

Sports Goods & Toys Export Promotion Council
1E/6, Swami Ram Tirth Nagar, New Delhi - 110055
Phone - +91-11-35007748, +91-11-35007749
Email: mail@sgepc.in
Website: www.sportsgoodsindia.org
CIN: U74900DL1958NPL002893

Organizing India Sporting Goods Fair (ISGF)

Management services Ref: SGEPC/ISGF/2026-27/ dated 9th July, 2026

Sports Goods & Toys Export Promotion Council (SGEPC) an organization under Ministry of Commerce & Industry, Govt. of India, is organizing India Sporting Goods Fair during **12-14 March 2027 (Tentative) at Yashobhoomi Convention Centre, New Delhi, India** with 100+ member exporters. The fair will be open to International Buyers only on DAY 1 and DAY 2 & 3 will be open to domestic as well as International Buyers.

The major product profile showcased in this event is Sports Goods, Sports Apparels, Sports Shoes and Sports Accessories and Allied sectors (Sports Supplements, Sports Infrastructure, Fitness Equipment & Toys).

Bids are invited from reputed **Professional Exhibition Organizer** (PEO) companies with a Business Turnover of at-least Rs. 3 crores in each of 3 financial years (2023-24 & 2024-25, 2025-26) and 5 years + relevant experience in organizing **Mega Exhibitions and International Reverse Buyer Seller Meets in India.**

Appointed company will be required to provide support services to SGEPC on the following:

- a. **Project Management**
- b. **Venue Management**
- c. **Hotel accommodation management.**
- d. **Inviting & Coordinating with International buyers (around 200)**
- e. **Inviting & Coordinating with Domestic buyers (around 1000)**
- f. **Inviting & Coordinating with Exhibitors of Allied Sectors from India & Abroad**

SUBMISSION OF TECHNICAL & FINANCIAL BIDS

The PEO will be required to submit the technical bid and the financial bid in two separate and sealed envelopes. Technical bid shall be marked **“Technical Bid”**. Financial Bid shall be marked **“Financial Bid”**.

Both the proposals should be put up in a bigger envelope and marked as **“Bid for SGEPC - ISGF”** for providing Professional Exhibition Organizer (PEO) services during ISGF 2027.

Pre-qualification Criteria:

- i. The tender is open to agencies/companies/organizations with proven experience in organizing exhibitions, trade fairs, or similar events.
- ii. Bidders must have valid registration, PAN, GST, and other applicable statutory certifications.
- iii. Agency should have turnover of at-least Rs. 3 Crore each in the 3 years (2023-24 & 2024-25, 2025-26)
- iv. The agency should have relevant experience in organizing exhibitions in India with Ministries / Export Promotion Councils / Export Development Authorities / Commodity boards / Other Government Entities.

General Terms & Conditions:

- i. The successful bidder shall be responsible for planning, designing, fabricating, managing, and executing all activities related to the exhibition as detailed in the tender document.
- ii. The successful bidder has to ensure execution of the project as per specifications, timelines, and standards provided.
- iii. The rates have to be quoted in Indian Rupees (INR) only. GST to be quoted as extra.
- iv. SGEPC reserves the right to undertake any of these activities directly/through any other agency and amount incurred for such work will be deducted from the successful bidder. Further, any unsatisfactory performance and delay in handing over of constructed stall will attract a penalty of upto 25% of total cost.
- v. All the specified requirements are indicative only and any deviation will be considered on prorata basis with prior approval.
- vi. The agency has to coordinate with SGEPC.
- vii. Incomplete, unsigned, or conditional tenders are liable to be rejected.
- viii. The bidder shall comply with all statutory obligations under labour laws, GST, local authority permissions, fire safety norms, etc.
- ix. SGEPC reserves the right to increase/decrease the scope of work depending on requirements.
- x. Conditional bid will not be accepted.
- xi. SGEPC reserves the right to seek clarification from any/all bidders and also the right

to reject any or all bids without assigning any reason.

- xii. SGEPC reserves the right to split the job work to two or more parties without assigning any reasons.
- xiii. In case of any dispute, the decision of SGEPC will be treated as final.
- xiv. All disputes are subject to Delhi jurisdiction.

Procedure to submit bid:

- i. The agency has to prepare two separate covers viz. one containing **technical bid (Appendix – I)** and the other containing **financial bid (Appendix – II & III)**. The bids should be as per the prescribed form and duly signed and along with requisite documents.
- ii. The pre-qualification bid otherwise called technical bid should be put in a sealed envelope with superscription **“Technical bid”** and financial bid in a sealed envelope with superscription **“Financial bid”**. Both technical and financial bid have to be put inside a main envelope and sealed with superscription **“Bid for SGEPC - ISGF”**.
- iii. The **Technical bid** should clearly demonstrate the PEO’s understanding of the requirements of the Event and the Proposal should include the following information in the enclosed Proforma.
 - a) **Annual turnover for three consecutive financial years (CA Certificate) (2023-24 & 2024-25, 2025-26)**
 - b) **Experience and list of managing international events of Export Promotion Councils handled in the last five years.**
- iv. The financial bid should include the following:
 - a. **Comprehensive fee for complete project management for the following services:**
 - ✚ General query management and resolution
 - ✚ Visitor Mobilization (International)
 - ✚ Visitor Mobilization (Domestic)
 - ✚ Exhibitor Mobilization from Allied Sectors (International & Domestic)
 - ✚ Pre-Event Brief
 - ✚ Onsite Event Management from Possession to Handover
 - ✚ Any other advisory support required by SGEPC for organizing the Buyer- Seller Meet.
 - ✚ Preparation of participation brochure

The bidder is free to quote for any/all components of the assignment.

b. Stand Construction Cost inclusive of:

- ✚ Constructed stalls (approx. 1000 sq.mtrs) using standard Octanorm panel (option1) / Maxima front + Octanorm Panel (Option 2).

Standard stand construction package includes:

9 sq.mtrs (Accessories included)

- Wall partition (White Octonorm Panel)
- 1 meeting square table and 3 chairs
- 21 shelves (1 mtr each) on 7 panels in 3 layers
- 1 pegboard/ grid mesh in lieu of 3 shelves
- 3 hangers stand with 60 hangers in place of shelves / grid in case of apparels display.
- LED light – 3 nos white lights
- waste basket – 1 no
- Company Fascia– 1 (2 name fascia in case of corner stall)
- Carpeting (as per color to be approved by SGEPC)
- Electric Socket – 2 No

The agency should send the filled in application in sealed cover as instructed above and the proposal should reach the following address before **5 pm on 23-07-2026:**

The Executive Director
Sports Goods & Toys Export Promotion Council
(Ministry of Commerce & Industry, Govt. of India)
1E / 6, Swami Ram Tirth Nagar, New Delhi – 110055
Phone – +91-11-35007748, +91-11-35007749
Email: mail@sgepc.in

- v. The date for presentation by bidders before the SGEPC and financial bid opening would be sent to bidders for making presentation with allocated time slots.

Bid Evaluation Criteria

Technical Proposal		70 points
Following evaluation Criteria will be used to evaluate the technical proposals		
1	Last 3 years average Turnover in Exhibitions Organisation & Export Promotion Councils and Associations (2022-23 to 2024-25/2025-26)	
a.	Less than Rs. 3 Crores	Not Qualified
b.	Rs. 3 – 5 Crores	10 points
c.	Rs. 5 - 8 Crores	20 points
d.	Rs 8 Crores & above	30 points
2.	Proven Experiences in providing similar services for other Export Promotion Councils and Associations in last 3 years	
a.	1-3 Events	05 points
b.	4-6 Events	10 points
c.	More than 6 events	20 points
3.	Credential Presentation	
a.	Company Profile	Max.05 points
b.	Content	Max.05 points
c.	Proposed Strategy	Max.10 points

The turn-over figures shall be given financial year wise. The turnover means turnover from PEO activities only and as per the figures reflected in the profit/loss account of the PEO. If the turnover includes turnover from items other than PEO activities then, CA's certificate indicating turnover from Event Management Activities will be required. Turnover will be determined only on the basis of documentary proof, which will have to be submitted by the respective PEO, at the time of submission of the tender.

Only such PEOs who qualify technically by scoring 49 marks and whose offer fully meets the requirement as envisaged in the tender in terms of items and numbers would be invited for presentation & financial bid opening.

Financial Proposal (30 Points)	
a.	In preparing the financial bid, the PEO shall take into account the requirements of events, manpower required, all administrative charges, travels, etc. as per the scope of work
b.	The amount quoted by a bidder should be covering all the requirements as per this tender document. GST / IGST as applicable to be indicated extra.

L1- 30 points; L2- 30 X L1 / L2; L3- 30 X L1/L3 and so on.

Appendix – I

SPORTS GOODS & TOYS EXPORT PROMOTION COUNCIL

TECHNICAL BID

1. Name of the Agency:

2. Address:

3. Name of the authorised person

4. Contact details:

Tel Office: _____ Mobile: _____

Email: _____

5. Documents to be enclosed:

S.No	Prequalification criteria	Documents required
1	The agency should be registered under companies act or any other appropriate act.	copy of incorporation certificate under Companies act or any other appropriate act
2	Agency should have turnover of at-least Rs. 3 Crore each in the past 3 years (2023-24 & 2024-25, 2025-26)	1. copy of the latest 3 years balance sheet duly certified by the Chartered Accountant/ CA certificate (FY 2025-26 can be provisional)
3	The agency should have relevant experience in organizing Exhibitions in India with Ministries / Export Promotion Councils / Export Development Authorities / Commodity boards / Other Government	Copy of work order awarded by clients with photos

6. Any other Please specify :

Date:

Signature:

Place:

Company seal:

Appendix – II

SPORTS GOODS & TOYS EXPORT PROMOTION COUNCIL
FINANCIAL BID

1. Name of the Agency:

2. Address:

3. Name of the authorised signatory:

4. Contact details:

Tel Office: _____

Mobile: _____

Email: _____

Cost :

S.No .	Particulars	Unit Cost	Total Cost in INR
1	Event Permissions		
2	Event Insurance		
3	Fire Equipment & Fire Marshalls and Ambulance		
4	Octonorm Booth Construction (Approx. 1000 sqm) (Per Sqm)		
5	Aisle Carpeting (Approx.2000 sqm) (Per Sqm)		
6	Temporary Staff & House Keeping		
7	Electrical Contractor for providing the pwer from the Venue DB boxes to the stall blocks		
8	Reimbursement Zone (2Laptops & Printers+1Photocopier)		
9	Pagoda for Empty Carton Storage		
10	Onsite Branding Charges (Approx 1000 sqft) (Per Sqft)		
11	Hall & Entrance Gate Security, Parking Management, Traffic Marshals & Security Equipment		
12	Photographer / Videographer for The Event		
13	Tea/Coffee/Water Arrangements		
14	Airport Transfers for International Delegates		
15	Coach Transfers - Hotel to Venue		
16	Professional fee for Event Management - Managing the official website – Pre & Post Event(www.isgfair.com) - Mobilizing 200 overseas buyers & 1000 domestic buyers, Coordination with approved buyers - Mobiiization & Coordination of exhibitors from Allied Sectors from India & Abroad - Coordination in Reimbursement process,Distribution of Delegate Kits,Feedbacks and Designing of Marketing Collaterals - Lanyards+Badges+Pocuh for Exhibitors & Buyers - Welcome Arch - Inauguration Arrangement (Stage, Backdrop, Lighting & Sound)		
Grand Total			

(Total amount in words Rupees _____ only)

Taxes:

Payment Terms

- 1) 35% on acceptance letter.
- 2) 35% two days before the event.
- 3) 30% on submission of final bill and its acceptance by the Council

I/We agree to all the terms and conditions specified in the notice inviting bid No. SGEPC/ISGF/2026-27 dated _____

Date:

Signature:

Place:

Company

seal:

List of Additional Accessories for Stand Construction

Item	Rate in INR
* Bar stool	
* Big reception table counter	
* Full mannequin (male/ female)	
* Head- male/Female mannequin	
* Glass shelf	
* Wooden shelf	
* Slanting hook rods	
* Lockable cabinet	
* Cushioned Chair	
* Table	
* Showcase (2M X 1M X 0.5M)	
* System podium (1M X 0.3M X 0.3M)	
* Table Showcase	
* Garment Hanger stand with 20 hangers	
* Colored panels (per sq mtr)	
* Perforated sheet/ peg board / Grid Mesh	
* Round table / Square Table	