



19th to 22nd
September
2019

2019 Information Pack

2018 saw
1,217
exhibitors



and 24,700
trade
visitors



with 123
countries
attending!

- Prominent location in Hall 4.1 - 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 Baby Products Association before and during the show
- Free marketing and publicity in the months up to the event
- Stand sizes available from 6m² minimum size

BOOK EARLY TO AVOID DISAPPOINTMENT!

Here's what exhibitors had to say in 2018 ...

Dumforter Ltd

We attended Kind und Jugend Cologne to launch our baby product and whilst attended with pre-production prototypes, it went down a storm and interest and engagement has been incredible.

Opus Innovations Ltd

The show was a great success for us and we are 100% confident that it has generated new business for us. The proactive support from the Baby Products Association was excellent.

N2M Ltd (Rockit)

This was an excellent trade show for us as we made contact with a large number of distributors in territories that we were targeting. We are confident that a number of these contacts will convert to sales.

TAP funding grants may be available!

UK Pavilion Rate Prices are per square metre	Space only	Shell package
	£198	£334

PLEASE NOTE: ALL exhibitors at Kind und Jugend are subject to a **COMPULSORY** Marketing Package charge at **€990** (discounted 25% to **€742.50 for UK Pavilion Exhibitors**) - full details can be found on the next page 'Important information - Terms & Conditions'.

Booking deadline 1st July 2019

Final submission deadline for the printed catalogue is 1st August 2019. 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 6m² e.g. 3x2m;
- Bespoke shell Package includes 250cm high white wall panel system, full UK branding, carpet, 2 spotlights per 6m² 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 your 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 Baby Products Association 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 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 Association's website, promotion in Kind und Jugend's international newsletter; a regular Association e-bulletin newsletter distributed to a database of over 6,000 retailers.

Important information Terms & Conditions

- Return of your signed Baby Products Association 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 15th January 2019.
- 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 May 2019 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 2019.
- Exhibitors must clearly mark the display name that they require on all branding. The Baby Products Association and Koelnmesse cannot be responsible for errors in forms submitted.

NEW MEDIA CHARGES

PLEASE NOTE: Kind und Jugend's **COMPULSORY** Marketing Package for 2019 is **€742.50** in Sterling equivalent and at the current rate of exchange when charged (this includes a 25% discount negotiated exclusively for Baby Products Association members exhibiting in the UK Pavilion).

This Marketing Package includes:

- Entry in the alphabetical list of exhibitors including company logo;
- 10 product group entries in the fair catalogue;
- Unlimited number of product groups in the app and online exhibitor search;
- Set up and provision of an online press compartment;
- App for recording visitors at the fair stand;
- Product highlight in the APP and online exhibitor search;
- Inclusion in Matchmaking365; activation for the Schedule Organiser Online;
- Use of the database of new products in the Press Area.

To view the changes and improved Marketing Package offered by Kind und Jugend, go to:

www.kindundjugend.com/kindundjugend/for-exhibitors/index.php or visit the website at www.bpa.eu

The compulsory Marketing Package will be invoiced directly by the Baby Products Association in Sterling together with your stand booking cost. You must be a Baby Products Association member to participate in the Association's UK Pavilions.

Booking form

Registered company name:	
Trading name (state EXACTLY how you want it to appear on stand nameboard):	
Company address:	Invoice address (if different):
Tel: Mobile No:	
Email:	
Please select stand type: UK Branded Pre-built Shell package (as detailed) <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"/>	
You must be a fully-paid member to participate in the UK Pavilion.	
Preferred size of stand required: minimum 6m ² eg: 3 x 2 m W <input type="text"/> m X D <input type="text"/> m	
Tell us your preferred stand arrangement and we will attempt to find a suitable position.	
Tick if you exhibited in 2018 and wish to retain the position and size <input type="checkbox"/>	New stand - Terrace - open on 1 side <input type="checkbox"/>
Retain stand size but move location <input type="checkbox"/>	New stand - corner open on 2-sides if available <input type="checkbox"/>
<p><i>Terms & conditions: Participation to exhibit in the UK Pavilion is open to current Baby Products Association 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 May 2019. After this date the full 100% payment will be invoiced. A 100% cancellation fee will incur for booking cancellations received after 1st July 2019. 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. The Baby Products Association collects and processes the data entered on this form so that you can participate in its UK Pavilions. The Association and its representatives will use this information to contact you for purposes in relation to its UK Pavilions and will share this with the exhibition organisers in relation to this trade show. We will also keep you up to date with other Baby Products Association services and events which might be of interest to you. If you decide that you would no longer like to receive information, please let us know by emailing info@b-p-a.org</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 signature is required).</i></p>	
Signed:	Print name:
Date:	Position in company:

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