



# UK Pavilion



7th - 10th September 2014

## 2014 Information Pack



- Join the BPA at the USA's leading baby trade show - ABC Kids Expo
- UK branding included in Pavilion design so you can't be missed
- Full use of the UK Pavilion 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

*"California is the world's 9th largest economy - roughly equal to Italy!"*

**YOUR CHANCE TO CAPTURE THE AMERICAN MARKET!**

### ***Why the USA?***

Over 1000 exhibitors in one million square feet of exhibition space

#### ***Show statistics:***

Total exhibitor booths 2013: 3510  
First-time exhibitors 2013: 267  
Total exhibitors 2013: 1050  
Total attendance 2012: 10,123  
Buyer attendance 2012: 4,343  
Media attendance 2012: 401  
Countries represented 2012: 62





# UK Pavilion



## Why join us?

One of the main reasons exhibitors have given for preferring to exhibit within a 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 all Trade Access Programme (TAP) funding will be coordinated via the BPA for the 2014 show.**

## Benefits include:

### Shell scheme packages

- UK branded shell package
- All your stand construction requirements handled for you
- 1 Gooseneck light per metre of back wall of shell scheme including plugged into sockets
- 1 500 watt outlet
- 1 table and 2 chairs
- Carpet, carpet sticker and Booth number
- Header Sign and Graphics

### Important information

**Exhibitors must clearly mark the display name that they require on all branding. The BPA and ABC cannot be responsible for errors in forms submitted.**

### Facilities include

- Meeting, lounge and seating area
- Fully designated Pavilion area with carpeting

### Marketing, publicity and networking

- Stand signage
- Full UK branding
- Networking events
- Targeted marketing campaigns in the run up to the show including regular features in UK and American Nursery Trade press, inclusion on the BPA website; a regular BPA e-bulletin newsletter

**SHELL SCHEME RATE: £XXX per sqm**



**Booking deadline 30th June 2014**

For more information contact Simon Anslow:  
[simon@nurseryfair.com](mailto:simon@nurseryfair.com) or call: 01902 882280



# UK Pavilion



## Booking form

Registered company name:		
Trading name to appear on your stand:		
Company address:		
Town:	County:	Postcode:
Tel:	Fax:	
Mobile number:	Email:	
Please confirm stand type:      Shell Scheme <input type="checkbox"/>		
<b>Participation in BPA UK Pavilions is available to BPA members only.</b>		
Please confirm if your company is:		
1. A BPA member	<input type="checkbox"/>	
2. You have recently applied for membership	<input type="checkbox"/>	
Size of stand required (state area in m <sup>2</sup> ):	<input style="width: 100px;" type="text"/>	m <sup>2</sup>
Preferred configuration of stand:		
Terrace - open on 1 side	<input type="checkbox"/>	
Corner open on 2 sides	<input type="checkbox"/>	
Island stand (min size of 35 m <sup>2</sup> )	<input type="checkbox"/>	
<small>Terms &amp; 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 7th August 2014. A 100% Cancellation fee will incur for booking cancellations received after 30th June 2014. Exhibitors will not be allowed to participate where invoices remain outstanding. 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).</small>		
Signed:	Print name:	
Date:	Position in company:	

Please scan, sign and email to: [simon@nurseryfair.com](mailto:simon@nurseryfair.com) or fax to: 01902 671974