

REQUEST FOR PROPOSAL (RFP)
FOR
**SELECTION OF AN EVENT MANAGEMENT AGENCY FOR “CONCEPTUALIZING,
THEME DESIGNING, FABRICATION, INSTALLATION AND MANAGEMENT OF
EXHIBITION STALL AND CONTENT WRITING, DESIGNING, PRINTING AND
SUPPLYING OF PUBLICITY MATERIAL FOR UPEIDA”**
AT
“U.P. INTERNATIONAL TRADE SHOW”
BEING ORGANISED FROM 25th TO 29th SEPTEMBER–2026
AT INDIA EXPO CENTRE & MART–GREATER NOIDA (U.P.)

**UTTAR PRADESH EXPRESSWAYS INDUSTRIAL DEVELOPMENT AUTHORITY
(UPEIDA)**

5th Floor, A Block, PICUP Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow- 226010

Email- imlc.upeida@gmail.com Web: <https://upeida.up.gov.in>

DISCLAIMER

The information, contained in this Request for Proposal document (the “RFP”) or subsequently provided to Agency(s), whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisors, is provided to Agency(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an Agreement and is neither an offer nor an invitation by the Authority to the prospective Agencies or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in making their financial proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Agency may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees, or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements, and information contained in the RFP, especially the Project Report, may not be complete, accurate, adequate, or correct. Each Agency should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this RFP and obtains independent advice from appropriate sources.

Information provided in this RFP to the Agency(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The Authority, its employees, consultants, representatives and advisors make no representation or warranty and shall have no liability to any person, including any Agency under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this RFP Stage.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Agency upon the statements contained in this RFP.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select an Agency or to appoint the Selected Agency, for the Project and the Authority reserves the right to reject all or any of the Agencies or proposal without assigning any reason whatsoever.

The Agency shall bear all its costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority, or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain with the Agency and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Agency in preparation or submission of the proposal, regardless of the conduct or outcome of the selection Process.

The Agencies are prohibited from any form of collusion or arrangement to influence the selection and award process of the RFP. Giving or offering of any gift, bribe or inducement or any attempt to any such act on behalf of the Agency towards any officer/employee/ advisor/ representative of the Authority or to any other person in a position to influence the decision of the Authority for showing any favour in relation to this RFP or any other contract, shall RFP the Agency to such liability/penalty as the Authority may deem proper, including but not limited to rejection of the proposal of the Agency and forfeiture of its proposal Security.

Laws of the Republic of India are applicable to this RFP.

NOTICE INVITING RFP

Uttar Pradesh Expressways Industrial Development Authority (UPEIDA) invites technical and financial proposals from interested Event Management Agencies for **“Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA”** at the venue of **“U.P. INTERNATIONAL TRADE SHOW”** being organized from 25th to 29th September–2026 at India Expo Centre & Mart–Greater Noida (UP).

S.No.	Description	Date/Details
1.	Issue of RFP document on the e-tender portal https://etender.up.nic.in	07.07.2026
2.	Document Fee	Rs. 5900/- (Inclusive of GST) Payable through RTGS/NEFT in the Account of UPEIDA (Bank Name- Punjab National Bank Account No- 0294000110136155 IFSC- PUNB00294000).
3.	Earnest Money Deposit (EMD)	Rs. 25,000/- (Refundable) Payable through RTGS/NEFT in the Account of UPEIDA (Bank Name- Punjab National Bank Account No- 0294000110136155 IFSC- PUNB00294000).
4.	Date of Pre-Bid meeting for any clarifications / explanation (Through VC)	22.07.2026 at 03:30 PM
5.	Response of Pre-Bid Queries by Nodal Agency (if any)	27.07.2026
6.	Proposal Due Date (PDD) (online Submission)	06.08.2026 up to 11:00 hrs
7.	Submission of Hard Copy and Documentary proof for online payment of Document Fee and EMD	07.08.2026 till 11:00 hrs at UPEIDA office Lucknow
8.	Opening of Technical Proposals	07.08.2026 till 11:00 hrs at UPEIDA office Lucknow
9.	Technical Evaluation	To be announced later
10.	Presentation of Technically qualified agencies	To be announced later
11.	Online Opening of Financial Proposals	To be announced later
12.	Validity of Applications	120 days from Proposal Due Date

Chief Executive Officer, UPEIDA

1. INSTRUCTION FOR SUBMITTING RFP

The selection process for this RFP will be completed online through e-tender portal. The RFP document can be downloaded free of cost from the e-tender portal <https://etender.up.nic.in>.

The Applicant has to register with his/her digital signature certificate (DSC) in the e-tendering system and subsequently he/she will be allowed to carry out his/her e-proposal submission activities. Registering the digital signature certificate (DSC) is a one-time activity. Before proceeding to register his/her DSC, the Applicant should first log on to the e-tendering system using the user login option on the home page with the login id and password with which he/she has registered.

For successful registration of DSC on e-procurement portal <https://etender.up.nic.in>, the Applicant must ensure that he/she should possess class-II/III DSC issued by any certifying authorities approved by the Controller of Certifying Authorities, Government of India, as the e-procurement website <https://etender.up.nic.in> is presently accepting DSCs issued by these authorities only. The Applicant can obtain user login id and perform DSC registration exercise even before e-proposal submission date starts.

The Applicant shall be required to use own digital signature while uploading its proposal. The Applicant shall be required to upload the proposal using its digital signature only. Failure to comply or usage of digital signature of other firm shall be liable for rejection of the proposal.

The Applicants must upload all the required documents (which would form the technical proposal in the pdf format & financial proposal in excel format i.e. BOQ separately) online on the e-tender portal <https://etender.up.nic.in>.

It is suggested that the pdf files should be made in grayscale using the minimum readable appropriate resolution so that the size of the files is minimized for fast uploading on the e-tender portal <https://etender.up.nic.in>. The required electronic documents for each document label of technical (project details, annexures, etc.) schedules/packets can be clubbed together to make single label file.

Along with uploading the e- proposal online, the original copy of technical proposal (duly signed by the Authorised Signatory, on each page, and as uploaded), and proof of online submission of Document Fee and EMD has to be submitted in a separate envelope, which should be received on or before the date of technical proposal opening at the UPEIDA Office address given below.

The proposals will be opened on scheduled date at the address given below:

UPEIDA,

5th Floor, A Block, PICUP Bhawan,

Gomti Nagar,

Lucknow – 226010

Uttar Pradesh

e-mail: imlc.upeida@gmail.com , web site: <https://upeida.up.gov.in>

2. Uttar Pradesh International Trade Show 2026 (UPITS-2026):

Department of Micro, Small, Medium Enterprises Department, Government of Uttar Pradesh, in co-ordination with the India Exposition Mart Ltd. (IEML)–Greater Noida, is organizing the 4th Edition of the ‘**UP INTERNATIONAL TRADE SHOW’ (UPITS)** from 25th September to 29th September 2026 at **India Expo Centre & Mart, Greater Noida**.

This 5-day event aims to showcase reflection of Uttar Pradesh’s commitment to fostering economic growth and industrial excellence. Aligned with the vision of **Make in India, Vocal for Local, and Aatmanirbhar Bharat**, this event promotes investment, trade collaborations, and sectoral advancements across diverse industries, including manufacturing, technology, handicrafts, agriculture, and more. The Trade Show is garnering widespread attention globally and is expected to be attended by more than 50,000 business delegates, industry captains, policy makers, and other relevant stakeholders.

The 3rd Edition of UPITS, held last year during September 25th September to 29th September 2025, was a significant milestone in global trade, which was Inaugurated by the Hon’ble Prime Minister of India, and attended by the Hon’ble Chief Minister, U.P and many Indian and Foreign dignitaries UPITS-2026 envisages to set new benchmarks this year with more than **2,400 exhibitors, 1,50,000 B2B buyers, 4,50,000 B2C visitors and participation from international buyers across many countries**

UPITS–2026 aims to provide a vibrant platform for the best minds and experts from around the world. The primary objective is to facilitate and harness the immense potential of sourcing from Uttar Pradesh.

3. Uttar Pradesh Expressways Industrial Development Authority (UPEIDA)

The Uttar Pradesh Expressways Industrial Development Authority (UPEIDA) is a nodal agency under Government of Uttar Pradesh. UPEIDA’s mission is to build road infrastructure through expressways, increasing defence manufacturing in India by focusing on ‘Atmanirbhar Bharat’ and regional industrial and socio-economic growth by developing Integrated Manufacturing & Logistic Clusters (IMLCs). The Authority oversees the planning, construction, and operation of several key expressways, including the Agra-Lucknow Expressway, Purvanchal Expressway, Bundelkhand Expressway, Gorakhpur Link Expressway and Ganga Expressway. These projects aim to reduce travel time and promote economic development by facilitating smoother transportation of goods and people across the region. The Authority has also taken a step towards environment wellbeing by planning for solar power streetlights, EV charging stations and public services.

Additionally, UPEIDA is responsible for the Uttar Pradesh Defence Industrial Corridor (UPDIC), an ambitious project aimed at enhancing India’s self-reliance in defence manufacturing and reducing foreign dependency in defence sector. UPDIC spans six key nodes, i.e., Lucknow, Kanpur, Jhansi, Agra, Aligarh and Chitrakoot, interconnected by major expressways and National Highways (NHs), attracting significant investments and fostering collaborations with the defence industry giants like Bharat Dynamics Limited (BDL) and BrahMos Aerospace.

Now, UPEIDA is responsible for planning and development of Integrated Manufacturing Logistics Clusters (IMLCs). These clusters shall be housing the industrial units of various sectors as well as Warehousing & logistic units to promote industrial manufacturing and transportation in the region. At present 27 IMLCs are planned along all the UPEIDA expressways covering 26 districts. These clusters are designed to enhance industrial growth and logistics efficiency by providing state-of-the-art infrastructure and connectivity. Also, the clusters are expected to catalyse manufacturing activities and create significant employment opportunities all across UP.



Shri Nand Gopal Gupta "Nandi"
Hon'ble Cabinet Minister,
Department of Industrial Development,
Govt. of Uttar Pradesh



upeida
UP Expressways Industrial
Development Authority



Yogi Adityanath
Hon'ble Chief Minister,
Uttar Pradesh

UTTAR PRADESH EXPRESSWAYS INDUSTRIAL DEVELOPMENT AUTHORITY (UPEIDA)

Crafting Industrial Landscape for Uttar Pradesh



**6 DEFENCE NODES OF UP DEFENCE
INDUSTRIAL CORRIDOR (DIC)**



**27 Integrated Manufacturing &
Logistic Clusters (IMLCs)**

OPERATIONAL

- GORAKHPUR LINK EXPRESSWAY (91 KM)
- FARVANCHAL EXPRESSWAY (341 KM)
- AGRA-LOCKNOWN EXPRESSWAY (302 KM)
- BUNDELKHAND EXPRESSWAY (286 KM)

UNDER CONSTRUCTION

- GANGA EXPRESSWAY (294 KM)

PROPOSED

- CHHRAKOOTI LINK EXPRESSWAY (13 KM) (PROPOSED)
- LINK EXPRESSWAY FROM AGRA-LOCKNOWN EXPRESSWAY TO FARVANCHAL EXPRESSWAY (38 KM) (PROPOSED)
- LINK EXPRESSWAY FROM AGRA-LOCKNOWN EXPRESSWAY TO GANGA EXPRESSWAY VIA FARUKHABAD (81 KM) (PROPOSED)
- LINK EXPRESSWAY FROM JEWAR AIRPORT TO GANGA EXPRESSWAY VIA BULANDSHAHAR (74 KM) (PROPOSED)
- LINK EXPRESSWAY FROM JHANSI TO BUNDELKHAND EXPRESSWAY (143 KM) (PROPOSED)
- VINDHYA EXPRESSWAY (320 KM) (PROPOSED)
- VINDHYA-FARVANCHAL LINK EXPRESSWAY (108 KM) (PROPOSED)
- MISER-HARDWAR LINK EXPRESSWAY (120 KM) (PROPOSED)
- CHITRAKOOT-REWA LINK EXPRESSWAY (173 KM) (PROPOSED)
- NODA - JEWAR LINK EXPRESSWAY (30 KM) (PROPOSED)



Expressways



U.P. Defence
Industrial Corridor
(UPDIC)



U.P. Integrated
Manufacturing &
Logistic Clusters



Scan QR code for
IMLCs and Defence Nodes

U.P. DEFENCE INDUSTRIAL CORRIDOR (UPDIC)

An aspirational project by UPEIDA that intends to reduce foreign dependency of Indian Aerospace & Defence Sector

Aligarh | Agra | Jhansi | Lucknow | Kanpur | Chitrakoot

Investment (proposed)
₹ 33,000 Cr. (Appx.)

Employment (proposed)
49,000 (Appx.)

Total MoUs signed
185



Major Defence Partners



S/No	Node	Approved Land (in Ha)	Available land (in Ha)	Saleable Area (in Ha)	Allotment Details	
					No. of Companies	Allotted land area (in Ha)
1	Kanpur	222.8601	222.8601	210.61	5	210.61
2	Aligarh	87.493	87.4983	64	24	64.001
3	Lucknow	160.4083	160.4083	131.85	16	131.85
4	Jhansi	1087.0311	1087.0311	824.41	17	571.09
5	Aligarh Phase - II	87.888	75.0160	56.5	0	0
6	Chitrakoot	329.0525	294.9495	223	0	0
7	Agra	123.1351	112.3881	88.25	0	0
TOTAL		2097.8681	2040.1513	1598.92	62	977.54

2 CoEs, IIT Kanpur & IIT (BHU)

3 DTIS- UAS, CDTF & AMDT

7 BANKING PARTNERS

3 SKILLING PARTNERS

9 OPERATIONAL UNIT

- Land Subsidy: Up To 25% For 200 Cr+ Investment
- Capital Subsidy: Up To 25% On Plant &
- Machinery Transport Subsidy: Up To * 30 Cr
- Stamp Duty Exemption: 100% Waiver
- Green Infrastructure: Up To Rs 1 Cr.
- Patent Subsidy: Up To 1 Cr. Lakh Per Year

- Skill Development: Up To 2,00,000 Per Year
- Common Facility Centre: Up To 10 Cr Per Centre
- Marketing Assistance: Up To 15 Lakh For (international) And 5 Lakhs (national)
- Women Entrepreneurs: Additional 2% On All Applicable Subsidies
- R&d: * 10 Cr Per Year Per Institution.

Knowledge Partners

UPEIDA has collaborated with IITs to develop the sectorial expertise in UPDIC



IIT KANPUR
RESEARCH &
TECHNOLOGY
PARK FOUNDATION



UPEIDA EXPRESSWAYS

Transforming Uttar Pradesh to Expressways Pradesh

"The Uttar Pradesh Expressways Industrial Development Authority (UPEIDA) was established in December 2007 by the Government of Uttar Pradesh, pursuant to the provisions of the Uttar Pradesh Industrial Areas Development Act, 1976."

UPEIDA was initially established with the mandate of developing expressways across the state. Over time, it has significantly broadened its scope by undertaking two additional flagship initiatives:

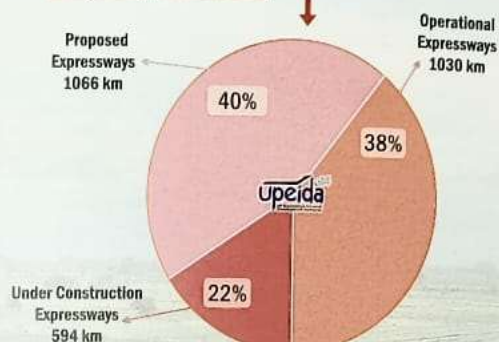
- U.P. Defence Industrial Corridor (UPDIC)
- U.P. Integrated Manufacturing & Logistics Clusters (UPIMLC)

- 1 Agra-Lucknow Expressway** Distance: 302 km
(Agra, Firozabad, Mainpuri, Etawah, Auraiya, Kannauj, Kanpur Nagar, Hardoi, Unnao, Lucknow)
- 2 Purvanchal Expressway** Distance: 341 km
(Lucknow, Barabanki, Amethi, Sultanpur, Ayodhya, Ambedkar Nagar, Azamgarh, Mau, Ghazipur)
- 3 Bundelkhand Expressway** Distance: 296 km
(Chitrakoot, Banda, Mahoba, Hamirpur, Jalaun, Auraiya, Etawah)
- 4 Ganga Expressway** Distance: 594 km
(Meerut, Hapur, Bulandshahar, Amroha, Sambhal, Badaun, Shahjahanpur, Hardoi, Unnao, Raebareilly, Pratapgarh, Prayagraj)
- 5 Gorakhpur-Link Expressway** Distance: 91 km
(Gorakhpur, Sant Kabir Nagar, Ambedkarnagar, Azamgarh)

Total length of Expressways in U.P. is 4694 km

UPEIDA's Expressways Landscape

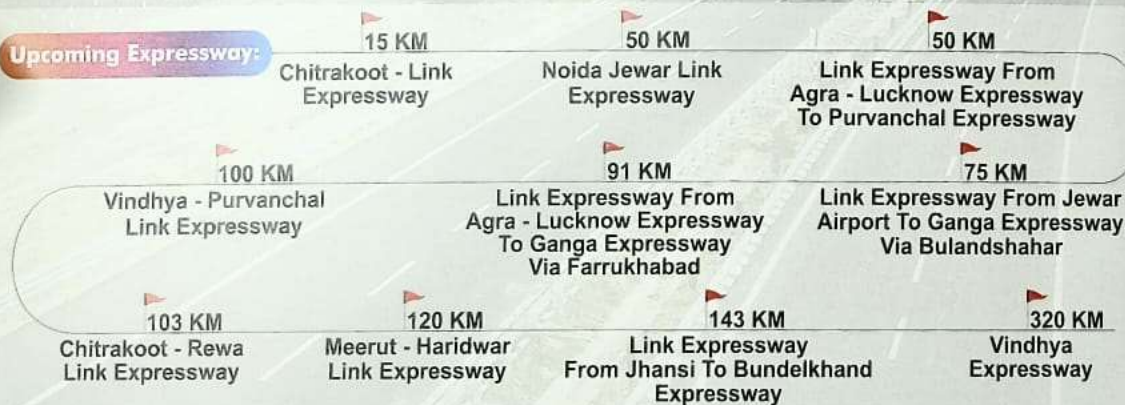
Total length of UPEIDA Expressways is 2690 km



745 Ha. Land acquired by UPEIDA in record time for Ballia Expressway being constructed by NHAI

Accelerating Uttar Pradesh

Upcoming Expressway:



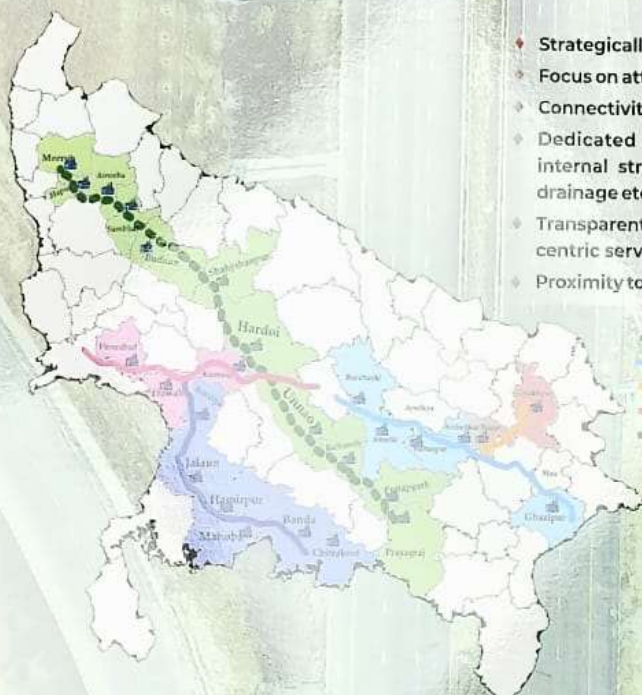
 Advanced Traffic Management System (ATMS) for early detection of Accidents & early warning to Road Users for Accident prevention.	 Emergency Landing Facilities (ELF) near Unnao (Agra-Lucknow Expressway), near Sultanpur (Purvanchal Expressway) & under Construction near Shahjahanpur (Ganga Expressway).	 26 Public Charging Stations (PCS) along Bundelkhand, Purvanchal, Agra-Lucknow and Gorakhpur Link Expressway at about every 50 Km. & Fast chargers available for all type of Vehicles.	 Wayside Amenities (WSA) along the Bundelkhand, Purvanchal & Gorakhpur Link Expressways on Design, Build, Finance, Operate, and Transfer (DBFOT) basis.	 Onboard Road Monitoring System (OROMS) AI Based Real Time Assessment of Riding quality & Comfort in collaboration with ETH Zurich University & RTDT Laboratories AG, Zurich.
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U.P. Integrated Manufacturing & Logistic Clusters (UP IMLCs)

UPEIDA is developing 27 Integrated Manufacturing & Logistic Clusters (IMLCs) across 26 districts, spanning 5,146 Ha. (12,700 acres) of land bank along 5 expressways. Strategically located with seamless road, rail, and air connectivity, these clusters are being developed with state-of-the-art infrastructure to create a competitive and investor-friendly environment.

Key USPs of IMLCs

- ♦ Strategically located IMLCs and competitive land rates.
- ♦ Focus on attracting Manufacturing & logistic units.
- ♦ Connectivity via state-of-the-art expressways.
- ♦ Dedicated facilities like wide roads, power supply, internal streetlights, adequate green area, water supply, drainage etc.
- ♦ Transparent online land allotment & other allottee centric services.
- ♦ Proximity to existing urban centres for worker facilities.



GANGA EXPRESSWAY (594 KM) - UNDER CONSTRUCTION
 PURVANCHAL EXPRESSWAY (341 KM)
 GORAKHPUR LINK EXPRESSWAY (91 KM)
 AGRA-LUCKNOW EXPRESSWAY (302 KM)
 BUNDELKHAND EXPRESSWAY (296 KM)

U.P. Integrated manufacturing & Logistic Clusters (UPIMLCs)

GANGA EXPRESSWAY

➤ Meerut	(213.89 Ha.)
➤ Hapur	(123.08 Ha.)
➤ Amroha	(140.64 Ha.)
➤ Sambhal	(239.10 Ha.)
➤ Budaun	(108.89 Ha.)
➤ Shahjahanpur	(102.01 Ha.)
➤ Hardoi	(135.65 Ha.)
➤ Unnao	(134.87 Ha.)
➤ Raebareli	(93.99 Ha.)
➤ Pratapgarh	(106.59 Ha.)
➤ Prayagraj	(101.49 Ha.)

BUNDELKHAND EXPRESSWAY

➤ Auraiya	(131.14 Ha.)
➤ Jalaun	(678.84 Ha.)
➤ Mahoba	(110.09 Ha.)
➤ Hamirpur	(104.83 Ha.)
➤ Banda	(577.12 Ha.)
➤ Chitrakoot	(309.51 Ha.)

AGRA-LUCKNOW EXPRESSWAY

➤ Firozabad	(139.32 Ha.)
➤ Etawah	(87.94 Ha.)
➤ Kannauj	(142.60 Ha.)

PURVANCHAL EXPRESSWAY

➤ Barabanki	(246.30 Ha.)
➤ Amethi	(148.61 Ha.)
➤ Sultanpur	(328.32 Ha.)
➤ Ambedkar Nagar	(230.84 Ha.)
➤ Gaziipur	(201.93 Ha.)

GORAKHPUR-LINK EXPRESSWAY

➤ Gorakhpur	(62.09 Ha.)
➤ Ambedkar Nagar	(146.25 Ha.)



Office Details

5th Floor, A Block, Picup Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow - 226010 Ph.: 0522 400 4527

upeida.up.gov.in
imlc.upeida@gmail.com / deforup.project@gmail.com

4. SCOPE OF WORK

UPEIDA plans to participate in the UP International Trade Show (UPITS)-2026, being held from 25th to 29th September 2026 at India Expo Centre & Mart, Greater Noida (UP). As an exhibitor, UPEIDA intends to showcase the achievements of UPEIDA across all its verticals: World-class expressways and supporting infrastructure and services for the users of the expressways; Defence Industrial Corridor (DIC) and Defence nodes and proposed Integrated Manufacturing and Logistic Clusters (IMLCs).

An approximate space of **500sq.mt.has been allocated to UPEIDA in Hall-1 of India Expo Centre & Mart, Greater Noida**. Layout of the space is attached with this document. **(Appendix F)**. The selected Agency should have domain expertise, creative competency and skilled manpower to handle the various aspects of the required services.

A. The scope of work for the selected agency shall include, but not limited to, the following:

a) Design, Theme & Layout

1. Conceptualize, theme-design, fabricate, install and manage the exhibition stall.
2. The total area must be utilised to full capacity; no zone shall be left uncovered. This includes, but is not limited to, creation of the stall façade, day & night lighting, theme lighting, general lighting, and furniture/fixtures.
3. The exhibition stall will serve as a platform to showcase opportunities in the state and latest updates on Expressways, Defence Corridor and IMLCs through various publicity media including digital platforms using modern technology.
4. Exhibitions have reached the digital mode; innovative and digitally creative concepts are expected. The design should be neat and clutter-free with a clear movement plan for visitors within the pavilion.

b) Furniture & Fixtures

1. Proposal for the quality, design and colour of all furniture to be submitted for approval; white-coloured furniture is not permitted. All furniture shall be aesthetically consistent with the overall UPITS 2026 theme and shall be used only after obtaining prior approval from UPEIDA.
2. All table tops in conference/meeting rooms shall have good quality MICA tops of wood finish, consistent with the design and aesthetics of the stall.
3. Classy comfortable chairs and sofas with cushions; tables with glass tops and MICA tops; appropriate fancy lighting (wall lights, focus lights, trans-lights for façade and interior) — all in appropriate quantity across the 400–500 sq.mt. area

c) Digital Displays & Audio-Visual Equipment

1. 04 nos. 55-inch UHD LED TVs with HDMI cable and peripheral accessories for interfacing laptops — one inside of the meeting and conference hall for presentations and one on the outside wall of the stall.
2. Qty 01 LED Video Wall, minimum size 6 ft × 8 ft, at the fascia/appealing area of the stall, with audio accessories (PA System) to create theme-matching ambience. Agency to provide, install, operate, maintain and dismantle.
3. 3D display of Expressways, IMLCs and DIC with their amenities and USPs.
4. Qty 15 of 3D Decoys/Dummies of Defence Equipment (Aircraft, Missiles and Tanks) for display inside the stall; minimum height 3 ft.
5. Qty 01 Selfie Point minimum size 6ft x 3ft to provide for display inside the stall.
6. Tangible Interactive Table displaying all UPEIDA projects. Information and photographs to be provided by UPEIDA; content, design and graphics to be developed by the agency.
7. Minimum 02 Digital Standees. Information and photographs to be provided by UPEIDA; content, design and graphics to be developed by the agency.

d) Key Timelines & Milestones

1. By 23rd September 2026: All printed publicity material (brochures, flyers, display panels, etc.) delivered at the venue.

2. By 24th September 2026: All fabrication work completed; exhibition stall fully installed on-site by 1st half of 24th September 2026: Exhibition stall fully ready and operational.
3. 25th – 29th September 2026: UPITS 2026 event. Agency to maintain, operate and supervise the stall throughout.

e) Mandatory Requirements:

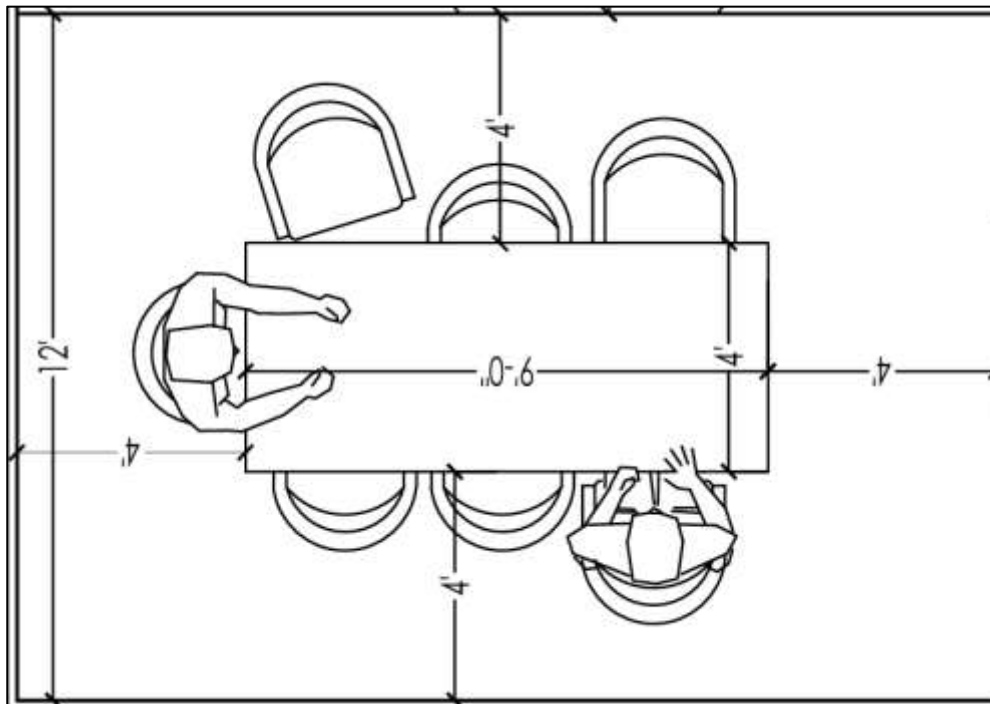
The exhibition stall may have at least following elements:

i. Design & Aesthetics

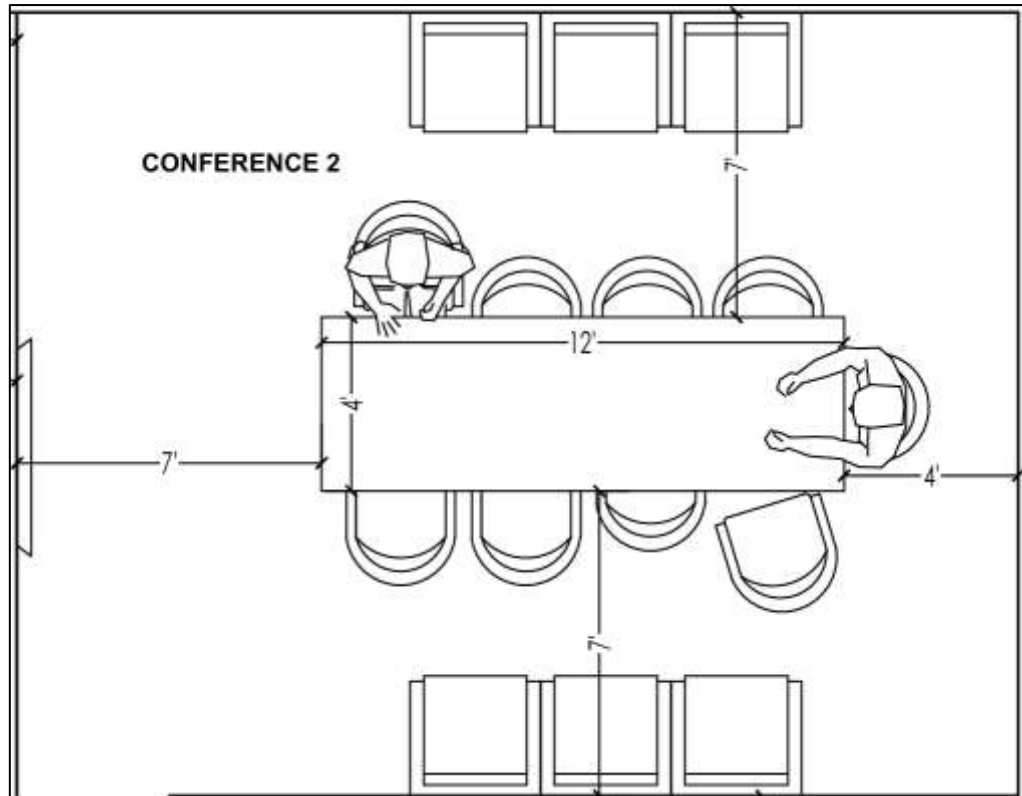
1. The agency is responsible for the overall design and aesthetics of the exhibition stall (exterior and interior), including ambience creation as per the theme. All artwork, ideas and creativity to be used for branding shall be approved by the authorities.
2. Designs, structure, materials and elements must be visually appealing, sturdy and capable of withstanding weather conditions at the exhibition site.

ii. Internal Rooms & Zones

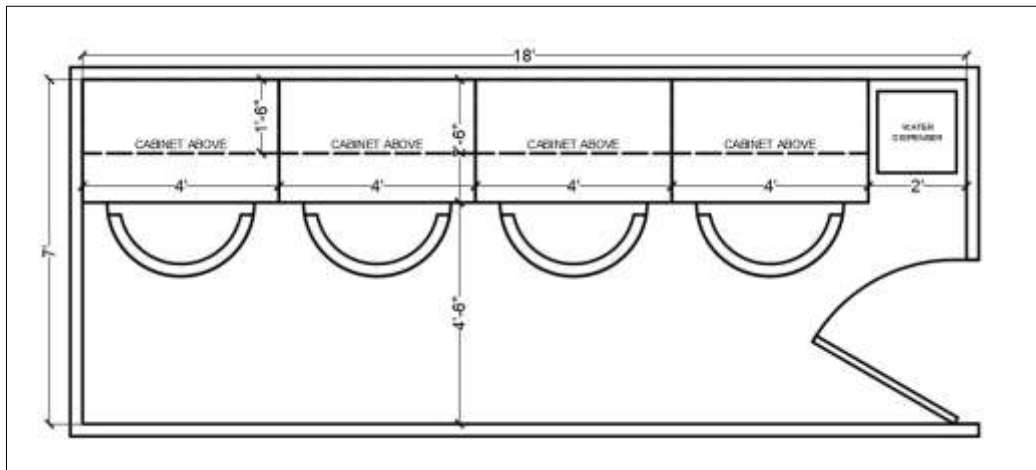
1. Meeting Room : Wooden finish meeting room with adequate branding and wooden finish conference table with fresh succulent planters (minimum height should be 15 cm), notepads and pen/pencil sets; Leatherette adjustable arm chairs with sitting capacity of 7 persons with below mentioned minimum area in ft. with a 55 inch LED TV for presentation.



2. Conference Room : Wooden finish conference room with adequate branding and wooden finish conference table with fresh succulent planters (minimum height should be 15 cm), notepads and pen/pencil sets; Leatherette adjustable arm chairs for 9 persons; a pair of single sofa sets for 6 people and a coffee table in corners with below mentioned minimum area in ft with a 55 inch LED TV for presentation.



3. 01 Store Room minimum size (6X6 ft) and 01 Pantry minimum (6X6 ft) of adequate size within the stall.
4. 01 enclosed Workstations with sitting capacity of 4 people with a separate workstation for each with 6 Leatherette adjustable arm chairs, overhead cabinet with lock, 1 laptop with all accessories and Wi-Fi, and power plugs for UPEIDA staff.



5. Minimum 02 well-curated Reception areas with branding at the front and rear openings of the stall; 04 Magazine stands and Display shelves.
6. Open area: 4-seater meeting tables open from all 4 sides, comfortable chairs and sofas, adequate power sockets for laptop charging, as per the approved design.
7. 15 sub-stalls of 3 ft X 3 ft each for allottees displaying their products, each with a 43-inch UHD LED TV (HDMI cable and accessories), a wooden counter table, and 2 chairs with branding and 1 display panel.

iii. Content, Printing, Publicity & Branding Material

1. The agency is enrolled for content writing, designing, printing and supplying of marketing/publicity material including:
 - 1,000 sets of Brochures (16 sides A4 size, minimum 300 GSM with lamination)

- 2,000 Flyers (2 sides A4 size, minimum 300 GSM with lamination)
 - Display Panels and Graphics of good ndquality printing for publicity
 - 100 Branded keychain-style USB Pen Drives, minimum 8 GB each, preloaded with promotional content, presentations, brochures, videos and digital material as provided by UPEIDA. Design, branding, colour and quality subject to prior approval by UPEIDA.
 - 250 Promotional Bags (Chikankari motif bag, 16" × 16") design, branding, colour and quality subject to prior approval by UPEIDA.
 - 100 Branded Spiral Notebook (minimum size 25 cm X 15 cm) and Pen with logo of UPEIDA, branding, colour and quality subject to prior approval by UPEIDA.
2. All printed material to be supplied at the venue by 23rd September 2026.
 3. Only content for the publicity material will be provided by UPEIDA; all conceptualization and design shall be made by the selected agency.
 4. Samples of publicity material (brochures, flyers, leaflets) to be submitted to the authorities for approval before final printing.
 5. The agency shall deploy 02 dedicated resources stationed at the UPEIDA office for designing event content

iv. Structure & Fabrication

1. The exhibition stall structure must be waterproof and well-ventilated; structural stability shall be ensured throughout the event.
2. Setting up the necessary foundation and preparing the floor befitting the display — including, but not limited to, wooden ply flooring, Needle Punch carpet, etc.
3. The façade shall be designed with PVC vinyl pasting, backlit acrylic boxes and engraved letters consistent with the design and aesthetics of the stall.
4. All displays shall be on prefabricated reusable backlit boxes.

v. AV & Digital Equipment

1. 04 nos. 55-inch UHD LED TVs (with HDMI cable and peripheral accessories for interfacing laptops) — Qty 01 at the meeting room and Qty 01 conference hall for presentations; Qty 02 on the outside wall of the stall.
2. Qty 01 LED Video Wall, minimum size 6 ft × 8 ft. Specifications: pixel pitch 1.5 mm – 1.9 mm (max); Black SMD/COB LED with anti-glare finish; minimum brightness 1,200 nits; minimum refresh rate 3,840 Hz; contrast ratio minimum 5,000:1; colour depth 16-bit or higher. Positioned at the fascia/appealing area with PA audio accessories to create theme-matching ambience. Agency to provide, install, operate, maintain and dismantle.
3. Good quality, new and proper lighting for both interior and exterior façade — including day & night lighting, theme lighting, general lighting. Sufficient charging points, multiple plug points and extension cords; all necessary cabling and wiring. (Exhibition Authority will provide electricity connection to the stall.)
4. Qty 15 of 3D Decoys/Dummies of Defence Equipment (Aircraft, Missiles and Tanks) for display inside the stall; minimum height 4 ft.
5. Provision for 15 sub-stalls of 3 ft × 3 ft each, each with a 43-inch UHD LED TV (HDMI cable and accessories), a wooden counter table, and 2 chairs with design and branding.
6. 3D display of Expressways, IMLCs and DIC with their amenities and USPs.
7. Tangible Interactive Table displaying all UPEIDA projects. Information and photographs to be provided by UPEIDA; content, design and graphics to be developed by the agency.
8. Minimum 02 Digital Standees. Information and photographs to be provided by UPEIDA; content, design and graphics to be developed by the agency

vi. Furniture & Décor

1. The agency shall propose the quality, design and colour of all furniture (white-coloured furniture excluded). All proposed furniture shall be aesthetically consistent with the UPITS 2026 theme and shall be used only after prior approval from UPEIDA.

2. All table tops in conference/meeting rooms shall have good quality MICA tops of wood finish, consistent with the design and aesthetics.
3. Classy comfortable chairs and sofas with cushions; tables with glass tops and MICA tops; appropriate fancy lighting (wall lights, focus lights, trans-lights for façade and interior) — all in appropriate quantity. Exact quantity is not pre-defined; the agency must work out the requirement to sufficiently light 400–500 sq.mt.
4. Decorative planters: Well-painted/polished, good quality, with green plants minimum 4 ft in height.
5. Daily planters/bouquet (each of the 5 event days): 02 small planters/bouquet (in case of planter with flowers minimum height should be 30 cm in terracotta, clay or wooden pots per day) well suited to facilitating dignitaries — (Orchid, Peace Lily, Jasmine, Lavender or Jade) will be finalised upon approval of UPEIDA.
6. 03 glass bowls with stands for collecting and storing contact cards exchanged during the event

vii. Pantry & Hospitality

1. 01 Storage area and 01 Pantry within the stall, equipped with:
 - Small refrigerator, bean-to-cup coffee and tea vending machine, soup dispenser
 - Snacks: cookies and dry fruits
 - Packaged drinking water bottles and tetra juice packs
 - Disposable cups, plates, stirrers and napkins (approx. 100 per day)
 - Capacity to cater to a minimum of 12–15 guests at a time
2. 02 neatly uniformed staff (pantry and housekeeping) available at the stall by 9:30 a.m. sharp each day.
3. 15 lunch packs × 5 days from a quality restaurant approved by UPEIDA.

viii. Manpower & On-Ground Operations

1. 03 dedicated Receptionists (neatly and amicably dressed) for the full duration of the event — responsible for guest reception, day-to-day operations and distribution of publicity material, brochures and leaflets.
2. The agency shall liaise with the exhibition authority and local bodies to ensure all material reaches the site on time for installation/fabrication, and all brochures and publicity material are available at the venue on time.
3. Maintenance support to be available in the stall for the entire duration. Any damage to the structure or its elements must be repaired or replaced urgently.
4. Complete management of all activities relating to furniture/fixtures, seamless operation of all digital display items, coffee vending machine, garbage collection, etc.

ix. Photography & Videography

1. Professional DSLR camera-based photography and videography throughout the event using full-frame professional-grade equipment operated by experienced personnel.
2. Photography: minimum 24 MP high resolution.
3. Videography: minimum 4K Ultra HD with professional audio recording and stabilization equipment.
4. Coverage to include the exhibition stall, investor interactions, dignitary visits, presentations, branding elements and all key event activities.
5. All raw and edited photographs and footage to be submitted to UPEIDA. All content shall remain the exclusive property of UPEIDA.

x. Inauguration Arrangements

1. Proper arrangements for inauguration by the dignitary on Day 1 of UPITS: Red Ribbon, Scissors and a well-decorated tray

xi. Safety & Emergency Preparedness

1. Fire extinguishers and First Aid kit to be provided and maintained at the stall.
2. The agency shall be responsible for emergency preparedness in cases of fire, extreme weather, crowd management and other contingencies.

xii. General Notes

1. The scope of work is indicative and not exhaustive. The bidder must ascertain all requirements as per the theme plan and prepare the financial bid accordingly.
2. All necessary on-ground support and maintenance shall be provided by the agency to ensure smooth operations of the exhibition stall throughout the event.

Please note that the designs, structure, material used & its elements must be visually appealing, sturdy, must stand the weather condition at the exhibition site. In addition to the above Scope of Work, the agency will provide necessary on-ground support required & maintenance, to ensure smooth operations of the exhibition stall.

Points to note:

1. Approximate area allocated for the exhibition stall is 500 sq.mt. However, in case of variation in the area of the stall, the payment shall be made on the pro-rata basis.
2. Only raw indoor space will be provided, and the exhibition stall will be built inside the space. flooring is required inside the exhibition stall.
3. The facade of the exhibition stall must be visually appealing and should be about 10ft in height or as allowed by the exhibition organiser.
4. Any additional work required for the successful execution of Trade show, will be delivered only upon mutual agreement of the additional scope of work and rates between the Successful Agency and the Competent Authority. Permission shall be taken from UPEIDA for any additional item/ work.

B. Suggestions for the UPEIDA Stall:

The details of technical components (suggested only) for the stall are as below. Your suggestions may or may not include or be restricted to the following:

- a) A working model/ simulation model (Suggestive options to be provided by agency) of any project of UPEIDA with the help of advance digital technology, maybe a part of the stall.
- b) One immersive room with latest technology (Suggestive options to be provided by agency)
- c) `Engagement activities (Suggestive options to be provided by agency) need to be planned throughout the exhibition days.
- d) Kinetic Wall with 500 mm tiles
- e) Anamorphic Displays to be delivered by the Agency holistically from content creation to presentation only after qualifying the standards and approval of UPEIDA authority.
- f) Depth enhancing and illusion providing mirrors / Infinity Mirrors
- g) LED flooring
- h) AI Chatbot
- i) Interactive projection mapping
- j) Digital Fascia

Apart from the above, you are free to suggest anything that would suit the look, feel and digital appeal of the pavilion.

5. INSURANCE

The Agency shall ensure that all its resources deployed at the site are adequately insured, covering each incidence for personal injury caused or arising out of the performance of the services. The selected Agency shall also be required to have comprehensive insurance for the entire UPEIDA Exhibition Stall & any loss incurred to the structure or life due to natural calamity or other reasons (If so may arise).

6. INSTRUCTIONS TO AGENCIES

- a) The Applicants must quote in the 'Financial proposal' (as per indicative format at **Appendix I**), in Rs.....per square meter (excluding GST) for Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for "U.P. Expressways Industrial Development Authority" at the venue of "U.P. INTERNATIONAL TRADE SHOW" being organised from 25th to 29th September-2026 at India Expo Centre & Mart-Greater Noida (UP), with all its elements as defined in the scope of work, for the entire period of the exhibition. **Rates quoted in any other unit form are likely to be rejected and clarification may/may not be sought.** Any cost related to the deployment of the maintenance support; any other direct/indirect cost must also be included in this quote. No additional cost will be paid by UPEIDA. The quote must be exclusive of GST.
- b) UPEIDA reserves the right to proceed with evaluation and award of the contract even if only one Applicant qualifies technically and/or financially.
- c) The responses of RFPs will be evaluated based on the evaluation criteria set out in this RFP document to identify the successful agency. The Successful Agency shall be issued a Work Order/ Letter of Award (LoA) by UPEIDA.
- d) Each agency shall submit a maximum of one (1) proposal for the assignment, in response to this RFP document. Any agency who submits more than one proposal for the assignment shall be disqualified.
- e) The proposal shall remain valid for a period of not less than 120 days from the proposal due date (Proposal validity period). UPEIDA reserves the right to reject any proposal, without assigning any reason.
- f) The selected Agency shall function as the Event Management Agency for "**Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA**" at the venue of "U.P. INTERNATIONAL TRADE SHOW" being organised from 25th to 29th September-2026 at India Expo Centre & Mart-Greater Noida (UP).

7. TEAM MEMBERS OF AGENCY FOR THE PROJECT

- a) The Event Management Agency shall deploy Qty 01 Team Leader, who shall act as the Single Point of Contact (SPOC) and remain available throughout the project and event period for overall coordination and management of all event-related activities. The Agency shall deploy the Team Leader and dedicated Designer, who shall be stationed at the UPEIDA office till the designs of all display are finalised and are ready for printing/ execution. In addition, the Agency shall maintain a dedicated team of qualified professionals at its office located in Delhi/Noida/Greater Noida at all time during the fabrication of the stall to ensure timely execution and effective management of all stall activities. (**Appendix G**)
- b) Selected Bidder shall not change these personnel without prior permission of UPEIDA. Without written permission of UPEIDA any such action shall be deemed as breach of contract.
- c) UPEIDA will not normally consider any request of the Selected Agency for substitution of these Personnel. Substitution, will, however be permitted if the Personnel are not available for reasons of any incapacity or due to health, subject to equally or better qualified and experienced personnel

being provided to the satisfaction of the UPEIDA. UPEIDA expects all the Key Personnel to be available during implementation of the Agreement.

8. EARNEST MONEY DEPOSIT (EMD)

A refundable Earnest Money Deposit (EMD) for an amount of INR 25,000/- (Rupees Twenty-Five thousand only), shall have to be paid online, as per details given in NIT, for the acceptance of the proposal.

EMD shall be returned (without any interest) to the unsuccessful agencies within a period of three months from the date of issue of 'Work Order' to the 'Successful Agency'. EMD submitted by the 'Successful Agency' shall be returned (without any Interest) after signing of the Agreement (**Appendix H**) by the Successful Agency.

EMD shall be forfeited if any information or document furnished by the Agency turns out to be misleading or untrue in any material respect or due to breach of any of the guidelines of the RFP document.

UPEIDA reserves the right to reject any Proposal, if:

- a) At any time, a material misrepresentation is made or discovered; or
- b) The Agency does not respond promptly and diligently to requests for supplemental information required for the evaluation of the Proposal.

9. AMENDMENT / MODIFICATION OF RFP

- i. At any time prior to the deadline for submission of Proposals, UPEIDA may, for any reason, whether on its own initiative or in response to a clarification sought by any Agency, modify the RFP Document through the issuance of a Modified RFP, Addendum, Amendment, or Corrigendum, which shall be published only on the e-Tender Portal. UPEIDA also reserves the right to withdraw, cancel, or annul the tender process at any stage without assigning any reason thereof.
- ii. All such amendments/modified RFP will be posted only on the e-Tender Portal and shall not be published in any newspaper and will be binding on all agency.
- iii. In order to afford the agency a reasonable time for taking an amendment into account, or for any other reason, UPEIDA may, in its sole discretion, extend the Proposal Due Date.

10. FORMAT AND SIGNING OF PROPOSAL

The agency shall provide all the information as per this RFP document. UPEIDA will evaluate only those proposals that are received in the required format and are complete in all respects.

Each proposal shall comprise the following:

Technical Proposal

- A. Proof of online payment of Document fee and Earnest Money Deposit (EMD);
- B. Covering letter in the format set out in **Appendix A**;
- C. Details of the agency in the format set out in **Appendix B**. The Agency has to provide the company profile such as Memorandum & Article of Association of the company, registration document etc. The documents to be submitted should also include the following:
 - i. Self-attested copy of registration;
 - ii. Self-attested copy of PAN card;
 - iii. Self-attested copy of the GSTIN number;
 - iv. Self-attested copy of the company profile, along with the list of significant clients;
 - v. Chartered Accountant Certificate (ORIGINAL) specifying the annual turnover for the last three Financial Years i.e. 2022-23, 2023-24 and 2024-25 in the format set out in **Appendix**

D. A copy of audited accounts for the said last three financial years should also be submitted.

D. Technical proposal should also comprise:

- i. Project data sheets & Technical capacity of the Agency in the format set out in **Appendix C**, with supporting proofs as indicated in Clause 'Eligibility Criteria and Evaluation Methodology';
- ii. Undertaking regarding the Non-debarment by any State/Central Government or their agencies, in the last three years and should not be persisting as on date of submission of proposal.
- iii. **Technical Presentation (Shall form part of the Technical Bid)**

Detailed Presentation must include and will be marked on these criteria, but not limited to:

- a. **Understanding of the Assignment:** The agency shall present their understanding of the objectives of the assignment and of the scope of work for the assignment
- b. **Concept and Design of Pavilion:** The agency shall present on their concept and design of the stall for the event under the scope of this RFP.
- c. **Creativity and Innovation** The agency shall describe key differentiators that they plan to inculcate for UPEIDA for impact and engagement. The agency shall present only those ideas/differentiators that have been considered in their financial bid. UPEIDA shall not bear additional costs for incorporating the ideas/differentiators proposed.

Note:

The Technical Presentation shall form an integral part of the Technical Proposal. To facilitate ease of submission and reduce the size of files to be uploaded on the e-tender portal, the Technical Presentation may also be submitted in 05 sets of hard copy in a separate sealed envelope on or before the last date and time of bid submission.

All items, equipment, materials, services, and value additions presented in the Technical Presentation shall be deemed to be included in the Financial Proposal, and no additional payment shall be admissible on this account.

Each page of the technical Proposal shall be numbered and signed by the authorized signatory of the Agency.

Financial Proposal

- A. Financial proposal shall be submitted online only in the BOQ excel format (indicative format given at **Appendix I** of the e-tender portal. Financial Proposal should not be indicated in the Technical Proposal. The applicant shall quote the cost per sq.mt. for the assignment exclusive of GST.
- B. The financial proposal shall be exclusive of GST, the applicable GST shall be paid by the authority.

11. SUBMISSION, RECEIPT AND OPENING OF PROPOSALS

All pages of the Technical Proposal shall be duly signed and stamped by the Authorized Signatory. Agencies are advised to submit their Proposals under the **Two-Envelope** system on the e-tender portal <https://etender.up.nic.in>, with the **Technical Proposal** and **Financial Proposal** in two separate e-envelopes. The Financial Proposal (price bid) shall **not** be indicated anywhere in the Technical Proposal.

Along with the online submission, the **original hard copy** of the Technical Proposal (as uploaded online, duly signed and stamped on each page by the Authorized Signatory) along with proof of

online payment of Document Fee and EMD shall be submitted in a sealed envelope superscribed as under:

REQUEST FOR PROPOSAL FOR SELECTION OF AN EVENT MANAGEMENT AGENCY FOR “CONCEPTUALIZING, THEME DESIGNING, FABRICATION, INSTALLATION AND MANAGEMENT OF EXHIBITION STALL AND CONTENT WRITING, DESIGNING, PRINTING AND SUPPLYING OF PUBLICITY MATERIAL FOR UPEIDA” AT THE VENUE OF “U.P. INTERNATIONAL TRADE SHOW” BEING ORGANISED FROM 25th TO 29th SEPTEMBER 2026 AT INDIA EXPO CENTRE & MART–GREATER NOIDA (U.P.)

This hard copy must reach the office of UPEIDA on or before the scheduled date and time mentioned in the Notice Inviting RFP.

UPEIDA will open the Technical Proposals online / physically (as per schedule) in the presence of the Agencies’ authorized representatives who choose to attend.

12. SELECTION OF AGENCY

UPEIDA intends to adopt following process for the selection of the Agency for this assignment:

The Technical Proposal and Financial Proposal shall be submitted online on the e-tender portal in two separate e-envelopes. The evaluation process shall be carried out in the following sequence:

1. The Technical Proposals shall first be examined to determine responsiveness and compliance with the eligibility and pre-qualification criteria specified in this RFP. Agencies not meeting the pre-qualification requirements shall be rejected.
2. The agencies qualifying the Pre-qualification stage shall be evaluated as per the Technical Evaluation Criteria specified in this RFP.
3. Agencies securing the minimum qualifying marks i.e. 50 marks out of 70 marks shall be invited to make a presentation before the Designated Committee on the date to be communicated later. The presentation shall be evaluated as per the criteria specified in this RFP.
4. Only those agencies securing the minimum qualifying marks i.e. 20 marks out of 30 marks, in the Presentation Evaluation stages shall be declared **Technically Qualified**.
5. The Financial Proposals of only such Technically Qualified agencies shall be opened online.
6. The Technically Qualified Agency quoting the lowest financial bid (L1) shall be considered for award of the contract, subject to fulfilment of all conditions of the RFP and approval of the Competent Authority.
7. In case there are two or more agencies offering the same financial rate, UPEIDA may declare the applicant with higher Average Annual Turnover of the last three financial years, as 'Successful Agency'.

13. LATE PROPOSALS

No proposal shall be accepted after the scheduled proposal due date and time. The Agency only, will be held responsible if his/her Proposals are not submitted in time due to any reason.

It shall be deemed that prior to the submission of the proposal, the Agency has:

- A. Made a complete and careful examination of terms and conditions/requirements, and other information as set forth in this RFP document;
- B. Received all such relevant information as required by them, and;
- C. Made a complete and careful examination of the various aspects of the assignment.

UPEIDA shall not be liable for any mistake or error or neglect by the Agency in respect of the above.

14. EVALUATION

a) **Pre-qualification criteria for eligibility/ responsiveness of technical proposal**

As part of the evaluation, the technical proposals shall be checked for responsiveness as per the requirements of the RFP document and only those Proposals which are found to be responsive shall be evaluated further with the criteria set out in this RFP document.

The technical proposal would be considered to be responsive if it meets the following conditions:

1. The amount towards the Document Fee and EMD have been received on or before the Proposal due date including any extension thereof.
2. It is signed and marked as stipulated in Clause 'Format and signing of proposals' and 'Submission of proposals'. It contains all the required information and documents.
3. It is certified that this proposal contains all information and documents in the formats prescribed under this RFP. All annexures from **Annexure A to Annexure I** have been duly completed, signed, and stamped by the authorized signatory.
4. It conforms to the proposal validity period as set out in the RFP.
5. It provides information in reasonable detail. ("Reasonable Detail" means that, but for minor deviations, the information can be reviewed and evaluated by UPEIDA without communication to the Agency). UPEIDA reserves the right to determine whether the information has been provided in reasonable detail.
6. There are no inconsistencies between the Proposal and the supporting documents.

A Proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

1. Which affects in any substantial way, the scope, quality, or performance of the Assignment, or
2. Which limits in any substantial way, inconsistent with the RFP Document, UPEIDA rights or the Agency's obligations under the Work Order, or
3. Which would affect unfairly the competitive position of other Agencies presenting substantially responsive Proposals.

The responsive Proposals shall be further evaluated as per the criteria set out in Section "Qualification criteria" as under.

b) **Qualification Criteria**

S. No.	Criteria	Documentary Evidence
1.	The agency should be a registered entity with minimum 5 years of existence on the day of the submission of Proposal, with fabrication & production capabilities of exhibition pavilion & booths.	1. Certificate of Incorporation under Companies Act 1956/2013, and other applicable Acts. 2. PAN Card. 3. GST Registration. 4. Other appropriate documents/ photographs supporting their existence on the day of the submission of Proposal, with fabrication & production capabilities of temporary structures, exhibition pavilion & booths.
2.	The agency should have a minimum average annual turnover of INR Two Crore or more over the last three financial years (i.e., 2022-23, 2023-24 and 2024-25) each.	1. CA certificate (Original). 2. Audited balance sheets for the last three financial years (i.e., 2022-23, 2023-24 and 2024-25) to support the claim.
3.	The agency must have successfully executed at least three (3) projects of designing & installation of exhibition stall, pavilion & booths, in the last three (3) years, for minimum value of	1. Letter of Award / Agreement / Contract / Work Order / Completion Certificate/ final payment proof, duly certified by the CA of the company. 2. Pictures & other supporting

S. No.	Criteria	Documentary Evidence
	INR 50 Lacs each	documents.
4.	The agency must not be blacklisted/ terminated/ debarred by any State or Central Government or their agencies as on the date of submission of proposal and should not have been found guilty of any criminal offence by any Court of law, in the last three (3) years.	1. Undertaking by the authorised signatory of the Agency.

The agencies fulfilling the above criteria will be considered eligible Agencies. Failure to comply with qualification criteria shall render the Agency ineligible. The technical and financial proposal of not eligible Agencies shall not be considered.

Note: Submission of forged documents will also result in rejection of the proposal.

c) Short-listing of Applicants for Financial Bids

i. TECHNICAL EVALUATION METHODOLOGY

Marking Criteria:

Technical Evaluation (Objective marking criteria)

S. No.	Evaluation Criteria	Maximum Score
1	Minimum average annual turnover of INR Two Crore or more over the last three financial years (i.e. 2022-23, 2023-24 and 2024-25) from in-person media and publicity events such as business expos and business conferences and summits (including international events). Marking: 5 marks: for avg. annual turnover of INR 2.0 Cr to 3.0 Cr 10 marks: for avg. annual turnover of INR 3.0 Cr to 5.0 Cr 15 marks: for more than INR 5.0 Cr. Documentary Evidence: 1. CA certificate (Original). 2. Audited balance sheets for the last three financial years (i.e. 2022-23, 2023-24 and 2024-25) to support the claim.	15
2	Number of successfully executed projects of theme design & installation of exhibition pavilion/stall/ booths, in the last three (3) years, for minimum value of INR 50 Lacs each. Projects will include Conceptualization, theme designing, Fabrication, installation and Management of exhibition booths, pavilions and Content Writing, Designing, Printing & Supplying of Publicity Material. Marking: 5 marks: for 3 Project 10 marks: for 4 Project 20 marks: for 5 or more projects Documentary Evidence: 1. (Atleast 2 document required for each event) Payment Proof/ Contract / Completion Certificate, duly certified by the CA of the agency. 2. Photograph & other supporting documents.	20

S. No.	Evaluation Criteria	Maximum Score
3	Number of Government, National and International Exhibitions/Conferences successfully executed during the last three (3) years, for minimum value of INR 50 Lacs each. Marking: 6 marks: for 2 Project 8 marks: for 3 Project 10 marks: for 4 or more projects Documentary Evidence: 1. (Atleast 2 document required for each event) Payment Proof/ Contract / Completion Certificate, duly certified by the CA of the agency. 2. Photograph & other supporting documents.	10
4	Number of events held with any U.P. Government Exhibitions/Conferences successfully executed during the last three (3) years, for minimum value of INR 25 Lacs each. Marking: 6 marks: for 2 Project 8 marks: for 3 Project 10 marks: for 4 or more projects Documentary Evidence: 1. (Atleast 2 document required for each event) Payment Proof/ Contract / Completion Certificate, duly certified by the CA of the agency. 2. Photograph & other supporting documents.	10
5	Agency having office in 3 marks: office in Noida / Greater Noida 4 marks: office in Lucknow 10 marks: office in Lucknow and Noida / Greater Noida Documentary Evidence: 1. GST Registration showing Lucknow and/or Noida / Greater Noida as principal/additional operational office of business 2. Utility bill (electricity/water) in company name at Lucknow and/or Noida / Greater Noida address 3. Lease/rent agreement for office premises for Lucknow and/or Noida / Greater Noida	10
6	Number of persons employed in agency on payroll 2 marks: employee 0 to 25 people 3 marks: employee 25 to 50 people 5 marks: employee 50 & more people Documentary Evidence: 1. Latest Form 24Q 2. Payroll register certified by CA	5
	Total Technical Marks	70

Conceptual Presentation Evaluation (Marking Criteria)

The Conceptual Presentation shall, at a minimum, include the concept note and design rationale, 3D renderings and layout plans, detailed list of all proposed items along with their quantities and dimensions, specifications of all electronic and audio-visual equipment, details of plants, floral arrangements and décor elements, branding and publicity material, and any innovative features or value additions proposed. The presentation shall clearly indicate the size, specifications, location, and purpose of each major element proposed within the stall. Checklist of proposed services/ marketing collaterals/ elements may be provided as per the format at **Annexure J**.

1	Presentation Marks: Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for “U.P. Expressways Industrial Development Authority” at the venue Marking: 7 marks: Design & concept of “Theme Installation” and reception area through 3D rendering 5 marks: Concept of branding plan and special branding elements/ Creative value additions in the Stall through 3D rendering 5 marks: <i>Concept of social media(Instagram, X, Facebook, LinkedIn etc)</i> 3 marks: No of display panels and digital innovation for enhancing UPEIDA marketing. 4 marks: Publicity brochure and leaflets and other publicity material 3 marks: Suggesting innovative ways for publicity of UPEIDA activities during the show	30
	Total:	100

P.S.: The conceptual presentation has to be submitted as a part of the technical proposal. However, to support easy submission and to reduce the size of the bid file to be uploaded, the conceptual presentation can be submitted as a hard copy in a separate envelop on or before the last date & time of the tender submission date. The hard copy of the technical proposal may also be submitted on or before the last Date & Time of the tender submission date. In case of any discrepancy in online and hardcopy, online submission will supersede.

To facilitate evaluation of Proposals, UPEIDA may, at its sole discretion, seek clarifications from any agency regarding its Proposal. Such clarification(s) shall be provided within the time specified by UPEIDA for this purpose. Any request for clarification(s) and all clarification(s) in response thereto shall be in writing. If a Bidder does not provide clarifications sought by UPEIDA within the specified time, its Proposal shall be liable to be rejected or UPEIDA may proceed further to evaluate the proposal without clarification as per terms of this RFP by construing the particulars requiring clarification to the best of its understanding, and the agency shall be barred from subsequently questioning such interpretation of UPEIDA.

ii. EVALUATION OF FINANCIAL PROPOSAL

Only those Applicants who secure a minimum of 50 marks out of 70 in the Technical Evaluation (Objective Marking Criteria) shall be invited for evaluation of their Conceptual Presentation. Further, Applicants securing a minimum of 20 marks out of 30 in the Conceptual Presentation Evaluation, as specified under the "Technical Evaluation Methodology", shall be declared technically qualified. Only the Financial Proposals of such technically qualified Applicants shall be opened and evaluated in the second stage (Financial Evaluation).

Financial bids of only such short-listed (qualified) Applicants shall be opened, and the technically qualified Agency quoting the lowest financial quote (L-1) shall be selected. The total cost indicated in the Financial Proposal will be considered for this purpose.

The Authority will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and as reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the Applicant to be compensated, and the liability to fulfil its obligations as per the Scope of Work within the total quoted price shall rest solely with the Applicant.

In case two or more Agencies quote the same financial rate, the Agency securing higher marks in the Technical Evaluation shall be declared as the Successful Agency. In case of a further tie, the Agency having the higher average annual turnover during the last three financial years shall be selected.

Normally, there would be no post-RFP negotiations. In case negotiations are considered necessary, the same may be carried out with the Selected Agency (L-1 bidder) in the interest of the project.

UPEIDA shall notify the Selected Agency through a 'Letter of Award' (LoA) that its Proposal has been accepted.

15. PERFORMANCE SECURITY

The successful Applicant shall, at his own expense, deposit with UPEIDA, within 07 (seven) days of receipt of notification of award of the work/Letter of Award (LoA) from UPEIDA, an unconditional and irrevocable Performance Bank Guarantee (PBG) amounting to 10% of the quoted value of work from a Scheduled Bank acceptable to UPEIDA, operable at Lucknow branch of the Bank (as per format at **Appendix E**), for the due performance and fulfilment of the Agreement by the Applicants or through online payment to UPEIDA through RTGS/NEFT (Bank Name- Punjab National Bank Account No- 0294000110136155 IFSC- PUNB00294000). All incidental charges whatsoever such as premium, commission, etc. with respect to the Performance Guarantee shall be borne by the Applicants. The Performance Guarantee shall be valid for three months post completion of the project satisfactorily. Subject to the terms and conditions in the Performance Bank Guarantee, at the end of 03 (Three) months, the Performance Bank Guarantee may be discharged/returned by UPEIDA upon being satisfied that there has been due performance of obligations of the Applicant under the Agreement. However, no interest shall be payable on the Performance Guarantee.

Failure of the Successful Agency to comply with the requirements of Clause of Performance security shall constitute sufficient grounds for the annulment of the Work Order/ LoA and forfeiture of the EMD. In such an event, UPEIDA reserves the right to:

- A. Either invite the next best Agency to match with the Financial Proposal of the Successful Agency, or;
- B. Take any such measures as may be deemed fit in the sole discretion of UPEIDA, including annulment of the process and blacklisting of the firm from UPEIDA for any future work.

Notwithstanding anything contained in this RFP document, UPEIDA reserves the right to accept or reject any Proposal, or to annul the selection process or reject all Proposals, at any time without any liability or any obligation for such rejection or annulment.

Disputes, if any, arising during the Contract period between the Authority and the Agency, shall be referred to the sole arbitration of CEO, UPEIDA or a person nominated by him. The Agency shall have no objection to nomination for the said person. The decision of the sole arbitrator so appointed shall be final and binding on both the parties.

The selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts in Lucknow shall have exclusive jurisdiction over all disputes arising under, pursuant to and or in connection with the selection Process.

16. SUSPENSION OF AGREEMENT

The UPEIDA may, by written notice of suspension to the Event Management Agency, without any obligation (financial or otherwise) suspend all the payments to the Event Management Agency hereunder if the Event Management Agency shall be in breach of the Agreement or shall fail to perform any of its obligations under the Agreement, including the carrying out of the Services; provided that such notice of suspension (i) shall specify the nature of the breach or failure, and (ii) shall provide an opportunity to the Event Management Agency to remedy such breach or failure within a reasonable period, not exceeding thirty (30) days after receipt by the Event Management Agency of such notice of suspension.

17. TERMINATION OF AGREEMENT

UPEIDA may terminate the agreement in whole or part without assigning any reason if: -

- a. The qualified agency fails to perform any of the obligation(s) under the Contract.
- b. If the agency is in material breach of the representations and warranties contained in their bid.

The termination of agreement shall be made by prior written notice of default sent to the agency. The agency is not authorized to terminate the agreement before its maturity.

18. PAYMENT

Payment will be made to the agency, upon the successful completion of the event and submission of the post event report along with photographs and videos. The final payment will be made only upon the verification of the BOQ and satisfactory performance of the work.

19. ASSIGNMENT AND SUBCONTRACTING

Agency shall not assign or transfer this contract or part thereof to any other party without written consent of UPEIDA. For the liabilities under this Bid, the Bidder will be considered as a solely liable for delivery of all the components of the Bid and scope of work.

20. PERMITS AND LICENSING

The Agency shall be responsible for obtaining all licenses and permits as required from the respective agencies and shall also be responsible for any fees associated with obtaining the necessary licenses and permits.

21. PENALTY CLAUSE

If the progress of assignment is found to be non-satisfactory or delayed at any point of time, UPEIDA reserves the right to impose penalty. The total amount of penalty shall not exceed 25% of total assignment fee.

Appendix A

Covering Letter (On the Letterhead of the Agency)

To

Date:

The Chief Executing Officer,
U.P. Expressways Industrial Development Authority
5th Floor, PICUP Bhawan,
A Block, Vibhuti Khand, Gomti Nagar,
Lucknow-226010.

Ref: RFP FOR SELECTION OF AN EVENT MANAGEMENT AGENCY FOR “CONCEPTUALIZING, THEME DESIGNING, FABRICATION, INSTALLATION AND MANAGEMENT OF EXHIBITION STALL AND CONTENT WRITING, DESIGNING, PRINTING AND SUPPLYING OF PUBLICITY MATERIAL FOR UPEIDA” AT THE VENUE OF “U.P. INTERNATIONAL TRADE SHOW” BEING ORGANISED FROM 25th TO 29th SEPTEMBER-2026 AT INDIA EXPO CENTRE & MART-GREATER NOIDA (UP).

Dear Sir,

Being duly authorized to represent and act on behalf of (hereinafter referred to as ‘the Agency’), and having reviewed and fully understood all of the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of _____ (Name of Agency) for the captioned Project, with the details as per the requirements of the RFP document, for your evaluation. We confirm that our Proposal is valid for a period of 120 days from _____ (insert Proposal Due Date).

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unqualified and unconditional in all respects, and we agree to the terms of the proposed Scope of Work, which forms a part of the RFP document provided to us. We hereby certify and confirm that in the preparation and submission of our Proposal, we have not acted in concert or in collusion with any other Agency or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

We hereby undertake that we have not been blacklisted/terminated/ debarred by any State or Central Government or their agencies and have not been found guilty of any criminal offence by any Court of law, in the last three (3) years.

I/we have read the clause regarding restrictions on procurement from an Agency of a country which shares a land border with India (order no. F.No. 6/18/2019-PPD dated 23.07.2020 of Government of India); I/we hereby certify that this Agency is not from such a country and is eligible to be considered.

I / We will fulfil all the obligations of the contract and abide by the Terms & Conditions mentioned in the RFP document.

Yours faithfully,

For and on behalf of (Name of Agency)

Duly signed by the Authorized Signatory of the Agency

(Name, Title and Address of the Authorized Signatory)

Appendix B
Details of Agency

(To be provided on 'Company letter head')

Date:

1.	Name of the Agency firm		
2.	Registered Office	Address (With Pin Code)	
		Telephone Nos. (With STD Code)	
		mail ID	
		Website	
3.	GSTIN (Copy to be Enclosed)		
4.	PAN Card No (Copy to be Enclosed)		
5.	Name and designation of the Chief Executive of the firm		
	Address, Contact Number, Email etc		
6.	Details of online payment of EMD		
7.	Attach documents in evidence of Past Experience for last five years.		
8.	Attach list of important clients		
9.	Attach proof of accreditation, membership and certificates from important past clients.		

Details of Authorised Signatory	
Name	
Designation	
Address	
Mobile	
Fax	
E-mail	

For and on behalf of:

Signature:

(Authorised Signatory of the Agency)

Name of the Person:

Designation:

(with seal of the agency)

Appendix C

Format for Project Data Sheet

Date:

(To be provided for each claimed project separately)

Name of the Applicant: _____

Project Name:		
Project Location		Details of assignment
Name of Client		
Start Date (Month/Year)	Completion Date (Month/Year)	Approx. Value of Services (in INR):
Description of the Project:		
Description of Actual Services provided:		
Any other information pertaining to the Assignment		

For and on behalf of:

Signature:

(Authorised Signatory of the Agency)

Name of the Person:

Designation:

(with seal of the agency)

Appendix D

Financial Capacity of the Agency (Chartered Accountant certificate)

Date:

(On Chartered Accountant's letterhead)

Date: DD/MM/YYYY

To

The Chief Executing Officer,
U.P. Expressways Industrial Development Authority
5th Floor,
A Block, Vibhuti Khand, Gomti Nagar,
Lucknow-226010.

PICUP

Bhawan,

Sir,

I, Chartered Accountant of M/s _____ hereby declare that I have scrutinized and audited the financial statement of M/s _____. The Turnover of the Applicant for last three financial years as per audited statement is as under:

Annual Turnover (INR in Lakhs)			
2022-23	2023-24	2024-25	Average Annual Turnover

Yours faithfully,

(Signed and sealed by the Chartered Accountant)
(Name and Registration no.)

For and on behalf of:

Signature:

(Authorised Signatory of the Agency)

Name of the Person:

Designation:

(with seal of the Agency)

APPENDIX E
BANK GUARANTEE FOR PERFORMANCE SECURITY

To

Date:

The Chief Executing Officer,
U.P. Expressways Industrial Development Authority
5th Floor, PICUP Bhawan,
A Block, Vibhuti Khand, Gomti Nagar,
Lucknow-226010.

WHEREAS..... (name and address of contractor) hereinafter called “the Contractor” has undertaken, in pursuance of Letter of Award No.

..... Dated to execute **“CONCEPTUALIZING, THEME DESIGNING, FABRICATION, INSTALLATION AND MANAGEMENT OF EXHIBITION STALL AND CONTENT WRITING, DESIGNING, PRINTING AND SUPPLYING OF PUBLICITY MATERIAL FOR UPEIDA” AT THE VENUE OF “U.P. INTERNATIONAL TRADE SHOW” BEING ORGANISED FROM 25th TO 29th SEPTEMBER-2026 AT INDIA EXPO CENTRE & MART–GREATER NOIDA (UP).** (hereinafter called “the Contract”).

AND WHEREAS it has been stipulated by you in the said Contract that the Agency shall furnish you with a Bank Guarantee for the sum specified therein as security for compliance with his obligations in accordance with the Contract.

AND WHEREAS we----- through our branch at----- (the “Bank”) have agreed to furnish this bank guarantee (hereinafter called the “Guarantee”) for the Guaranteed Amount of Rs-----

NOW THEREOF we hereby affirm that we are the guarantor and responsible to you on behalf of the Agency up to a total amount of Rs..... (amount of guarantee) (Rupees..... (in words) and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said amount from the Agency before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the works to be performed there under or of any of the contract documents which may be made between you and the agency shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The guarantee shall also be operable at our..... Branch at Lucknow, from whom confirmation regarding the issue of this guarantee or extension/ renewal thereof shall be made available on demand. In the contingency of this guarantee being invoked and payment thereunder claimed, the said branch shall accept such invocation letter and make payment of amounts so demanded under the said invocation.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. (in words) and the guarantee shall remain valid till _ _ _ _ (until 180 days from the date of

Agreement) unless a claim or a demand in writing is served upon us on or before all our liability under this guarantee shall cease.

This guarantee shall be valid until 6 months from the date of completion of assignment and shall be extended, before expiry of 6 months from the date of completion, if required, at the request of the Agency, on whose behalf this guarantee has been issued.

Signature and seal of the Guarantor with Name, Designation, Employee Code Number and Telephone Number.....

Name of the Issuing

Name of the Controlling

Bank/Branch-----

Branch/Bank-----

Address and Telephone Number

Address and Telephone Number.....

Date.....

In the presence of (if this is to be witnessed as per bank's policy)

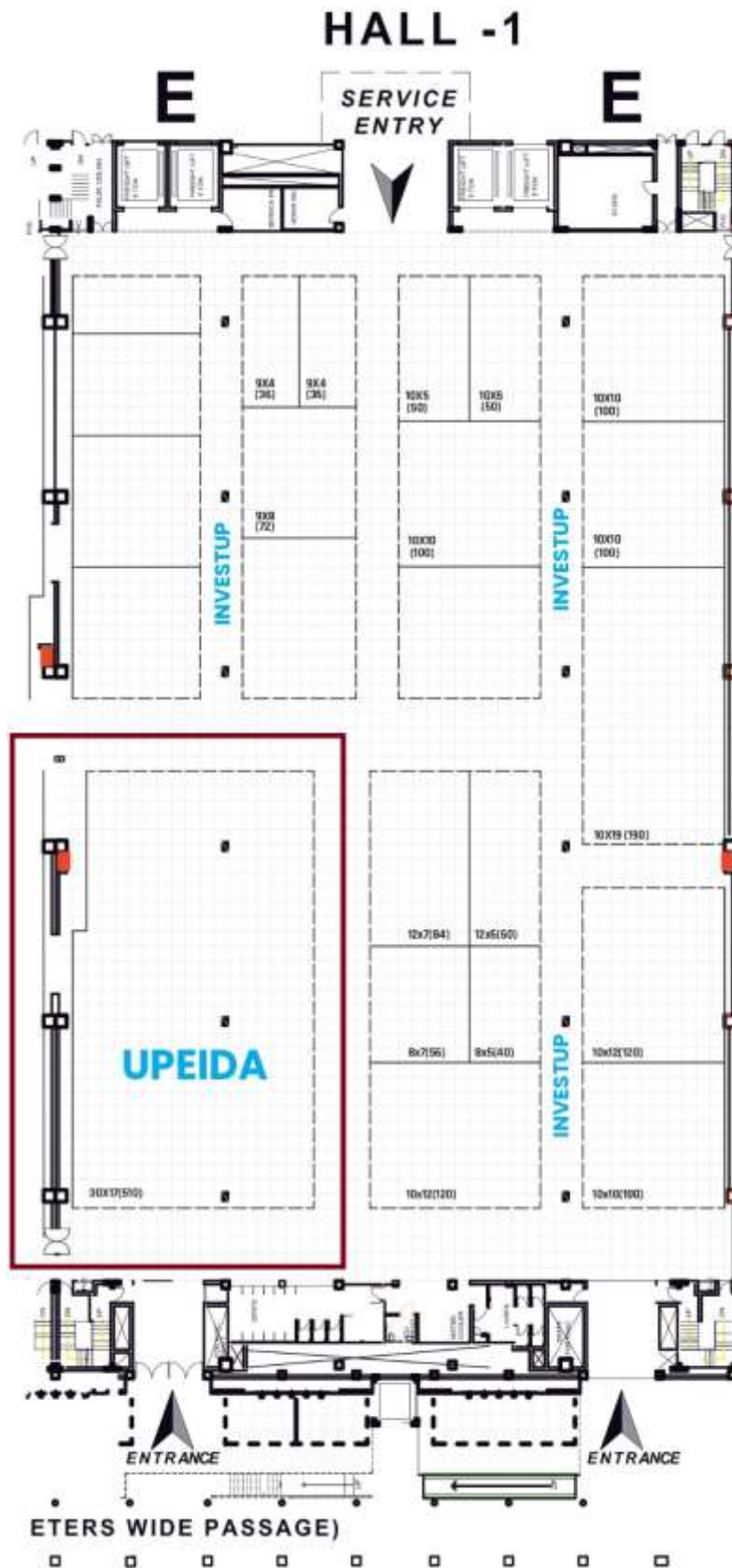
1..... (Name, Address and Occupation)

2..... (Name, Address and Occupation)

An amount shall be inserted by the Guarantor, representing the percentage of the Contract Price specified in the Contract and denominated in Indian Rupees.

Appendix F

LAYOUT OF THE SPACE



Jointly organized by Govt. of UP
& India Exposition Mart Ltd.

Ground Floor Hall No.: - 1

LEGEND

- ELECTRICAL PANEL
- STEEL COLUMN (85cm x 65cm)
- F.H.C.

**Maximum Permissible
Height of Stand
(including Fascia Name) in
Hall No.: - 1 to 8 (10ft)**

25 - 29 SEPTEMBER, 2026

**India Expo Centre & Mart,
Greater Noida, Uttar Pradesh**

NOTES:
1. 10 x 10 GRID IS MARKED ON THE
ENTIRE LAYOUT PLAN OF THE HALL.
BEFORE TAKING UP ACTUAL
CONSTRUCTION OF STANDS AT SITE,
THE CONTRACTOR MUST CHECK
AND CO-RELATE WITH THE DESIGN
PLAN.
2. ALL ADJUSTMENTS REQUIRED MUST
BE BROUGHT TO THE NOTICE OF IAS
SPACE PLANNING.
3. IT MAY BE ENSURED THAT NO
CONSTRUCTION IS TAKEN UP IN
FRONT OF EMERGENCY EXITS.
4. ENTRANCE, GATES AND CORRIDOR
ACCESS PROVIDED TO FIRE,
ELECTRICIAN ETC.

Appendix-G
Members to be deputed at UPEIDA

Sl. No.	Name	Present Designation	No. of yrs. on the agency Payroll	Proposed Position	Task Assigned
1.					
2.					

We undertake that the key personnel mentioned above (including the Team Leader/SPOC and the dedicated Designer), as mentioned above, shall remain with the assignment till the completion of assignment. Any change in the above composition of personnel shall not be done without prior permission of UPEIDA. We further undertake that we shall employ sufficient number of totally dedicated personnel during/ prior to the event for successfully delivering the project. The details of such personnel shall be shared with UPEIDA as and when requested.

Name & signature of the authorized signatory

Appendix H

DRAFT AGREEMENT

Selection of an Agency for “Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA” at the venue of “U.P. INTERNATIONAL TRADE SHOW” being organised from 25th to 29th September–2026 at India Expo Centre & Mart–Greater Noida (UP).

This agreement is made on the ----- day of the month of, 2026 at Lucknow between, on the one hand, the **UTTAR PRADESH EXPRESSWAYS INDUSTRIAL DEVELOPMENT AUTHORITY (UPEIDA)** having its office at 5th Floor, PICUP Bhawan, A Block, Vibhuti Khand, Gomti Nagar, Lucknow-226010. (hereinafter referred to as "UPEIDA" on the FIRST PART (which expression shall include its successors, executors, administrators, representatives, attorney and assigns)

and, on the other hand

M/s, having its office at through Shri S/o hereinafter referred to as the “AGENCY” on the SECOND PART (which expression shall unless repugnant to the subject or context thereof include its successors, executors, administrators, Managers, Servants, associates, assigns, nominees and attorney).

WHEREAS the UPEIDA/FIRST PARTY invited proposals through the e-bidding process against RFP Document dated (ID no.) on e-tender portal viz. <https://etender.up.nic.in> for Selection of an Agency for “Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA” At The Venue of “U.P. International Trade Show” Being Organised From 25th To 29th September–2026 At India Expo Centre & Mart–Greater Noida (Up).

AND WHEREAS the AGENCY/SECOND PARTY having accepted each and every term and condition, contained in the RFP Document including corrigendum if any, and whereas the UPEIDA accepted the proposal submitted by the AGENCY and issued “Letter of Award” vide letter no. dated which was acknowledged and accepted by the AGENCY.

IN WITNESSETH whereof the parties hereto have caused this Agreement to be executed in accordance with all the Terms & Conditions contained in the aforesaid RFP Document and subsequent corrigendum, if any, and ‘Letter of Award’ issued by the UPEIDA/FIRST PARTY to the AGENCY/SECOND PARTY. The following Annexures shall also be integral part of this Agreement and shall be binding on both the parties.

LIST OF ANNEXURES TO THIS AGREEMENT

1.	Annexure-A	:	RFP Document dated With all addenda thereof.
2.	Annexure-B	:	Financial Proposal of M/s
3.	Annexure-C	:	Acceptance of Letter of Award dated
4.	Annexure-D	:	Performance Security of M/s
5.	Annexure-E	:	Power of Attorney in favour of signing authority
6.	Annexure-F	:	Layout of The Space
7.	Annexure-G	:	Members to be deputed at UPEIDA

IN WITNESS THEREOF THE ABOVE-MENTIONED PARTIES HAVE PUT THEIR SIGNATURES ON THISDAY OF (Month) TWO THOUSAND AND TWENTY-SIX.

**SIGNED, SEALED AND
DELIVERED FOR AND ON
BEHALF OF UTTAR PRADESH
EXPRESSWAYS INDUSTRIAL
DEVELOPMENT AUTHORITY
(UPEIDA/FIRST PARTY) BY:**

Signature :

Name :

Designation :

In the presence of:

Witness for “First Party”

Signature:

Name and Address

**SIGNED, SEALED AND
DELIVERED FOR AND ON BEHALF
OF M/s**

**.....
(THE AGENCY/SECOND PARTY)
BY:**

Signature :

Name :

Designation :

Witness for “Second Party”

Signature:

Name and Address

Appendix I

FINANCIAL PROPOSAL

(TO BE SUBMITTED ONLINE ONLY IN THE BOQ EXCEL FILE)

(This is just an indicative format and should not be submitted with Technical Proposal)



Item Rate BoQ

Tender Inviting Authority: Uttar Pradesh Expressways Industrial Development Authority, LUCKNOW

Name of Work: SELECTION OF AN EVENT MANAGEMENT AGENCY FOR "Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA" at the venue of "U.P. INTERNATIONAL TRADE SHOW" being organized from 25th to 29th September-2026 at India Expo Centre & Mart-Greater Noida (UP)

Contract No: 2979/UP-ITS/UPEIDA/2026/VOL-4

Name of the Bidder/ Bidding Firm / Company :					
PRICE SCHEDULE (This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)					
Sl. No.	Item Description	Units	RATE in Figures (exclusive of GST) To be entered by the Applicant Rs. P.	TOTAL AMOUNT Rs. P.	TOTAL AMOUNT In Words
1.01	Financial Proposal (in Rs. per square Mtr.) for the Conceptualizing, Theme Designing, Fabrication, Installation and Management of Exhibition Stall and Content Writing, Designing, Printing and Supplying of Publicity Material for UPEIDA" at the venue of "U.P. INTERNATIONAL TRADE SHOW" being organized from 25th to 29th September-2026 at India Expo Centre & Mart-Greater Noida (UP) as per the scope of work of the RFP Document (exclusive of GST)	Per Square Meter		0.000	INR Zero Only
Total in Figures				0.000	INR Zero Only
Quoted Rate in Words		INR Zero Only			

Appendix J

CHECKLIST OF PROPOSED SERVICES/ MARKETING COLLATERALS

(This is just an indicative format)

S. No.	Description of Item	Detailed Scope & Technical Checklist	Marked (Y/N)
1	Conceptualization, theme design, creative development, 3D views, working drawings, approvals, and innovative digital concepts	Full conceptualization of stall theme aligned with UPEIDA (Expressways, DIC, IMLCs). Include 3D renders, layout plans, detailed drawings, visitor flow, digital innovations. All elements in technical presentation included.	
2	Fabrication, installation, and management of exhibition stall structure	Complete stall fabrication & installation. Waterproof, ventilated, stable structure. Full utilization of allocated space in Hall-1 as per layout. Maximum height of the stand/façade shall be 10 ft (or as allowed by the organizer). On-site management, maintenance, repairs during event, liaison with organizers. Dismantling post-event. Includes all enabling works.	
3	Main structural framework, partitions, cladding, finishing, joinery, and supporting elements	Structural framework, partitions, cladding (prefabricated reusable where possible), finishing, joinery per approved design. Full structural stability & safety.	
4	Raised flooring with finishing (wooden ply + Needle Punch carpet / laminate / vinyl + edge treatment)	Raised flooring over entire area with suitable finish (wooden ply base + carpet/laminate/vinyl as per design). Edge treatment, level, durable for heavy traffic.	
5	Reception counters / welcome desk with branding + Uniformed Receptionists	2 well-curated reception counters (front & back openings) with branding, furniture, storage, 4 magazine stands, and display shelves. Dedicated 3 neatly and amicably uniformed receptionists for guest handling, material distribution, operations (9:30 AM onwards daily).	
6	Display Panels	List, placement and number of display Panels alongwith their sizes	
7	Display counters / product display units / 3ft x 3ft allottee stalls	15 nos. 3x3 ft allottee stalls. Each unit must include: wooden counter table, 2 chairs, custom branding panel, and 1 dedicated 43" UHD LED TV with HDMI cable & peripheral accessories. Product display units/information kiosks as per design.	
7a	Executive Meeting Room Setup	Wooden finish meeting room with adequate branding. Includes: wooden finish conference table, fresh succulent planters (min. height 15 cm) , notepads, and pen/pencil sets. Leatherette adjustable armchairs with sitting capacity of 7 persons . Strictly adhere to the minimum area layout footprint 12x9 ft seating zone clearance) illustrated in the RFP technical diagram. Includes 1 dedicated 55" UHD LED TV for presentations. No white furniture permitted.	

S. No.	Description of Item	Detailed Scope & Technical Checklist	Marked (Y/N)
7b	Executive Conference Room Setup	Wooden finish conference room with adequate branding. Includes: wooden finish conference table, fresh succulent planters (min. height 15 cm) , notepads, and pen/pencil sets. Leatherette adjustable armchairs for 9 persons , a pair of single sofa sets for 6 people , and corner coffee tables. Strictly adhere to the minimum area layout footprint 12 ft length table with a 7 ft clearance perimeter) illustrated in the RFP technical diagram. Includes 1 dedicated 55" UHD LED TV for presentations. No white furniture permitted.	
8	Enclosed Workstations Zone	01 enclosed Workstation area featuring 4 individual operational desks . Must include: overhead cabinets with locks, 6 Leatherette adjustable armchairs , 1 laptop with all accessories, secure Wi-Fi infrastructure, and dedicated power plugs for UPEIDA staff.	
9	Pantry and storage zones	01 Store Room (min. 6 X 6 ft) and 01 Pantry (min. 6 X 6 ft) within the stall. Equipped with: small refrigerator, bean-to-cup coffee/tea vending machine, soup dispenser, water dispenser, tetra juice packs, snacks (cookies, dry fruits), and high-quality disposable cutlery (cups, plates, stirrers, napkins — approx. 100/day). Capacity to cater to min. 12-15 guests at a time. 2 uniformed housekeeping/pantry staff available by 9:30 AM sharp daily. Garbage management included.	
10	VIP Lunch packs	Quality lunch packs for 15 persons/day x 5 days sourced strictly from a quality restaurant approved by UPEIDA.	
11	Open Area Meeting Clusters	4 nos. 4-seater meeting tables open from all 4 sides. Table tops must have good quality MICA tops of wood finish (no white furniture). Sufficient comfortable Leatherette chairs/sofas with cushions and adequate power sockets for laptop charging as per approved design.	
12	Internal & external branding, fascia, and signage	Complete branding/fascia utilizing PVC vinyl pasting, backlit acrylic boxes, and engraved letters consistent with the design and aesthetics of the stall. All internal/external signage, directional signage, and stall graphics per approved theme. All graphics displayed on prefabricated reusable backlit boxes.	
13	High-resolution graphic printing and installation	High-res printing & installation of all display panels/graphics (200 sq.m. or as per design). Physical samples must be submitted to authorities for approval before final printing.	
14	Main Fascia LED Video Wall	1 set min. 6ft x 8ft premium LED video wall at prominent location with PA audio accessories to create theme-matching ambience. Specifications: pixel pitch 1.5 mm–1.9 mm (max); Black SMD/COB LED with anti-glare finish; min. brightness 1,200 nits; min. refresh rate 3,840 Hz; contrast ratio min. 5,000:1; color depth 16-bit or higher. Full installation, operation, content	

S. No.	Description of Item	Detailed Scope & Technical Checklist	Marked (Y/N)
		integration, and dismantling.	
15	External & General 55" LED TVs	4 nos. 55" UHD LED TVs with HDMI cables, mounts, and peripheral accessories for interfacing laptops. Distribution: Qty 01 in Meeting room, Qty 01 in Conference room, and Qty 02 mounted on the outside wall of the stall.	
16	Electrical infrastructure and power distribution	Complete electrical infrastructure: wiring, distribution boards (DBs), multiple sockets/charging points, extension cords, and cabling sufficient for full stall load. Must include sufficient capacity and seamless power backups (Exhibition Authority provides main connection).	
17	Comprehensive Lighting Plan	Interior, exterior/façade, day/night, thematic, general, spot, ambient, decorative, wall lights, focus lights, and trans-lights. Execution must sufficiently light the 400–500 sq.m. area and maintain premium aesthetics.	
18	Marketing, Print Publicity, & Branding Material	Content writing and design (agency responsibility). Printing and delivery completed at venue: 1,000 sets of Brochures (16 sides, A4 size, min. 300 GSM with lamination); 2,000 Flyers (2 sides, A4 size, min. 300 GSM with lamination) ; leaflets, panels, and graphics. Physical samples must be pre-approved by authorities.	
19	Publicity display components	Backdrop, min. 2 vertical digital standees , roll-up banners, and other dynamic promotional looping material per design. Content, programming, and graphics by agency.	
20	3D Decoys / Dummies of Defense Equipment	15 nos. high-quality 3D decoys/dummies of Defense Corridor equipment (Aircraft, Missiles, Tanks) for display inside the stall. Minimum height must be 3 ft. Sturdy fabrication and stable bases required.	
21	Tangible Interactive Table & 3D Displays	3D physical-digital displays of projects + 1 tangible interactive table displaying all UPEIDA projects (Expressways, IMLCs, DIC with amenities/USPs). Information/photos by UPEIDA; application UI design, custom graphics, software integration, and hardware deployment by agency.	
22	Core Manpower Deployment & Embedded Resources	Deployment of: 1 Team Leader (SPOC available 24/7); 1 Office Designer; on-site technical support/maintenance pool; Photographer + Videographer team. Includes 02 dedicated design resources stationed at the UPEIDA office prior to the event for content asset creation.	
23	Professional Media Coverage & Deliverables	Daily photography (min. 24 MP high resolution) and videography (min. 4K Ultra HD with professional audio recording and stabilization equipment). Coverage includes stall, investor interactions, dignitary visits, and branding. Raw and edited footage/photographs must be submitted daily as a mandatory deliverable.	
24	Promotional Corporate Giveaways	250 Promotional Bags: Natural jute/cotton fabric, size 16" x 16", featuring approved Chikankari motifs	

S. No.	Description of Item	Detailed Scope & Technical Checklist	Marked (Y/N)
		and UPEIDA corporate logo. 100 USB Pen Drives: Premium keychain-style, min. 8 GB, branded with logo, preloaded with approved corporate films, presentations, and digital brochures. 100 Branded Spiral Notebooks: Min. size 25 cm x 15 cm with custom pen set. All designs subject to prior UPEIDA approval.	
25	Planters, Greenery, & Floral Arrangements	General: Well-painted/polished pots with green plants minimum 4 ft in height placed extensively throughout the stall. 3 glass bowls with stands for business cards. Daily VIP Setups: 2 small planters/bouquets per day x 5 days. For planters, minimum height must be 30 cm in terracotta, clay, or wooden pots. Varieties restricted to approved list: Orchid, Peace Lily, Jasmine, Lavender, or Jade.	
26	VVIP Inauguration Protocol Kit	Proper premium protocol arrangements for the official inauguration by a dignitary on Day 1 of UPITS: red ceremonial ribbon, high-quality scissors, and a beautifully decorated presentation tray.	
27	Comprehensive Safety, Insurance, & Permits	Full safety compliance, fire extinguishers, and first aid kits stationed at the stall. Comprehensive insurance covering the entire UPEIDA stall structure against natural calamities/accidents, alongside personal injury liability insurance for all deployed personnel. All local body permits, organizer liaison, trade show compliance, garbage management, and emergency crowd measures.	
28	Contingency & Design Alignment Clause	Execution of any minor additional items/services required for a complete, functional stall as per the approved 3D renders and technical presentation (no extra claims admissible for elements showcased in the presentation).	