



UK Pavilion



CHILDREN-BABY-MATERNITY EXPO

C H I N A

19th - 21st
July 2017
Shanghai, China

Present your products to over 85,000 international nursery buyers at the world's largest sourcing event for child, baby and maternity products

223,305 sqm
of exhibition
space

2,336
exhibitors

3,673
brands

85,111
trade buyers

Exposure in
over 3,261
media titles

A Great show. We would not have attended without the support from the Baby Products Association organising the UK Pavilion and the TAP grant organised by the UKTI.

Paul Baines, My Buggy Buddy

The show is essential to attend if you sell in China. The UKTI staff on hand were extremely helpful and knowledgeable about the Chinese market. The UK Pavilion is essential at the CBME Show and represents the quality brands that come out of the UK market.

Melissa Walsh, Melobaby Ltd

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

UK Pavilion Rate	Shell package	Space only
	£353 per m ²	£243 per m ²

Booking deadline 5th June 2017

To ensure eligibility for a UKTI TAP fund grant

Join the BPA's UK Pavilion and enjoy -

A fully designated Pavilion area with individual carpeting and eye-catching British branding; use of a dedicated refreshments point; meeting, lounge and seating area; networking and hospitality event; the provision of translators, full support and assistance of the BPA before and during the show; free marketing and publicity.

Booth packages are sold in multiples of 3x3 sqm (ie: 6x3 = 2 booths, 9x3 = 3 booths etc)

Each standard 3x3 sqm booth package includes:

Shell walls constructed; fascia nameboard; grey carpet; one front desk ; one round table and three chairs; rubbish bin, plus stand cleaning; four spotlights; 500W socket outlet plus power; two items from the following three: two flat shelves, one clothes hanger, 1m wide product display pegboard.

Space only does not include carpet, electrical items or furniture.

Important information Terms & Conditions

- Return of your signed BPA booking form confirms your intent to exhibit and is binding. Once you have scanned and returned your form you will be contacted in date order received and be offered a stand based on your requirement. First priority will be given to exhibitors who wish to rebook their stand again provided your form is returned no later than 31st March 2017.
- Once selected your stand booking will only be secured by prompt payment of the deposit invoice (if within the period stated), or payment of the full invoice (see terms below). Failure to pay when the invoice is due could result in your stand being offered out again.
- Once your space has been confirmed you will be required to complete the CBME registration forms that will be sent to you with instructions on how to do this.
- We have introduced a **non-refundable one third deposit invoice** which will be issued once your stand space is agreed. This has become necessary due to a number of companies booking space but pulling out just prior to the cancellation date without making payment. Payment of this deposit fully secures your space and is required to be paid by return. Failure to make this payment could mean that your reserved space is re-allocated.
- After 30th April 2017 the full 100% invoice will apply and no deposit will be taken for stands booked after this date.
- All stands booked will be invoiced in Sterling.
- All invoices must be paid in full no later than six weeks before the first day of the show.
- A 100% cancellation fee will incur for any stand cancellations received after 31st May 2017.
- Exhibitors should also budget for a mandatory CBME media charge of £145 which will be invoiced directly by the BPA together with your stand costs.
- Please note, exhibitors must clearly mark the display name that they require on all branding. The BPA and CBME cannot be responsible for errors in forms submitted.



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Booking form

Registered company name:

Trading name to appear on your stand:

Company address:

Town:

County:

Postcode:

Tel:

Mobile number:

Email:

Please confirm if your company is:

1. A BPA member

2. You have recently applied for membership

You must be a fully-paid member to participate in the UK Pavilion. Contact Julie James on 0845 456 9570 or email: julie@b-p-a.org

Number of standard 3m x 3m booths required (ie: 3x3 = 1, 6x3 = 2, 9x3 = 3)

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 5th June 2017. A 100% Cancellation fee will incur for booking cancellations received after 30th May 2017. 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 signature is required).

Signed:

Print name:

Date:

Position in company:

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