



14th to 17th  
September  
2017

## 2017 Information Pack

2016 saw  
1,204  
exhibitors



and 22,000  
trade  
visitors



with 112  
countries  
attending!

- Prominent location near to major brands
- Bespoke UK branding 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
- Stand sizes available from 6m<sup>2</sup> minimum size

**BOOK EARLY TO AVOID DISAPPOINTMENT!**

### Here's what exhibitors had to say in 2016 ...

**Sarah Keel – Babycup**

*Thank you for a brilliant show! The UK Pavilion was excellent and the visitor numbers and calibre were superb. Thanks to all for a fabulously slick operation.*

**Tiffany Solender - Pogu**

*A great show, well organised and a fantastic platform to attract international buyers under one roof.*

**Jennifer Unsworth – Be-Baby Ltd**

*Absolutely wonderful show! Without doubt, exhibiting at Kind und Jugend this year has catapulted our business to a whole new level almost overnight.*

**TAP funding grants may be available!**



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

<b>UK Pavilion Rate</b> Prices are per square metre	Space only	Shell package
	£185	£320

## Booking deadline 1st July 2017

Final submission deadline for the printed catalogue is 1st August 2017. If you do not submit your media entry forms prior to this deadline you will still be charged for the compulsory media package, but your entry will not appear in the catalogue.

### UK Branded Shell Scheme packages

- Avoid the headache of your stand construction and the complicated Koelnmesse ordering service
- All your stand construction requirements handled for you by our own designated main contractor who will liaise with you directly to achieve your exact stand requirements and any extras needed.
- Minimum stand 6m<sup>2</sup> e.g. 3x2m
- Bespoke shell Package includes 250cm high white wall panel system, full UK branding, carpet, 2 spotlights per 6m<sup>2</sup> stand, 1 socket outlet per stand, 1 backlit fascia panel and company name (max 20 standard letters).
- Electricity connection and supply costs are included .
- AUMA charges are included (this is a compulsory charge by the German Association of Industry Trade Fairs)
- Cleaning and rubbish collection included

### Space-only Self Build stands

- Space only packages include raw space only stands within the UK Pavilion designated area and include the extra AUMA charges appropriate to you stand size.
- Exhibitors are responsible for their own stand build. All extras are required to be ordered via the online service portal and will need to include power and mains connections, plus rubbish removal during build up and cleaning during the show if required. Extras ordered will be invoiced by the BPA to recover these costs when we are notified.

### Benefits include:

- Bespoke, can't be missed UK branding to the entire Pavilion area including special carpeting to designate the zone and high visibility stand signage.
- Dedicated coffee and catering point with meeting and seating area
- 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 the 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.



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

## 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 16th January 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 Koelnmesse registration forms that will be sent to you with instructions on how to do this.
- A **non-refundable one third deposit invoice** 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 1st June 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 1st July 2017.
- Exhibitors should also budget for a mandatory Kind und Jugend media charge of **€349** which will be invoiced directly by the BPA in Sterling equivalent together with your stand costs. Any additional media entries can be ordered using the Koelnmesse Media portal. No payment is allowed on this portal so exhibitors should ensure they take note of any extras and these will then be invoiced by the BPA once we are notified. Payment of these extra will be required by immediate return prior to the event.
- 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:	UK Branded Shell package <input type="checkbox"/>	Self-build 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"/>
<b>You must be a fully-paid member to participate in the UK Pavilion.</b>		
Size of stand required: minimum 6m <sup>2</sup> eg: 3 x 2 m W <input type="text"/> m X D <input type="text"/> m		
Tell us your preferred configuration of stand:		
Tick if you exhibited in 2016 and wish to retain the same stand type	<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 <sup>2</sup> ) <input type="checkbox"/>
<p><i>Terms &amp; conditions: Participation to exhibit in the UK Pavilion is open to current BPA Members only. Invoice details are outlined on Important information attached with this pack A NON-REFUNDABLE DEPOSIT of one third must be paid to secure your stand booking providing this is booked before 1st June 2017. After this date the full 100% payment will be invoiced. A 100% Cancellation fee will incur for booking cancellations received after 1st July 2017. All invoices must be paid in full no later than six weeks before the first day of the show. 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 &amp; 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](mailto:adrian@nurseryfair.com)