

STALL BOOKING GUIDELINES

FREQUENTLY ASKED QUESTIONS (FAQs)

Phase I: Registration – 16th May 2022 onwards

What are the various steps of Stall Booking Phase?

ELECRAMA 2023 Stall booking will be completed in 3 phases –

- Phase I: Registration and Estimate Generation
- Phase II: Booking - (Payments & Priority Number Generation)
- Phase III: (Stall Selection and Allotment)

What are the important dates of the Stall Booking Phase?

Please note the following important dates

DATES	ACTIVITY
16 TH MAY 2022 ONWARDS	REGISTRATION PHASE BEGINS
23 RD MAY 2022 ONWARDS	ESTIMATE GENERATION FEATURE ENABLED
4 TH JUNE 2022	BANK DETAILS TO BE UPLOADED AND DISPLAYED ON THE PORTAL
6 TH JUNE 2022 – 8 TH JUNE 2022	PAYMENT OF ADVANCE BOOKING AMOUNT BY EXHIBITORS
9 TH JUNE 2022 – 10 TH JUNE 2022	UPDATION OF PAYMENT & PRIORITY NUMBER GENERATION BY THE EXHIBITORS
11 TH JUNE 2022 – 13 TH JUNE 2022	INTIMATION VIA EMAIL TO EXHIBITORS ABOUT THEIR TIME SLOTS FOR SELECTING THE STALL
16 TH JUNE 2022 – 28 TH JUNE 2022	SELECTION OF STALL AS PER TIME SLOTS AND PAYMENT OF BALANCE AMOUNT & FINAL ALLOTMENT
29 TH JUNE 2022 – 30 TH JUNE 2022	GENERATION OF E-INVOICES BY TEAM IEEMA

As a member of IEEMA what benefit do I get in the booking period?

As a member of IEEMA if you have paid all dues by 31st March 2022, you can avail the following benefits:

- i. IEEMA Member rate, which is, discounted space tariff.
- ii. IEEMA Member Special rate, if you are ELECRAMA 2020 exhibitor and member
- iii. You are pre-registered and will receive a mail on your e-mail IDs registered with us, giving details of your unique ID and Password. The online application form that is applicable to you can be accessed with the unique ID. This form will be prefilled based on the data available with us. You have to select the space requirement and generate the Estimate online, for making the advance deposit amount.

I am not a member of IEEMA but ELECRAMA participant, what benefit will I get while booking space?

ELECRAMA 2020 and ELECRAMA 2018 exhibitors will receive a mail on their registered e-mail IDs with us, informing your unique ID No and Password for booking space. You can access the online application form available on the booking portal with the unique ID. It will be prefilled based on the data available with us. You have to only select the space requirements & submit in the first phase

What is the stall tariff of ELECRAMA 2023?

For stall tariff please click on <https://booking.elecrama.com/Tariff.aspx>

Do all halls have the same tariff?

Yes all halls except Hall 6 have same tariff. Hall 6 located on Level 1 of the exhibition venue has a discounted tariff of 15%

Is the space tariff same as previous edition or is there any change?

The space tariff has been increased marginally. As you know in last more than 2 years cost of every item has increased by an average of 15-20% but being mindful of our customers the ELECRAMA 2023 Organising Committee mandated across the board increase of only 5%.

I haven't participated in ELECRAMA before. How do I register?

Please log on to <https://booking.elecrama.com> and click on Indian or International Exhibitor as applicable. Then click on New Registered and enter all the details sought. Once registered you are ready to book your stall as per the booking schedule

When will I be able to understand the cost implications for the area that my company requires?

You can generate the estimate for your required area from 23rd May 2022 onwards. An Estimate calculator will be available for you to calculate the cost of the area selected and the advance deposit amount to be paid.

Phase 1: Estimate Generation - 23rd May 2022 onwards

Which new feature is introduced in the stall booking process of ELECRAMA 2023?

The stalls have been segregated into various size bands. At the time of making the payment (6th June – 8th June) exhibitors have to pay a fixed advance deposit amount pertaining to that band.

Type of Stall	Band	Details
Shell Scheme	9 sqms to 15 sqms	Exhibitors can select any area between 9 sqms to 15 sqms
Shell Scheme	18 sqms to 24 sqms	Exhibitors can select any area between 18 sqms to 24 sqms
Type of Stall	Band	Details
Bare Space	30 sqms to 50 sqms	Exhibitors can select any area between 30 sqms to 50 sqms
Bare Space	54 sqms to 72 sqms	Exhibitors can select any area between 54 sqms to 72
Bare Space	78 sqms to 108 sqms	Exhibitors can select any area between 78 sqms to 108 sqms
Bare Space	120 sqms to 180 sqms	Exhibitors can select any area between 120 sqms to 180
Bare Space	216 sqms to 300 sqms	Exhibitors can select any area between 216 sqms to 300 sqms
Bare Space	396 sqms and above	Exhibitors can select any area between 396 sqms to 506 sqms

Advance Deposit Chart

Table No 1 - Indian Participants

Halls 1-3-5-7-9-10-11-12-14-15-16

S. No.	Area Band (sqms)	Category	Initial Deposit Amount (INR)
1	9 to 15	Shell	50,000
2	18 to 24	Shell	1,00,000
3	30 to 50	Bare	1,30,000
4	54 to 72	Bare	2,40,000
5	78 to 108	Bare	3,45,000
6	120 to 180	Bare	5,25,000
7	216 to 300	Bare	9,50,000
8	396 and above	Bare	17,50,000

Hall 6

S. No.	Area Band (sqms)	Category	Initial Deposit Amount (INR)
1	9 to 15	Shell	40,000
2	18 to 24	Shell	85,000
3	30 to 50	Bare	1,00,000
4	54 to 72	Bare	2,00,000
5	78 to 108	Bare	2,90,000

Table No 2 - International Participants			
Halls 1-3-5-7-9-10-11-12-14-15-16			
	Area Band (sqms)	Category	Initial Deposit Amount US\$
1	9 to 15	Shell	1800
2	18 to 24	Shell	3500
3	30 to 50	Bare	5500
4	54 to 72	Bare	9900
5	78 to 108	Bare	14,300
6	120 to 180	Bare	22,000
7	216 to 300	Bare	39,500
8	396 and above	Bare	72,800

Hall 6

	Area Band (sqms)	Category	Initial Deposit Amount US\$
1	9 to 15	Shell	1600
2	18 to 24	Shell	3200
3	30 to 50	Bare	4600
4	54 to 72	Bare	8400
5	78 to 108	Bare	12,100

Feature Benefit

This feature allows an exhibitor to select any stall within that band as per availability at the time of stall selection. Hence, it provides greater flexibility at the time of selection

What area band should I choose while generating the estimate?

You can choose a stall in any area band from the drop down menu basis overall your overall budget. You can see the overall stall expenditure by generating the estimate.

How the estimate is generated?

The software will make calculations based on your exhibitor category (IEEMA Member/Non Member/International; Hall you have chosen, stall category opted by you (platinum/gold/silver); the size band chosen by you and will generate an estimate indicating the total stall amount (inclusive of GST); first instalment amount to be paid and the advance deposit amount to be paid when payment opens (6th to 8th June 2022).

Note: Estimate generation doesn't guarantee that the stall for which you generated the estimate will be allotted to you. It only tells you how much advance deposit amount you have to pay and how

How much money I have to pay for completing the stall booking process?

For completing the stall booking process you have to pay the first instalment amount, which is 40% of the total stall value.

PAYMENT SCHEDULE - ELECRAMA 2023			
Payment Schedule	First Installment	Second Installment	Final Payment
Booking Upto 30-06-2022	40%*	30% by 30-09-2022	30% by 30-11-2022
Booking From 01-07-2022 to 30-09-2022	70%		30% by 30-11-2022
Booking From 01-10-2022 onwards	100%		
GST, if applicable, is payable with each installment.			
*Inclusive of advance deposit amount			

What is the difference between advance deposit amount and first installment amount?

Advance deposit amount is the amount to be paid in order to be eligible for priority generation.

It is fixed amount for a particular size band

First installment amount is 40% of the total stall amount (Stall size x applicable tariff + applicable GST)

It is to be paid in the third phase once you have successfully selected a stall

Is there a limit on the number of estimates that I can generate?

No there is no limit on the number of estimates that you can generate.

Note: While you can generate any number of estimates, you have to make advance deposit payment as per the estimate of only one band.

What if I choose Mezzanine designated stall?

Choose this stall if you wish to construct a mezzanine floor in your stall. We allow you to construct 40% of your stall area as mezzanine floor on payment of 30% additional stall rentals.

e.g you choose a 100 sqm mezzanine stall costing Rs 20 lakh. You can construct 40 sqms mezzanine floor in your stall by paying Rs 6 lakh extra. But this Rs 6 Lakh extra is mandatory payment even if you later choose not to construct the mezzanine floor.

So, if you choose this stall additional 30% of stall charges get added to your invoice.

FREQUENTLY ASKED QUESTIONS (FAQs)

Phase II: Payment of Advance Deposit Amount (6th – 8th June 2022)

Can I remit payment for the space I have chosen before the payment date?

Sorry, the same is neither allowed nor recommended. In fact our payment receiving bank account details will be revealed only on 4th June 2022. You need to make payment only in this bank account

Can I pay in cash, DD, Cheque towards my space booking instead of RTGS / NEFT/SWIFT/TT?

Sorry, payment by Cash, DD, and Pay Order is not accepted. You have to pay only via RTGS/NEFT/SWIFT/TT.

Is it OK, if I pay the entire payment in one go?

You may if you so wish. However, you will not get any benefit out of this.

Is there any prescribed date for making this payment?

You need to make the payment from 6th June 2022 – 8th June 2022

What is the amount that I need to pay towards space booking for Updation and generation of priority number?

Please refer to the estimate generated by you. An advance deposit amount has been mentioned at the bottom. You need to pay this advance deposit at this point.

Do I need to deduct TDS while making the Advance Deposit payment?

TDS is a tax compliance matter and you may deduct it. However, do remember to update TDS amount when you are doing your payment updation.

Phase II - Updation of payment details and Priority Number Generation (9th June – 10th June 2022_

How will my priority number be generated?

Very Important: Priority number will be generated basis the updation of payment details and payment proof by you on the booking portal.

On the specified date i.e 11 am onwards on 9th June 2022 for shell scheme exhibitors and 11 am onwards on 10th June 2022 for bare space exhibitors you need to update payment details on the booking portal.

Important: The faster you upload correct payment details and click the update button, the better the chances of you getting a higher priority. You will get your stall selection date and time slot earlier or later based on the priority number.

How do I make sure that I get a good priority number?

You need to be quick to update your payment details – The UTR number/reference number; bank name; date of payment and uploading of payment proof. The faster you update your payment details the better will be your priority number.

On the day of priority number generation, many exhibitors will be waiting to do so. How am I assured of fair play?

The entire process happens on software without human intervention. Our software can take in thousands of payment updations and generate priority number in nano seconds.

Due to oversight, if UTR No. or any other payment detail is wrongly submitted by me, what happens to my booking?

The payment verification will be done by our backend team. In case any discrepancy is found in the UTR number, a caution mail will be sent to you and a time limit of 2 working days, from 9 am to 5 pm, would be given to make the required corrections.

Caution: However, in case of short payment the priority number will be made invalid and you will have to start afresh.

Therefore, ensure that you deposit the correct advance deposit amount and if TDS has been deducted then update TDS amount separately in the space provided.

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Phase III: Stall Selection and Allotment – 16th June 2022 – 28th June 2022

What will be the options available to me during my designated time slot?

All the options in your band of selection e.g. if you need 12 sqms in the shell space all stalls between 9 and 15 sqms across all categories (silver, gold, platinum) will be open for you to select based on availability and likewise for the other bands (**It is very important to obtain a higher priority number to avail of more options.**)

Do I have to make a payment post selection of the stall? How will the advance deposit be adjusted in such a case?

Once you select your desired stall from the available options, the balance amount due (40% of the stall minus the advance deposit amount paid) needs to be paid within 48 hours of selecting the stall and updated on the portal. **Failure in making the payment and updating the details on the portal within 48 hours may result in your stall being released and you may have to restart the whole process again running the risk of losing your priority and losing your desired stall**

What if I am unhappy with the stalls available in my band during selection? Would I be allowed to move to another band in the same priority?

During the stall selection phase, you will be restricted to select within your band only. If you want to select a stall from another area band, you need to inform the ELECRAMA team on our helpline and reinitiate the process by generating new estimate, make the advance deposit payment for the new area required, update the payment and generate a new priority number. **You will lose your earlier priority.**

Chances of you getting the new stall would be based on its availability by the time you get a new selection time slot based on the new priority number generated by you.

Can I club two stalls?

Unfortunately, that is not allowed.