48th Dairy Industry Conference  
Jaipur  
20-22 February 2020  
Indian Dairy Association (NZ) & Rajasthan State Chapter  
(Indian Dairy Association, IDA House, Sec. IV, RK Puram, New Delhi)

Dr. G. S. Rajorhia  
President, IDA  
M.: 85698-69592

Sh. S. Mann  
Chairman, IDA (NZ)  
M.: 98103-43767

Dr. Himmat Singh  
Director, DIC  
M.: 95496-53400

Sh. Rahul Saxena  
Secretary General, DIC  
M.: 98290-17475

Invitation

Dear Fellow Dairymen,

Established in 1948, the Indian Dairy Association (IDA) has been functioning as a forum for professionals, planners, scientists, farmers and equipment manufacturers in the field of dairy and allied agro-food business to provide opportunities for the dissemination and exchange of knowledge and ideas gained from research and experience through meetings, conferences and seminars in planning, production, processing, marketing and so forth.

IDA (North Zone), in association with Rajasthan State Chapter (RSC) of IDA, is organizing the 48th Dairy Industry Conference at picturesque, B. M. Birla Auditorium, Statue Circle, Jaipur, during February 20-22, 2020. The theme of the conference is “Dairying for Health and Wealth”. The conference will provide an excellent platform for interaction and sharing of experiences with eminent professionals, experts, researchers, policy makers and milk producers from diverse corners of India and abroad on different aspects to achieve the theme set for the dairy sector.

We take pleasure in cordially inviting you to participate in the conference and make it rewarding and meaningful.

To make this occasion memorable, an illustrative Souvenir will be published containing various technical and scientific papers to be presented at the Conference, along with advertisements from a range of manufacturers and entrepreneurs.

To commemorate the event, an Exhibition will be organised to showcase the advancements in dairy and allied industries.

A Poster Session on the latest research findings will be organized as an added attraction of the conference. Advance intimation about your participation would enable us in making your stay comfortable and purposeful.

All correspondence in this regard may please be addressed to the Secretary General, 48th Dairy Industry Conference, Rajasthan State Chapter of IDA, C/o 607 Mahima Trinity, Swaj Farm New Sanganer Road, Jaipur-302019 (Raj.) Email: jaipur48dic@yahoo.com; Website- www.48dic.org

We earnestly look forward for your all round and active involvement in the Conference.

With warm personal regards,

Thanking you,

Rahul Saxena  
Secretary, DIC

Dr. Himmat Singh  
Director, DIC

Sh R K Singh  
Chairman, IDA (IDA RSC)

Sh S S Mann  
Chairman, IDA (NZ)

Dr. G S Rajorhia  
President, IDA

Conference Secretariat: 48th DIC, 607, Mahima Trinity, Swaj Farm, New Sanganer Road, Jaipur  
Ph.: 0141-2297910, E-mail: jaipur48dic@yahoo.com; Website: 48dic.org
48th DAIRY INDUSTRY CONFERENCE
DAIRYING FOR HEALTH & WEALTH
FEBRUARY 20-22 2020

Venue: B. M. Birla Auditorium, Statue Circle, Jaipur

Organised by:
Indian Dairy Association (North Zone) with Indian Dairy Association (Rajasthan State Chapter)
Dear Sir/Madam

Indian Dairy Association (IDA) is the apex body of the dairy industry in India. IDA functions very closely with the dairy producers, professionals & planners, scientists & educationists, institutions and organizations associated with the development of dairying in India.

IDA has been providing a common forum to knit the dairy fraternity and has emerged as a platform for assimilation and dissemination of knowledge, as an important tool for policy making in the dairy sector in India! India, being an Agrarian Society since ages, always had a special role for milk & milk products in day to day life. Milk has always been considered a complete & nutritious food. Later, when agriculture has started giving diminishing returns, Dairying has become main economic activity and a source of livelihood for landless, small and marginal farmers. In fact now it has adopted both roles of “providing health as well as adding wealth”. So is the theme of this conference, i.e.

DAIRYING - FOR HEALTH AND WEALTH

The 48th Dairy Industry Conference is being organized by Indian Dairy Association (North Zone) jointly with Indian Dairy Association (Rajasthan State Chapter) during 20-22 February, 2020 at centrally located Birla Auditorium, of the beautiful and historic city Jaipur, which has its own specialty and called ‘Pink City’ due to dominant colour of its buildings in walled city. The conference will provide an excellent platform for interaction and sharing of experiences with eminent professionals, experts, researchers, policy makers and milk producers from diverse corners of India and abroad on different aspects to achieve the theme set for the dairy sector.

Jaipur, capital of Rajasthan, was founded in 1727 by its rajput ruler Maharaj Jai Singh II, who ruled Jaipur State from 1699–1744. Initially his capital was Amber, which lies at a distance of 11 km from Jaipur. He felt the need of shifting his capital city with the increase in population and growing scarcity of water. Jaipur is the first planned city of India and the King took great interest while designing this city of victory. He consulted several books on architecture and architects before making the layout of Jaipur. The layout of city was designed by Vidyadhar Bhattacharya.

Jaipur holds a distinct position among popular tourist places in India due to the immortal royal vibes that are inseparable part of its existence. Jaipur is part of West Golden Triangle tourist circuit, which includes Delhi and Agra.

Birla Auditorium “B.M. Birla science & technology center” located in the heart of Pink City. It’s surrounding in 9.5 acre complex, covered area of 2,50,000 sq. ft., its including science museum, library, computer center, big exhibition hall and auditorium.
## Accommodation

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<th>S.No.</th>
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<th>Double Occupancy - CP</th>
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## OYO Hotel

For OYO rooms Hotel Contact: M - 8107008911 / 7976489372 E - amandeepr.mehla@oyorooms.com / dharmesh.mittal@oyorooms.com

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<td>Capital O 6893 The Airport View Sanganer</td>
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Note: Above hotels are indications & Suggestions. For more details visit: www.48díc.org

## About Jaipur

Jaipur is the capital of India’s Rajasthan state. It evokes the royal family that once ruled the region and that, in 1727, founded what is now called the Old City, or “Pink City” for its trademark building color. At the center of its stately street grid (notable in India) stands the opulent, colonnaded City Palace complex. With gardens, courtyards and museums, part of it is still a royal residence.

Among the major highlights of Jaipur: Amber Fort, Nahargarh Fort and Jaigarh Fort are the main attraction for tourist. Albert Hall Museum, Jal Mahal, and Jantar Mantar hold special spots as every bit of them reflects the presence of royalness in this city.

## JAIPUR SOUVENIRS

Shopping in Jaipur - Lehariya sari, bandhani work jaipur souvenirs, meenakari work jaipur souvenirs, Kundan work, gem stones, ghevar – the quintessential jaipumthai chaoroma, puppets, block print home linen, Jaipuri Razai, Jaipur blue pottery, lac bangles, jaipur rugs, rajasthani miniature paintings.
**Jaipur Darshan**

**Hawa Mahal**: Hawa Mahal is a structure made of red and pink sandstone and has a – Pyramidal structure which almost resembles a crown. It has been embellished with 953 tiny windows, also known as ‘Jharokhas’ and embellished with gorgeous latticework. The top of the palace offers a brilliant view of the City Palace, Jantar Mantar and the ever-busy Sri Deodhi Bazar. There is a small museum as well which holds some rich relics and miniature paintings.

**Amer Fort**: In the Pink City of Jaipur, cradled on the top of the Aravalil Hill lies the Amer Fort, one of the most magnificent palaces in India. Also commonly known as the Amber Fort, this majestic building with its maze-like passages and serpentine staircases is an architectural masterpiece and with significant importance in Indian history.

**City Palace**: The magnificent City Palace in Jaipur is one of the most famous tourist attractions in the city. Built by Maharaja Sawai Jai Singh during the years 1729 to 1732, the vast complex of the palace occupied one-seventh of the walled city. The architecture of the City Palace will strike a sense of awe in you from the very beginning. The facade itself is designed with acute and detailed handiwork and showcases a blend of Mughal and Rajput architecture styles.

**Nahargarh Fort**: Nahargarh Fort is located in the Pink City of Jaipur and is one of the many countless palaces and beautiful historic buildings that speak of the magnificent and rich history of this city. Embellished with delicate carvings and stonework, the Nahargarh Fort is an impregnable structure, that together with its two neighbouring forts - Amer and Jaganath fort.

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**Important Contact Persons With Contact Details**

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<th>Committee</th>
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<td>Sh. Abhishek Joshi</td>
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<td>9414049671</td>
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<td>Conference Director</td>
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<td>Secretary General</td>
<td>Sh. Rahul Saxena</td>
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<td>Chairman IDA (NZ)</td>
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**Conference Secretariat**

48th DIC, 607, Mahima Trinity,
Swaj Farm, New Sanganer Road, Jaipur
Phone: 0141-2297910
E-mail: jaipur48dic@yahoo.com
Website: www.48dic.org
Delegate Registration Form

(please fill in capital letters as to appear in the certificate)

Name of the Delegate: Mr./ Ms. ........................................................................................................

IDA Member / Non Member: ........................................................................................................

Mobile: ............................................................................................................................... Email: ..............................................................

Name of the organisation: ........................................................................................................

GST No.: ..............................................................................................................................

Designation: ...........................................................................................................................

Address: ...................................................................................................................................

Tel No. (O): ........................................................................................................................ Tel No. (R) ...............................................................

Address of Stay in Jaipur **** ........................................................................................................

Registration Fee

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<td>Farmer group of more than 10 Nos.* / Students / Senior citizens (Above 60 years)</td>
<td>Rs. 2500</td>
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<td>Foreign Delegate</td>
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<tr>
<td>Delegate from SAARC Countries</td>
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<td>USD 100 + USD 78 Membership Fee</td>
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<tr>
<td>Accompanying spouse of Delegates **</td>
<td>Rs. 3000</td>
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<tr>
<td>Representative of Indian Exhibitors ***</td>
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GST 18% Extra on above fee
Early bird 10% discount till 30th November 2019 on Delegate Registration fee

For Group Registration Only (Tick IDA Member & Non IDA Member)

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<th>Name</th>
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<th>Non IDA Member</th>
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Note:
- All the members above the age of 60 shall be treated as Senior Citizens and their delegate registration fee will be reduced to 50% of the full registration fee.
- Registration fee for dairy farmers and students will be reduced to 50% of the full registration fee.
- All the patrons participating in the DIC will be exempted from the payment of registration fee.
- Fellows of the host zone will be exempted from the payment of registration fee.

IDA Membership Fee is mandatory for Non Members
- (*) Farmers in a batch of minimum TEN or more will be charged @ Rs. 2655 per head only, provided the group is certified by the Co-op Milk Union, Product Company or Private Dairy which is an institutional Member of IDA. If not the certifying Organization will have to become institutional member by paying Rs. 17405/- (inclusive of GST 18%) towards annual subscription before 15th January 2020. This discounted tariff is not applicable to the Board of Directors/Partners of the company.
- (**) The accompanying spouse/Representatives of Exhibitors will not be entitled for delegate kits. However, they can enjoy lunch, dinner and cultural programs.
- (***) Those who intend to register are advised to complete the registration formalities on or before 20-01-2020.
- (****) Delegates are requested to provide the details of stay arranged in Jaipur during the conference.
- Children below 12 years will not be allowed for inaugural & technical sessions
- Maximum 4 members from a sustaining member/ benefactor member organization (IDA Member organization) shall be treated as IDA Member. In such case organization will have to issue separate office order / letter with copy enclosed to DIC conference secretariat.
- Please mail scanned copy of filled and signed form with UTR number as proof of payment to us. Further the Hard copy along with proof of payment may also be sent to conference secretariat by post at the earliest.

Cancellation Policy
- Cancellation on or before 31st October 2019, 50% Registration fee will be deducted.
- No Cancellation or refund on or after 1st November 2019.

Payment Details
Amount Paid in Rs./USD : .............................................................. Transfer Date: ..............................................................
Name of the Bank & Branch : .................................................................................................................................
Bank Transfer / UTR Number : .............................................................................................................................

Bank Details: Transaction ID shall be entered in the form
Account Name : 48th Dairy Industry Conference, Jaipur
Account No. : 07022413000379
IFSC Code : ORBC0100702
Name of Bank : Oriental Bank of Commerce
Branch : RCDF, JLN Marg, Jaipur
GST No. : 08AAATI0442A12D

For Office use only
Registration No. ...........
Receipt No. .............

Email: jaipur48dic@yahoo.com, Website: www.48dic.org, Contact: Mr. Rahul Saxena

Conference Secretariat
48th DIC
607, Mahima Trinity
Swaj Farm, New Sanganer Road, Jaipur- 302019 (Rajasthan)
Phone: 0141-2297910
E-mail: jaipur48dic@yahoo.com
Website: www.48dic.org
**Souvenir Advertisement Form**

IDA Institutional Membership No.: ........................................................................................................................................................................

Name of the Organisation: .........................................................................................................................................................................................

Address: .......................................................................................................................................................................................................................

Tel (O): .......................................................... Email: .......................................................... Website: .........................................................................................

Contact Person: ......................................................................................................................... Designation: ..........................................................................................

Mobile No.: ............................................................................................................................ GST No.: .......................................................................................

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**Tariff for Advertisement in Souvenir (Please tick the space required) (GST @ 18% Extra)**

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**Payment Details**

Note:
1. Last date of submission of Souvenir Advertisement 15th January 2020 after that no advertisement will be entertain.
3. Please Specify Left or Right in case of two art work are sent.
4. Please mail scanned copy of filled and signed form with UTR number as proof of payment to us. Further the Hard copy along with proof of payment may also be sent to conference secretariat by post at the earliest.
5. Please Visit: [www.48dic.org](http://www.48dic.org) for instructions.

Payment shall be done through internet banking /NEFT. Following details shall be entered for NEFT.

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Bank Details: Transaction ID shall be entered in the form

- **Account Name:** 48th Dairy Industry Conference, Jaipur
  - **Account No.:** 0702241300379
  - **IFSC Code:** ORBC0100702

For Further details contact -
- **Dr Bimlesh Mann**
  - Phone: 9896245110
- **Sh Rahul Saxena**
  - Phone: 9829017475

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**Conference Secretariat**

- **48th DIC, 607, Mahima Trinity**
  - Swai Farm, New Sanganer Road, Jaipur - 302019 (Rajasthan) India
  - Phone: 0141-2297910, E-mail: jaipur48dic@yahoo.com, Website: [www.48dic.org](http://www.48dic.org)
# Sponsorship Form

**Name of the Organisation:**

**Correspondence Address:**

**Tel (O):**  

**Affiliation:**  

**Email:**

**Contact Person:**  

**Designation:**  

**Mobile No.:**  

**GST No.:**

## Sponsorship Details

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<td>Platinum</td>
<td>15,00,000</td>
<td>18 Sq. m.</td>
<td>Full Page</td>
<td>6</td>
<td>Brochure, Back drop</td>
</tr>
<tr>
<td>Gold</td>
<td>10,00,000</td>
<td>9 Sq. m.</td>
<td>Full Page</td>
<td>4</td>
<td>Back drop</td>
</tr>
<tr>
<td>Silver</td>
<td>5,00,000</td>
<td>Full Page</td>
<td>2</td>
<td>Back drop</td>
<td></td>
</tr>
<tr>
<td>Delegate kit – 1500 Nos</td>
<td>22,50,000</td>
<td>Full Page</td>
<td>9*</td>
<td>Delegate Kits, Stationery (will be shared)</td>
<td></td>
</tr>
<tr>
<td>Cultural Program/day</td>
<td>3,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Branding of main Con. Hall - 1500</td>
<td>5,00,000</td>
<td>Full Page</td>
<td>4</td>
<td>Hall to be named with sponsors name and will be printed in the programme schedule. Allowed to hang the details of the sponsor at the entry gate.</td>
<td></td>
</tr>
<tr>
<td>Branding of Hall II &amp; III with seating capacity 300 Nos</td>
<td>3,00,000</td>
<td>Full Page</td>
<td>2</td>
<td>Hall to be named with sponsors name and will be printed in the programme schedule. Allowed to hang the details of the sponsor at the entry gate.</td>
<td></td>
</tr>
<tr>
<td>Branding of Lanyards</td>
<td>3,00,000</td>
<td>Full Page</td>
<td>2</td>
<td>Hall to be named with sponsors name and will be printed in the programme schedule. Allowed to hang the details of the sponsor at the entry gate.</td>
<td></td>
</tr>
<tr>
<td>Farmer Session</td>
<td>2,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Lunch / Dinner</td>
<td>7,50,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Breakfast</td>
<td>3,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>High Tea</td>
<td>2,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Technical Session</td>
<td>2,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Industrial Presentation</td>
<td>2,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Industrial Presentation</td>
<td>1,00,000</td>
<td></td>
<td></td>
<td>Back drop at Program</td>
<td></td>
</tr>
<tr>
<td>Any Sponsorship</td>
<td>Any Amount</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GST @18% extra or as applicable at the time of payment * 3 Delegates per sponsorship

**Payment Details**

1. Last date of submission of Sponsorship 15th January, 2020
2. Please mail scanned copy of filled and signed form with UTR number as proof of payment to us. Further the Hard copy along with proof of payment may also be sent to conference secretariat by post at the earliest.
3. Please visit www.48dic.org for instructions

Payment shall be done through internet banking / NEFT. Following details shall be entered for NEFT.

<table>
<thead>
<tr>
<th>Payment Amount</th>
<th>Transfer Date</th>
<th>Name of the Bank &amp; Branch</th>
<th>Bank Transfer &amp; UTR Number</th>
<th>Bank Details: Transaction ID shall be entered in the form</th>
<th>Name of Bank: Continental Bank of Commerce</th>
<th>Branch: RCD, JLN Marg, Jaipur</th>
<th>Account Name: 48th Dairy Industry Conference, Jaipur</th>
<th>Account No.: 04AAATI0442A12D</th>
<th>IFSC Code: ORBC010702</th>
</tr>
</thead>
</table>

For Further details contact - Sh SS Mann - 9810343767, Sh GP Verma - 9811620468, Sh Rakesh Chopra - 7727011711

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**Conference Secretariat**  
48th DIC, 607, Mahima Trinity  
Swaj Farm, New Sanganer Road, Jaipur - 302019 (Rajasthan) India  
Phone: 0141-2297910, E-mail: jaipur48dic@yahoo.com, Website: www.48dic.org

**For Office Use**

<table>
<thead>
<tr>
<th>Receipt No.:</th>
<th></th>
</tr>
</thead>
</table>
IDA Institutional Membership No. :
Name of organization :
Address :
Tel. No(s) : Mobile No. :
Contact Person : Designation :
E-mail : Website :
Fascia Name : Exhibitor GST No.

Exhibition Space Booking Form

Exhibition Space (Please indicate your choice) - INDIAN

<table>
<thead>
<tr>
<th>Space type</th>
<th>Min. Area</th>
<th>Rate /sq.m (INR)</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stall Space</td>
<td>9 sq.m</td>
<td>7500 + GST</td>
<td>3 sides open – 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2 sides open – 15 %</td>
</tr>
</tbody>
</table>

Booking Fees include :
- 02 complimentary exhibition badge
- Tea and Lunch during Conference days for 02 persons per Stall of 9 sq.m

Stall No(s). 1st Choice
2nd Choice

Category of display (Please indicate your choice)
- Milk & Milk Products
- Veterinary
- Cold Chain Management, Distribution and Logistics
- Processing & Packaging Equipment
- Dairy Farming & Farm Equipment
- Others

Account Name : Indebo Travels Pvt Ltd
Account No : 046723200004931
MICR : 110240071
IFSC : HDFC0000467
Name of the Bank : HDFC Bank
Branch : Hauz Khas, New Delhi

Payment Details
Payment shall be done only through Internet Banking/NEFT, the following details shall be entered for NEFT:
Payment Amount............................................................
Transfer Date............................................................
UTR No............................................................
Name of the Bank and Branch...........................................
Transaction ID............................................................
Date:............................................................
Name & Signature of Signatory
Name & Seal of the Organization

Note :
1. Last date for confirmation of participation is 15/01/2020.
2. Size of door opening (width 1.5 m, Height 2.1 m) floor level of hall (2.5m above ground level) may be considered while selecting equipment’s for exhibition.

For Further details contact - Mr ................................ Mobile : ................................ Email : ................................

Exhibition Secretariat
Vineet Kumar
+91 11 4716 5500, +91 70040 64656
48dic@indebo.com, www.conferencesbyindebo.com
Aurobindo Place, Hauz Khas, New Delhi - 110 016

Conference Secretariat
48th DIC
607, Mahima Trinity, Swaj Farm, New Sanganeer Road
Jaipur - 302019 (Rajasthan), India, Phone: 0141-2297910
E-mail: jaipur48dic@yahoo.com, Website: www.48dic.org
Exhibition Space Booking Form

IDA Institutional Membership No. ......................................................................................................................

Name of organization : .......................................................................................................................................

Address ................................................................................................................................................................

Tel. No(s) ......................................................................................................................... Mobile No. ...........

Contact Person :................................................................................................................................. Designation : ..............................................................

E-mail ...........................................................................................................................................................

Website ............................................................................................................................................................

Fascia Name ........................................................................................................... Exhibitor GST No. ............

Exhibition Space (Please indicate your choice) - INTERNATIONAL

<table>
<thead>
<tr>
<th>Space type</th>
<th>Min. Area</th>
<th>Rate /sq.m (USD)</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stall Space</td>
<td>9 sq.m</td>
<td>175 + GST</td>
<td>3 sides open – 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2 sides open – 15 %</td>
</tr>
</tbody>
</table>

Booking Fees include:

- 02 complimentary exhibition badge
- Tea and Lunch during Conference days for 02 persons per Stall of 9 sq.m

Stall No(s). 1st Choice ____________________________________________ 2nd Choice ______________________________________________________________________

Category of display (Please indicate you choice)

- Milk & Milk Products
- Veterinary
- Cold Chain Management, Distribution and Logistics
- Processing & Packaging Equipment
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- Others

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EXHIBITION AREA 1 (FOR HEAVY MACHINERY)

ENTRY

EXIT

Hanger - 20m x 70m

Stall-3m x 3m = Available  Booked  Reserved

**Booth positioning preference is subject to availability.**

***Booths will be sold according to 'First come, first serve' basis.***
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***Booths will be sold according to ‘First come, first serve’ basis.***