



UK Pavilion



KIND + JUGEND



13th to 16th September 2012

2012 Information Pack



- No minimum stand size (9sqm if booked with Koelnmesse direct!)
 - Full use of the UK Pavilion coffee and meeting area
 - Free networking events
- Full support and assistance of the BPA before and during the show
 - Free marketing and publicity in the months up to the event

These are just a few reasons to join us - see over for more details

Don't get lost in the crowd!

The 2011 UK Pavilion was a huge success with over 40 companies participating, creating a united British industry presence at the World's most important nursery trade fair

"There is no doubt in my mind that being part of the BPA UK pavilion was a definite benefit to Cosatto in that the position was great, the 'UK identity' was useful and also the support available from the BPA team was at times very handy. We will definitely be part of the UK Pavilion when we show again."

Andrew Kluge, CEO Cosatto

"This is Skibz second year on the BPA pavilion and we were really impressed with everything from the signage on the entrance steps to the central meeting area. The real boost is the camaraderie, support and fun of colleagues with the added bonus of having the BPA organisers in situ to help with any queries."

Helen Bristol, Skibz



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Why join us?

One of the main reasons exhibitors have given for preferring to exhibit within the UK Pavilion, apart from the united British presence in a fully branded area, is the back up support of the Baby Products Association. Many have found that when dealing with organisers of such a huge international trade show, it is easy to get lost in the crowd and almost impossible to get your voice heard should problems arise. The BPA team is on hand throughout to ensure that any issues are dealt with promptly and to ensure a smooth and trouble-free exhibiting experience.

The BPA is an Accredited Trade Organiser for overseas funding for UKTI and any Trade Access Programme funding will be coordinated via the BPA for the 2012 show.

Benefits include:

Shell scheme packages

- No minimum stand size (9sqm min if booked with Koelnmesse direct)
- Electricity costs are included - 1 socket, plus energy use (normally extra)
- AUMA charges are included (this is a compulsory charge by the German Association of Industry Trade Fairs)
- Cleaning and rubbish collection included

Facilities included

- Dedicated coffee and catering point
- Meeting, lounge and seating area
- Fully designated Pavilion area with carpeting

Marketing, publicity and networking included

- Stand signage
- Full UK branding, archways and Pavilion zones
- All signage to the Pavilion throughout the entire show
- Networking events including a BPA hosted drinks reception and the Kind und Jugend Exhibitor Party
- Targeted marketing campaigns in the run up to the show including regular features in Nursery Trade press, inclusion on the BPA website, promotion in Kind und Jugend's international newsletter and a regular BPA e-bulletin newsletter distributed to a database of over 6,000 UK retailers.

Don't just take our word for it!

Well what can I say?! Is work supposed to be so much fun?! What a ball. We had a lot of fun and so many fantastic leads too. I can honestly say, you created a family affair, which made you feel oh so much happier to be there and do such great business. Thank you BPA you are worth every penny.

Anna Dickson, Mummy Mitts



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Rate card

UK Pavilion Rate	Space only	Shell package
	€ 169	€ 299

Please note - all values in Euros per m²

Booking deadline 15th July 2012

Final submission deadline for the printed catalogue is 1st July 2012. If you do not submit your forms prior to this deadline you will still be charged for the compulsory media package.

Important information

- All stands booked will be invoiced in Euros.
- All Shell Package rates quoted include energy cost and AUMA charge but not electricity connections or any other stand construction.
- Each exhibitor is required to contribute an additional mandatory €90 to purchase refreshments vouchers at the UK Pavilion's catering facility. Exhibitors will receive €90 in pre-paid vouchers to purchase drinks in the catering area and this allows for your refreshment requirements and to cater for meetings. This exhibitor contribution facilitates the presence of a catering facility within the UK Pavilion meeting area.
- Exhibitors should also budget for the mandatory Kind und Jugend media package at €279 which will be invoiced directly by Koelnmesse.
- Shell Package includes 250cm white wall panel system, white ceiling structure, red front wings, country flags, ribbed carpet, 1 spotlight per 3m², 1 socket outlet, 1 backlit fascia panel and company name (max 20 standard letters). Please note, exhibitors must clearly mark the display name that they require on all branding. The BPA and Koelnmesse cannot be responsible for errors in forms submitted.

For more information contact Adrian Sneyd: adrian@nurseryfair.com or call: 01902 880906



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Booking form

Registered company:		
Company name to appear on all branding materials:		
Company address:		
Town:	County:	Postcode:
Tel:	Fax:	
Mobile number:	Email:	
Please select stand type:	Shell <input type="checkbox"/>	Space <input type="checkbox"/>
Do you wish to retain your 2011 stand space?	<input type="checkbox"/>	Previous exhibitors, please tick whichever option applies.
Do you want to request a new stand position within the UK Pavilion?	<input type="checkbox"/>	
Please confirm if your company is:		
1. A BPA member	<input type="checkbox"/>	
2. You have recently applied for membership	<input type="checkbox"/>	
3. Wish to become a member	<input type="checkbox"/>	
Size of stand required (SQM):		
Preferred type of stand (island / corner / terrace):		
<i>Terms & conditions: Participation in the UK Pavilion is open to BPA Members only. Invoice details will follow on receipt of the signed application form and must be paid in full no later than 22 July 2012. A 100% Cancellation fee will incur for booking cancellations received after 15th June 2012. Exhibitors will not be allowed to participate where invoices remain outstanding. Customer authorisation: I confirm that I have read the Terms & Conditions and agree to abide by them. I understand that cancellation charges apply and I am authorised to sign this document on behalf of the Exhibitor (Please note a handwritten signatures is required).</i>		
Signed:	Print name:	
Date:	Position in company:	

Please scan, sign and email to: adrian@b-p-a.org or fax to: 01902 671974