

**Government of Pakistan
 Ministry of Information Technology
 IT & Telecomm. Division
 Pakistan Software Export Board**

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APPLICATION FOR PARTICIPATION IN BAKUTEL

Name of the Company		
Address		
Telephone No		
Fax		
Email		
PSEB Registration No		
Registration Valid up to		
Certifications (if any)		
Employee Strength		
Your IT Products/Services		
Previous Participations in Exhibitions under PSEB Sponsorship	Name of the Event	Year
6. Contact Person (For the event)	Name	
	Designation	
	Phone Mobile No	
	Email	
7. Have you reviewed the BAKUTEL website and do you find audience relevant to marketing products & services of your company.		Yes: <input type="checkbox"/> No: <input type="checkbox"/>
8. Do you have experience in participating in exhibitions, setting up stalls and using your presence to attract customers or build brand image.		Yes: <input type="checkbox"/> No: <input type="checkbox"/>
If yes, please mention the last three exhibitions where your company showcased its products & services		1. Event: _____ Date: _M/Y_ 2. Event: _____ Date: _M/Y_ 3. Event: _____ Date: _M/Y_
b) Is this your first time to exhibit at a		Yes: <input type="checkbox"/> No: <input type="checkbox"/>

<p>local IT exhibition?</p> <p>If yes, would you like PSEB to arrange a training seminar so you can best utilize your presence at BAKUTEL.</p>	<p>Yes: <input type="checkbox"/> No: <input type="checkbox"/></p>
<p>9. Are you familiar with the process of making your booth attractive, staffed with appropriate skilled personnel to meet, greet and explain your company's products and services?</p>	<p>Yes: <input type="checkbox"/> No: <input type="checkbox"/></p>
<p>10. Please specify three benefits you want to get from your participation</p>	<p>1. _____</p> <p>_____</p> <p>2. _____</p> <p>_____</p> <p>3. _____</p> <p>_____</p>
<p>11. Please suggest as to what PSEB can do to make your presence effective at BAKUTEL.</p>	<p>1. _____</p> <p>_____</p> <p>2. _____</p> <p>_____</p> <p>3. _____</p> <p>_____</p> <p>(Attach a page if you need more space)</p>

For Internal Use Only

Participated in previous BAKUTEL Exhibitions.	2013 <input type="checkbox"/> <input type="checkbox"/> Yes/No	2014 <input type="checkbox"/> <input type="checkbox"/> Yes/No	2015 <input type="checkbox"/> <input type="checkbox"/> Yes/No
If previously participated, has the company filled out feedback form and complied with Terms & Conditions of Previous BAKUTEL Exhibition.	Yes: <input type="checkbox"/>	No: <input type="checkbox"/>	
Reviewed Marketing Collateral	Yes: <input type="checkbox"/>	No: <input type="checkbox"/>	
Provided Training	Yes: <input type="checkbox"/>	No: <input type="checkbox"/>	

TERMS AND CONDITIONS

1. Companies would submit the participation fee by the deadline fixed by PSEB failing which the chance will be given to the next company in waiting list.
2. All the companies shall provide their particulars in prescribed application form. The application should be accompanied by complete detail of the company's profile and the product.
3. Companies would be required to form an objective oriented strategy for participation in the event and prepare marketing collateral for the event.
4. In case of withdrawal of intent by any company after making the payment, the submitted amount and the space would be forfeited in favor of PSEB.
5. Companies will nominate a representative / contact person for coordination with PSEB.
6. Selected companies would be required to attend a pre-participation briefing (if required), at their own cost, on the date and place determined by PSEB.
7. Companies would not be allowed to sublet their stall/space or to accommodate any other company without prior written approval of PSEB.
8. At least one participant should always be present on stand during the exhibition time till the closing of exhibition.
9. After the closing of the fair, within three weeks, the participant companies shall provide to PSEB a Participation Report. Failure to provide the report may lead to non-consideration for future PSEB Exhibition participation.
10. Based on information provided, PSEB will have the sole rights to determine the eligibility & award of this program.

We hereby certify that the above information is true to the best of our knowledge and belief. We do undertake to abide by the rules and procedures of Fair / Exhibition and also to accept PSEB decision in all matters concerning participation in the Fair / Exhibition.

Name & Signature of the Chief Executive (or his appointed agent):

Date:

Official Seal of the Company: