



ASIA FRUIT LOGISTICA 2008 USA Pavilion Application September 10 - 12, 2008 in Hong Kong



Exhibitor Information

EXHIBITOR: _____ PRINCIPAL CONTACT: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP CODE: _____ COUNTRY: _____

PHONE: _____ FAX: _____ E-MAIL: _____

Participation Information

I. Participation Options:

- A. Pavilion Space Only (Minimum 12 m²) m² @ 350 € / m² **Space Only =** _____ €
- B. Complete Turnkey Booth (Minimum 9 m²) m² @ 600 € / m² **Complete Booth =** _____ €
- C. Corner(s) None 1 Corner 2 Corners (Peninsula) 4 Corners (Island) There is a 10% premium per requested corner
- D. Other requests: _____

II. Name for Standard Signage:

Name will appear exactly as indicated here.

III. Custom Signage:

- Logo, graphics, or text on the Overhead Sign(s): 120 x 90 cm / 47-1/4" x 35-1/2" @ 210 € _____ €
- Logo, graphics, or text on Banner(s) for walls: 70 x 200 cm / 27-1/2" x 78-3/4" @ 290 € _____ €
- Logo, graphics, or text on Graphics Panel(s) for walls: 70 x 120 cm / 27-1/2" x 47-1/4" @ 290 € _____ €

IV. Available Sponsorships:

- Title sponsorship of Pavilion Lounge: 3500 €
- Hospitality Function in Pavilion Lounge: 1750 €
- Branded bag distribution: 1750 € plus bags delivered
- Post / banner / lightbox in Lounge: 650 € plus production
- Food or beverage items for Lounge: 350 € plus food/beverage products delivered
- Sponsor cups / glasses / napkins in Lounge: 350 € plus cups/glasses/napkins delivered

V. Co-Exhibitor and Mandatory Promotion Package:

Co-Exhibitor fees are 250 Euro each and will be invoiced separately. In addition, there is a Mandatory Promotion Package charge of 100 Euro for each Exhibitor and Co-Exhibitor. Only registered Co-Exhibitors will receive the Co-Exhibitor package including entry in the show catalogue, signage, exhibitor passes, and access to the USA Pavilion services.

Upon completion of application please transfer 50% deposit to:

B-FOR International, Berliner Sparkasse,
Savigny Platz 9/10, 10623 Berlin, Germany,
BLZ 100 500 00, Account# 0770007660, Swift Code: BELADEBE
IBAN#: DE93100500000770007660

By submitting this application, the applicant has read, understands, and is bound by the Terms and Conditions of Participation found on next page.

Authorized by: _____ Date: _____

USA Food Industry Pavilion Terms and Conditions of Participation

B-FOR International, hereinafter referred to as 'B-FOR', and the exhibiting organization, hereinafter referred to as 'Exhibitor', by the signing of the USA Pavilion Application do hereby agree to and are bound by the following Terms and Conditions:

I. B-FOR agrees:

- A. To carry out the Project described, on the condition that the requisite number of exhibitors apply.
- B. To provide to Exhibitor a USA Pavilion floor plan and booth allocation, exhibit space, design, fabrication, installation and dismantling of contracted Exhibitor booth, and overall USA Pavilion décor framework, business and hospitality services, as well as other services as specified.

II. Exhibitor agrees:

- A. To submit a completed Application for participation, duly signed, and transfer 50% deposit to B-FOR, who will decide on approval of Application for participation upon receipt of Application and deposit.
- B. To make payments to B-FOR for exhibit space and additional equipment and services as ordered and/or contracted. In all cases where Exhibitor has Co-Exhibitors, the primary Exhibitor is responsible for all payments. Credit card payments are not accepted for participation fees.
- C. To carry its own property and liability insurance.
- D. To take responsibility for all costs for shipping and handling of all own material and exhibits, and the removal of said material from the exhibition site after the close of the Event. B-FOR has the right to have any material left by Exhibitor removed after the close of the Event at Exhibitor's expense.
- E. To adhere to any USA Pavilion Exhibit Standards and Rules.

III. Other conditions:

- A. B-FOR has the sole authority to assign, reassign and allocate space. Exhibitor Applications will be processed in the order the deposits are received and B-FOR reserves the right to accept or refuse Applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
- B. Participation in a USDA-endorsed USA Pavilion is open to companies and organizations promoting and/or displaying a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.
- C. Exhibitor may not sublease contracted booth space without written consent from B-FOR.
- D. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the USA Pavilion. The only contractual obligations B-FOR assumes are those expressly made herein or mutually agreed to in writing.
- E. Exhibitor releases B-FOR and Show Organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA Pavilion, or by reasons of acts by Exhibitor, its agents, partners, employees, contracted labor, or clients.
- F. If, for any reason, Exhibitor cancels participation, and a written notice is received by B-FOR at least 120 days before opening of Event, a cancellation fee of US\$750 will be incurred, after which date no refunds will be made and Exhibitor is bound to pay 100% of all fees paid and due. Any reduction in exhibit space after an Application has been submitted will be treated as a cancellation.
- G. The payment submitted with an Application is fully refundable in the event Exhibitor is not approved by B-FOR or Show Organizers, no more exhibit space is available, or there is no USA Pavilion.
- H. These Terms and Conditions amend or supersede all other conditions, rules and regulations laid down by Show Organizers or other Event authorities.
- I. By signing the Application, Exhibitor authorizes B-FOR to mail, fax, and/or email to Exhibitor materials related to this event and other potential events deemed of interest to Exhibitor.

IV. Additional Order Payments:

- A. Payment for additional equipment and services must be made by wire transfer or by charging Visa, American Express, or MasterCard. When placing orders for additional equipment and services, Exhibitor is required to have a valid credit card on file with B-FOR International. Credit card payments are not accepted for participation fees.

V. Exhibit Standards and Rules:

- A. USA Pavilions organized by B-FOR represent the global marketing of U.S. products and must maintain a certain quality level to guarantee continuity and consistency of the U.S. presence at international events. Thus, Exhibitor must adhere to certain guidelines to ensure the high quality and professionalism that the U.S. Pavilion aims to convey. The USA Pavilion Display Standards and Rules provide Exhibitor with all information necessary to properly design, build, and decorate individual Pavilion exhibits and ensure that all Exhibitors, regardless of booth size or location, occupy an environment conducive to having a successful exhibition.
- B. USA Pavilions organized by B-FOR have a "Good Neighbor Policy" necessitating that Exhibitor's activities must be kept within the confines of the Exhibitor's own booth space. Any activity, including sound or distribution of literature, samples, or other material beyond the confines of Exhibitor's rented booth space, or any other noise or disturbance must be discontinued in the event that a valid complaint is filed.
- C. No signs, display items, or decorative material may protrude into aisles or extend into neighboring booths and all aisles, passageways, lobbies or exits leading to a fire extinguisher must be left unobstructed.
- D. Exhibitor must obtain written permission from B-FOR at least 45 days prior to opening of Event for display material and décor exceeding a height of 250 cm/8 feet.
- E. Displays, graphics, or decorative material may appear only on the inside walls of Exhibitor's booth and the outside must be devoid of décor or graphics of any kind.
- F. Exhibitor with custom booths must finish the outside walls of their booths. If neglected, B-FOR may have the outside of the booth finished at Exhibitor's expense.
- G. No signs, displays, or decorative items may be placed on the USA Pavilion booth dividers, counters, or overhead signs except for copy, logotypes, or graphics provided by B-FOR.
- H. Any display or graphics deemed unprofessional in appearance or offensive, at the sole discretion of B-FOR, will not be permitted.
- I. Exhibitor is responsible for obtaining necessary licenses and permits to use music, photography, or other copyrighted material.
- J. Exhibitor with its own contractor (EAC) for booth construction within the USA Pavilion must submit specifications, including floor plan and renderings, to B-FOR for approval at least 45 days before opening of Event. If Exhibitor fails to comply, B-FOR may require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense.
- K. All booth construction and preparations must be completed by 6:00 PM the night before opening day of Event, or B-FOR may make provisions to complete construction and/or preparation at Exhibitor's expense.
- L. Exhibitor may not dismantle, remove or pack exhibits or displays prior to official closing of Event, and must keep a fully furnished and staffed booth during all opening hours throughout the entire Event. If Exhibitor fails to comply, B-FOR may make provisions to furnish and staff Exhibitor's booth at Exhibitor's expense.