

## ***RULES OF THE EXHIBITION***

1. WE Exhibition is exclusively for Women Entrepreneurs (No men are allowed to participate), who do not have retail outlets/stores in Mumbai. Overseas and Out of Mumbai applicants can participate even if they have retail outlets/stores.
2. The application for participation should be made by the women entrepreneur herself. Proxies, in any form, will not be permitted.
3. Applicants have to display products made in India only.
4. **Participants selected for the WE Exhibition will not be allowed, to participate or display, exhibit or market their products in any other exhibitions or private shows to be held in Mumbai, ONE month prior to the WE Exhibition (on or after 25th July, 2026). They will not be allowed to participate under any other brand name or sell their products (under the same product category) through their relatives/clients in other exhibitions in Mumbai.**
5. The woman entrepreneur will have to be present, herself, at the stall during the 2 days of the Exhibition.
6. The stalls allotted to participants cannot be used by them to showcase merchandise of other parties.
7. The products exhibited should be similar to what was shown at the time of screening by way of finish, pricing and quality.
8. Matters related to screening and selection of participants is at the sole discretion of the Exhibition Committee. After the selection process, the selected participants shall be intimated through a formal letter that they have been selected and the terms of payment of the participation fees.
9. Upon selection for the exhibition and subsequent payment of the participation fee, if a participant is unable to participate for any reason, the entire fee paid will be forfeited.
10. **Exhibition termination due to force majeure event or government directives due to Covid-19, 10% of the total stall fees will be forfeited.**
11. If any participant/stall allottee fails to abide by or is found to be flouting any of the conditions above or any other Rules of the Exhibition, prior to start of the Exhibition, her allotment will be cancelled and the entire Participation Fee will stand forfeited. If the participant is found to be disregarding/disobeying any of the Rules during the Exhibition or such conduct is brought to the notice of the Exhibition Committee after the Exhibition, they will be barred from taking part in the Exhibition in future.