

**European Seafood Expo
3 – 5 May 2011
Brussels - Belgium**



Recruitment details for the UK Pavilion



Organised by PS8 Ltd

The experienced team behind the UK pavilions at previous editions of ESE, SIAL, ANUGA, ISM, Biofach and many more – Paddy Edwards, Sarah Briones and Sandra Sullivan.

Your exhibition contact at PS8 for ESE 2011

Sarah Briones
Tel: 07919 694 145
Email – sarahbriones@ps-8.com

UKTI TAP grants for ESE 2011

We anticipate that ESE will be supported by UK Trade and Investment; however this will not be announced until October 2010. Details of any UKTI funding for ESE 2011 will be sent as soon as this information becomes available

The package

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

Deadline for applications: 9 September 2010

> ESE 2011

ESE is the single most important seafood event in Europe, the ideal place to meet the entire seafood industry including all top-level decision-makers.

Every year, more than 92% of the show's exhibitors return, confirming ESE as the most powerful sales and positioning tool available to the industry.

Why Exhibit

- 25,000 visitors from around the world
- 79% of the visitors have purchasing authority
- Median spending per visitor company = €1.08 million
- 75% plan on buying products or services as a result of attending ESE
- Show attendees from all major buying categories attend ESE:
 - 4% Foodservice
 - 18% Distribution
 - 8% Supermarket/Retail
 - 19% Processors
 - 50% Importers/Exporters

Three days in Brussels could be your most productive days of the year:

- Access thousands of prospective buyers and product specifiers
- Sell your products and processes, and generate new leads
- Introduce new products and technologies
- Win recognition by entering in the celebrated Seafood Prix d'Elite competition

> Service offered by PS8

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

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. Our experienced team will organise the group stand and offer design support to help you make the most of your space.

> What PS8 do

- We will recruit British 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 comprehensive pre-show 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.

> Why book a stand in the UK pavilion?

The UK pavilion offers 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 stand sizes to suit your budget and objectives at the show.

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.

Booking your stand in the UK pavilion also entitles you to receive a discounted space rate from the show organisers which will be passed to you, reducing your costs for stand space.

> Benefit from

- 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.
- The services of a vastly experienced team, who have project managed the UK pavilion at ESE for many years.
- Adequate lighting with the option of extra lighting to highlight your key displays
- Group services for stand cleaning and waste disposal

A range of display items and graphical solutions are available to help you create your own identity within the pavilion.

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.

> Your own stand in the UK pavilion

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: 020 8440 9180

> Stand Sizes – stands of 9 sqm upwards

The blocks allocated to the UK group are expected to be 8m wide. We therefore anticipate that most stands will need to work to depths of 4 sqm.

Stands of 10, 12, 14 or 16 sqm and upwards are available with no limit on maximum size

- 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 or furniture. A huge range of additional items is available to enhance your stand.

> Participation Costs

Diversified Business Communications deadline for national groups is early September. We must therefore receive your stand costs with your application.

Space + construction = €542 per square metre + 21% recoverable Belgian VAT

Sterling rate = £489 per sqm + 21% recoverable Belgian VAT

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 Diversified Business Communications, or any service suppliers, will be invoiced separately.

The space rate payable to the ESE show organisers has been calculated on the island rate. Any reductions obtained by PS8, should the bulk space rate be achieved, will be refunded to exhibitors (€40 per sqm)

Details of how to reclaim your Belgian VAT can be viewed on the [HMRC website](#).

> Cost of stands

The following table gives an indication of the costs of participation based on 3 different stand sizes at the standard rate. Any size of stand can be booked. The Sterling cost is based on an assumed rate and is subject to change.

Size of Stand	Stand cost Euros (plus 21% Belgian VAT)	Stand Cost Sterling (plus 21% Belgian VAT)
10 sqm	€5,420.00 (€6,558.20)	£4,890.00 (£5,916.90)
12 sqm	€6,504.00 (€7,869.84)	£5,868.00 (£7,100.28)
16 sqm	€8,672.00 (€10,493.12)	£7,824.00 (£9,467.04)

> Breakdown of per square metre charge

The package price includes:

- Cost of buying space from Diversified Business Communications.
- 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 Diversified's 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.
- 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 £650 plus UK VAT per exhibitor. (Euro rate = €715 plus UK VAT)

This includes all of the above services, and a contribution to our time and organisational expenses in running the group and working with you to organise your stand.

> 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 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.

As PS8 has to commit to space costs on your behalf by end-September, we require payment with application. 70% of the total stand cost relates to the organiser's space cost.

To reserve your space 70% is now payable plus the PS8 Management fee.

The remaining 30% 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.

If the Sterling equivalent is paid, we reserve the right to adjust your invoice to take account of any 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.

> UK TRADE & INVESTMENT Financial support to SMEs

We anticipate that ESE will be supported by UK Trade and Investment, however this will not be announced until October 2010. The following information is therefore given for your information but is not guaranteed.

Details of any UKTI funding for ESE 2011 will be sent as soon as this information becomes available.

Anticipated UKTI TAP grant rate = £1,000 payable to eligible exhibitors
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

Payment of grant is discretionary and shall be the limit of UKTI’s liability to the participant for ESE.

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

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.
- 2) Scan and send an electronic copy of all completed forms to PS8 Ltd.
- 3) Payment Options
 - Make a bank transfer to cover 70% of stand costs to PS8 Limited **quoting your name and ESE 2011**
Note: Remitter to pay bank charges
 - Attach a cheque made payable to PS8 Ltd to cover 70% of the stand costs

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

Please ensure you detail your name and ESE 2011 on your transfer.

Remitter to pay all bank charges

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

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

Direct Tel: 07919 694 145
Email: sarahbriones@ps-8.com

DEADLINE FOR APPLICATIONS
9 September 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 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. 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. 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.