

ANUGA 2011
Koelnmesse – Cologne, Germany
08 - 12 October 2011

Recruitment details for the UK Pavilion



Organised by PS8 Ltd

The experienced team behind the UK pavilions at ANUGA, SIAL and many other major European and International trade events in the Food & Drinks sector – Paddy Edwards, Sarah Briones and Sandra Sullivan.

Your contact for ANUGA 2011

Sarah Briones

Tel: 07919 694 145

Email – sarahbriones@ps-8.com

The package

Full details of ANUGA, our services and costs are included with this pack.

If you have exhibited before, go straight to page 7 for details of stand options.
Costs of participation are detailed on pages 7.

All applications must be received by 31 December 2010

Koelnmesse work to strict deadlines for ANUGA applications.

All applications must be received by PS8 by 31 December 2010
to allow us to secure space in the product sector hall of your choice

> ANUGA 2011

There are many food fairs. But only one can be the world's most important trade fair for food & beverages - ANUGA in Cologne.

No other fair for food & beverages attracts so many participants from other nations. Exhibitors and visitors from almost every country in the world meet here. ANUGA 2009 attracted 6,552 exhibitors from 97 countries & 153,500 visitors (93,500 from outside Germany) . But it's not too big and you won't see 153,500 visitors! ANUGA organise the show by product pavilions, allowing buyers in your category to find you in the right hall.

Buyers from across the world attend ANUGA and the UK pavilion is a great attraction for leading importers and distributors looking for new British lines. We know that exhibitors meet with key players from Australia, the US, Asia and beyond– offering the best platform to find distributors in new markets.

- **The Show:** ANUGA is the largest and most important food and beverages fair in 2011
- **Event dates:** Saturday 8 October – Wednesday 12 October 2011
- **Event opening hours (for visitors):** 0900 hrs – 1800 hrs (exhibitors can access the halls from 0800hrs daily and remain until 1900hrs daily)
- **Build up date / time:** UK Pavilion stands available to dress from 1000 on Friday 7 October 2011
Stand dismantling date / time: From 1800 hrs on Wednesday 12 October 2011
- **Venue:** Koelnmesse – Cologne Exhibition Centre
- **Admission policy:** Trade Only
- **Admission prices (for visitors):**

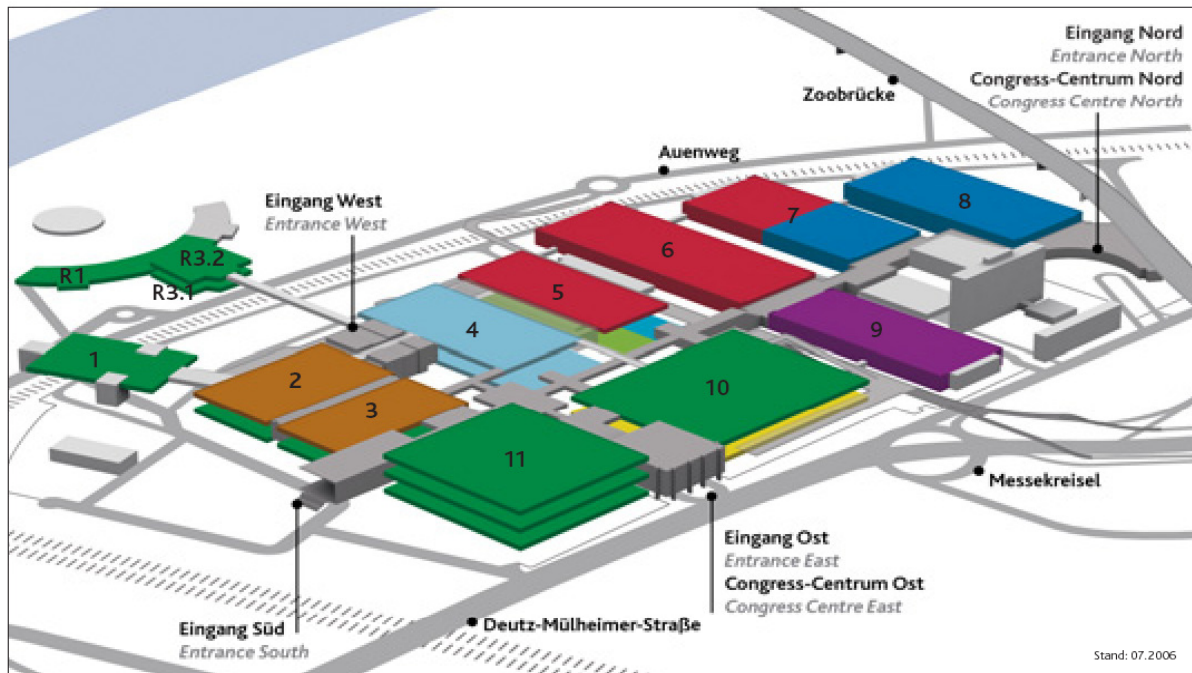
Visitor Tickets Prices Euro	Advance Sale	Box office
5 days	70,00 EUR	86,00 EUR
4 days	65,00 EUR	80,00 EUR
3 days	58,00 EUR	70,00 EUR
2 days	48,00 EUR	60,00 EUR
1 day	29,00 EUR	50,00 EUR

- **Frequency:** Biennial

ANUGA - Layout and location of sector halls

No detailed plan of the location of each sector has yet been published, but the image below gives a guideline to the size of each of the key sectors at the 2009 show. We expect this to be similar for 2011. The colour of halls relates to the product sectors shown below.

PS8 will build pavilions in sector halls requested by exhibitors, subject to sufficient demand. Please indicate on your application form, which hall best matches your products.



Hallen · Halls	Fachmessen · Specialized trade shows
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #008000; margin-right: 5px;"></div> 1, 2.1, 3.1, 10.2, 11 Rheinpark-Hallen </div>	<div style="display: flex; align-items: center;"> Anuga Fine Food Feinkost, Gourmet, Grundnahrungsmittel und Reformwaren <i>Delicatessen products, gourmet food, staple foods and health food</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #0000FF; margin-right: 5px;"></div> 7, 8 </div>	<div style="display: flex; align-items: center;"> Anuga Drinks Getränke <i>Drinks</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #00BFFF; margin-right: 5px;"></div> 5.1 </div>	<div style="display: flex; align-items: center;"> Anuga Chilled Food Frische-Convenience und Fisch <i>Chilled food and fish</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #FF0000; margin-right: 5px;"></div> 5.2, 6, 7 </div>	<div style="display: flex; align-items: center;"> Anuga Meat Fleisch, Wurst, Wild und Geflügel <i>Meat, sausage, game and poultry</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #ADD8E6; margin-right: 5px;"></div> 4 </div>	<div style="display: flex; align-items: center;"> Anuga Frozen Food Tiefkühlkost und Eiskrem-Erzeugnisse <i>Frozen food and ice cream products</i> </div>

Hallen · Halls	Fachmessen · Specialized trade shows
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #FFFF00; margin-right: 5px;"></div> 10.1 </div>	<div style="display: flex; align-items: center;"> Anuga Dairy Milch- und Molkereiprodukte <i>Dairy products</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #FF8C00; margin-right: 5px;"></div> 2.2, 3.2 </div>	<div style="display: flex; align-items: center;"> Anuga Bread & Bakery, Hot Beverages Brot, Backwaren, Brotaufstrich und Heißgetränke <i>Bread, baked goods, spreads and hot beverages</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #9ACD32; margin-right: 5px;"></div> 5.1 </div>	<div style="display: flex; align-items: center;"> Anuga Organic Bio-Produkte <i>Organic products</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #800080; margin-right: 5px;"></div> 9 </div>	<div style="display: flex; align-items: center;"> Anuga CateringTec Technik für Gastronomie/Außer-Haus-Markt <i>Equipment for the food service and catering market</i> </div>
<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 10px; background-color: #4B0082; margin-right: 5px;"></div> 9 </div>	<div style="display: flex; align-items: center;"> Anuga RetailTec Technik und Dienstleistungen für den Handel <i>Technology and services for the retail trade</i> </div>

> Key Dates

ANUGA 2011 dates to add to your diaries:

Deadline for applications:	Friday 31 December 2010
70% stand cost, Koelnmesse fee & PS8 management fee	With application
Koelnmesse form 1.10 (registration as a main exhibitor)	With application
Koelnmesse form 1.30 (list of goods/sales channels)	With application
Koelnmesse form 1.31 (list of goods – tick box option)	With application
UK pavilion layout planning:	May 2011
UK pavilion floorplan complete:	May 2011
ANUGA Exhibitor manual issued:	w/c 16 May 2011
30% balance of stand costs due to PS8	end of May 2011
Koelnmesse form 2.10 (entry into ANUGA official catalogue)	Wednesday 1 June 2011
ANUGA UK Pavilion listing/catalogue:	Friday 12 August 2011
Stand Order deadline (furniture):	Friday 29 July 2011
UKTI TAP application deadline (subject to availability):	Friday 12 August 2011
Stand Order deadline (graphics):	Friday 02 September 2011

> Why book a stand in the UK pavilion?

You are an exporter and should be focussing your efforts on exporting. Exhibit in the UK pavilion and remove the organisation time and hassle from your business

The UK pavilion aims to offer you a high profile stand within this large trade show making it easier for you to be seen by important trade buyers.

Take advantage of a flexible package that allows you a choice of options to suit your budget and objectives at the show.

We can provide starter Pod stands to stands as big as you want to go.

Be seen alongside established exporters who are a great draw for trade visitors.

Enjoy the benefits of a dedicated full-time team to handle the administration and technical aspects of your stand.

What PS8 do

PS8 recognises that organising an exhibition stand is a specialist area and not one with which every Export Manager feels comfortable.

Our service is therefore designed to relieve you of the time needed to organise your stand fully. We want you to make the most of your investment by allowing you time to ensure that you focus on attracting the trade to your stand.

- > We will recruit UK exhibitors and work closely with Koelnmesse to secure the most appropriate space for the group stand in the best location possible.
- > We will design and build a group stand, in conjunction with a reputable stand contractor used to the specialist nature of pavilion management.
- > We are happy to meet with you to ensure you understand the space made available to you and to offer design suggestions to ensure you stand out at the show.
- > We will produce a pack to help you through the maze of regulations and forms. Our timely reminders will ensure you do not miss out on any opportunities or key actions.
- > A small exhibitor area with tea, coffee and Internet access for exclusive use by pavilion exhibitors will be made available.
- > We will arrive on site before you to check the stand is built to your specification and chase up any late service suppliers. We aim to be ready for when you arrive on site to dress your stand.
- > A New product showcase to allow you to highlight any new products – a nice touch which is a real help in reaching a wider audience for your products.
- > Preshow mailing to our database of international buyers – a chance for buyers to learn more about you in advance of the show.

> Join the UK pavilion and benefit from

- > High visibility within the show
- > The ability to create your own identity within the pavilion. We signpost UK and work with you to create your own identity to make buyers notice you. A range of display items and graphical solutions are available to help you create your own identity within the pavilion.
- > Your own dedicated area with your company name and stand number.
- > A choice of display items to maximise your space and allow you to display your product to its full advantage
- > Adequate lighting with the option of extra lighting to highlight your key displays
- > The services of a vastly experienced team, who project managed the UK pavilions at a number of shows including ANUGA, SIAL and ISM.
- > Group services for stand cleaning and waste disposal to avoid you having to worry about this during the show.
- > A networking reception on the first night of the show – a chance to get to know other exhibitors and share contacts and experiences.

> Your own stand in the UK pavilion

We are keen to encourage all UK companies from large international companies to small, first time exhibitors to take part in ANUGA, to generate business outside of the UK.

In addition to individual stands, we offer a cost-effective package which will allow all *first time exhibitors* to have a presence at the show with a POD stand in the Fine Food hall where the largest number of UK exhibitors will be located, (other sector halls subject to availability). These stands are smaller than would be possible if you booked direct (options 1 and 2) and provide a great opportunity to find out just how good ANUGA really is.

Need in help in deciding which size is right for you? Give us a call and our experienced team will help you to make the right choice. Tel: 07919 694145

A new pavilion design is being developed which will build on the successful pavilions at ANUGA 2009 and SIAL 2010 and which will feature strong UK branding to promote the group.

A layout plan, confirmation of stand number and a technical order pack will be sent to you once the group has been finalised.

When booking your stand, please make sure you tell us your ideal stand size and dimensions. Allocating space within a pavilion requires a degree of flexibility and whilst we will do our utmost to get as close to your actual request as possible, we cannot be bound by such requests.

> OPTION 1 - Pod Stand – (only available to first time exhibitors, in the Fine Food Hall)

2 x 1m wall panels in an L-shape
Carpet – standard blue for all stands
2 x flat or sloping shelves
1 x lockable counter
1 x stool
1 x name board
Shared meeting space with other pod stands
General lighting (not individual spots)

This option does not include electrical outlets or additional display aids.

> OPTION 2 – stands of 9 sqm upwards

Stands of 9, 12, 15sqm and upwards are available with no limit on maximum size

Carpet – standard blue for all stands
A range of display items including shelves, counters, plinths – quantity according to stand size
Lighting to include spotlights and general floodlighting

This option does not include electrical outlets or furniture. A huge range of additional items is available to enhance your stand.

> Participation Costs

Cost per square meter: Euros 435 plus 19% recoverable German VAT

Sterling cost = £395.45 plus 19% recoverable German VAT per square metre

If paying in Pounds Sterling, any adverse exchange rate fluctuations from the time of paying PS8 Ltd to actual rate obtained at the time of invoice from Koelnmesse or any service suppliers will be invoiced separately.

You can reclaim German VAT through the [UK Government Gateway portal](#). This allows companies who incur VAT charges in another EU member states to recover that VAT, provided the company is not already VAT registered in that Member State.

> Cost of stands

The following table gives an indication of the costs of participation based on typical stand sizes. These are estimated costs based on current exchange rates.

Size of Stand	Stand cost Euros plus 19% German VAT	Stand Cost £ plus 19% German VAT (subject to exchange rate variations)
POD*	€2,550.00	£2,318.18
9 sqm	€3,915.00	£3,559.09
Per sqm for stands of 9 sqm and larger	€435 x no. of sqm	£395.45 x no. of sqm

**only available to first time exhibitors in Fine Food Hall.*

> Breakdown of per square metre charge

The package price includes:

- Cost of buying space from Koelnmesse including the cost of aisles where charged by Koelnmesse.
- Stand Build – your stand within the UK pavilion.
- UK branding to ensure you stand out in the halls.
- Cleaning of stands and waste disposal to comply with Koelnmesse regulations
- Your own project manager from the moment you sign up right through to on-site management in Cologne for the duration of the show.
- Free entry into the UK pavilion new product showcase
- An online exhibitor listing to allow the trade to contact you in advance of the show. The listing will also be available in printed format and distributed at the show.
- Hire of internet line for group use
- Small exhibitor area offering tea and coffee to exhibitors
- Stand design and graphic advice with introductory meetings with our technical expert for all new exhibitors

> PS8 Management Fee

In addition to stand costs, PS8 charge a management fee of £625 plus UK VAT per exhibitor. This is as a contribution to our time and organisational expenses in running the group.

> Media Package (Order Forms 2.10, 2.20 + 2.30)

Koelnmesse charge all exhibitors a compulsory Media Package fee. Each participating company, co-exhibitor and additionally represented company must be listed in the Media Package.

PLEASE TAKE CARE WHEN COMPLETING THIS FORM. YOU HAVE ONE PRODUCT GROUP ENTRY INCLUDED IN YOUR FEE. YOU WILL BE CHARGED FOR THE AMOUNT OF TEXT AND AMOUNT OF ADDITIONAL ENTRIES (INCLUDING LOGOS) YOU REQUEST.

A fee of 349.00 EUR plus German VAT (payable to PS8 Ltd) is charged by Koelnmesse for this service which consists of:

- One entry in the alphabetical list of exhibitors (printed catalogue)
- Two entries in the product group list (printed catalogue)
- One entry in the online catalogue: Company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.31
- Entry and activation for Anuga Online Matchmaking
- Activation for the Anuga online schedule planner
- Entry in the online route planner
- One entry and image in the Mobile Exhibition Guide (M.E.G.):
- Company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.31
- The printed catalogue includes an alphabetical list of companies, a list of goods and advertisements

To avoid overloading you with document at the time of application, relevant forms will be circulated on completion of your PS8 application.

Deadline for completion of Koelnmesse media package forms – **1 June 2011**

> Insurance

We strongly recommend that all exhibitors insurance against cancellation/ abandonment of the event, All Risks on property owned, hired or borrowed and Employers/public liability risks.

There are specialist exhibition insurers, who can provide suitable cover. If you would like more information or help please let us know.

> Products to be exhibited

UKTI regulations state that anyone claiming a UKTI grant, looking to exhibit on the UK pavilion, must be a UK registered company exhibiting UK manufactured or value added goods or services. The display of goods or services, which are not of UK origin, is discouraged. Any Exhibitor wishing to display goods or services which are not of UK origin must do so discreetly and must do nothing to detract from the impression that the Exhibitor is primarily involved in exporting from the UK.

> Payment

PS8 Ltd will pay Koelnmesse for your stand space and arrange your stand construction. Your participation fees are payable to PS8 Ltd.

To reserve your space 60% is now payable plus the Koelnmesse Media Package fee and PS8 Management fee. The remaining 40% will be invoiced once your stand has been allocated. Payment of the second invoice must be received within 30 days. If not, your participation may be cancelled and you will remain liable for the full gross cost of participation.

You may pay in either Euros or Pounds. We recommend payment in Euros. If payment is made in UK Pounds Sterling, we reserve the right to adjust your invoice to take account of any exchange rate fluctuations.

Anyone wishing to book space, that has any amounts owing to PS8 Ltd or its suppliers, may be refused a stand. PS8 Ltd may use any credit in your account to clear outstanding debts.

> Cancellations

Any company cancelling their participation will be liable for the full cost of its stand space and associated services unless a replacement company can be found. Any other charges incurred on its behalf will be charged at cost.

An additional fixed charge of £750 will be levied on all cancellations.

> UK TRADE & INVESTMENT Financial support to SMEs

We anticipate that ANUGA will be supported by UK Trade and Investment, however this has not yet been announced. The following information is therefore given for your information but is not guaranteed.

Anticipated UKTI TAP grant rate = £1,000 or £1,400. Eligibility will be subject to complying with UKTI requirements.

Eligibility Criteria

Each eligible business is entitled to exhibit with UKTI grant support on a total of six occasions counted from 1 April 2009. This is a lifetime limit and cannot be renewed.

1. Your company must be a Small/Medium Enterprise (definition below)
 - Less than 250 Employees
 - Annual turnover not exceeding €50million
 - Not part of a larger group that exceeds the above employee and turnover level
2. You must answer “yes” to one or both of the following
 - Has the company been exporting for less than 10 years?
 - In the last 12 months has the export turnover been 25% or less of you total turnover?

Full eligibility criteria can be obtained from the UKTI website – www.ukti.gov.uk

If awarded, payment of grant is discretionary and shall be the limit of UKTI’s liability to the participant for ANUGA.

Should UKTI grants for ANUGA be confirmed, full terms and conditions will be sent to eligible companies on receipt of the PS8 Ltd application to exhibit, including details of the requirements and conditions necessary to claim the grant,

Anyone wishing to book space, that has any amounts owing to PS8 Ltd or its suppliers, may be refused a stand. PS8 reserve the right to use any credit in the Exhibitors account, including any UKTI Grant, to clear any outstanding debts for this or other events.

How To Apply

1) Complete the PS8 Ltd application form confirming the total space you have requested and indicating in which hall you wish to exhibit.

2) Send this form to PS8 Ltd at the address given below.

3) Payment Options:

- Attach a cheque made payable to PS8 Ltd to cover 70% of the stand costs, or
- Make a bank transfer to PS8 Limited quoting your name and ANUGA 2011 to:

PS8 Ltd, Barclays Bank Plc, 197 Shenley Road, Borehamwood, Herts, WD6 1AR

Euro Account - Sort Code 209561 Account No:68528244
IBAN: GB49 BARC 2095 6168 5282 44 SWIFTBIC: BARCGB22

Sterling Account – Sort Code 209561 Account No: 53370860
IBAN GB15 BARC 2095 6153 3708 60 SWIFTBIC: BARCGB22

Note: Remitter to pay bank charges. Please ensure you detail your name and ANUGA 2011 on your transfer.

4) Return your completed application form together with either a cheque or a copy of the confirmation of your bank transfer to:

ANUGA 2011, PS8 Ltd, 70 Puller Road, Barnet, EN5 4HD

Direct Tel: 07919 694 145 Fax: 020 3318 2968
Email: sarahbriones@ps-8.com

DEADLINE FOR APPLICATIONS: FRIDAY 31 DECEMBER 2010

Participation Conditions

1. It shall be the responsibility of the exhibitor at any show, exhibition or display, stand or other similar event to ensure that:
 - **All products are of UK manufacture. Anyone wishing to display goods or services which are not of UK origin must not do this prominently so as to give the impression to visitors that it is not a display by a firm involved in exporting from the UK.**
 - All products comply with Acts of Parliament, Orders, Regulations or Codes of Practice relating to quantity, quality, description, safety or price.
 - All products are displayed in a controlled way that ensures compliance with all local requirements of the Environmental Health Department or conditions or rules of the organiser of the event.
 - Space allocated to the Exhibitor may not be assigned or sub-let to any other company or organisation without the prior written permission of PS8 Ltd.
2. **PS8 Ltd will book space with Koelnmesse based on the total number of sqm requested in each hall. Space will then be broken down into individual stands and allocated to each exhibitor. PS8 Ltd will endeavour to allocate as close to the requirement of the Exhibitor as possible but cannot be bound by such requests.**
3. Where it is not possible to confirm UK TRADE & INVESTMENT support in advance of contracting for payments, or in instances where an exhibitor may have UK TRADE & INVESTMENT support withdrawn after PS8 Ltd has contracted for payment on behalf of an exhibitor, the exhibitor will remain liable to pay for the full cost of the stand it has been allocated.
4. Exhibitors taking advantage of any initiative coordinated by PS8 Ltd undertake to indemnify PS8 Ltd and its employees in relation to any action against them arising solely due to negligence or breach of contract on the part of the exhibitor/ participant.
5. PS8 Ltd reserves the right to use any credit in the Exhibitor's account, including UK Trade & Investment grants, to clear any out-standing debts for this or other events.
6. Insurance is the Exhibitor's own responsibility.
7. The Exhibitor indemnifies PS8 Ltd against the cost of any damage caused by the Exhibitor, his/her servants or agents to the premises. He further indemnifies PS8 Ltd against the cost of repairing any damage which may occur to the Exhibitors' Stand, except insofar as that damage is caused by the PS8 Ltd, his/her servants or agents.
8. Except in respect of any personal injury or death for which PS8 Ltd may be liable at law, their total liability to the Exhibitor in respect of any breach of contract and negligence, shall not in any circumstances exceed the total amount of any payment received by them from the Exhibitor.
9. No failure or delay by any party to exercise any right, power or remedy will operate as a waiver of it, nor will any partial exercise preclude any further exercise of the same, or of some other right, power or remedy.
10. Payments must be made according to the payment terms above. 70% is payable on application. The Exhibitor is liable for the full cost of participation upon receipt of the completed PS8 Ltd application form to exhibit. The balance of 30% will be invoiced once the Exhibitor has been allocated a stand by PS8 Ltd.
11. **Force Majeure** – Neither party shall be liable for any failure or delay in performance of this contract which is caused by circumstances beyond the reasonable control of the parties (a "force majeure" event). Where a force majeure event occurs, the obligations of both parties shall be suspended for so long as the force majeure event continues; however, the Exhibitor shall continue to observe the provisions of the Rules and Regulations so far as possible where the Exhibition has already commenced. PS8 Ltd shall not reimburse to the Exhibitor any payments made if a force majeure event occurs.
12. **Termination for Breach** - Without prejudice to any other right or remedy it may have, PS8 Ltd terminate this Contract at any time by notice to the Exhibitor if the Exhibitor:

Fails to make payment in accordance with payment terms advised by PS8, and the failure to make payment is not remedied within 7 days of the Exhibitor receiving notice requiring payment; or

Is in breach of the terms of this Contract (including the Rules and Regulations) and the breach is incapable of remedy within a reasonable time or, in the case of a breach capable of remedy within a reasonable time, the breach is not remedied within a reasonable time of the PS8 Ltd giving the Exhibitor notice specifying the breach and requiring it to be remedied.

The parties acknowledge that what constitutes a reasonable time will depend on the facts including the effect that the breach has upon the PS8 Ltd and upon other Exhibitors; it may, depending on the circumstances, be reasonable for the PS8 Ltd to require the immediate remedy of the breach.

In submitting their application, the Exhibitor agrees to be bound by these terms and conditions.