

Agreement

Between



And



BUSINESSGLOBAL.COM
The International On-line Exhibition Center

For

"INDIAN SME'S EXPO"

The Indian Industries Association (hereinafter referred to as Party A or IIA) and IMC Business Global Ltd (hereinafter referred to as Party B or BusinessGlobal.com) enter into an Agreement of Joint Venture for organizing "Indian SME's Expo" and of interest and benefit to both institutions.

(I)

The purpose of the cooperation between IIA and BusinessGlobal.com are as follows:

- To organise and International online exhibition named "Indian SME's Expo", covering all products and categories for SME's and MSME's from India.
- To promote this event in India and international market, making it as an International established brand in online world.

(II)

In achieving (I) , IIA and BusinessGlobal.com will allow:

BusinessGlobal.com

- BusinessGlobal.com will provide platform where in exhibitor can exhibit their product and services and interact with visitors.
- BusinessGlobal.com will provide all the technical assistance to exhibitors in setting-up the pavilions and exploring all the benefits of online platform i.e. banners upload, catalogue upload, VOIP talk, chat etc.
- BusinessGlobal.com will promote "Indian SME's Expo" extensively in European, American, Middle East and all the markets to bring millions of trade visitors.
- Apart from this BusinessGlobal.com will provide all kind of support as and when requested by IIA i.e. after sales support, marketing material support etc.

IIA – Indian Industries Associations

- IIA will co-organise the event and will try to arrange for all the sales activities to sell exhibition packages to their members and others of "Indian SME's Expo".
- IIA will collect all the funds for the exhibition packages sold and will remit the fund to headquarter of BusinessGlobal.com.
- IIA will carry on all the promotion activities to attract exhibitors for the "Indian SME's Expo".

(III)

IIA and BusinessGlobal.com shall designate a coordinator each to oversee and facilitate the implementation of this Agreement. The coordinators shall have the following responsibilities:

- To act as principal contacts for individual and group activities and to plan and coordinate all activities between Party A and Party B.
- To periodically review and evaluate past activities and to work out new ideas for future cooperative agreements.

(IV)

This Agreement of Cooperation shall be identified as the principal document of "Indian SME's Expo" executed between the parties. Further agreements concerning any future projects shall provide details concerning the specific commitments made by each party and shall not become effective until accepted and approved in writing by the Authorised signatory of both organizations.

(V)

POINTS OF THE AGREEMENT

Name of the Exhibition

The brand name of the exhibition will be "Indian SME's Expo". A mini-website will be prepared by to host the event and provide full information about the event.

Launch Date and Repetition of the Exhibition

The "Indian SME's Expo" will be launched on 15th Oct, 2010 for one month preview period and officially live from 15th Nov, 2010 for the period of one (1) month, thereafter it will be informative for next ten (10) months for the rest of period. From next year the preview period will be converted into official live period and informative period will be for eleven (11) months.

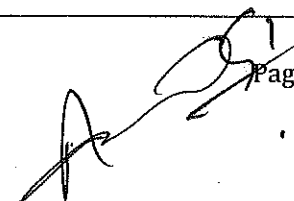
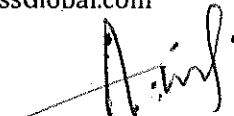
Prices for Participation

The fees charged for the participation for the first year will be Rs 18000 (Euros 300) for silver and Rs 30000 (Euros 500) for gold.

Thereafter the fees charged will be Rs 21000 (Euros 350) and Rs 36000 (Euros 600) respectively for silver and gold, considering the market inflation and research by both the parties.

Number of Exhibitor

For the first year being the first exhibition IIA will try to generate 200 exhibitors considering the cost, branding and positioning of the exhibition. Based on the previous performance each year efforts will be made to generate large number of exhibitors for the subsequent year.



Both pavillion packages include: Information Area (Company, Products, Services, Contacts, Website), Business card Exchange, Virtual Briefcase, Appointment Facilities, Live Chat, Internet Phone.	
Silver	2 display banners up to 50 featured items up to 10 document uploads up to 5 video uploads 1 live text chat function
Gold	4 display banners up to 150 featured items up to 30 document uploads up to 20 video uploads up to 3 live text chat functions
Pavillion online for the live interactive event + 10 months informative period.	

Promotions of the Event

Part A is responsible for exhibitor's promotions and Party B is responsible for visitor's promotions. Party A will also support on visitors promotions considering its equal partnership. Developing the marketing material will be joint responsibility. Each party will be responsible for its own marketing cost occurring on each side and shall cover it from the revenue shared. Party A will share all the databases with Party B for visitors promotions.

The visitors marketing activities for "Indian SME's Expo" will include a variety of online and off-line campaigns targeting hundred thousands of companies throughout India and worldwide, including companies from top import destinations such as the UK, other major European markets, the Middle East, USA, China and Japan.

Sponsors of the Event

A promotional document will be prepared by agreement of both the parties and fees for participating as sponsor will be fixed in due course. As we agreed IIA will make effort to bring Ministry of MSME's and PM Taskforce on MSME's to bring in as sponsors of the event.

Support and Coordination

Each party will allocate a project coordinator full time, responsible for coordinating the daily activities and to provide support to the organisations as and when requested. BusinessGlobal.com will provide support to IIA for sales, by helping with preparation of brochures, promotional material, sales support etc.

Revenue Sharing

The revenue sharing between IIA and BusinessGlobal.com will be in following format: IIA coordinator will report on weekly basis about booking forms signed and IIA will be responsible for transferring the amount of revenue share on monthly basis.

Organisation	Shared Ratio	Role
IIA	50% of the total revenue	<ul style="list-style-type: none"> • Promotions for signing Exhibitors • Sales Activities • Visitors Promotions
BusinessGlobal.com	50% of the total revenue	<ul style="list-style-type: none"> • Preparation of Marketing materials both for exhibitors and Visitors • Targeting millions of visitors for "SME's India" • Sales Support • Technology and platform

(VI)


Upon signing by each organisation, this Agreement shall remain in effect for a period of Five (5) years unless terminated earlier by either institution. The brand "Indian SME's Expo" will be shared equally between both the parties.


If there is any proposed alteration or termination of the Agreement from either Party during the time when the Agreement is in force, written notice should be given to the other Party one (1) years in advance. Any alterations or termination will come into effect after the notice period.

This Agreement comes in force from the date it is signed and stamped.

Indian Industries Association (IIA)

**IMC Business Global Ltd.
(BusinessGlobal.com)**


Name: Anil Gupta
Designation: President


Name: Atul Singh
Designation: Regional Manager – India

President
INDUSTRIES ASSOCIATION
Vidhuti Khand, Phase-II
Centre Near-Apna Bazar,
Nagar,
LU_KNOW

For IMC BUSINESS GLOBAL

Auth. Sign.