

**APPLICATION FOR PARTICIPATION IN PAKISTAN
 INTERNATIONAL TRADE FAIR, 26 – 29 OCTOBER, 2017 EXPO
 CENTRE, KARACHI**

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|--|-------------------------------|------------------------------|
| 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 | |
| Contact Person (For the event) | Name | |
| | Designation | |
| | Phone Mobile No | |
| | Email | |
| Have you reviewed the website and do you find audience relevant to marketing products & services of your company? | Yes: <input type="checkbox"/> | No: <input type="checkbox"/> |
| Are you familiar with the process of making your booth attractive, staffed | Yes: <input type="checkbox"/> | No: <input type="checkbox"/> |

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| <p>with appropriate skilled personnel to meet, greet and explain your company's products and services?</p> | |
| <p>Please specify three benefits you want to get from your participation.</p> | <p>1. _____ _____</p> <p>2. _____ _____</p> <p>3. _____ _____</p> |
| <p>Please suggest three things PSEB can do to make your presence effective at the event.</p> | <p>1. _____ _____</p> <p>2. _____ _____</p> <p>3. _____ _____</p> <p>(Attach a page if you need more space)</p> |

For Internal Use Only

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|---|--|
| Have you ever participated in previous events? | 2014: <input type="checkbox"/> <input type="checkbox"/> Yes/No 2015: <input type="checkbox"/> <input type="checkbox"/> Yes/No 2016: <input type="checkbox"/> <input type="checkbox"/> Yes/No |
| If previously participated, has the company filled out feedback form and complied Terms & Conditions of Previous Events? | 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: