

9-12 AUG 2024
FORHEX *fair*[®]

**BIRLA AUDITORIUM
JAIPUR**



An Integrated Home Decor Fair

FURNISHINGS | FURNITURE | LIGHTING
ARTIFACTS | HOME DECOR | HANDICRAFTS
& MUCH MORE

Craft Innovator's Summit

Step into a world of artistic brilliance and cultural splendor at the Forhex Fair, an annual celebration organized by the **Federation of Rajasthan Handicraft Exporters (FORHEX)**. This vibrant event is a beacon for the rich and diverse handicraft heritage of Rajasthan, offering a mesmerizing showcase of traditional textiles, pottery, jewelry, furniture, modern home decor, and lifestyle products.

Join us at the **Forhex Fair, Season 10, from August 9th to 12th, 2024**, at the prestigious **Birla Auditorium**. This isn't just any fair; it's an exhilarating four-day extravaganza designed to inspire and ignite the passions of craft enthusiasts and innovators alike.

Imagine being part of an event where over **200 industrialists, 100 craftsmen, 100+ startup founders, and 500 design students & academicians converge**, connecting with more than **50,000 elite visitors**. Whether you're a buyer, a collector, or simply an admirer of fine craftsmanship, the Forhex Fair promises an immersive experience into the world of exquisite Indian handicrafts.

Expect a whirlwind of opportunities for retail sales, networking, business collaborations, and learning through various workshops, demonstrations, and interactive sessions. As an initiative towards giving back to society and bridging the gap between industry and academia, the **FORHEX** team warmly invites educational institutes, aspiring designers, and academicians across Jaipur to participate in this highly anticipated event.

With a legacy spanning around 15 years, the **Forhex Fair** holds a prime brand recall among stakeholders and the general public. Season 10 promises to continue its extensive activities and promotions through social media, website, print, and outdoor media, reaching an audience of around 1 million people.

Mark your calendars and prepare to be enchanted by the magic of Rajasthan's handicrafts at the Forhex Fair, Season 10. This is more than an event—it's an experience you don't want to miss!



INNOVATOR'S LOUNGE:

A Nexus for Craft Industry and Design Academics



Live Learning Environment: Students and educators witness the intricate craftsmanship and traditional techniques of skilled artisans firsthand, gaining a deeper understanding of design concepts and the cultural significance behind each craft.

Inspirational Exposure: Attending the Forhex Fair instills an appreciation for cultural heritage and the importance of preserving traditional crafts. This can be integrated into design philosophies and projects, promoting sustainable and culturally aware design.

Networking Opportunities: The fair is a prime platform for building connections with industry professionals, including artisans, designers, and exporters, leading to potential collaborations, internships, and job opportunities for students.

Workshops and Competitions: Featuring expert-curated workshops and competitions, the event provides valuable insights into the latest trends, techniques, and business practices, offering a platform to showcase talent at the national level.

Practical Experience: Institutes can treat the fair as a practical field trip, allowing students to apply their theoretical knowledge in a real-world setting, crucial for developing a comprehensive understanding of the design craft business and industry.

Benefits for Educational Institutions Participating at Forhex Fair, Jaipur

Brand Visibility

- Prominent exposure across all Forhex Fair social media channels.
- Inclusion on the event's official website with your logo and institution's information.
- Physical branding at the event entry, ensuring maximum visibility.

Display Space

- Dedicated 2m x 2m booth to showcase your institution's programs, achievements, and student work.
- Engage with visitors, share brochures, and attract prospective students and partners.

Talent Showcase

- Host a specialized workshop led by your university faculty on innovative and emerging trends.
- Highlight your institution's expertise through unique, industry-supported student competitions.

Industry Experts

- Participate in a panel discussion with industry experts, featuring key personalities and your institution's HOD or Dean.
- Share insights, discuss trends, and boost your institution's credibility and thought leadership.
- Enjoy four days of networking with industry owners, startups, and visitors.



Student Competitions

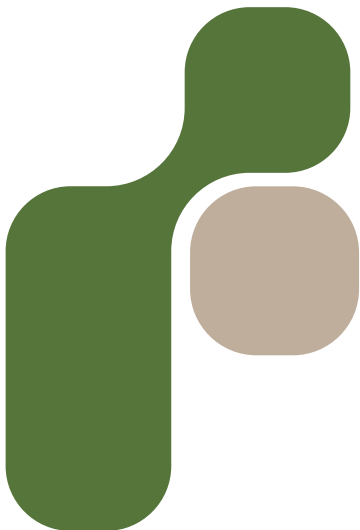
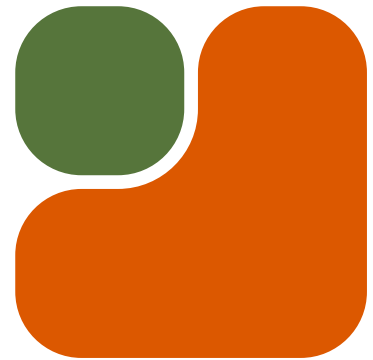
A. For the Core Designers

1. Home Decor

- Unleash your creativity with innovative home decor products that blend style and practicality.
- Display your designs at the event and catch the eye of industry collaborators and enthusiasts.

2. Office Stationery

- Design functional and aesthetic stationery for the modern office.
- Take on real-world design challenges and showcase your work to a captivated audience.



B. For the Creative Artists

1. Content-Based Outreach

- Craft engaging reels to highlight the event and your institution's stellar participation.
- Share your content on social media to amplify outreach and engagement, making your work go viral!

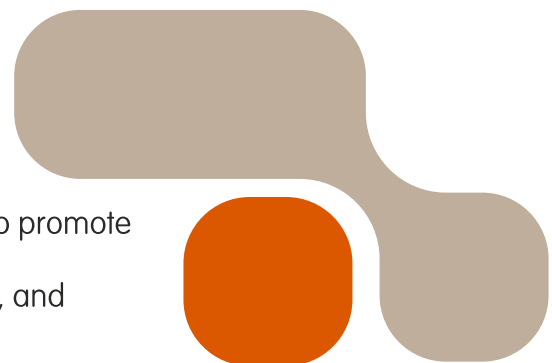
2. Graffiti and Wall Art

- Showcase your artistic prowess and get recognized by industry stalwarts.
- Get the chance to be handpicked for the city's most prestigious projects and leave your mark!

C. For the Sales Innovators

1. Content-Based Sales (Mad Ads)

- Create dynamic and entertaining advertisements to promote products or services.
- Focus on creativity, innovative marketing strategies, and effective sales tactics to wow the judges.



Note: Competition details will be shared with participants by August 1st, 2024.

Get ready to shine, create, and conquer at the Forhex Fair 2024!

Partnership Categories

Category 01:

Comprehensive Engagement (Rs. 1,25,000/-) + taxes Inclusions:

Brand Visibility: 

Prominent visibility across social media channels, event website, and physical branding on Venue.

Display of your institution's logo and information at key locations at the venue.

Display Space: 

A dedicated 2m x 2m booth to showcase your programs, achievements, and student projects.

Talent Showcase: 

Conduct a specialized workshop for fair visitors and participants.

Participate in the student competitions.

Be a part of a visionary panel discussion with reputed industry experts and govt. officials.

Cheque/NEFT should be drawn in favour of **"Forhex Fair"**
GST (18 %) is applicable.

| | |
|------------------|------------------------------------|
| Bank: | Kotak Mahindra Bank |
| Branch: | Sardar Patel Marg C- Scheme jaipur |
| A/c No.: | 2812000117 |
| RTGS/ IFSC Code: | KKBK0000271 |
| Branch Code: | 000271 |

Partnership Categories

Category 02:

Partial Engagement Package (Rs. 75,000/-) + taxes

Inclusions:

Talent Showcase

- **Workshop:**
Conduct a specialized workshop led by your university faculty, showcasing your institution's expertise.
- **Panel Discussion:**
Participation in a panel discussion featuring industry experts, with representatives such as the HOD or Dean from your institution.
- **Competitions:**
Engage students in design competitions- home decor and office stationery, reel creation, and Mad Ads contests.

Additional Participation Details for Forhex Fair'24, Jaipur

Entry Tickets

- Both categories include 25 entry tickets to the fair for students and faculty of the institution.

Participation Fee

- The participation fee does not include any boarding, lodging, food, or travel facilities.

Single Point of Contact (SPOC)

- Institutes are required to provide a Single Point of Contact (SPOC) for further communications and information sharing once the payment is made.

Payment & Collaboration Deadline

- The closing date for payment and collaboration is July 30th, 2024.

Prepare to join us at the **Forhex Fair** and make the most of this exceptional opportunity!

The Venue

Birla Auditorium, Jaipur A trademark show deserves a spectacular venue to showcase its glory, and the Birla Auditorium fits the bill perfectly. Nestled in the heart of the Pink City, this remarkable location offers more than just a vast exhibition hall. It also features a captivating science museum, a well-stocked library, a state-of-the-art computer center, and a grand auditorium.



FEDERATION OF RAJASTHAN HANDICRAFT EXPORTERS

108, Eden Heights, Opp. Laxmi Dharam Kanta,
22 Godam Industrial Area, Jaipur (India).

+91-99503 65833 | info@forhex.org

Supported by

