



11th to 14th
September
2014

2014 Information Pack



- Established prominent position in Hall 11.1
- UK branding included in the Pavilion design that can't be missed
- Full use of the UK Pavilion coffee and meeting area and 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
- Minimum stand size of 6m² @ 2m deep (9m² if booked with Koelnmesse direct!)

63 exhibitors in 2013 - BOOK EARLY TO AVOID DISAPPOINTMENT!

Here's what exhibitors had to say in 2013...

"The show was very successful. We have been going now for eight years; however it's the first time we have been in the UK Pavilion and we met with most of our big international customers and also came away with new leads too. It was brilliantly organised, very efficient, no complaints whatsoever." **Juliet Vandenbrand, Natures Purest Ltd**

"We can safely say that our position in the UK Pavilion was 100% better than previous years with at least a 50% increase in leads. It was a great sense of a UK community and had a great flow of people running through it. The UK pavilion was a roaring success from LittleLife's point of view and we will certainly be returning next year!" **Richard Codgbrook, LittleLife**

Funding of £1,500 per exhibitor available!



You must be a BPA member to participate in BPA UK Pavilions

UK Pavilion Rate Prices are per square metre	Space only	Shell package
	£169	£292

Booking deadline 1st July 2014

Final submission deadline for the printed catalogue is 1st August 2014. If you do not submit your forms prior to this deadline you will still be charged for the compulsory media package.

Shell scheme packages

- Avoid the headache of your stand construction and the complicated Koelnmesse ordering service
- All your stand construction requirements handled for you
- Minimum stand 6m² @ 2m deep (9m² min if booked with Koelnmesse direct)
- Shell Package includes 250cm white wall panel system, white ceiling structure, UK branding, carpet, 1 spotlight per 3m², 1 socket outlet, 1 backlit fascia panel and company name (max 20 standard letters).
- 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

Benefits include:

- Dedicated coffee and catering point with meeting and seating area
- Stand signage and full UK branding to archways and Pavilion zones plus dedicated UK Pavilion carpeting
- All signage to the Pavilion throughout the entire show
- Networking events including a free BPA hosted drinks reception and invitation to the Kind und Jugend Exhibitor Party (ticket charges apply)
- 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; a regular BPA e-bulletin newsletter distributed to a database of over 6,000 retailers.
- Free inclusion in the UK Pavilion Directory.

Important information

- All stands booked will be invoiced in Sterling. Invoice details will follow on receipt of a signed application form and must be paid in full no later than 13th July 2014. A 100% cancellation fee will incur for booking cancellations received after 1st July 2014.
- Exhibitors should also budget for a mandatory Kind und Jugend media charge of €289 which will be invoiced directly by the BPA.
- 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.

Booking form

Registered company name:			
Trading name to appear on your stand:			
Company address:			
Town:	County:	Postcode:	
Tel:		Fax:	
Mobile number:		Email:	
Please select stand type:		Walled Shell Scheme <input type="checkbox"/>	Build your own Space only <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"/>	Date applied <input type="text"/>
You must be a fully-paid member to participate in the UK Pavilion.			
Size of stand required: minimum 6m ² @ 2m deep		<input type="text"/> m	X <input type="text"/> m
Preferred configuration of stand:			
Tick if you exhibited in 2013 and wish to retain the same space		<input type="checkbox"/>	New stand - Terrace - open on 1 side <input type="checkbox"/>
New stand - Corner open on 2 sides		<input type="checkbox"/>	New stand - Island stand (min size of 35 m ²) <input type="checkbox"/>
<p><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 13th July 2014. A 100% Cancellation fee will incur for booking cancellations received after 1st July 2014. Exhibitors will not be allowed to participate where invoices remain outstanding.</i></p> <p><i>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></p>			
Signed:		Print name:	
Date:		Position in company:	

Please scan, sign and email to: adrian@nurseryfair.com