



## UNIVERSITY OF KERALA

Thiruvananthapuram, Kerala, India – 695034

(Established as University of Travancore by the Travancore University Act in 1937 and reconstituted as University of Kerala by the Kerala University Act of 1957 and presently governed by the Kerala University Act of 1974 passed by the Kerala State Legislative Assembly)

PJC-2012/PJE

12-07-2012

### **Tender for End to End Organization of Platinum Jubilee Exhibition (PJE)-2012**

In connection with the Platinum Jubilee Celebrations of the Mother Institution of Higher Learning in the State - the University of Kerala, it has been decided to conduct a Platinum Jubilee Exhibition (PJE)- 2012, revealing the latest developments in the different branches of knowledge in our country. India's best of public and private sector organizations will be showcasing their products, technologies and research work.

The Mega Exhibition would also showcase the rich heritage of our country, impressive present and the blue print for its glorious future. Highly colourful cultural programmes, entertainment items, discussions, seminars, open houses etc would also add grace to the Exhibition.

The star attraction of the Exhibition would be the staging and demonstration of inventions, projects and devices planned, designed and executed by the student community of the Universities in the State.

The Mega Exhibition is designed to be a feast to the mind and body of the visitors that would leave long lasting and colourful memories in them.

**Venue:** The venue of the Exhibition is a sprawling area of more than 300 acres at Kariavattom Campus of the University of Kerala in the heart of the suburbs of the historic city of Thiruvananthapuram. Easily accessible by every mode of transport, the venue is set to easy reach of people from every part of the state.

#### 2. EVENT MANAGER'S SCOPE / RESPONSIBILITY:

- 2.1 End-to-End planning, co-ordination, publicity, marketing, organization, support Exhibitors needs and execution of all aspects of PJE-2012
- 2.2 The Event Manager shall be responsible for all promotion campaigns related to exhibition and be ready to prepare and organize necessary promotional information materials required to publicize the event for the successful conduct of the exhibition.
- 2.3 Take all the initiatives related to marketing and take appropriate professional decision to maximize participation in the Exhibition and related activities. Maintain appropriate records of the amount collected towards Stall / Exhibition, sponsorship, advertisement. e.t.c.
- 2.4 Building of all structural requirements for the main Exhibition, provide state-of-the-art exhibition systems, carpet, spotlights, power connections.
- 2.5 Provisions for internet browsing centre and sufficient Cafeteria / Food Stalls for Exhibitors and expo visitors.
- 2.6 Setting up of fire extinguishers, measures to avoid stampede, arrange for necessary toilet facilities and any other logistics required.

- 2.7 Adequate branding at the exhibition venue with attractive gates, signboards, e.t.c.
- 2.8 Arrange necessary security and safety to the exhibitors and the exhibits during the setting up / dismantling of the exhibition and during the exhibition period.
- 2.9 Work with the PJE-2012 Committee and get all approvals & clearances from it. The Exhibition Committee will also monitor and supervise all progress.  
The exhibition committee holds the right to cancel or remove any items or stall found objectionable and violative of public sensibility and culture in the exhibition at the cost of event management firm.
- 2.10 The technical bid should contain details on how the bidder propose and manage to conduct the exhibition with list of expected participants who are participating in the event.
- 2.11 The commercial bid should indicate the minimum guarantee fee offered by the bidder to the organizer and terms of profit sharing.  
The organizing committee will provide land, access to power, an office room at the campus and water and letter of authority.  
Party should indicate complimentary area available to the committee, approximate land area required for building the exhibition structure, power and water requirement etc.

**NOTE: Please include a letter affirming to above obligatory requirements (vide 2.1 to 2.10) in the technical bid.**

**Validity:**

Unless specified otherwise all proposal shall be valid for 90 days from the date of submission.

**Submission of Proposal:**

The Commercial bid and Technical bids are to be submitted in separate sealed envelopes super-scribing "Commercial Bid – PJE 2012 and "Technical Bid-PJE-2012". The bids should be addressed to:

**The Registrar/Organising Secretary  
Platinum Jubilee Celebrations (PJE)-2012  
University of Kerala  
Senate House Campus, Palayam,  
Thiruvananthapuram-695 034  
Kerala State  
Phone: 0471 2305631  
Email: regrku@gmail.com**

Proposals sent by fax or email will not be accepted

**Last date of submission: 12<sup>th</sup> August, 2012**

Sd/-  
**REGISTRAR**  
**Joint Registrar in-charge**