

SIAL 2010

The Global Food Marketplace

SIAL
Paris- France
17 – 21 October 2010



Organised by PS8 Ltd – UKTI Accredited Trade Organisers

The team responsible for ANUGA 2009, ISM 2010 and SIAL 2008 – Sarah Briones, Paddy Edwards and Sandra Sullivan.

Sarah Briones - 07919 694145

Paddy Edwards – 07788 438113

Sandra Sullivan – 07771 577165

fax: 020 3318 2968

sial@ps-8.com

The package

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

If you have exhibited before, go straight to page 6 for details of stand options.

Costs of participation are detailed on pages 6-7.

All applications must be received by 27 November 2009

The Organisers of SIAL work to strict deadlines for applications.

All applications must be received by PS8 by 27 November 2009 to allow us to secure space in the product sector hall of your choice



SIAL 2010

The world's most important food and drink trade show in 2010.

SIAL is the global marketplace for the entire food industry (retail, trade, manufacturing, catering professions and services).

A genuinely global show, SIAL brings together a world of food and drink products, divided into clearly identified product sectors.

You have the choice of exhibiting in a UK pavilion in either the multi-product international hall, or in the sector hall most suited to your product range. These dedicated exhibition sectors make it easier for your buyers to find the right suppliers.

SIAL is held in conjunction with "In-Food 2010" – an exhibition for semi-processed food products, ingredients and outsourcing solutions and with IPA 2010 – the International Food Processing exhibition.

The right place to be to grow your business.

Our Service

SIAL has chosen PS8 as its partner to organise the UK pavilion presence. PS8 is also the UKTI appointed ATO, able to access UKTI funding of £1,400 for eligible exhibitors (see below)

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

Our service is 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 do we do?

- We recruit UK exhibitors and work closely with the SIAL show organisers to secure the most appropriate space for the group stand in the best location possible.
- Subject to demand, we will design and build UK pavilions in various sector halls, working 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 simple 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 on site.
- 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 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.
- We will signpost you to accessing UKTI grants if you match the UKTI eligibility criteria

SIAL - Layout and location of sector halls

The image below gives a guideline to the size of each of the key sectors at the 2010 show. 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.

We expect the International hall to be the most popular choice for UK exhibitors. The UK pavilion in this sector will be located on the area between halls 1 and 2 – a great spot, really visible to all show visitors.

Dairy, Meat and Frozen companies are strongly advised to join a UK pavilion in the relevant sector hall.

If there is a category area for your products, but you consider your product to be a specialty product, exhibiting in the international hall maybe more appropriate for you to attract a broader mix of international contacts looking for a wider variety of products.



Halls 1-2-3-4
Fruit and vegetables
National Pavilions & Regions of the World

Hall 5b
Dairy and egg products
Nutrition & Health Village

Hall 5a
Non-alcoholic beverages
Alcoholic beverages (excluding Wine)
Preserves
Grocery products
Bakery, pastry and confectionery
Regions of France
Wine

Hall 6
Cured meats
Seafood products
Frozen foods
Delicatessen or ready-prepared products
Poultry
Meat

Hall 7
IN-FOOD / Semi-processed foods, ingredients and outsourcing solutions

Hall 8
Gourmet foods
Organic products
Health products and food supplements

> 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 9sqm, 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.

> 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
- 
- This is a representation. Actual design may vary
- The services of a vastly experienced team, who project managed the British pavilion at SIAL 2004, 2006 and 2008 on behalf of Food from Britain.
 - 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

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.

Corners may be requested but cannot be guaranteed. Corner stands will be allocated to secure the best layout for the overall requirement of the group with priority given to repeat exhibitors and companies booking the largest stands. Stands of less than 15 sqm will not be considered for a corner location.



> Your own stand in the UK pavilion

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

The UK pavilion stand is an Octanorm construction (poles and panels) with strong UK branding to promote the group.

In addition to individual stands, we offer a cost-effective package to allow all first time exhibitors a presence at the show on a pod stand in the international hall. This cost effective options offer a smaller space than would be possible if you booked direct (options 1). A great opportunity to find out just how good SIAL 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: 020 8440 9180

> OPTION 1 - A pod – only available to first time exhibitors, subject to availability

Cost = €2,214 plus French VAT
Plus SIAL registration fee and PS8 Management fee

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
General lighting (*not individual spots*)
Use of shared meeting space (*actual size to be determined*)

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

For logistical reasons, the pod option is only available in the international hall and will be available subject to a minimum of 4 and a maximum of 10 companies. Not open to previous SIAL exhibitors.

> OPTION 2 – stands of 9 sqm upwards

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

Cost - €492 plus French VAT per sqm
Plus SIAL registration fee and PS8 Management fee

Due to the size of blocks allocated by SIAL, stands in the UK pavilion will be at least 3 or 4m depth, so consider the frontage you require and make sure you book the minimum size to accommodate your requirement. Please note that because of the high demand for corner locations these will only be available for stands of 15 square metres or larger.

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.

PS8 Ltd will book space with SIAL 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.



> Participation Costs

Cost per square meter: Euros 492 plus 19.6% recoverable French VAT

You may pay in either Euros or Pounds Sterling. We recommend payment in Euros. Remitter to pay all bank charges.

European regulations require VAT to be charged at the point of delivery. French VAT is therefore applicable to stand costs. PS8 is registering for French VAT and will be able to reclaim the French VAT and refund to you on a pro-rata basis when received back from the French VAT authorities. This can take up to 18 months.

Payments received in Pounds Sterling will be credited to your account at the rate of £=€1.05. Should exchange rates move such that this does not cover the full costs of participation, PS8 reserve the right to invoice additional costs incurred.

> 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 19.6% French VAT
POD*	€2,214.00
Per sqm for stands (9 sqm and larger)	€ 492 x no of sqm

**only available to first time exhibitors exhibiting in the international hall and subject to a minimum of 4 and a maximum of 10 companies taking this option*

> Breakdown of per square metre charge

The package price includes:

- Cost of buying space from SIAL including the cost of aisles where charged by SIAL.
- Stand Build – your stand within the UK pavilion.
- National branding to ensure you stand out in the halls.
- Cleaning of stands and waste disposal to comply with SIAL regulations
- Your own project manager from the moment you sign up right through to on-site management in Paris for the duration of the show.
- One group French speaking interpreter to assist with answering trade enquiries during the show
- Free entry into the UK pavilion new product showcase
- An on line exhibitor listing to allow the trade to contact you in advance of 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 or €660 plus UK VAT per exhibitor. This is as a contribution to our time and organisational expenses in running the group.



> SIAL Registration Fee

SIAL charges all exhibitors a compulsory registration fee. Each participating company, co-exhibitor and additionally represented company must be listed in the official catalogue.

A fee of 348.40 EUR plus French VAT is charged by SIAL for this service which consists of:

- One entry in the alphabetical list of exhibitors (printed catalogue)
- One entry in the alphabetical list of exhibitors (online website) – including 1 x link to your company's website
- Participation in the New Products showcase
- 20 x invitations to send to customers

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

> 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 SIAL 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 SIAL registration 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 Sterling. We recommend payment in Euros. If you need to pay in Sterling, all payments will be credited to your account at £=€1.05. Remitter to pay all bank charges.

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

UKTI has made 30 grants of £1,400 available for SIAL 2010.

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.uktradeinvest.gov.uk or [click here](#) to go to the right page, if you are viewing this electronically.

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

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 and indicating in which hall you wish to exhibit.

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

3) Payment Options:

- Make a bank transfer to PS8 Limited quoting your name and SIAL 2010:
- Attach a cheque made payable to PS8 Ltd to cover 60% of the stand costs, the PS8 management fee and SIAL registration fee

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 all bank charges. Please ensure you detail your name and SIAL 2010 on your transfer.

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

SIAL 2010, PS8 Ltd, 70 Puller Road, Barnet, EN5 4HD

Direct Tel: 07919 694 145 Fax: 0203 318 2968
Email: sarahbriones@ps-8.com

> APPLICATION DEADLINE – 27 November 2009

The Organisers of SIAL work to strict deadlines for applications.

All applications must be received by PS8 by 27 November 2009 to allow us to secure space in the product sector hall of your choice

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 SIAL 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. 60% 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 40% 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.