



**Summer Fancy Food Show
Washington DC, USA
10-12 July 2011**



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, Sandra Sullivan and Karen Beston.

Your exhibition contact at PS8 for the Summer Fancy Food Show

Karen Beston
Tel: 07432 614 726
Fax: 020 3318 2968
Email – karenbeston@ps-8.com

The package

Full details of Summer Fancy Food Show, our services and costs are included with this pack.

Deadline for applications: 13 May 2011

> Summer Fancy Food Show 2011

Why Exhibit

- > Meet more than 23,000 trade visitors from every major food and drink buying channel in the US, and worldwide.
- > Established over 50 years ago, the Fancy Food Shows are North America's showcase for speciality-gourmet, ethnic, natural and organic foods, snacks and drinks. Brand launched at the shows include Ben & Jerry's, Mrs Fields, Perrier and Carr's Water Biscuits.
- > An impressive 85% of all show attendees either authorize or recommend purchasing decisions.
- > Thousands of trade and consumer press members attend including The New York Times, Fox Business News, O, the Oprah Magazine and many more.
- > Use the exhibition as a springboard to expand your network and develop your market positioning.

Market Data

- > USA is one of the Top 10 export markets for UK exporters of food and drink
- > Enjoy access to a market that continues to see double-digit growth, with fish and seafood particularly strong, making up 37% of all food and non-alcoholic drinks exports to the US.
- > Learn more about this important market by attending a Market Briefing presented by local UKTI representatives from the Consulate General in Washington DC.

> Why book a stand in the UK pavilion?

- Choose between 100sq ft individual booth or join a group showcase area to display your products in a group area with your own counter for displays and sampling.
- Benefit from shared meeting space on the UK pavilion
- Attend a Market Briefing by local UKTI representatives at the Consulate General
- Benefit from a programme of store visits to learn about retailing in the US market
- Enjoy a networking event with local trade arranged by PS8

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

The pavilion offers 2 cost effective stand options - an individual stand of 100sq ft or the second option is to join a UK showcase area where you can display your products, make use of a shared meeting area with the benefit of strong UK branding.

The UK is recognised for its strengths in the speciality and gourmet sectors. Buyers will come to the UK group looking for innovative products.

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 space and manage all arrangements.
- We will work with the organisers to brand the shell scheme stand with UK branding.
- If required, we can offer design suggestions or product graphics to ensure you stand out at the show.
- We will produce a pack to help you through the regulations and forms. Our timely reminders will ensure you do not miss out on any opportunities or key actions.
- Arrange publicity for the group and produce a listing of UK exhibitors.

> Join the UK Pavilion and benefit from

- High visibility within the show.
- Your own dedicated area with your company name and stand number, or be part of an open showcase area representing UK producers.
- 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. Let us help you to reflect your product or company image through your stand

> Your own stand in the UK pavilion

We are keen to encourage all UK suitable producers to take part in Summer Fancy Food Show to generate business outside of the UK.

We offer a cost-effective package with 2 stand options. This will be on shared space on the pavilion.

This cost effective options offer a smaller space than would be possible if you booked direct. A great opportunity to find out just how good Summer Fancy Food Show really is!

Need 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: 07432 614 726.

> Stand Sizes – Showcase pod or 100 sq ft stand (9sqm equivalent)**a) UK Showcase Stand:**

Space in a shared, open-plan UK stand with your own counter and shelf space:

- Carpet – standard blue for entire showcase area
- 2 x flat or sloping shelves
- 1 x lockable counter unit
- 1 x stool
- 1 x name board
- Use of shared open meeting area with tables and chairs
- Literature display area
- Use of small shared lockable storage area (for coats and brochures only – not product stock)

b) 100 sq ft booth:

10ft x 10ft in a shell scheme stand with one open side. (equivalent to 9sqm)

- Carpet – standard blue for all stands (*flooring can be changed for an additional cost*)
- 1 x flat or sloping shelves
- 1 x lockable counter
- Walls for displaying graphic images or additional shelves.
- 1 x stool
- 1 x name board
- Spotlighting
- 1 x table and 3 x chairs

Stands do not include electrical outlets, which will be at additional cost. A range of other display items are also available to enhance your stand at additional cost.

A layout plan, confirmation of stand number and a manual 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

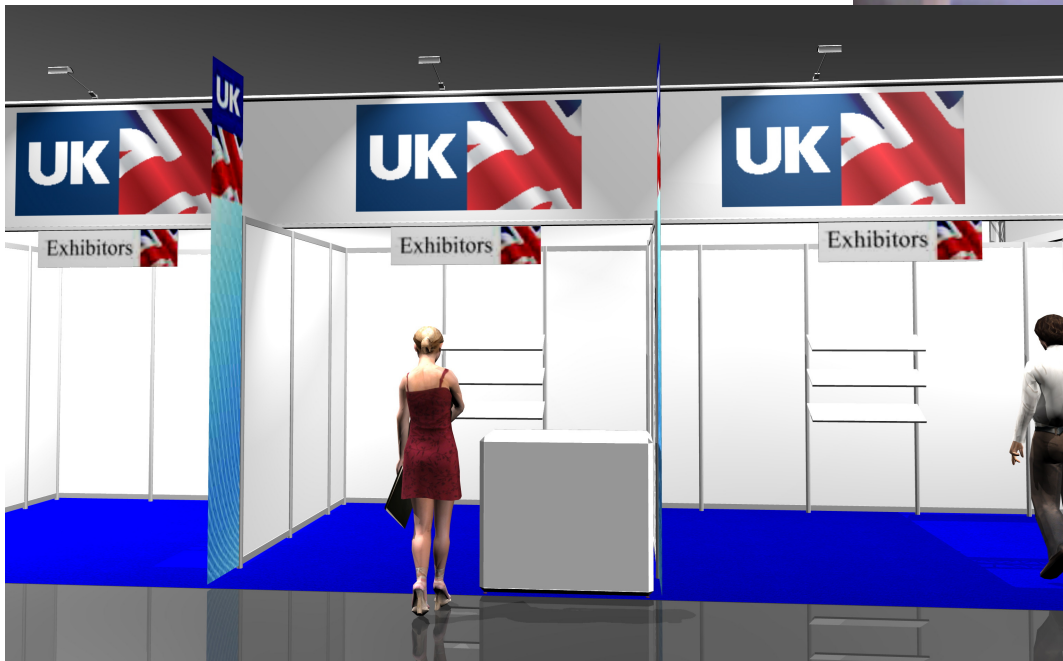


> Floor Plan and UK Group Branding

The UK Group will be located in a central position in Hall A, alongside other international groups.

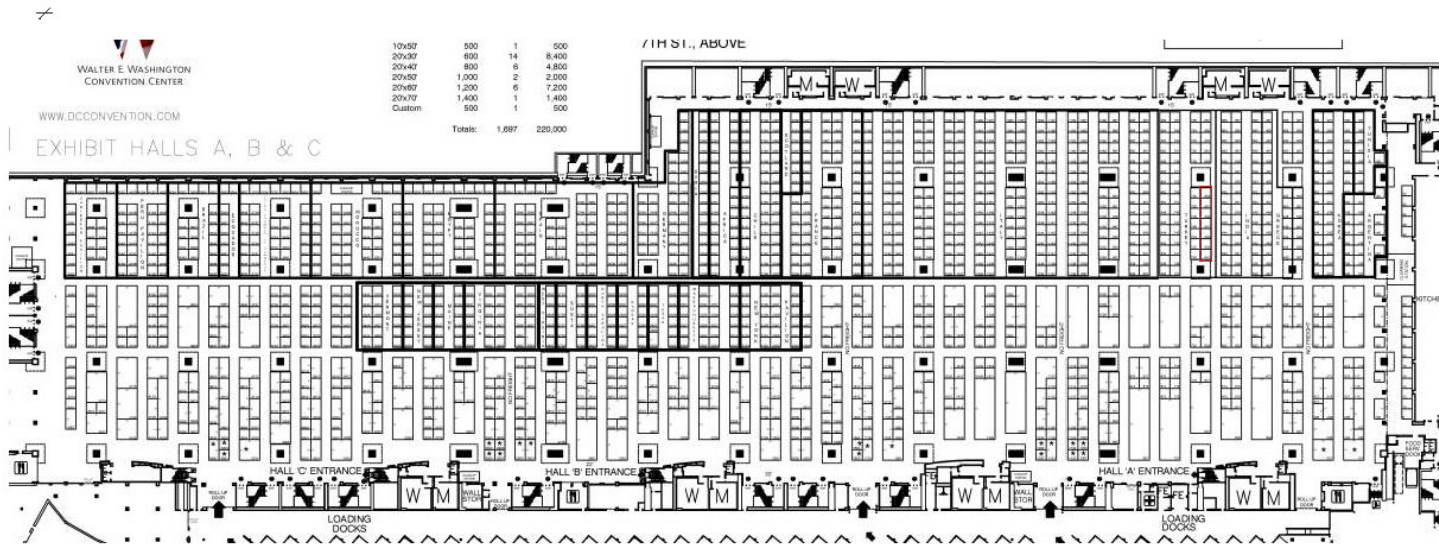
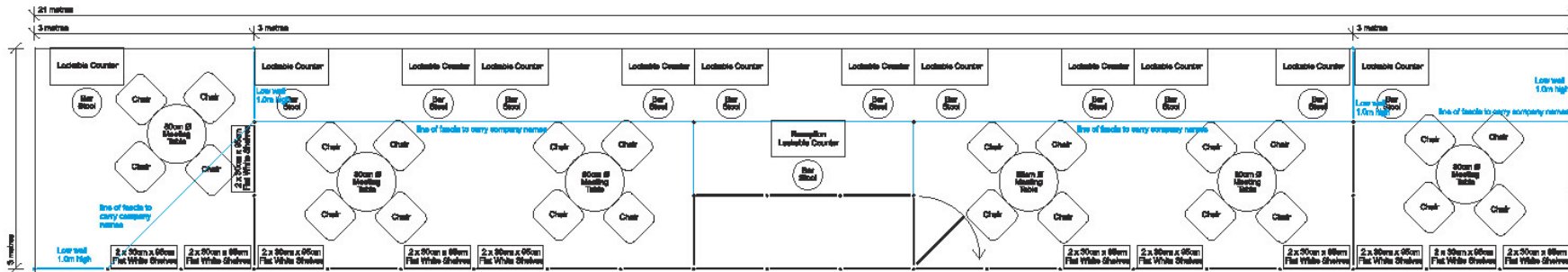
The position of individual booths or showcase “pod” areas will be confirmed to you by PS8 once the recruitment process is complete.

Examples of UK branding





Summer Fancy Food Show 2011 - Proposed UK Group Plan



> Participation Costs

The following table gives costs of participation based on the 2 stand options.

Stand Options	Stand cost Sterling (plus UK VAT)
A pod within UK showcase stand	£2,400
Your own 100 sq ft booth	£4,800

The UK group is being subsidised by UKTI funding and the above prices already reflect this reduction in costs.

> What's included:

The package price includes:

- Cost of buying space from the show organisers
- Stand Build –shell scheme stand with strong UK branding
- An exhibitor listing to allow the trade to contact you in advance of the show
- Cleaning of stands and waste disposal to comply with the show organiser's regulations
- Stand design and graphic advice from our experts
- PS8 updates and simplified administration – we make it easier for you!
- Store Visits – advice on stores to visit in Washington DC to gain overview of retail market
- Market Briefing by UKTI staff at US Consulate General – day before show opening
- Networking event with US trade contacts

> 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

Anyone 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 100% is now payable.



> 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 £500 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, to clear any outstanding debts for this or other events.

> UK TRADE & INVESTMENT Financial support

This initiative is supported by UK Trade & Investment and is a subsidised cost.

No additional grants or government subsidies will be available to individual exhibitors.

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 :

- Cheque, bank transfer or credit card

Payment to cover stand costs.

Payable to: **PS8 Limited**
quoting your name and SFFS 2011.

Remitter to pay bank charges.

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

Sterling Account – Sort Code 20-95-61 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 SFFS 2011 on your transfer.

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

SUMMER FANCY FOOD SHOW 2011
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
13 May 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. 100% 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.
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 £500 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.