



**ISM 2011 Koelnmesse – Cologne, Germany
30 January – 2 February 2011**

Recruitment details for the UKTI supported UK Pavilion



Organised by PS8 Ltd

The experienced team behind the UK pavilions at previous editions of ISM – Paddy Edwards, Sarah Briones and Sandra Sullivan.

Your exhibition contact at PS8 for ISM 2011

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

Contact to apply for UKTI TAP grants for ISM 2011

Alison Hornsby – Birmingham Chamber of Commerce & Industry
Tel: 01564 784999
Email – Alison@overseasfairs.co.uk

The package

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

If you have exhibited before, go straight to page 5 for details of stand options.
Costs of participation are detailed on pages 5-7.

Deadline for Early Bird Discount: Friday 21 May 2010

Applications at the non-discounted rate can be received up until 02 July 2010

Koelnmesse work to strict deadlines for ISM applications and we anticipate the show being sold out quickly. Please ensure you work to the published deadline.

> ISM 2011

- **The Show:** ISM is the largest and most important sweets and biscuits fairs in the world.
- **Event dates:** Sunday 30 January – Wednesday 2 February 2011
- **Event opening hours (for visitors):** 0900 hrs – 1800 hrs
- **Build up date / time:** UK Pavilion stands available to dress from 1000 on Saturday 29 January
- **Stand dismantling date / time:** From 1800 hrs on Wednesday 2 February 2011
- **Venue:** Koelnmesse – Cologne Exhibition Centre
- **Admission policy:** Trade Only (admission fees for visitors TBC)
- **Frequency:** Annual

> Key Dates

ISM 2011 dates to add to your diaries:

Early Bird space rate deadline:

Friday 21 May 2010

Deadline for all other applications:

Friday 2 July 2010

70% stand cost, Koelnmesse fee & PS8 management fee

With application

Koelnmesse form 1.13 (registration as a group exhibitor)

With application

Koelnmesse form 1.30 (list of products)

With application

UK pavilion layout planning:

August 2010

UK pavilion floorplan complete:

Mid-September

ISM Exhibitor manual issued:

w/c 27 September 2010

30% balance of stand costs due to PS8

end of September 2010

Koelnmesse form 2.10 (entry into ISM official catalogue)

Friday 22 October 2010

ISM UK Pavilion listing/catalogue:

TBA

Stand Order deadline (furniture):

Friday 12 November 2010

Stand Order deadline (graphics):

Friday 26 November 2010

UKTI TAP application deadline (subject to availability):

Friday 3 December 2010

Stand extras payment:

Friday 7 January 2011

> UK Pavilion at ISM

The UK pavilion is one of the strongest national groups at the show with around 50-60 companies exhibiting as part of the pavilion each year. Companies looking to build both their UK and international business, including both small new producers and established exporters, exhibit

Why exhibit?

- 32,000 visitors from 150 countries
- 1,503 exhibiting companies
- Very high satisfaction rating on quality of visitors from the 2010 show
- 60% trade visitors from outside Germany – a truly international show
- Meet with existing customers and find new ones
- Launch new or seasonal products at ISM
- Benefit from the contacts of established UK exporters in the pavilion

> Why book a stand in the UK pavilion?

Benefit from a high quality stand that will help you be seen at the show.

Reap the rewards of a higher profile stand than if you book independently – make sure you are seen by important trade buyers.

Take advantage of a flexible stand sizes to suit your budget and objectives at the show. Minimum stand size 9 sqm with a vast arrange of options for individual graphics, furniture and display items all delivered direct to your stand.

New exporter? Benefit from the UK pavilion's established exporters and have back to back meetings with their worldwide distributors drawing high quality visitors into the group.

> Benefit from

- A strong location in the centre of hall 4 – widely recognised as where to find UK companies at the show.
- Your own dedicated stand within the UK pavilion at the size of your choice.
- A choice of display items to maximise your space and allow you to display your product to full advantage.
- Strong general lighting with the option of extra lighting to highlight your key displays
- Enhanced publicity package with a group mailing to our international buyer database
- Group services for stand cleaning and waste disposal
- Enjoy the benefits of a dedicated full-time team with over 20 years experience of working at ISM to handle the administration and technical aspects of your stand with free, impartial advice.

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.

> Role of PS8

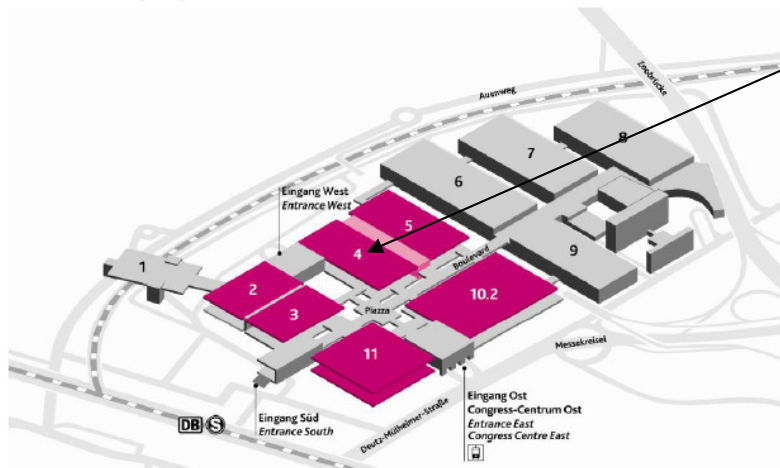
Our service will relieve you of the time needed to organise your stand – leaving you free to focus on attracting the trade to your stand. Our experienced team will organise the group stand and offer design support including:

- Recruitment of UK exhibitors
- Close collaboration with Koelnmesse to secure the most appropriate space for individual exhibitors within the group stand.
- The design and build of a UK national group stand, in conjunction with a reputable stand contractor used to the specialist nature of pavilion management. (see visual below)
- Offer of one to one meetings to ensure you make the best creative use of your space whatever your budget. It is important that your stand creates the right image for you at the show and attracts your target customers. Let us use our experience to help you.
- Graphic production to include latest printing technology.
- Help you through the maze of regulations and forms through a simple, clear exhibitor instruction manual. Our timely reminders will ensure you do not miss out on any opportunities or key actions.
- Arrange comprehensive preshow publicity for the group to reach our database of buyers and international experts
- Offer a quiet area during the show with drinks, sandwiches and Internet access for exclusive use by pavilion exhibitors – something much appreciated by regular exhibitors.
- 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 meaning you only need to arrive one day in advance of the show saving you time and money.
- A UK 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.

> ISM Layout of the Show

Hallenbelegung ISM 2011
Hall Occupancy ISM 2011

UK Pavilion will be located in hall 4.2



> Publicity

PS8 will produce a catalogue of UK exhibitors to send electronically in advance of the show to our database of international contacts. Printed versions will be available at the show.

Further details will be circulated once details have been finalised.

> Stand Sizes – stands of 9 sqm upwards

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

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. Note that a standard round meeting table and chairs take up 4 square metres!
 Tel: 020 8440 9180

- 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

Koelnmesse's early bird discount applies to all bookings received by PS8 by 21 May 2010
 For all other bookings the standard rate will apply

Early bird (before 21 May) = €336 or £305.45 plus 19% recoverable German VAT
Standard rate (after 21 May) = €348 or £316.36 plus 19% recoverable German VAT

You may pay in either Euros or Pounds Sterling. 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. These costs have been calculated at a rate of €1.10=£1

PS8 can supply details of how to reclaim German VAT if required.

> Cost of stands at standard rate

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 £=€1.10. PS8 reserves the right to amend the Sterling costs after booking based on exchange rate fluctuations.

Size of Stand	Stand cost at standard rate plus 19% German VAT	Payment in Sterling at €1.10=£1
9 sqm	€ 3,132.00	£2,847.24
12 sqm	€ 4,176.00	£ 3,796.32
18 sqm	€ 6,264.00	£ 5,694.48

UKTI Grants of £1,000 available to eligible exhibitors. See page 8 for details.

> What's included in the package price

- Cost of buying space from 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. Each skip costs over €100...!
- 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 (to be booked before the show and subject to meeting eligibility criteria)
- Use of internet line hired on a group basis by PS8
- Exhibitor area offering paid for catering facilities.
- 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 £670 plus UK VAT per exhibitor. This includes all of the above services and a contribution to our time and organisational expenses in running the group, including a team during the show to assist you with technical and trade enquiries.

> Koelnmesse Registration forms

Forms 1.13 (registration as a group exhibitor) and 1.30 must be submitted by each exhibitor by the published deadline. Please fill out the registration form 1.13 completely, stamp it with your company seal, and have a responsible person sign it. The registration is only valid when accompanied by the completed list of products on Form 1.30.

More than one company on your space? Co-exhibiting or additionally represented companies need to be registered using **Form 1.20 or Form 1.21** respectively. An additional charge of €250 + German VAT will apply for co-exhibitors. A separate list of goods (**Form 1.30**) has to be filled out for each of these companies too.

Do contact us if you need copies of any of these forms– sarahbriones@ps-8.com

> Media Package - Order Form 2.10 [compulsory] + 2.30 Advertising [optional]

Koelnmesse has a compulsory Media Package fee. A fee of 349.00 EUR plus German VAT (19%) is charged by Koelnmesse for this service. This is payable to PS8 at the time of application. Each participating company must complete the Media Package form to register with Koelnmesse. Any co-exhibitor and additionally represented companies need to register too.

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.

The package:

- Catalogue entry in the list of exhibitors
- Text entry in the exhibitor database on the Internet
- Hyperlink to company website
- E-mail-feature
- One entry in the Product Group list (printed catalogue)
- Entry and activation for ISM Online Matchmaking

Each additional product group entry requested will be charged at €150. Each 40 characters of text will be charged at an additional €150.00 too.

Deadline for completion of Koelnmesse media package forms – 22 October 2010

> Stand allocation policy

Applications from previous exhibitors will be processed before applications from any new companies can be considered.

Anyone applying that did not take part in the 2010 show is therefore advised to apply early and to be aware that, should it be possible to accept the application, the size of stand allocated will be dependent on availability of space.

Corners may be requested but will be subject to availability. PS8 Ltd will book space with Koelnmesse based on the total number of sqm requested. 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.

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

To reserve your space 70% is now payable plus the Koelnmesse Media Package fee and PS8 Management fee. The remaining 30% will be invoiced once your stand has been allocated which we anticipate will be in September 2010. 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. All bank charges to be paid by the remitter.

> 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

Birmingham Chamber of Commerce and Industry

UKTI's TAP grant scheme offers financial support to eligible SME businesses exhibiting at ISM 2011.

UK Trade & Investment and the Birmingham Chamber of Commerce and Industry have secured 25 Government grants of £1,000 for eligible UK companies who are looking to exhibit at ISM 2011 and who meet the UKTI eligibility criteria:-

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?

From 1 April 2009, previous TAP history has been discounted and all eligible businesses may claim for a total of 6 grants to cover exhibitions in at least 2 markets.

Full eligibility criteria can be obtained from the UKTI website – www.uktradeinvest.gov.uk or [click here](#) to go to the right page, if you are viewing this electronically.

If you think you are eligible, please contact Alison Hornsby at the Birmingham Chamber of Commerce alison@overseasfairs.co.uk to request an application form or telephone 01564 784999.

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

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 from Birmingham Chamber of Commerce, to clear any outstanding debts for this event.

> How To Apply

- 1) Complete the PS8 Ltd application form confirming the total space you have requested.
- 2) Complete the Koelnmesse documentation – Forms 1.13 and 1.30
- 3) Send an electronic copy of all completed forms to PS8 Ltd at the address given below.
- 4) Payment Options - payments in Euros is recommended. Any Sterling payments must be paid at a rate of £=€1.10
 - Attach a cheque made payable to PS8 Ltd
 - Confirm your credit card details (+3% surcharge on credit card bookings)
 - Make a bank transfer to PS8 Limited quoting your name and ISM 2011 to:

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

**Euro Account - Sort Code 20-95-61 Account No:68528244
IBAN: GB49 BARC 2095 6168 5282 44 SWIFTBIC: BARCGB22**

**Sterling Account – Sort Code 20-30-19 Account No: 53370860
IBAN GB15 BARC 2095 6153 3708 60 SWIFTBIC: BARCGB22**

**Note: Remitter to pay bank charges.
Please ensure you detail your company name and “ISM 2011” on your transfer.**

- 5) Return hard copies of your application form and Koelnmesse forms, together with either a cheque, credit card details or a copy of the confirmation of your bank transfer to:

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

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

DEADLINE FOR APPLICATIONS:

**Early Bird price - FRIDAY 21 MAY 2010
All other applications – FRIDAY 2 JULY 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. 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 from Birmingham Chamber of Commerce, 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.