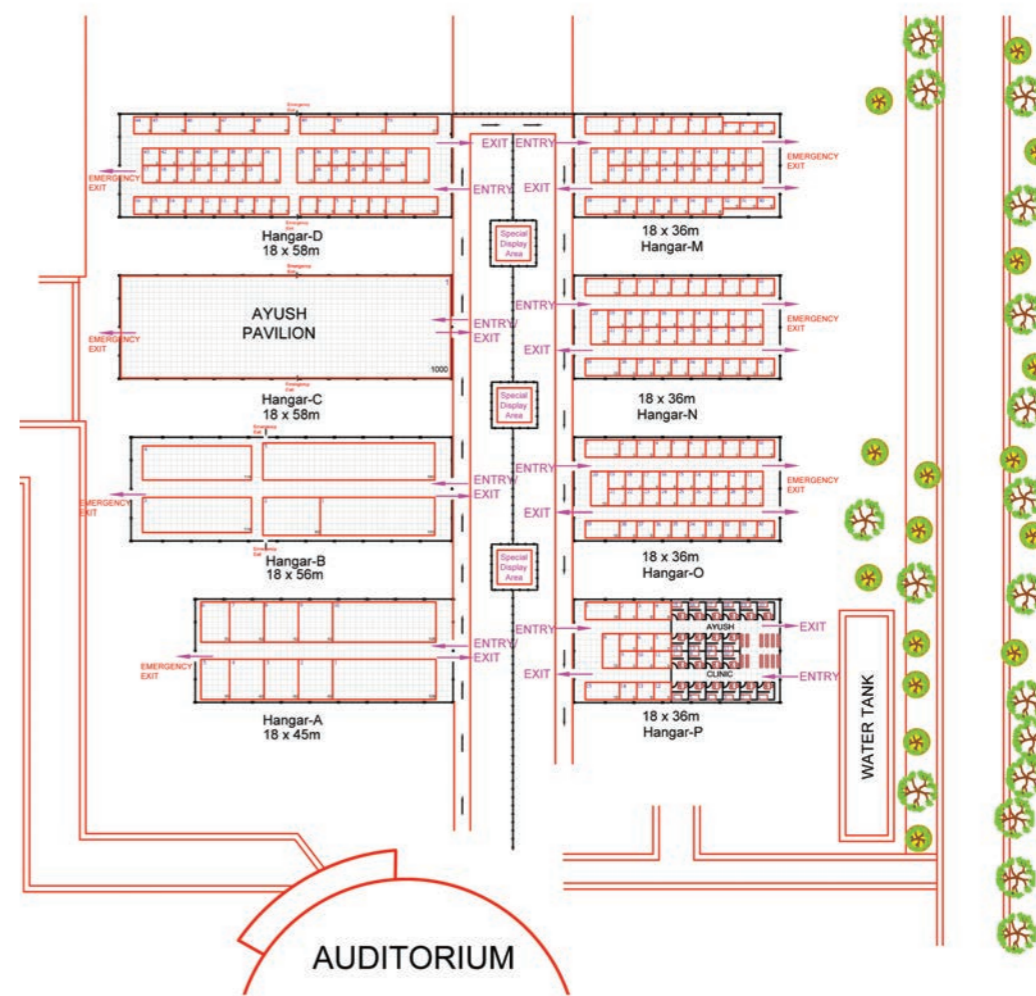
Short Name (For Fascia panel at entrance of your stall - Please use CAPS for FASCIA PRINT – limited upto 20 characters max.)

Name of Contact Person:Designation:
 Address:
 Phone No.:Fax No:.....
 Mobile No.:E-mail:



7th WAC AROGYA EXPO 2016
1st – 4th December 2016
 Science City, Kolkata

AROGYA EXPO LAYOUT



- Note:
- Numbers at the top left corner of stalls/pavilions denotes the stall number and that at the bottom right corner denotes the area in sqm
 - The Organisers reserves the right to make changes to the layout without prior notice

2. CATEGORY (Please tick the appropriate)

- | | | |
|--|---|---|
| <input type="checkbox"/> Ayurvedic Practitioner | <input type="checkbox"/> Medicine ~ Manufacturer / Trader | <input type="checkbox"/> Ayurvedic Hospital |
| <input type="checkbox"/> Cosmetics / Manufacturer / Trader | <input type="checkbox"/> Private Educational Institution | <input type="checkbox"/> Govt. Educational Institution |
| <input type="checkbox"/> Foreign Educational Institution | <input type="checkbox"/> Foreign University | <input type="checkbox"/> Nutraceuticals / Manufacturer / Trader |
| <input type="checkbox"/> NGO | <input type="checkbox"/> Equipments / Manufacturer / Trader | <input type="checkbox"/> R & D Institution |
| <input type="checkbox"/> Book Publisher | <input type="checkbox"/> Medical Plant Nursery / Cultivator | <input type="checkbox"/> Herbarium |
| <input type="checkbox"/> Certifying Agency | <input type="checkbox"/> Others | |

3. SPACE REQUIREMENTS AND DETAILS OF PAYMENT (Tick the Appropriate)

1. Stall Type:

- Standard Stall space - 3x3 sqm. @ ₹8000/- per sqm.
- Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

2. Number of stalls:

3. Preferred stall numbers:
 (Allocation at the final discretion of WAF Authorities)

4. Hired / Built-up Space: sqm.

5. Sponsorship / Stall Booking Charges: ₹.....

6. Service Tax (15%): ₹.....

7. Total Value: ₹.....

8. Proforma Invoice No.: Dated:

(Please refer to the Expo Layout plan and reconfirm availability of particular stalls by communicating with arogya@ayurworld.org)

Payment*:

Demand Draft No. : Dated :

- * Payment should be drawn in favour of “AROGYA EXPO KOLKATA” payable at Bengaluru.
- * Part payment not allowed and will not confirm booking or particular Stall allocation.
- * No cancellation permitted. On part payment, amount will be deemed forfeited.

Bank details for Wire Transfer

Name of the Account:	AROGYA EXPO KOLKATA	Name of the Bank:	Bank of Maharashtra
Account Number:	60256704633	Branch:	Yelahanka, Bengaluru (Code - 1319)
IFS Code:	MAHB-0001319		

4. ADDITIONAL FACILITIES**

(Please be specific in requirements. Use additional sheet if required)

- 1.
 - 2.
 - 3.
- Additional sheet attached: Y/N..... If Yes, no. of pages:

**Kindly note that these facilities will NOT be provided by NATIONAL AROGYA Organising committee or any person on their behalf. The same shall be made available only through the agency as authorized by WAF. The contact details of the concerned agency/s shall be shared once the booking process is complete.

Signature of Company Official & Seal:

Date:

Note - Please go through Information & General Rules for NATIONAL AROGYA Expo, 2016



AN INITIATIVE OF VIJNANA BHARATI

WAC Secretariat (AROGYA 2015)

World Ayurveda Foundation

107/1, Margosa Road, Between 13th & 14th Cross, Malleswaram, Bengaluru-560 003

Phone: +91 80 2346 7439, 4214 0442 | E-mail: info@ayurworld.org

Website: www.ayurworld.org