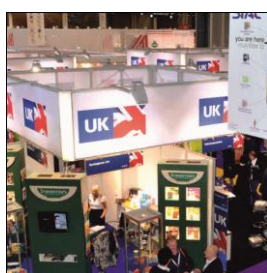




UK Pavilion Organisers



Alimentaria
Barcelona, Spain
26-29 March 2012



UK PAVILION RECRUITMENT PACK

Organised by PS8 Ltd

The experienced team behind the UK pavilions at many of the world's leading international food and drink trade shows – Paddy Edwards, Sarah Briones, Karen Beston and Sandra Sullivan.

Your exhibition contact at PS8 for Alimentaria 2012

Karen Beston

Tel: 07432 614 726

Fax: 020 3318 2968

Email – karenbeston@ps-8.com

The package

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

Deadline for applications: Friday 25th November 2011

> Alimentaria 2012

Why Exhibit

- This important multi sector trade show provides an ideal opportunity to build your exports in Europe, with strong visitor attendance from buyers in Spain and Southern Europe in particular.
- 75% of companies return as exhibitors on an annual basis
- Over 140,000 international food and drink professionals visit the show to meet new suppliers and find new products
- UKTI grants to reduce your costs by £1,000
- Spain remains the largest export markets in Europe with a large ex-pat community wanting to source UK brands – Alimentaria is your chance to be seen by key decision makers.

Book your stand on the UK pavilion and build your business in new markets.

> Key Dates

ALIMENTARIA 2012 dates to add to your diaries:

Deadline for applications:	25 November 2011
50% stand cost plus Alimentaria registration fee	With application
UK pavilion floorplan complete:	early December
ALIMENTARIA Exhibitor manual issued:	w/c 12 December 2012
50% balance of stand costs due to PS8	Friday 20 January 2012
Stand Order deadline (furniture and graphics requirements):	Friday 27 January 2012
Graphics Artwork deadline:	Friday 17 February 2012
UKTI TAP application deadline (subject to availability):	Friday 17 February 2012
Stand extras payment:	Friday 24 February 2012

> Why book a stand in the UK pavilion?

You are an exporter and should be focussing all your efforts on exporting. Exhibit in a pavilion and remove the organisation time and hassle of exhibiting.

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 stands from a pod in a shared area, to 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

- We will recruit UK exhibitors and work closely with the organisers to secure the most appropriate space for the group stand in the best location possible.
- We will design and build a UK branded group stand, in conjunction with a reputable stand contractor used to the specialist nature of pavilion management.
- If required, we are happy to come and 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.
- Arrange publicity for the group.
- 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.

> Join the UK Pavilion and benefit from

- High visibility within the show
- 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 UK pavilions in a number of markets
- Group services for stand cleaning and waste disposal to avoid you having to worry about this during the show.
- The opportunity to create your own identity within the pavilion. A range of display items and graphical solutions can be made available to help you reflect your product or company image through your stand





> Your own stand in the UK pavilion

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

In addition to individual stands, we offer a cost-effective package to small companies a pod stand in a shared space on the pavilion. This cost effective option offers a smaller space than would be possible if you booked direct with the show organisers. It's a great opportunity to find out just how good Alimentaria 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. Karen Beston, Tel: 07432 614 726

> Stand Sizes – pod area or individual stands of 9sqm upwards

a) Pod on UK showcase area

Pod areas (approx 5sqm) will be available on the UK pavilion for the first time at Alimentaria. These areas will include:

- Carpet – standard blue for all stands
- 1 x lockable counter unit
- 2 x shelves
- 1 x company nameboard
- General lighting
- Access to shared meeting area on UK pavilion

b) Individual stands of 9sqm upwards

Stands of 9, 12sqm and upwards are available in multiples of 3sqm. If you need a particular configuration of stand, please contact Karen Beston on 07432 614 726 to discuss.

- Carpet – standard blue for all stands (*flooring can be changed for an additional cost*)
- A range of display items including shelves, counters, plinths – quantity according to stand size
- Lighting to include spotlights and general floodlighting

Stands do not include electrical outlets. A huge range of additional items is available to enhance your stand.

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

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.

> Participation Costs

The final deadline to confirm space requirements for national groups is the end of November. We must therefore receive your stand costs with your application.

Costs for space and construction = £385.00 per square metre plus UK VAT

Detailed costs for a number of individual stand sizes are shown as examples in the table below.

In addition to the above costs, Alimentaria impose a compulsory registration fee of £82 per exhibitor which is also payable on application.

> Cost of stands

The following table gives an indication of the costs of participation based on different stand sizes.

Larger stands are also available based on space and construction charges of £385 per square metre and are subject to availability.

The Sterling cost is based on an assumed rate and is subject to change.

Size of Stand	Stand costs & Registration fee exc VAT	Stand cost & Registration fee including UK VAT
Pod area	£1,925 plus £82 = £2,007.00	£2,007 plus £401.00 = £2,408.00
9 sqm	£3,465 plus £82 = £3,547.00	£3,547 plus £709.00 = £4,256.00
12 sqm	£4,620 plus £82 = £4,702.00	£4,702 plus £940.00 = £5,642.00
15 sqm	£5,775 plus £82 = £5,857.00	£5,857 plus £1,171.00 = £7,028.00

UKTI Grants reduce these costs by £1,000 for eligible companies and will be allocated on a first-come, first-served basis. See below for details of eligibility.

> PS8 Management Fee

In addition to stand costs, PS8 charge a management fee of £350 plus UK VAT per exhibitor. This is as a contribution to our time and organisational expenses in running the group.

> Breakdown of space and construction charges

The package price includes:

- Cost of buying space from Alimentaria Exhibitions
- Stand Build – your stand within the UK pavilion
- UK branding to ensure you stand out in the hall.
- An on line exhibitor listing to allow the trade to contact you in advance of the show
- Cleaning of stands and waste disposal to comply with Fira de Barcelona’s regulations
- Your own project manager from the moment you sign up right through to on-site management in Barcelona for the duration of the show
- Stand design and graphic advice with introductory meetings with our technical expert for all new exhibitors

> Alimentaria exhibitor registration fee

Alimentaria Exhibitions charge a compulsory registration fee charged at £82 (plus UK VAT). This is for your entry in the official show catalogue, access to catalogue information and 2 exhibitor passes.

> Insurance

Alimentaria Exhibitions charge a compulsory insurance subscription which is included within the price for space and construction.

However, in addition to the above, 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 a 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 for your stand space and arrange your stand construction. Your participation fees are payable to PS8 Ltd.

To reserve your space 50% is now payable plus the Alimentaria registration fee.

The remaining 50% 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.

We reserve the right to adjust your invoice to take into account any adverse Euro Sterling exchange rate fluctuations.

> 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.

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.

> UK TRADE & INVESTMENT Financial support to SMEs

PS8 is the UKTI accredited trade organiser for Alimentaria and is able to claim grants on behalf of eligible UK exhibitors. Please see below the terms and conditions as of time of print. A full set of terms and conditions are available at www.uktradeinvest.gov.uk. Payment of grant is discretionary and shall be the limit of UKTI's liability to the participant for Alimentaria.

Full terms and conditions will be sent to eligible companies, including details of the requirements and conditions necessary to claim the grant, on receipt of the PS8 Ltd application to exhibit

UK Trade & Investment (UKTI) will, at its discretion, provide support for small or medium sized new exporters taking part in supported shows

- **A fixed grant of £1,000 will be payable to eligible exhibitors subject to complying with UKTI requirements.**
- **13 grants are available for UK pavilion exhibitors at Alimentaria 2012. These will be allocated on a first-come, first-served basis to eligible exhibitors.**

A condensed version of the full terms and conditions defining eligibility is given below:

- a) A participant must be a UK* based business or organisation that is either actively investigating export opportunities or is already involved in exporting from the UK.

- b) A participant must be a small or medium sized enterprise as defined below or a UK university or UK Government funded centre of higher or further learning, or a UK Government-funded research organisation;
 - c) A participant must be a new exporter as defined below or have exported for no more than 10 years
 - d) Any grant a participant applies for does not result in them breaching the de minimis State Aid limit of €200,000 over any rolling three year period.
 - e) A participant must not receive any other contributions from public funds towards stand space, stand construction and freight in relation to participation at the exhibition named in Section 1 of the Exhibitor Grant Application Form.
 - f) A participant must not have been fully committed to attend the event prior to seeking UKTI grant.
 - g) A participant must demonstrate that they are selling products or services originating substantially in the UK; or are adding significant value to a product or service of non-UK origin; or are enhancing their competitiveness and providing tangible economic benefit to the UK from this trade development activity.
- 1.2 Participants will be ineligible if they do not own the brand they are selling and the brand owner either already exports to the market concerned, or withholds permission to export to that market.
- 1.3 In operating these terms and conditions the following definitions apply.

Definition for Small and Medium Sized Enterprise

- a) Has less than 250 employees.
- b) Has an annual turnover not exceeding € 50m, or an annual balance sheet total not exceeding € 43m.
- c) Is independent, i.e. not more than 25 % of its capital or voting rights are owned by one enterprise, or jointly by several enterprises, which fail to meet any of the above points at a and b, although this threshold may be exceeded in the following two cases:
 - (i) if the business is held by public investment corporations, venture capital companies or institutional investors, provided no control is exercised either individually or jointly over it;
 - (ii) if the capital is spread in such a way that it is not possible to determine by whom it is held and the business can legitimately declare that 25% or more of it is not owned by one enterprise or jointly by several enterprises falling outside the definition of a SME.

1.4 The requirement to be a new exporter or to have been an exporter for less than 10 years will be waived where the applicant has not attended the previous edition of the event.



How To Apply

- 1) Complete the PS8 Ltd application form confirming the total space you have requested.
- 2) Fax or Scan and send an electronic copy of all completed forms to PS8 Ltd.
- 3) Payment Options :
 - Make a bank transfer to PS8 Limited to cover 50% of stand costs plus the Alimentaria registration fee and PS8 management fee , and quoting your name and Alimentaria 2012. Remitter to pay bank charges.
 - Attach a cheque made payable to PS8 Ltd to cover 50% of the stand costs, the Alimentaria registration fee and the PS8 management fee.

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

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

Note: Remitter to pay all bank charges. Please ensure you detail your name and ALIMENTARIA 2012 on your transfer.

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

**ALIMENTARIA 2012
PS8 Ltd, 70 Puller Road, Barnet, EN5 4HD**

**Direct Tel: 07432 614 726
Fax: 020 3318 2968
Email: karenbeston@ps-8.com**

**DEADLINE FOR APPLICATIONS
Friday 25th November 2011**

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 based on the total number of sqm requested by exhibitors. 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 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.
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. 50% 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 50% will be invoiced once the Exhibitor has been allocated a stand by PS8 Ltd.
11. 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.
12. **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.
13. **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.