



C/o. A.T.E. Enterprises Pvt. Ltd, 4th Floor,
Dr. V.B. Gandhi Marg, Fort, Mumbai 400 001.
Phone: 49764664. Telefax: 22885972
Email: mail@kalaghodaassociation.com

THE KALA GHODA ARTS FESTIVAL 2019

Festival Dates: Saturday 2nd to Sunday 10th of February 2019

Stall Exhibitor Participation Form – FAQs and Terms and Conditions

Please fill out the stallholder application form using BLOCK LETTERS. Please fill in ALL sections.

(Note - If you are an NGO and wish to participate, please forward your application to The Concern India Foundation on ngomela@securegiving.net)

E-MAIL your application form and clear images of your products with their prices displayed prominently in the image, to the Stalls Curators at stall.kgaf@gmail.com

Email is the only form of communication preferred by us. So please do not call in at the office numbers.

Curators will review your application to determine if you display the broad criteria we are interested in.

If your product is not suitable: We will advise you in writing by an email.

If product is found to be suitable: The Curators will contact you to arrange an interview to showcase your product.

Important: Having an interview does not guarantee approval to trade at the Kala Ghoda Arts Festival 2019.

Come to the interview at the Kala Ghoda Association Office (look up our address on our letterhead) Bring samples of your product(s) you wish to sell at the festival with their price tags in place. Interviews take about 10 to 15 minutes. You are requested to be present only 15 minutes prior to the time allotted to you. **NOTE -Prices indicated at the time of approval need to be adhered to** and not modified during the course of the festival.

Curators will write in to you: They will advise all applicants in writing of their decision within 10 working days of your interview.

If successful: you will receive your official letter of acceptance and a code of operations to make your participation at KGAF 2019 as smooth as possible. Please note that approvals are valid ONLY for the Kala Ghoda Arts Festival 2019.

NOTE: Please do not post or courier any samples or photos - they will not be returned to applicants.



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Chosen stalls will trade in creatively designed / hand-worked items. Preference is given to exhibitors who have not participated in the festival to date, or do not have retail outlets in Mumbai city. Stalls will be allotted at the discretion of the Kala Ghoda Arts Festival (KGAF) Stall section Curators.

Stall Timings will be from 10am to 9.30 pm for each day of the festival.

Sharing of Stalls – Vendors can approach us jointly for a shared stall space, and both applicants will follow the selection procedure separately and will be chosen separately too. If however an applicant wants half a stall and has no partner, if chosen, the Curators will pair him/her with another vendor.

AT ANY TIME, the sharing of stalls without the knowledge of the Curators is not allowed. Any stall vendor found to be sub-letting shall be asked to vacate the stall space with no refund.

We provide the Stall exhibitor with the following:

Stall - Octonorm (L x B x Ht)	10 ft X 10 ft X 8 ft
Tables – covered with cloth	2 - 4ft x 2ft
Spot Lights – 60 amp	3
Plastic Chairs	2
5 Amp Electrical Point	1
Floor Covering	Carpeted to size
Roof	White Cloth to size

The stall location will be intimated on 2nd February 2019 at 8.00am only. Decision on the stall location will be finalized by the KGAF Stall Curators and we reserve the right to reallocate stalls if necessary for any operational reasons.

When do you forfeit your right to the stall *without any refund*?

- In case a vendor runs out of wares before the closure of the festival, we take over the space
- Any stall vendor found to be sub-letting shall be asked to vacate the stall space
- We believe in giving as many people the opportunity to be at KGAF. Thus vendors found to be using different names to book two stall spaces throughout the venue, will have to forfeit one
- If the stall owner continues to contravene the terms and conditions of the festival despite warnings



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STALL FEES

2nd to 6th February, 2019 – Rs 75,000/- + 18% GST (13, 500/-) = Rs 88,500/-

7th to 10th February, 2019 – Rs 60,000/- + 18% GST (10,800/-) = Rs 70,800/-

2nd to 10th February, 2019 – Rs 1,35,000/- + 18% GST (Rs 24,300/-) = Rs 1,59,300/-

Kindly Note:

- Goods & Service Tax @ 18% is charged extra per stall, as per the Government of India rules.
- As a **MANDATORY** part of our administrative process (along with all documents like PAN CARD, ADDRESS PROOF etc) we will need a photo copy of your **GST Registration/Provisional Number** for our records. In case your business is exempt from the GST, please do furnish us with a letter on your letterhead saying so.

The letter of acceptance sent to selected participants will guide them regards the details of payments to be made.

During the Festival, things to keep in mind -

Please adhere to the timings and the instructions that will be intimated to you by the Curators and the event management company for the transportation of your goods to your stall as Rampart Row is closed for vehicular traffic for the duration of the festival. The venue is closed at midnight. During any emergency, vehicles will be permitted on-site ONLY after all clear is given by the KGA, event management team and Mumbai police.

As for extra requirements for stalls i.e. racks, shelves, more tables, chairs, electrical connections etc; these will be organized and provided for directly to the exhibitors by the KGAF designated event management company. Their contact details, rates, order format and payment details will be provided to chosen vendors by January 2019. Please make sure that the materials provided are returned to the event management company designated by the KGAF in their original condition. Any losses or damages will be charged and collected at actual from the exhibitor by the event management company.

All your goods have to be stored within your stall space, so please plan your sales and products keeping that in mind. It is the responsibility of the exhibitor to safely store their goods / display their products throughout the Festival period within the stall. Any exhibitor found exhibiting outside their stall area, despite warnings, shall then be forced to close down their stall and no refund will be given for the same.



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Stall Fascia cannot be covered during the duration of the KGAF by any wares / decorations as it indicates the stall number as well as the exhibitor's name.

Please use paper or cloth bags ONLY - all stall owners are requested to make our festival an eco-friendly one.

PLEASE ensure you segregate your waste into Dry and Wet and dispose it in the bins provided on site.

Vendors are responsible for keeping both inside and outside stall area tidy and free of rubbish. Exhibitors leaving any rubbish, equipments or their goods outside stall area may not be invited to participate at future festivals.

Fire Extinguishers in every stall are mandatory. Every Vendor has to pay a refundable deposit of Rs 1,000.00 by CHEQUE only while paying his stall rental payment. On the vendor showing the receipt, a fire extinguisher of adequate type and quality will be provided at the registration desk on **2nd February 2019**. Similarly, you can collect your deposit back from the registration desk on the last day by surrendering the receipt as well as the extinguisher. You are requested to keep the fire extinguisher in a good condition and return it in the condition it was issued to you for a full refund.

The venue must be vacated by midnight on Sunday 10th February 2019.

You will be informed of any changes or any extra terms and conditions before or during the festival in case of any decisions made by the local government authorities.

The Kala Ghoda Association and the KGAF team will not be responsible for any losses to any vendor as a result of the following -

- Any changes to the festival opening and closing hours due to any unforeseen or any emergency concerns.
- Any natural or Act of God or any unforeseen calamities and losses incurred during the Festival period.
- For any personal tax implications for the participants, their sales and records during the Festival.
- Damage, Loss or Theft.
- Infringements by exhibitors of any patent rights, design trademark or other protected rights of third parties.
- Damage to any property, goods, equipments or whatsoever or death or injury of any person arising from any action or omission by the vendors/owners and their staff and employees.
- Failure of any exhibitors or stall owners to comply with any appropriate legal requirements.



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Any violation of these terms and conditions will render the permission to participate null and void, and in that case, KGAF committee reserves the right to remove the stall from the Festival venue without compensation or refund of any amount paid to Kala Ghoda Association.

(Please write in BLOCK LETTERS)

STALL APPLICATION DETAILS

Primary Stallholder (*Primary stallholder must be the primary manufacturer/artist for your products*)

First Name: _____ Last Name: _____

Business Name: _____

Pan Number: _____

GST Number: - _____

Business Address: _____

State: _____ Postcode: _____

Residential Address: _____

State: _____ Postcode: _____

Contact Details with area code: Tel (work): _____



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Fax: _____ Mobile: _____

Email: _____

Website / fb: _____

TYPE OF PRODUCT: _____

PRODUCT DESCRIPTION (PLEASE DESCRIBE IN DETAIL THE MATERIALS USED, METHODS OF MANUFACTURE, ETC)

What is your anticipated market retail price range of your products?



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Do you make/manufacture the products yourself?

Entirely _____ Partially _____ Not at all _____

If PARTIALLY / NOT AT ALL, are you directly involved in the creative process?

Yes _____ No _____

Do you have any Retail outlet in Mumbai? Or do you supply to any retail outlet in Mumbai?

No _____ If Yes, details: _____

Please mention the years you have participated in KGAF in the past:

And in any other exhibitions held in Mumbai since February 2017:

DECLARATION

I have read and hereby sign and accept all the terms and conditions laid down for the Kala Ghoda Arts Festival 2019 by the Kala Ghoda Association and agree to be bound by them.



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In submitting this Stallholder Application Form, I solemnly and sincerely declare that, to the best of my knowledge, all of the information supplied by me is correct at the date of this Application.

Full Name: _____

Pan Card Number _____

GST Number _____

Mobile no: _____

Date ____ / ____ /201__

Signature of Primary Stallholder