

EXHIBITOR MANUAL



ZEISS



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1.0 Overview

1.1 INDYWOOD FILM CARNIVAL



Indywood Film Carnival with IndiaJoy celebrates the very best that cinema has to offer. Hyderabad, the historic city and cultural hub of Southern India will roll out the red carpet for the fourth edition of Indywood Film Carnival from Dec 01-05, 2018. This ultimate film carnival of the world will attract over 5000 delegates and 30,000 general public footfalls from over 50 countries.

The 5 day carnival, a colourful cultural statement of India, is expected to trigger winds of change in the global film industry. This would be the first film carnival in the world to encompass various events like:

- Indywood Film Market
- All Lights India International Film Festival
- International Film Business Awards
- Golden Frame Awards
- NRI Investors Meet
- Talent Hunt
- Indywood Fashion Premier League
- Workshops & Master classes
- Seminars & Panel Discussions
- Film Tourism and many more

1.2 INDYWOOD FILM MARKET



Indywood Film Market (IFM) is South Asia's biggest film and trade extravaganza which acts as a convergence point of business for Indian films in the international arena. From showcasing films to film products, cinematic expertise to latest technological innovations, IFM shall integrate the diversified verticals of film trade under a single platform.

Being the first of its kind film market in India, IFM will also feature Regional and Country pavilions, pitching sessions, seminars and workshops, networking sessions and witness participation of major associations, film commissions, tourism boards, shooting equipments, camera and lighting companies, animation companies, production companies, distributors, cinema exhibition industry and so on.

2.0 General Expo Information

2.1 EXPO DATES & LOCATION

Indywood Film Carnival days	: December 01 to December 05
Indywood Film Market days (Trade Expo)	: December 03 to December 05
Location	: Hitex Exhibition Center, Hyderabad
Expo Inauguration	: December 03, Monday 10.00AM

2.2 Official Exhibition Hours

Monday	: December 03, 10:30AM - 5:00PM
Tuesday	: December 04, 10.00AM - 5.00PM
Wednesday	: December 05, 10.00AM - 3.00PM

Exhibitors are permitted to access hall one hour before the start of the exhibition and for 1 hour after the close of exhibition each day. Exhibitor badges are required at all times.

2.3 Exhibitor Registration Hours

IFC entry pass will be issued to the exhibitors at the registration area on Dec 02 from 10.00 AM to 05.00 PM & on Dec 03, from 09.00 AM- 12.00 Noon. This entry pass will give access to IFC venue and exhibitors should collect their exhibitor badge & delegate kits from IFM exhibitor registration area.

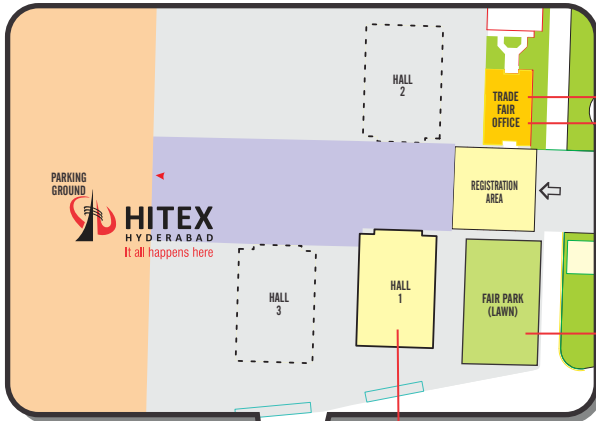
2.4 Exhibit Move-In Hours

Exhibitors can start their booth setup on December 02(Sunday), 1.00 PM after completing their registration procedure

2.5 Exhibit Dismantle Hours

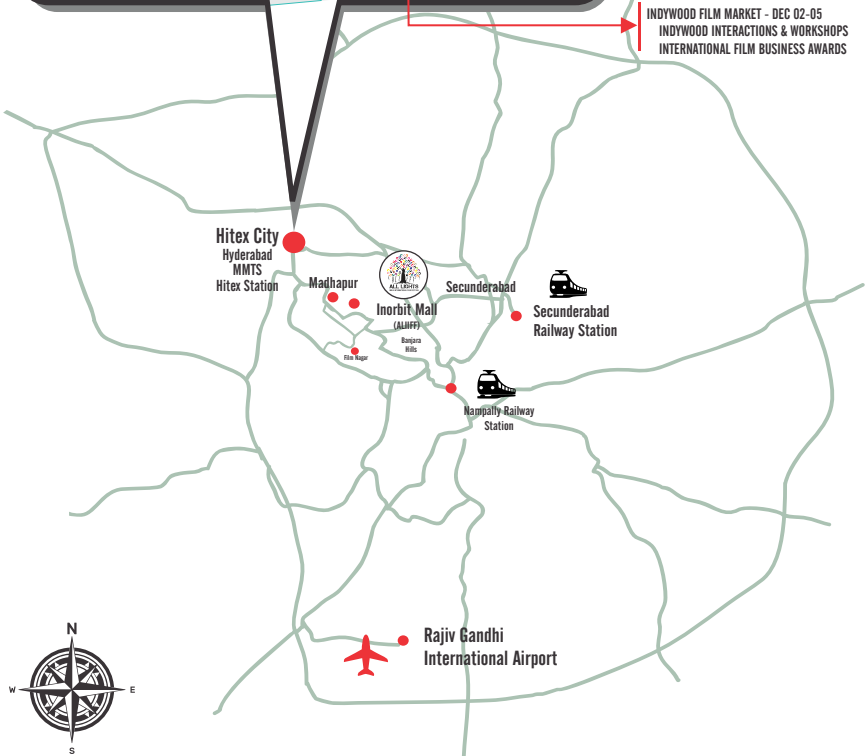
Dismantling of booths should be completed by 6:00 PM. No further time will be permitted. 4.0

3.0 Venue Map



- HALL 4.1
INDYWOOD EXCELLENCE AWARD - DEC 01-04
- HALL 1.1, 1.2, 2.1, 3.1
INDYWOOD TALENT HUNT - DEC 01-04

- INAUGURATION INDYWOOD FILM CARNIVAL - DEC 01
INDYWOOD ACADEMY AWARDS
- INDYWOOD PRAVASI RATNA AWARDS - DEC 02
- INDYWOOD VANITHA RATNA AWARDS - DEC 03
- INDYWOOD YUVA RATNA AWARDS - DEC 04
- INDYWOOD FASHION PREMIER LEAGUE - DEC 02-04
- CLOSING CEREMONY - DEC 05
- INDYWOOD FILM MARKET - DEC 02-05
- INDYWOOD INTERACTIONS & WORKSHOPS
- INTERNATIONAL FILM BUSINESS AWARDS



4.0 How to Reach

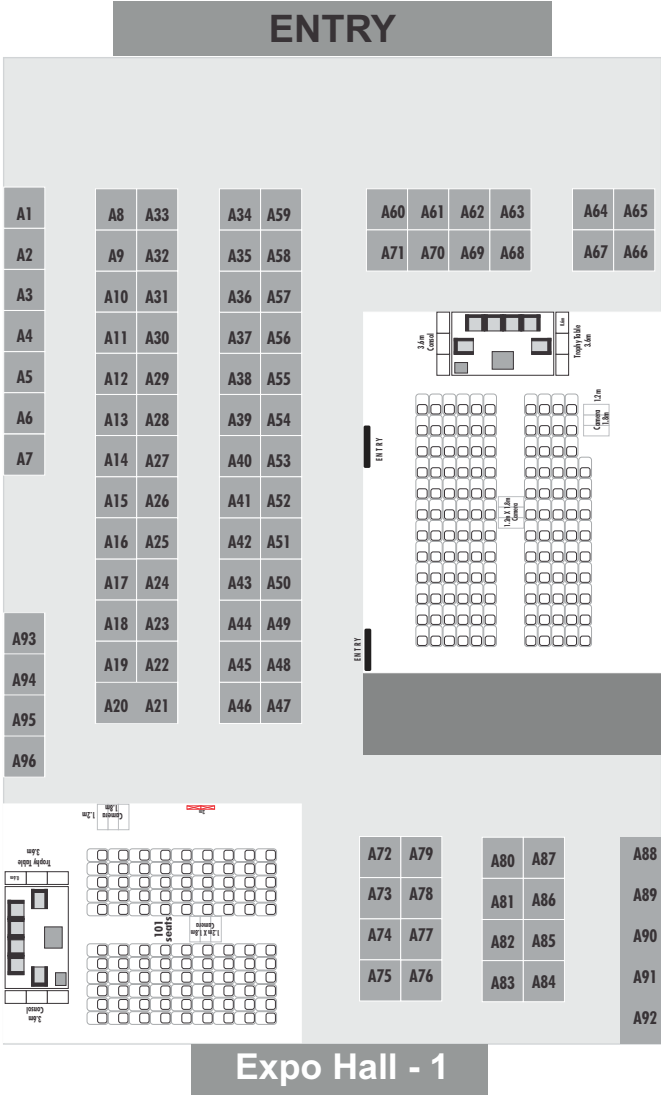
4.1 Hitex Exhibition Center & Indywood Film Carnival (IFC)

4.1.1 By Flight: It takes 44 minutes to travel from Hyderabad International Airport to Hitex Exhibition Center. Approximate driving distance between Hyderabad International Airport and Hitex Exhibition Center is 37 kms or 23 miles.

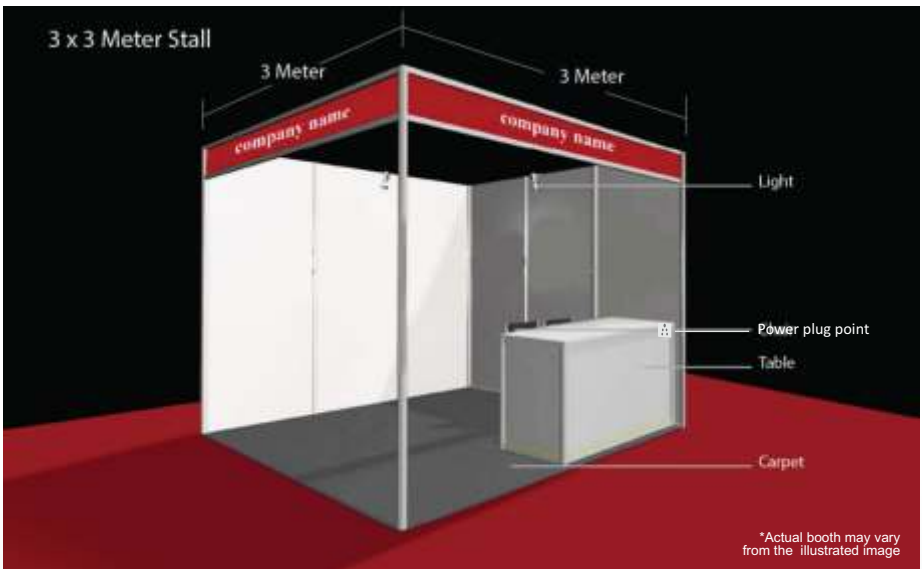
4.1.2 By Train:

- It takes 3 minutes to travel from Hitec City Railway Station to Hitex Exhibition Center. Approximate driving distance between Hitec City Railway Station and Hitex Exhibition Center is 3 kms or 1.8miles.
- It takes 22 minutes to travel from Secunderabad Railway Station to Hitex Exhibition Center. Approximate driving distance between Secunderabad Railway Station and Hitex Exhibition Center is 19 kms or 11.8 miles.

4.0 Exhibition Layout



4.0 Exhibition Layout



Complimentary infrastructure/Furnished items:

9sqm carpeted booth with 2 chairs, 1 table, 1 dustbin, 1 power socket

Fascia name board dimension

Light source : 2 lights

Booth Dimension

Length : 3 m

Breadth : 3 m

Height : 2.5 m

5.0 Additional Requirements

The following additional items are available on a per day rental basis. Exhibitors can directly contact the below mentioned third-party vendors for the same. Payment should be made directly to the vendor, prior to the handover of item. IFC organisers will not be responsible for any damage of the item. Disputes related to the same should be settled between the vendor and exhibitor.

5.1 Available additional items

ITEM	INR Rent
Banquet Chair	100.00 (Per Day)
Sofa Single Seat	1100.00 (Per Day)
Flex Roll - up Stand (3' W x 6.5' H)	1200.00 (Per Piece)
Spot Light	100.00 (Per Day)
Plug Point	50 (Per Day)
Magazine Stand	750.00 (Per Day)
LED TV with Stand	2000.00 (Per Day)
Laptop	1200.00 (Per Day)
Electric Connection Per KVA	1000.00 (8 Hrs)
GST@ 18% applicable on total billing	

Note: Items should be booked in advance from the vendor to avoid any delays/confusions.

5.2 Vendor Details

Name : Renjith
Contact : +91 9605177555
email : renjith@curtainraisers.in

6.0 Emergency Contact

In case of any emergency or help needed, please contact your Hall-in-Charge, as given below. In case your problem is not resolved, you can contact the IFM Project-in-Charge.

IFM Hall-In-Charge

Basil Varghese : +91 9562346314

Ankhitha Vinod: +91 9539000213

IFM Project-In-Charge

Sharan S Sabu : +91 9539001527

email : sharan.s@indywood.co.in

7.0 Regulations & Guidelines

7.1 Payment of Booth Tariff

Exhibitors should have transferred the entire booth/space charges atleast 10 days prior to the commencement of event. Failing to do so can debar you from exhibiting at IFM. Organisers have the right to not hand over the booth to those exhibitors failing to complete full payment before due date.

7.2 Registration/Badges

All exhibitors should complete the online registration procedure before Nov 19th, 2018. Details of all company representatives attending the event should be updated before the due date. Failing to do so will result in omission of name/details in market directory. Pre-registered delegates/exhibitors should carry a hardcopy of their delegate pass and hotel reservations.

Online exhibitor registration can be done on the following link:

<https://ifm.co.in/register/exhibitor>

Upon reaching the venue, it is mandatory for the exhibitors to complete the entire registration process and collect the exhibitor kits from the registration area after which the booth space will be handed over to you. Exhibitor badges are required for entry into the expo hall at all times.

7.3 Booth Handover & Booth Set-Up

Booth space will be handed over to the exhibitors by the booth in-charges after completing the registration procedure. Any booth left unoccupied after 01.00 PM December 03, will be presumed abandoned. Under such circumstances wherein organisers believe there will be no participation from the company, the booth may be reallocated. Exhibitors entering after this time will be allocated any other space as per availability. No cash refund or discounts will be given in such cases.

7.0 Regulations & Guidelines

7.4 Booth Etiquette

7.4.1 Cleanliness: Exhibitors are requested to keep their booth space neat and clean throughout the exhibition. Cleaning services like vacuuming and dustbin clearance will be provided by IFM cleaning staff

7.4.2 Demonstrations: Demonstrations should be conducted inside the allotted booth space and should neither cause any inconvenience to other exhibitors nor should it interfere with people's movements across the exhibition. Audio/Video demonstrations should be conducted in such a way that neighbouring exhibitors are not disturbed/offended.

7.4.3 Exhibit Material: Exhibition management reserves the right to inspect/review exhibit material. If the material is deemed offensive (racial, ethnic, religious or sexually insensitive), management will request removal of the same from exhibition hall

7.4.4 Booth Personnel: Booth personnel/persons hired by the exhibitors must remain in exhibitors booth and are not permitted to leave without providing signage & contact info.

7.4.5 Entry Restrictions: Entry to different events like workshops, seminars, panel discussions are restricted based on the type of badge possessed by the delegate. Entry to private networking parties will be strictly guided as per the instructions from the host.

7.4.6 Private Parties: Private networking parties can be hosted inside the exhibition hall for which prior approval is to be taken from the project-in-charge.

7.5 Loss/ Damage/ Theft: Organizers will not be responsible for loss/damage/theft of exhibits or for any injury that can occur to the exhibitor.

8.0 Accommodation

Paid accommodation at special tariffs are available for all IFC delegates at our following partner hotels near Hitex Exhibition Centre.

Room bookings can be done through the link:
<https://ifm.co.in/hotelbooking>

8.1 Lemon Tree Premier, Hitec City, Hyderabad

10 min (3.6 km) via Hitex Road and Hitec City Main Rd

8.2 Red Fox Hotel, Hitec City, Hyderabad

10 min (3.6 km) via Hitex Road and Hitec City Main Rd

8.3 Ibis Hyderabad Hitec City Hotel

8 min (2.9 km) via Hitex Road

9.0 Transportation

9.1 Cab Rental Service

Indywood has partnered with Carzonrent cab rental service providers who will be providing cabs from Hyderabad airport to Indywood venues at special discounted rates.

Contact +91 9963998833 | airporthyd@carzonrent.com

UBER and OLA self paid service are available inside HITEX
24/7

9.2 Exhibit Move-In-Vehicles

Exhibitors are permitted to take their vehicles inside HITEX to drop their exhibits at the expo venue on 02 Dec 12.00PM and to pick up their exhibits after the event on 05 Dec after 5.00PM

Two-wheelers are restricted at the event venue

10.0 Other Amenities

10.1 F&B Facilities

Paid cafeterias & lunch halls will be set up around the venue providing variety of snacks and lunch options

11.0 IFC Schedule

Dec-01	06:00 PM to 09:00 PM	Indywood Film Carnival 2018 : Official Inauguration & Indywood Academy Awards	Fair Park, HITEX Exhibition Centre
Dec-02	06:00 PM to 09:00 PM	Indywood Pravasi Ratna Awards 2018 Indywood Fashion Premier League- Official Inauguration	
Dec-03	06:00 PM to 09:00 PM	Indywood Vanitha Ratna Awards 2018 Indywood Fashion Premier League-Day 2	
Dec-04	06:00 PM to 09:00 PM	Indywood Yuva Ratna Awards 2018 Indywood Fashion Premier League-Day 3	
Dec-05	04:00 PM to 05:30 PM	Mrs. Hyderabad in association with Indywood Film Carnival	
	06:00 PM to 09:00 PM	Indywood Film Carnival 2018 : Closing Ceremony Vogue City: Calendar Launch	
		ALIFF Golden Frame Awards 2018	
INDYWOOD EXCELLENCE AWARDS			
Dec-01	10:00 AM to 01:00 PM	Indywood Excellence Awards & Investors Meet : IT Awards	HITEX Trade Fair Office Building, Hall No 4.1, HITEX Exhibition Centre
	02:30 PM to 05:30 PM	Indywood Excellence Awards & Investors Meet : Media Awards	
Dec-02	10:00 AM to 01:00 PM	Indywood Excellence Awards & Investors Meet : Educational Awards	
	02:30 PM to 05:30 PM	Indywood Excellence Awards & Investors Meet : Maritime Awards	
Dec-03	10:00 AM to 01:00 PM	Indywood Excellence Awards & Investors Meet : Hospitality Awards	
	02:30 PM to 05:30 PM	Indywood Excellence Awards & Investors Meet : CSR Awards	
Dec-04	10:00 AM to 01:00 PM	Indywood Excellence Awards & Investors Meet : Built in India Awards	
	02:30 PM to 05:30 PM	Indywood Excellence Awards & Investors Meet : Medical Awards	
INDYWOOD FILM MARKET			
Dec-02	11:00 AM to 04:00 PM	Delegate Registration	Expo Hall 1, HITEX Exhibition Centre
	11:00 AM to 04:00 PM	Indywood Film Market Expo : Exhibitor Registration & Raw Space Handover	
Dec-03	12:00 PM to 04:00 PM	Indywood Film Market Expo : Exhibitor Registration & Booth Space Handover	
	10:00 AM	Indywood Film Market Inauguration	
	10:00 AM to 05:00 PM	Delegate Spot Registration	
	11:00 AM to 05:00 PM	Indywood Film Market Expo : Business Hours	
Dec-04	10:00 AM to 05:00 PM	Delegate Spot Registration	
	11:00 AM to 05:00 PM	Indywood Film Market Expo : Business Hours	
Dec-05	10:00 AM to 01:00 PM	Delegate Spot Registration	
	11:00 AM to 02:00 PM	Indywood Film Market Expo : Business Hours	
PANEL DISCUSSION			
Dec-03	02:00 PM to 02:45 PM	The "Cinema Effect" on Tourism - How can a country promote itself through domestic and international movies?	Yash Chopra Hall, Expo Hall 1, HITEX Exhibition Centre
	03:30 PM to 04:30 PM	The receding divide between Hindi and Regional Cinema	
	04:30 PM to 05:30 PM	Production and Tourism Awards	
Dec-04	11:30 AM to 12:30 PM	Critical Acclaim, Awards or Box Office Rewards: What drives today's film makers?	
	01:30 PM to 02:15 PM	Presentation: Focus on Russia	
	02:15 PM to 03:15 PM	Changing dynamics of Revenue Generation: How Indian Cinema is adopting to Globalization	
	03:30 PM to 04:30 PM	The Future of Cinema format: A discussion on how technology and service innovation can aid in the mutual growth of India's exhibition sector & internet based home entertainment	
	04:30 PM to 06:00 PM	Exhibition and Distribution Awards	

11.0 IFC Schedule

WORKSHOP SCHEDULE			
Dec-03	11.00 AM to 01:00 PM	The Fine Art of Marketing One's Talent, Workshop by Viveck Vaswani	Satyajit Ray Hall, Expo Hall 1, HITEX Exhibition Centre
	02.00 PM to 05:00 PM	"Short Up & Shoot" Film Making, Workshop by Mayur Puri	
Dec-04	10:30 AM to 12:30 PM	Opening Up New Dimensions, Workshop by ZEISS	
	02:00 PM to 04:00 PM	Workshop by RED Digital Cinema	
ALL LIGHTS INDIA INTERNATIONAL FILM FESTIVAL			
Dec-01	10:30 AM to 05:30PM	Film Festival Registration & Pass Collection	PVR Cinemas, Inorbit Mall, Hi- Tec City, Hyderabad
Dec-02	10:30 AM to 05:30PM		
Dec-03	10:30 AM to 05:30PM		
Dec-04	10:30 AM to 12:00 PM	Film Screenings	
Dec-01	11:30 AM to 09:00 PM		
Dec-02	11:00 AM to 09:00 PM		
Dec-03	11:00 AM to 09:00 PM		
Dec-04	11:00 AM to 09:00 PM		
INDYWOOD TALENT HUNT			
Dec-01	10:00 AM to 11:30 AM	Indywood Talent Hunt-Inauguration & Talent Organization Awards	Fair Park, HITEX Exhibition Centre
	11:30 AM to 12:00 PM	Film Making Events/Photography Theme	
	01:00 PM to 06:00 PM	Performance Art	
	01:00 PM to 04:00 PM	RJ Hunt	Hall 3.1, HITEX Exhibition Centre
	04:00 PM to 06:00 PM	VJ Hunt	
	01:00 PM to 06:00 PM	Film Quiz	Hall 2.1, HITEX Exhibition Centre
	01:00 PM to 04:00 PM	Poster Designing	Hall 1.3, HITEX Exhibition Centre
	09:00 PM to 11:00 PM	DJ War	Fair Park, HITEX Exhibition Centre
Dec-02	11:00 AM to 01:00 PM	Make Up Artist Event	Hall 3.1, HITEX Exhibition Centre
	03:00 PM to 05:00 PM	Talent Club Accreditation Ceremony	Hall 3.1, HITEX Exhibition Centre
	10:00 AM to 05:00 PM	Drama	Fair Park, HITEX Exhibition Centre
	11:00 AM to 05:00 PM	Dubsmash	Hall 2.1, HITEX Exhibition Centre
	11:00 AM to 03:00 PM	Mono Act	Hall 1.3, HITEX Exhibition Centre
	11:00 AM to 02:00 PM	Reporter/Journalist	Hall 1.2, HITEX Exhibition Centre
Dec-03	07:00 PM to Midnight	Model Hunt / Mr & Miss Indywood	Fair Park, HITEX Exhibition Centre
	10:00 AM to 06:00 PM	Group Dance	Fair Park, HITEX Exhibition Centre
	10:00 AM to 08:00 PM	Solo Dance	Hall 3.1, HITEX Exhibition Centre
	10:00 AM to 01:00 PM	Music Industry Workshop	Hall 2.1, HITEX Exhibition Centre
	02:00 PM to 04:00 PM	Music Industry Masterclass	
	04:00 PM to 06:00 PM	Music Excellence Awards	
	10:00 AM to 12:00 PM	Documentary Film	Hall 1.3, HITEX Exhibition Centre
	12:00 PM to 03:00 PM	Music Production	
	03:00 PM to 06:00 PM	Indywood Vision Video	
	10:00 AM to 12:00 PM	Childrens Short Film	Hall 1.2, HITEX Exhibition Centre
12:00 PM to 02:00 PM	Educational Video		
Dec-04	10:00 AM to 05:00 PM	Music Band	Fair Park, HITEX Exhibition Centre
	10:00 AM to 03:00 PM	Short Film	Hall 2.1, HITEX Exhibition Centre
	03:00 PM to 07:00 PM	Music Video	Hall 3.1, HITEX Exhibition Centre
	10:00 AM to 07:00 PM	Solo Music	
	10:00 AM to 01:00 PM	CSR Video	
	01:00 PM to 04:00 PM	Animation Video	Hall 1.3, HITEX Exhibition Centre
	04:00 PM to 07:00 PM	Advertisement Video	
	01:00 PM to 04:00 PM	Still Photography	Hall 1.2, HITEX Exhibition Centre

SNAPSHOTS

IFM 2016 Snapshots





Celebrate the Culture



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